



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

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Adherence 2018 • June 8-10 • Miami



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







Program Background

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):

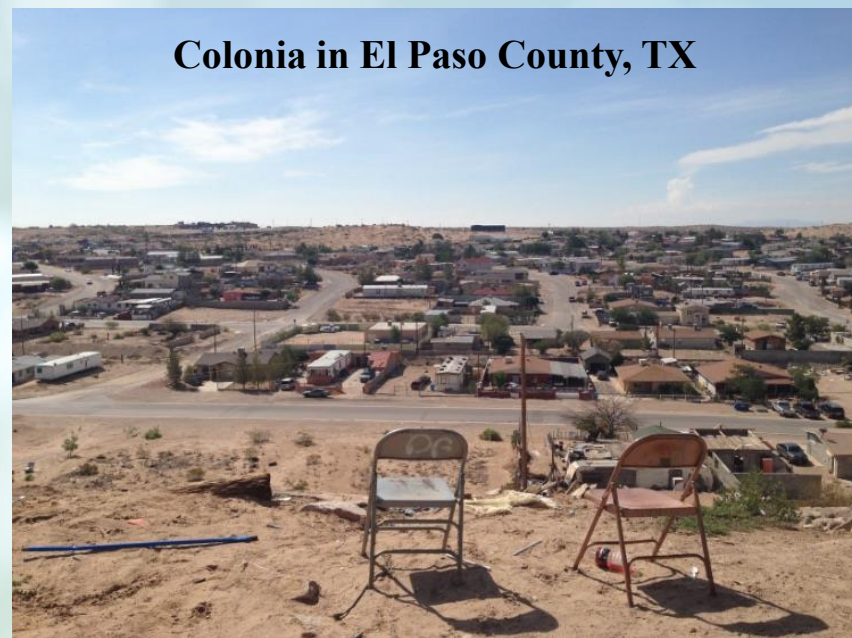
- Screening
- HIV & HCV Testing and Care
- Sexual Assault Support Groups
- Engaged Bystander Intervention
- Safer-Sex “Promotora” Delivered Interventions
- Health Nutrition



Evidence Based Interventions

Intervention	Individuals reached as of date
Safer Sex Awareness	559
Violence Prevention	637
Bystander Intervention	734
Nutrition Education	548
Total	2478

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



Community Health Workers Group



Health Promotion Student Engagement

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Thank you

Questions or Comments?

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