Disseminating Evidence-Based Approaches in a High-Risk US-MX Border Community for Pragmatic HIV Prevention for Minority Women

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Presentation Outline

- Program Background
- Description of Evidence Based Interventions (EBIs)
- No. of Individuals Reached Through EBIs
- Testing Indicators Data
- Implementation Issues Encountered
- Recommendations for disseminating EBIs
Mujer Saludable, Familia Feliz: (Healthy Woman, Happy Family)

- Focused on Minority women in El Paso, TX region
- Holistic Evidence-based interventions
- Multiple contexts of care/risk in HIV prevention addressed- including, Substance Use Disorder (SUD), Malnutrition and Violence
- Funded by the U.S. Department of Health and Human Services (HHS) and Substance Abuse and Mental Health Services Organization (SAMHSA) – Grant no: TI080065; 2016-2019
- Program partners: Aliviane Inc., Center Against Sexual and Family violence, City of El Paso, Department of Public Health
Description of EBIs

Evidence-Based Interventions (EBIs):

- Screening
- HIV & HCV Testing and Care
- Sexual Assault Support Groups
- Engaged Bystander Intervention
- Safer-Sex “Promotora” Delivered Interventions
- Health Nutrition
# Evidence Based Interventions

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Individuals reached as of date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safer Sex Awareness</td>
<td>559</td>
</tr>
<tr>
<td>Violence Prevention</td>
<td>637</td>
</tr>
<tr>
<td>Bystander Intervention</td>
<td>734</td>
</tr>
<tr>
<td>Nutrition Education</td>
<td>548</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2478</strong></td>
</tr>
</tbody>
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11,604 community members reached through social marketing - Facebook, Instagram, flyers, etc.
Priority Communities in El Paso County, Texas

San Elizario, Clint, Fabens, Socorro
Testing Indicators as of Date

- **1043** women were offered HIV/HCV testing
  - **83.8%** of the women (874) received an HIV test
  - **66%** of the women (688) received a Hep C test
- **91.8%** were Hispanic (**53.8%** between ages 18-34)
- **44%** have previously received an HIV test
- **8.8%** have previously received a Hep C test
- **66%** engaged in unprotected sex within a significant other in a monogamous relationship in the past 30 days
Implementation Issues Encountered

- Existing stigma to HIV and discussion of sexual health
- Barriers to client follow-up due to the US-MX border milieu
- Training personnel for multi-site interventions
Recommendations

To enhance dissemination of EBIs, retention and follow-up:

- Engaging network members (males in particular) in bystander interventions
- Selecting EBIs to address various contexts of HIV and SUD risk
- Engage students in dissemination and outreach
- Training promotoras in intervention delivery and recruitment of clients
- Providing testing and screening with EBI classes
- Working with community partners like, the Department of Public Health and violence prevention centers
Health Promotion Student Engagement
Thank you
Questions or Comments?

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