

Acceptability and Potential Effectiveness of Generación Actual (Current Generation):

A multi-level HIV community
mobilization intervention with MSM and
transgender women in Peru

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Content of presentation


- Background
- Description of the intervention
- Findings from Process Evaluation
- Implications

Background

- Concentrated HIV epidemic
- Estimated 5% HIV incidence
- 12% estimated prevalence (MSM), 30% transgender women (TW)
- 48% MSM/TW report unprotected anal sex, low rates of HIV testing and care engagement
- HIV prevention efforts have changed little
- Few interventions implemented and evaluated

Proyecto Orgullo¹ :

9 month pilot of multilevel, community mobilization intervention (Empowerment-based)



Adaptations to
integrate the HIV
prevention and
care continuum

¹ **Maiorana, A., et al.**, “Proyecto Orgullo’, an HIV prevention, empowerment and community mobilisation intervention for gay men and transgender women in Callao/Lima, Peru.” *Global Public Health* 11:7-8, 1076-1092. **Global Public Health**, 2016, 11:7-8, 1076-1092

Proyecto Orgullo +: *Addressing the Continuum of Prevention & Care*

Intervention components:

-**Generación Actual**

-Health systems, to improve engagement in HIV care:

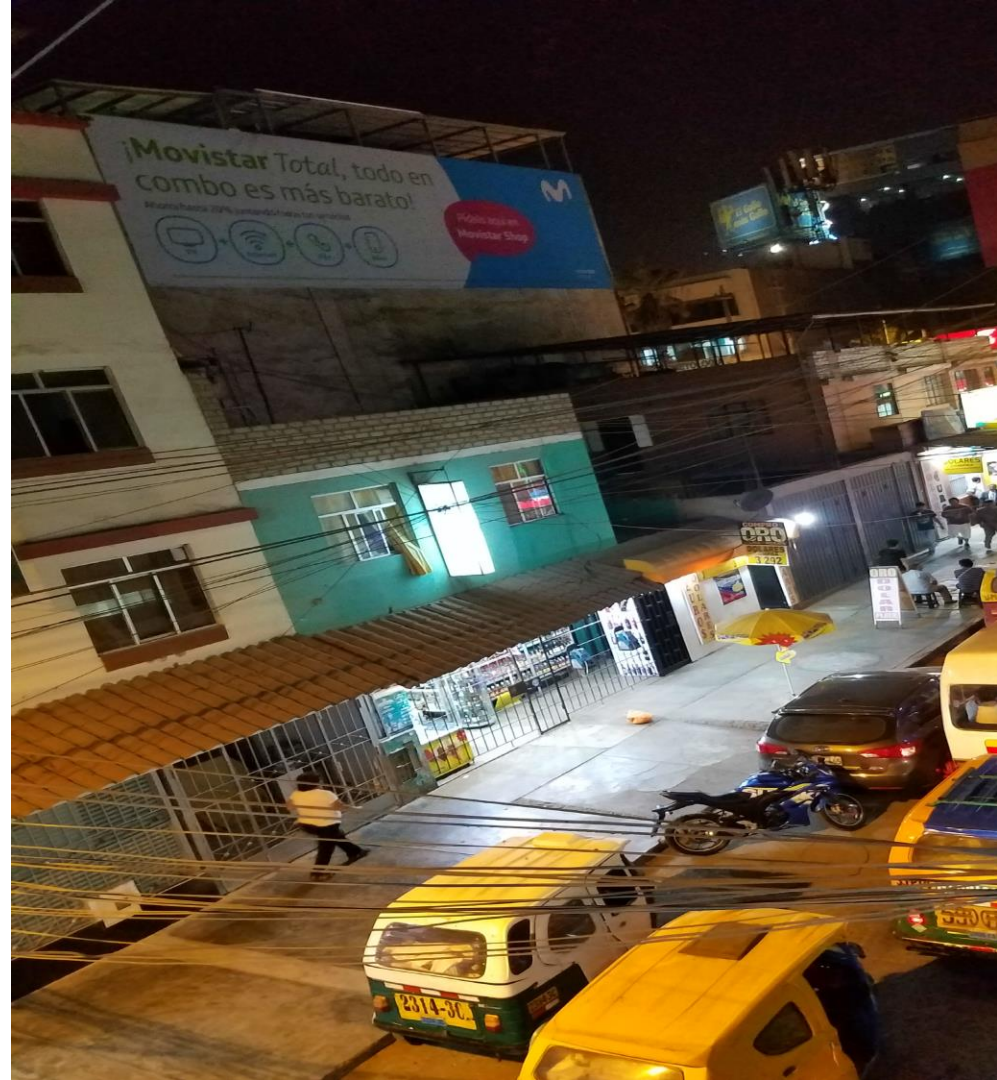
- Navigators
- Sensitization of healthcare staff
- Positive Prevention

Clinical Trial of Efficacy of Proyecto Orgullo +



- Being implemented for 3 years in intervention district (Lima South), and control district (Lima East)
- Longitudinal community cohort of MSM/TW in intervention and control district
- Assessment of behavioral and clinical outcomes (4 yearly surveys)
- **Process evaluation of Generación Actual**





Guiding Principles: Woven Throughout Intervention

- Focus on multiple levels (individual, interpersonal, community, environments)
- Social focus (includes HIV messages)
- Gay and gender affirming & sex positive
- Peer influence
- Empowerment
- Diffusion of Innovations

7 Interacting Core Elements



- Workshops: Series of 4 self-reflection/empowerment/ HIV-related/stigma reduction sessions, separate for MSM & TW
- Mobilization Activities (MAs): fun & social events to engage MSM/TW in the project (include HIV messages)
- Leadership Group: Coordinators + MSM/TW volunteers critically analyze community issues, design/implement MAs
- Informal Outreach: Talking w/friends, supporting peers in HIV prevention/care
- Community Center: safe space, where project activities occur
- Outreach/Publicity: (including social media)
- Coordinators: paid staff - 2 gay men, 1 TW)

Process Evaluation Findings (after 2 years of implementation)



- Qualitative interviews (24 MSM & TW participants)
- Demographics/attendance at MAs
- Observations (50% of MAs)
- Debriefings with Coordinators

Acceptability of Generación Actual: Processes of Community Engagement



- Growing/sustained participation without financial incentives
- Sense of ownership of Community Center (social space/ second home)
- Coordinators as role models, confidantes, counselors (“willing ears”)
- Collaborative work between MSM/TW (common goal), mutual understanding & respect

Acceptability of Generación Actual



- High attendance at workshops: N=182 (109 MSM, 71 TW), high retention in all 4 sessions
- Ongoing Leadership Group engaged in organizing MAs, and analyzing community issues
- Large number of diverse MAs of different sizes (movie nights, discussion groups, cooking classes, parties, outings); >100 MSM/TW at some events
- Learning from Coordinators and peers
- Ongoing diffusion via informal outreach: Inviting peers to project/supporting them in HIV prevention/testing/care

Message in Facebook (talking with friends)

We can make important changes in our community if we share what we know among our friends 💡 A conversation can change things!

✓ **Start a conversation with a friend on a topic discussed at Generación Actual.** It can be: Health, Prevention, Self-esteem, Human rights.

✓ Share your own experiences (that always helps) 💞

✓ If your friend asks for advice, give it with empathy, without judgment.

✓ **Invite them to Generación Actual** 🏠

Be a change agent 🤝 ✍️. If we do it together, Yes we can!

Message in Facebook (HIV stigma)

- Did you know that mockery, gossip, or a label can hurt?
- Did you know that because of stigma people in our community living with HIV may not ask for support for fear of rejection? 💡
- Words are powerful, don't use them to hurt. Use them to support us 💪❤️
- Remember:
Let's build a community where living with HIV does not need to be a secret 🧑🧑

ACTIVIDADES PERMANENTES



LUNES ROSA (SOLO PARA CHICAS TRANS) - 8PM

MARTES - 8PM: TALLER VIVENCIAL PARA CHICOS

MIÉRCOLES - 8PM: TALLER VIVENCIAL PARA CHICAS

JUEVES - 8PM: REUNIÓN DE GRUPO IMPULSOR

VIERNES - 8PM: CINE PIZZA ... TODOS INVITADOS!!

SÁBADO CAMBALACHERO PARA CHICOS - 8PM



Clases de Steps

Ponte en forma con Juan!

**15/08
8pm**

Ven con ropa cómoda

Casa Comunitaria Generación Actual
Juan Castilla 484, 3er piso. SJM




*Por fin llegó este día mágico donde seré
la protagonista de esta celebración*

Akemy

Mis padres:
Marcelo Peña
Juan Oshiro

Tienen el agrado de invitarlos
a la fiesta de celebración
de este día tan especial
Sábado 9 de marzo a horas 10 pm
Casa Comunitaria Lima Sur
Jr Juan Castilla 484 3er piso SJM

Mis padrinos:
Thessica Dávalos

Mis 15 años

PORQUE EN LA REPETICIÓN ESTÁ EL GUSTO...



Salud Anal

Parte 2

Con más información para tu cuidado.

Invitado:
DR. HANS FERNÁNDEZ

**LUNES 11/06
8:00PM**

*Casa Comunitaria
Generación Actual*



Processes of empowerment and community mobilization

- Self-reflection and introspection
- Empowering beliefs/attitudes re: HIV stigma, care engagement, treatment as prevention, internalized homophobia/transphobia
- Community Center (safe/welcoming social space, where to express themselves)
- MSM/TW in charge of project (with Coordinators)
- Community building/mobilization/empowerment



MARTES 19/02 8PM

MITOS Y REALIDADES SOBRE EL VIH

CONVERSA CON EL DR.
LUIS ARNAO

Fiesta de Halloween
y de la Canción Criolla

31 DE OCTUBRE
9PM

Jr Juan Castilla 484, 3er piso. SJM

CORCHO LIBRE

¿LISTOS PARA
RECIBIR EL
2019?

Llevar uno nunca est

MASCULINIDADES

Taller vivencial para chicas

sábado 15
7:45 pm

Libertad
prejuicios
sexualidad
roles
emociones
mitas

Casa Comunitaria Generación Actual
Jr. Juan Castilla 484, 3er piso



Potential Effectiveness

- Learning about HIV/STIs and condom use
- Increasing self-efficacy to use condoms, negotiate safer sex, seek HIV testing and care
- Normalizing HIV as a chronic disease instead of a death sentence
- HIV stigma reduction

“I’ve seen changes in myself. Now I come to the house, I am not in the street. Before I was like a stray sheep. Now I protect myself with clients [while doing sex work].”

Carla, age 27

“Two months later [after the workshops] I was diagnosed with HIV. If I hadn’t taken the workshops, I would’ve considered the results as more tragic. Still, it was rough but I could cope.”

Pablo, age 35

Implications

- **Generación Actual** embraced by MSM & TW
- Fostering personal and community empowerment may facilitate HIV risk reduction/care engagement in Peru
- **Generación Actual** may be a model to replicate in other Latin American countries with concentrated HIV epidemics among MSM/TW

Potential sustainability after end of project in 2020

- Developing capacity building among participants
- Presenting the project to the government and other interested parties
- Trying to engage local government
- Exploring financial sources

Thank you!