



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

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Presenter(s) has no financial interest to disclose.

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# **Learning Objectives**

- Apply new knowledge about effective strategies for recruitment and retention to increase the number of YMSM clients engaged in SUD treatment.
- Describe the specialized needs of YMSM enrolled in SUD treatment and HIV services.
- 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







Health Outreach Utilization Support Enhancement (HOUSE) Project

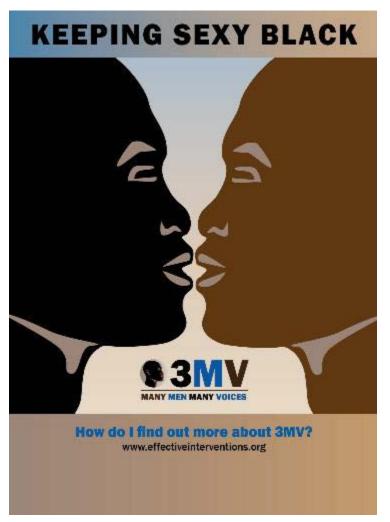




## The HOUSE Project Overview

#### 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!

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