

Let's Have a Kiki: Outreach & Engagement in a YMSM Community of Color

Lindsay Lee Slay, LMSW

Program Director of Youth Services

Housing Works



Disclosures

Presenter(s) has no financial interest to disclose.

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Learning Objectives

- 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.



Housing Works

Housing Works is a grassroots organization, founded in 1990 by a group of “Act Up” activist who saw a dire need for stable housing for people living with HIV/AIDS as a foundation to living healthy lives.

OUR MISSION:

Housing Works is a healing community of people living with and affected by HIV/AIDS. Our mission is to end the dual crises of homelessness and AIDS through relentless advocacy, the provision of lifesaving services, and entrepreneurial businesses that sustain our efforts.



The HOUSE Project Overview



THE
HOUSE PROJECT
HOUSING WORKS



Health Outreach Utilization Support Enhancement
(HOUSE) Project

The HOUSE Project Overview

The HOUSE Project aims to:

- Link participants to services
 - HIV Testing links to Primary Care
 - Substance use treatment (OASAS)
- Many Men Many Voices (3MV)
 - DEBI Intervention





Many Men, Many Voices (3MV) Overview

- Evidence-based HIV/STD prevention intervention
- sexual risk behaviors go down and protective factors increase
- For black men who have sex with men (MSM)
- Small group educational setting



The HOUSE Project Accomplishments

- To date, enrolled **1324** clients
- **520** rapid HIV tests
- Linked over **250** participants to primary care
- **180** Youth/Kiki Events
- Partnered with internal programs (**OASAS**) and external orgs
- Completed **8** cycles of Many Men Many Voices (3MV)



www.youtu.be/zpwmytfJ5k0



Successfully recruitment of the House Ball Community

1. Utilize staff/peers who are knowledgeable about the House Ball Community
2. Connect to community leaders to gain access



Successful Recruitment

3. Actively participate in the HBC support network
4. Sponsor and host balls that create arrangements with houses

Linkage to Medical Care

- The Undetectables
- Access to PrEP/PEP





Challenges

- Mistrust of community based organizations
- Concerns about privacy
- Perceived stigma in participation
- Testing fatigue and oversaturation of services in NYC



Retention strategies

- Nonjudgmental environment
- Create therapeutic alliance
- Address immediate needs, link to ongoing services
- Regular contact through social media, hot spots
- Utilize incentives

Data Outcomes

- GPRA Data
- Many Men, Many Voices (3MV)
 - Qualitative Data



Data analysis: Outcomes through 7/26/16

Mental Health

	Baseline Mean (S.D.)	Six Month Mean (S.D.)	Percent Change
Depression (N=682)	2.2 (6.7)	.70 (3.2)	-68%***
Anxiety (N=683)	2.2 (6.4)	.80 (3.7)	-60%***

Substance Use

	Baseline Mean (S.D.)	Six Month Mean (S.D.)	Percent Change
Illegal Drug Use (N=729)	9.0 (12.4)	7.1 (11.1)	-20%***
Alcohol (Any) (N=763)	3.7 (6.1)	3.5 (5.0)	-5%
Alcohol to Intoxication (N=688)	.51 (2.0)	.47 (1.8)	-8%

Data analysis: Outcomes through 7/26/16

Sexual Risk

	Baseline Mean (S.D.)	Six Month Mean (S.D.)	Percent Change
Sexual Contacts (N=769)	6.8 (13.9)	5.4 (9.3)	-21%**
Unprotected Contact (N=662)	3.1 (9.0)	1.6 (5.4)	-48%***

Housing (N=560)

	Baseline	Six Month	Percent Change
Rent own apartment	17% (N=96)	22% (N=124)	29%**

*p<.05 **p<.01 ***p<.001



Many Men, Many Voices (3MV): Qualitative Data

- **Did participating in 3MV change your use of substance use and mental health treatment? How?**
 - *"Yeah I was isolated before and after the group I was more open to talking with a counselor or with people in general. I was scared going into it and wasn't comfortable sharing a lot in general but the participants made me feel comfortable and supported so I could open up more. Yes it helped me open up to mental health counseling more which I'm now engaged in."*
- **Did participating in 3MV change your self identify? If so, how?**
 - *"Yes, it changed my self-identity because I learned a lot of things that I didn't know, like I looked at myself as a victim before, and now I don't feel that way. It gave me self worth and value."*

Thank You!

Contact Info:

2640 Pitkin Ave
Brooklyn, NY 11208

Phone: 718-827-8700 x 4317

Fax: 718-827-8848

Email: l.slay@housingworks.org