Utilizing Community Based Testing and a Structural Level Intervention as HIV Prevention Methods: A Description of a Community Based Event

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INTRODUCTION

HIV at a Glance

- 1.2 million persons infected with HIV in 2008
- 48,100 new HIV infections in 2009
- Men who have sex with men (MSM) accounted for 61% of new HIV infections in 2009
- 44% of MSM newly infected with HIV were between the ages of 13-29
- MSM of color (Black or Latino) are disproportionately infected with HIV

HIV in Los Angeles, California

- Accounts for 46.1% of all HIV infections in CA
- Latino MSM account for 93% of all new HIV infections in Latino men
INTRODUCTION, CONT

AltaMed’s HIV Prevention Goals

• Target population: Latino MSM 18-29
• Increase HIV testing utilization
  • Testing goals
  • Linkage to care
  • Decreases Transmission
• Seeks to reduce HIV risks through community and individual level interventions
INTRODUCTION, CONT

AltaMed’s Condom Distribution Campaign

- Structural-level intervention
  - Most effective when combined with community or individual interventions
  - Reduces barriers to safe sex
  - Normalizes and encourages condom use
  - Cost-effective

- Message of Campaign

- Plan
  - Distribute condoms to community organizations, clinics, and bars/clubs
OBJECTIVE

1. To plan and implement a community-based testing event to kickoff AltaMed’s condom distribution campaign
2. To create a public service announcement that promotes the condom distribution campaign
3. To evaluate the effectiveness of the event in increasing HIV testing utilization and altering attitudes regarding condom use
METHODS—OBJECTIVE 1

How to Throw a Condom Release Party

Step 1: Have a motivated and experienced team behind you.
Step 2: Have condoms!
Step 3: Set a date and identify a venue
Step 4: Establish a working relationship with the owner of the venue
Step 5: Identify activities to conduct at the event
Step 6: Partner with a party promoter, if possible
Step 7: Reserve the mobile testing unit
Step 8: Communicate and be persistent!
Step 9: Invite your friends!
Step 10: HAVE FUN (*and use condoms)
**METHODS—OBJECTIVE 2**

**How to Shoot a PSA**

- Step 1: Develop a concept and tag-line
- Step 2: Seek advice from experts
- Step 3: Write a screenplay/storyboard
- Step 4: Have a camera
- Step 5: Have someone to film it and direct it
- Step 6: Cast
- Step 7: Identify locations for shooting
- Step 8: Get the raw footage edited, mastered, and replicated on DVD-R
- Step 9: Air it!
METHODS—OBJECTIVE 3

Evaluating the Event

• Two Surveys
  • Survey 1: For unveiling event
  • Survey 2: For party

• Variables measured by Survey 1
  • Overall opinion of event
  • Effectiveness of PSA
  • Significance of condom distribution campaigns
  • Likelihood of using condoms

• Variables measured by Survey 2:
  • Demographics
  • HIV testing behavior (When? Where?)
  • Condom use

• Distribution of Surveys
RESULTS AND CONCLUSIONS

Come be apart of the result…

AltaMed’s Condom Release Event
Friday, August 10, 2012
5-9p
MJs Bar
2810 Hyperion Ave.
Los Angeles, CA 90027
Food, Drinks, Games, Prizes, Free HIV Testing
and…Condoms Galore!
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MJ's Bar
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REFERENCES


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QUESTIONS?