Dialogue on Diversity Conference

May 23, 2017

Nationwide effort to reduce new cases of HIV/AIDS in the Hispanic community and to ensure that those living with HIV are in continuing care.
Review of Data

Nationwide effort to reduce new cases of HIV/AIDS in the Hispanic community and to ensure that those living with HIV are in continuing care.
HIV continues to be a serious health threat in the Hispanic community

In 2014, Hispanics accounted for almost one quarter of all new HIV diagnoses in the US, despite representing about 17% of the US population.
Of these, 86% (9,379) were in men, and 14% (1,490) were in women.

In 2014, Gay, bisexual, and other men who have sex with men accounted for 84% (7,893) of the estimated HIV diagnoses among Hispanic/Latino men.

In 2015, youth between the ages of 13 to 24 accounted for 22% of all new HIV diagnoses in the US.

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What about seniors?

• People aged 55 and older accounted for 26% of all Americans living with diagnosed or undiagnosed HIV infection in 2013.

• People aged 50 and older have the same HIV risk factors as younger people, but may be less aware of their HIV risk factors.
Program Goal

To respond to this picture ASPIRA partnered with CDC and NHCOA to implement a nationwide effort to reduce new cases of HIV/AIDS in the Hispanic community and to ensure that those living with HIV get and stay in care.
ASPIRA Strategic Plan

• ASPIRA’s mission is to promote the educational and leadership potential of Latino youth.

• Favorable health outcomes, such as HIV prevention are critical to ensuring Latino youth’s success.

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Program Objectives

• Increase exposure to prevention materials through outreach campaigns in the Hispanic communities with high cases of HIV/AIDS.

• Increase partners promoting HIV/AIDS prevention and control to major stakeholders

• Dialogue on Diversity is a major partner

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Program Objectives

• Increase number of messages in social media related to HIV prevention.
• Increase HIV preventive and testing behaviors among Hispanic residents in areas with high incidence of HIV/AIDS.

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Challenges

- Hispanic youth often engage in un-protected sex, are misinformed and have feelings of invulnerability
- Stigma around the topic still exists
- Cultural Factors- Hispanics/Latinos might not seek testing, counseling, or treatment if infected because of stigma and discrimination
- Latino older adults and caregivers do not engage in social media as compared to other groups (share, like, comments, clicks, etc.). They prefer personalized interaction (i.e. face to face chats).

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Challenges

• Undocumented Hispanic/Latino immigrants may be afraid of disclosing their immigration status, making immigrants less likely to access HIV prevention services, get an HIV test, or seek adequate treatment if HIV-positive.
Our Approach is:

- Cultural Competent
- Linguistically appropriate
- Multigenerational
- Age sensitive
Program Strengths

Multigenerational approach
One-on-one conversation
Cultural competence

Age sensitivity
Culturally and linguistically appropriate messages

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Program Strengths

• The program taps into the vast local and national networks
• NHCOA
  • Strong Presence in the mid & southwest
• ASPIRA
  o Ten offices across the country
Nationwide effort to reduce new cases of HIV/AIDS in the Hispanic community and to ensure that those living with HIV are in continuing care.
OUR Commitment to PACT

▪ 100% of ASPIRA and NHCOA staff will receive HIV/AIDS messages.

▪ 50% of ASPIRA/ NHCOA affiliates will be involved in HIV/AIDS conferences.

▪ ASPIRA and NHCOA will remind affiliates that HIV/AIDS is an organizational priority.

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Dissemination Strategies

Leaders
Advocacy campaigns
Older adults
Regional events
Multigenerational community outreach

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Dissemination Strategies

Videos of discussion about HIV during our Empowerment and Civic Engagement Training in Los Angeles

Educational Charlas about HIV in Washington DC with Older Adults

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Dissemination Strategies

Women and Girls
HIV/AIDS Awareness Day

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Dissemination Outcomes

<table>
<thead>
<tr>
<th>Product</th>
<th>Reach*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Average of 176,848 impressions</td>
</tr>
<tr>
<td>Press Releases/Op-Eds/E-blasts</td>
<td>1,643 reached</td>
</tr>
<tr>
<td>Events/Activities</td>
<td>1,660 reached</td>
</tr>
</tbody>
</table>

Sample Social Media Post

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CDC Campaigns

• Doing It
• One Conversation at a Time
• Let’s Stop HIV Together

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Strategic Partnerships
Building Ties

▪ Local health clinics (ie Community of Hope)
▪ Department of Health
▪ Expanding engagement with other PACT members:
  o National Urban League
  o National Hispanic Medical Association
Strategic Partnerships Strengthening Ties

- Telemundo
- LULAC
- AIDS United
- Dialogue on Diversity
- HCN + Pinyon Foundation

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Staff and Partners collaborating with the dissemination of HIV/AIDS messages in national, regional and local events.
Partnering with other organizations

Partnering with organizations in Florida, Texas, Washington, DC, discussing the importance of HIV prevention in the community.

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Social Media Strategy
User Engagement Focus

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Social Media Efforts

- ASPIRA Instagram
- ASPIRA Twitter
- Facebook
- Upward trend of user engagement evident

Pictures → Event Announcements

Higher User Engagement (shares and likes)
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Monitoring and Evaluation

- Data collection and reporting
  - Facebook Analytics
  - Social Sprout Possibility
- ASPIRA Data Collection Templates
For more information contact Hilda Crespo
The ASPIRA Association, Inc.
202-759-5181
http://www.aspira.org
or
The National Hispanic Council on Aging (NHCOA) at
202-347-9733
www.nhcoa.org

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