

Challenges and Successes in addressing the needs of YMSMS

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Disclosures

Presenter(s) has no financial interest to disclose.

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Learning Objectives

At the conclusion of this activity, the participant will be able to:

1. Apply new knowledge about effective strategies for recruitment and retention to increase the number of YMSM clients engaged in SUD Treatment.
2. Describe the specialized needs of YMSM enrolled in SUD treatment and HIV services.
3. Recommend effective strategies for developing community partnerships that result in the delivery of more comprehensive services to this population.

Strategic YMSMS Outreach

The Approach

- Know your target Population
- Language/trends/style/behaviors

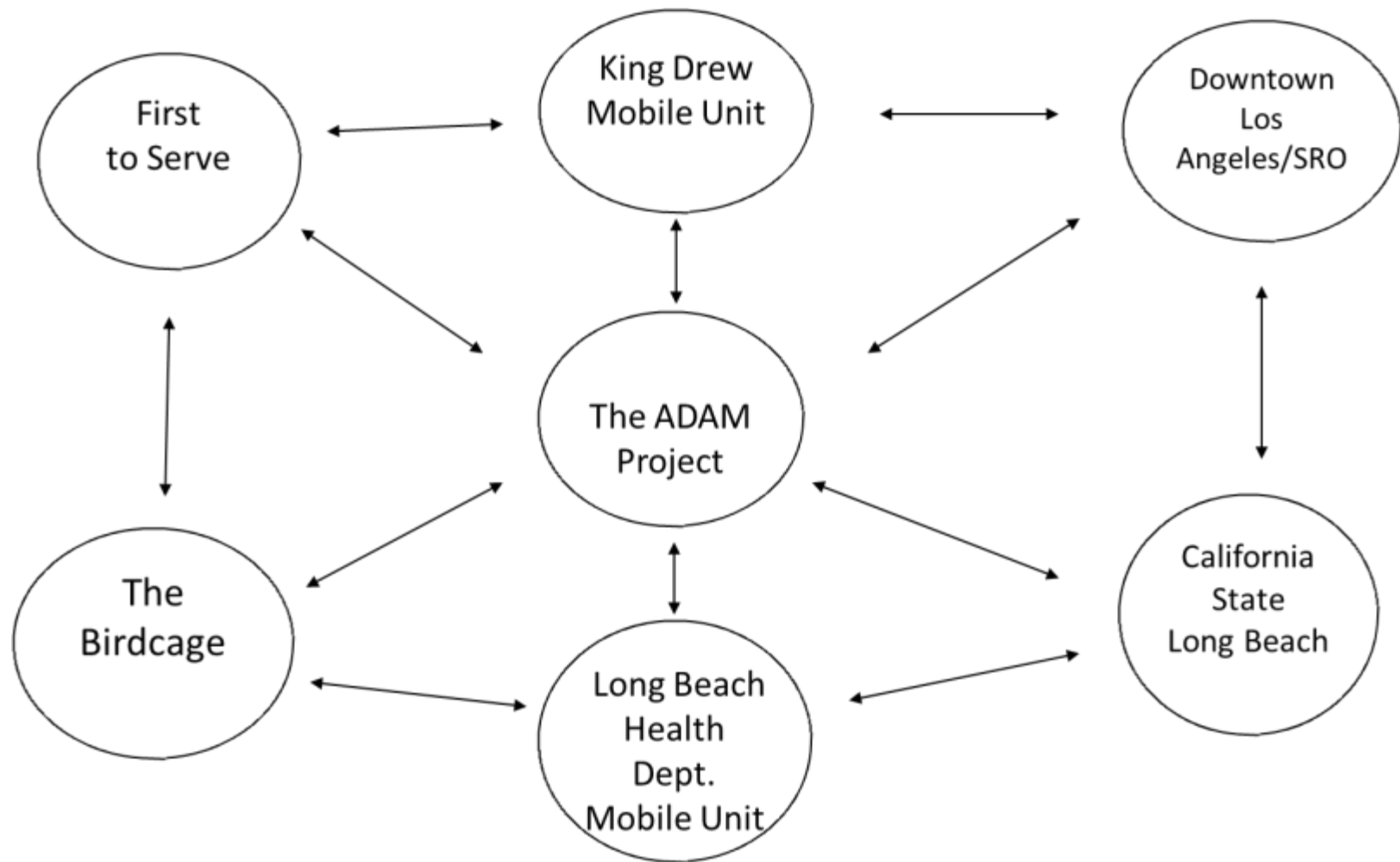
The Practice

- Training/target population participation at every level of Service Delivery

Capacity building

- Merchant participation/community support
- Agency meets community

The Collaborative Concept



Prevention Does Work/People Do Recover Strength-Based/Client Centered

(This is data that was submitted to in the ADAM Project latest Bi-Annual Report)

Our outcomes are even more impressive when we look at reduction in use, versus strict abstinence. Sixty percent (60%) of clients in this dataset reduced alcohol use from intake to 6-month follow-up, 66% reduced illegal drug use, and 48% reduced use of alcohol and illegal drugs on the same day. Nearly 80% (actual 79%) of clients reduced alcohol or illegal drug use from intake to follow-up. This is 14 points above our target project goal of 65% of participants reducing or eliminating AOD use. Twenty five (25) clients reported at intake injecting drugs within the past 30 days; this number was reduced to 17 who reported any injection drug use at follow-up, a 32% decrease in this risky behavior. The percentage increases to 44% when looking at clients who reduced the number of days of injection drug use from intake to follow-up.

Prevention Does Work/People Do Recover Strength-Based/Client Centered

The project has also had a positive impact on reducing risky sexual behaviors. Of those clients who reported any sexual activity, 163 reported unprotected sexual contacts at intake and 144 reported such at follow-up, a reduction of 12%. Of those clients reporting knowledge of having sexual contact with someone who is HIV+ or has AIDS, a 51% reduction was seen in the number of clients who reported any sexual contacts with this group from intake (33 clients) to follow-up (17 clients). Similarly, a 55% reduction was seen in the number of clients who reported any sexual contacts with an injection drug user from intake (20 clients) to follow-up (9).

Overall Challenges addressing the need of YMSMS and HIV-Related Issues

Over the Rainbow Mentality

- Over Compensate
- Overestimate
- Over Indulge
- Over the Top
- Over Talk
- Over/Doing the Most (Mosting)
- Over Sexed
- Triggers and contributors to At-Risk Behaviors

Successes and Benefits working with YMSM and HIV-Related Issues

- Wealth of Knowledge
- Creativity
- Allies to their straight Peer Group
- Great Peer Role Models/Social Responsibility
- Strong Survival Skills
- Passionate and Emphatic
- High level of Compliance and Adherence
- They are Client Participants not just clients served

Savvy Promotions
-equals-

Trusting/Long Term Engagement, Recruitment and Retention Outcomes

The ADAM PROJECT



"WE TAKE IT PERSONAL"

**Savvy Promotions
-equals-
Trusting/Long Term Engagement, Recruitment and Retention Outcomes**



Importance of Name Recognition

the ADAM
PROJECT

Contact Information

The ADAM Project is a SAMHSA funded project targeting 18 to 29 year old African American and Latino males in Long Beach, California. Our innovative approach includes an Interdisciplinary Outreach Team of trained counselors and street outreach workers to recruit and engage YMSM clients who use/abuse drugs and participate in risky sexual behaviors.

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