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

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

Andres Maiorana, MPH. M.A., University of California, SF
Presentation Co-Authors

Elizabeth Lugo¹
Carlos Cáceres¹*
Angélica Motta Ochoa¹
Arón Nunez-Curto¹

Kelika Konda¹, ²
Alfonso Silva-Santisteban¹
Gino Calvo Moreno¹
Susan Kegeles³ *

¹Universidad Peruana Cayetano Heredia, ²UCLA, ³UCSF
*Principal Investigators
U.S. NIMH grant
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 (Mpowerment-based)


Proyecto Orgullo +: Adressing the Continuum of Prevention & Care

Intervention components:
- Generación Actual
- Health systems, to improve engagement in HIV care:
  - Navigators
  - Sensitization of healthcare staff
  - Positive Prevention

Adaptations to integrate the HIV prevention and care continuum.
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 invitarles 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

Salud Anal
Parte 2
Con más información para tu cuidado

Invitado:
DR. HANS FERNÁNDEZ

Mis 15 años
Mis padrinos:
Jessica Dávila

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
Fiesta 80's
Sábado 27/04 10 PM
JR. Juan Castilla 484, 3er Piso. SJM
Casa Generación Actual
MITOS Y REALIDADES SOBRE EL VIH

CONVERSA CON EL DR. LUIS ARNAO

FIESTA DE HALLOWEEN
y de la Canción Criolla

31 DE OCTUBRE
9PM

MASCULINIDADES
Taller vivencial para chicos

sábado 15
7:45 pm

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!