



# 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

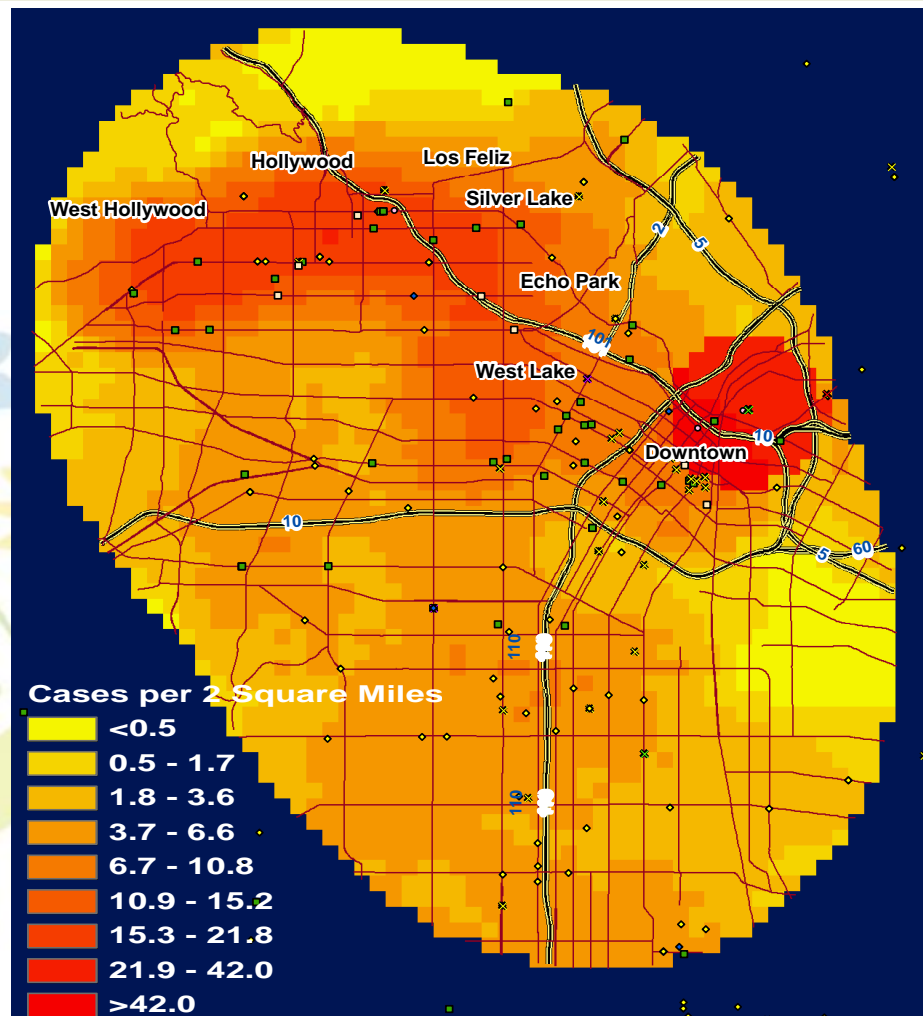
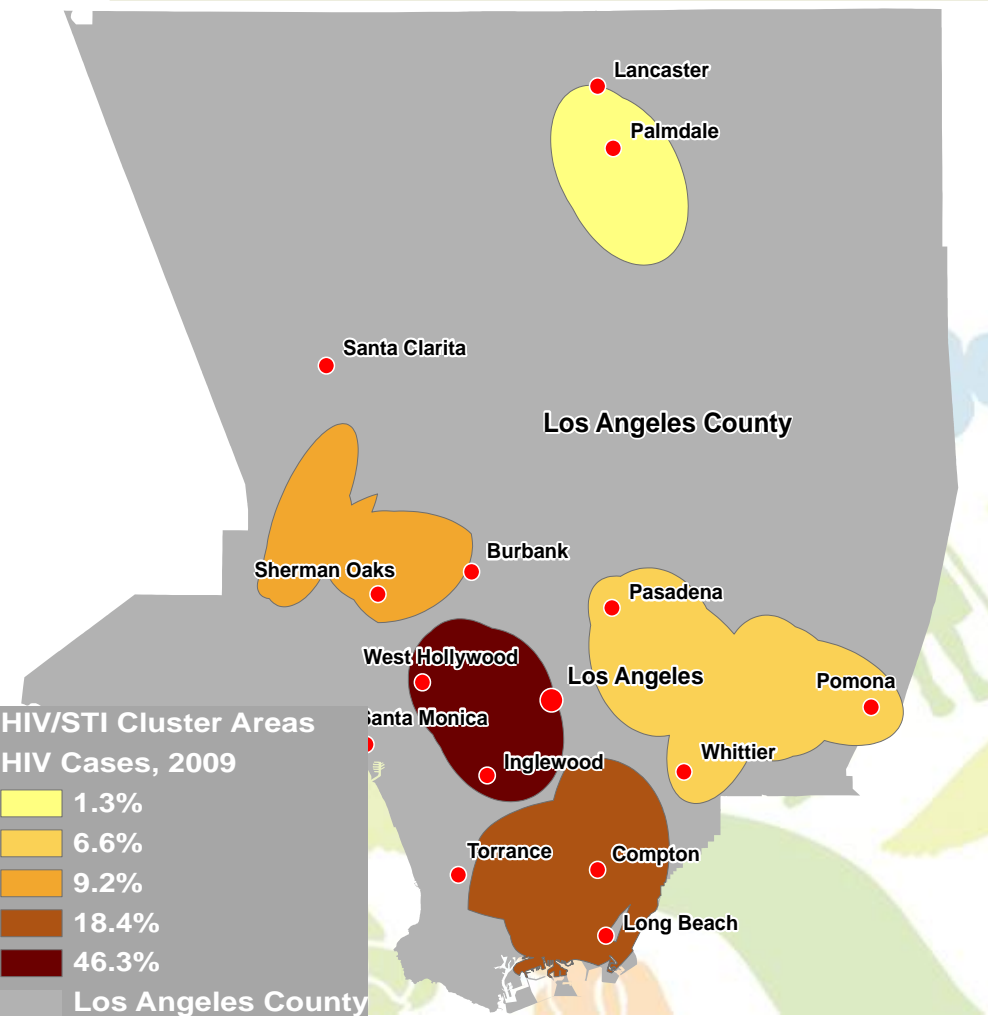
## **HIV at a Glance**

- 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



## 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

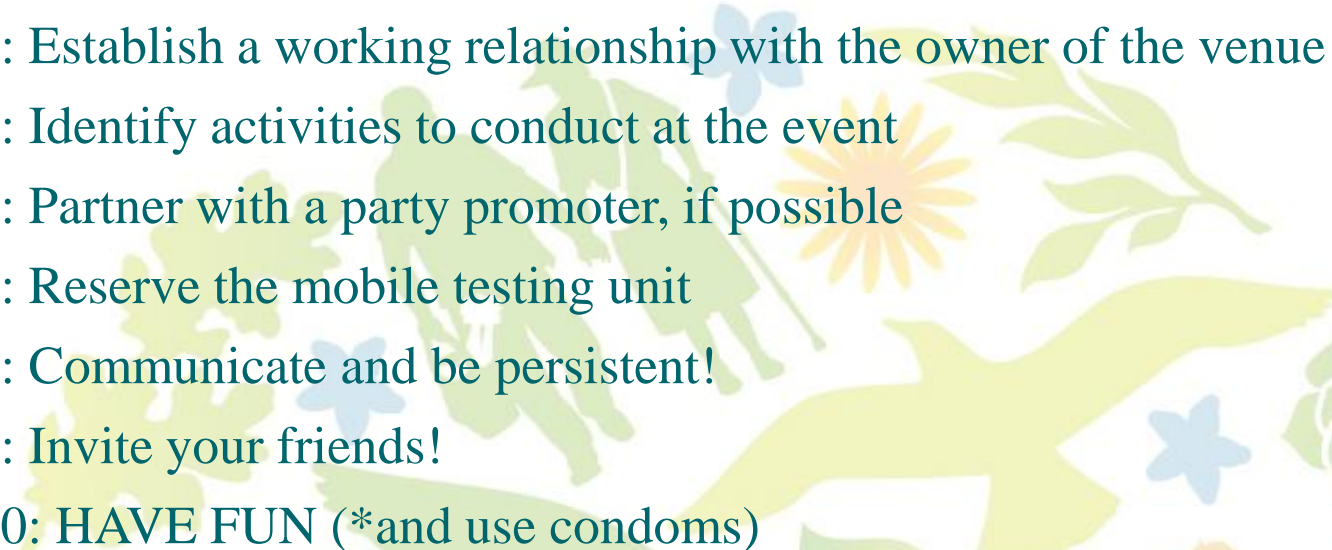


## OBJECTIVE

1. To plan and implement an 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!

# AltaMed

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# ACKNOWLEDGEMENTS

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HIV Prevention Team

- Ken Almanza
- Joaquin Gutierrez
- Ramon Garcia
- Angel Rosario

MJs Bar

Kavich Reynolds Productions



## REFERENCES

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\*GIS Images courtesy of Los Angeles County Department of Public Health



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**QUESTIONS?**

