



# Improving Health Outcomes

## Moving Patients Along the HIV Care Continuum

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**Target Audience:** RWHAP and Other HIV Service Providers

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# Culturally Appropriate Interventions of Outreach, Access, and Retention Among Latino(a) Populations Viviendo Valiente Program

Prism Health North Texas

April 18, 2019

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## **Disclaimer**

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## Presentation Outline

- The Prism Health North Texas (PHNTX) Viviendo Valiente Program
- The multi-level interventions and strategies that comprise the program
- Role of formative, process and outcome evaluation
- Key considerations for organizations looking to implement and sustain a program such as Viviendo Valiente



# Overview

## Prism Health North Texas

Serves 12 North Texas counties with goals to:

- Prevent HIV
- Test those at high risk for HIV/STIs
- Engage and retain PLWH in medical care
- Help PLWH achieve viral suppression and optimal health

Services provided at several sites in Dallas, TX:

- 2 health centers – primary HIV medical care and integrated behavioral health care with co-located pharmacy at one site
- Mobile and onsite – case management, psychosocial support services, testing and risk reduction counseling
- HIV Empowerment Center – all PLWH in the community



# Overview

## Viviendo Valiente Program

### Goal

To link persons of Mexican origin and living with HIV to HIV care expeditiously by reducing barriers to services

### Objectives

To increase HIV testing, engagement and retention in HIV treatment

- Developed in Dallas, TX
- Implemented as a unified, multi-level intervention
- Designed to identify people of Mexican origin, 18+ years of age, living with HIV, to link them to HIV medical care
- Tailored to address the priority population's concerns and needs related to HIV



# Capacity

## **PHNTX Mission:**

- Inclusive
- Focused on addressing needs of diverse populations
- Committed to providing culturally and linguistically appropriate services at all levels of care
- Flexibility to tailor programming and services to address emerging needs of the community

## **Staff Expertise:**

- Skilled in engaging priority population in care and treatment
- Able to provide culturally appropriate and relevant care
- Viewed as credible and trustworthy by priority population
- Able to engage stakeholders and community members



## Capacity (con't)

Ideally, organizations best positioned to implement this type of program will have the ability to:

- Budget for tangible reinforcements to support engagement and retention in care to:
  - Support flexibility with work hours of program staff members,
  - Create and sustain active advisory boards,
  - Provide follow-up medical care or work in partnership with a facility that renders service, and
  - Conduct formative and process evaluation.





# Implementation of Viviendo Valiente

Multi-level intervention for people of Mexican origin

- Individual - Provide ongoing support for PLWH to address linkage and retention in care, treatment adherence, and other concerns
- Group - Educate community about HIV and how to engage in health care through a four session health education course
- Community - Provide messaging and information through engaging activities to encourage testing for HIV/STIs (tagline, 5 minute brief community education session)

Interventions unified by a 3 point strategy

- Inform yourself, Talk about it, Take action



# Implementation of Viviendo Valiente (con't)

Theoretical frameworks, models used to guide strategies:

- Anti-Retroviral Therapy and Access to Services (ARTAS)
- Motivational Interviewing
- Transnational and Cultural Assessment tool
  - To identify key transnational factors affecting engagement and retention in HIV medical care

Activities were tailored for the priority community to:

- Increase knowledge of HIV
- Increase perception of risk for HIV
- Decrease stigma related to HIV



# Program Strategies at a Glance

**VIVIENDO VALIENTE**



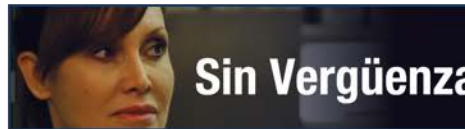
If you have **HIV/AIDS**,  
you are not alone.  
We are here to help.

Immigration status  
and ability to pay  
should not stand in the way  
of your getting medical care  
and other services.

*All services are  
confidential.*

Please call us!

**VIVIENDO VALIENTE**  
351 W JEFFERSON BLVD, SUITE 300  
DALLAS, TX 75208  
(214) 623-6820



**VIVIENDO VALIENTE**  
PARA LA SALUD Y EL BIENESTAR DE NUESTRA COMUNIDAD  
FOR THE HEALTH AND WELL-BEING OF OUR COMMUNITY



**PARA LA SALUD Y EL BIENESTAR DE NUESTRA COMUNIDAD  
HAZTE LA PRUEBA**  
*Es gratis y confidencial*

**LATINOS REPRESENTAN MÁS DE UNO EN CADA CINCO NUEVOS CASOS DE INFECCIÓN DEL VIH**

**HAZTE LA PRUEBA**  
*Para protegerte*

- Infórmate
- Platica
- Actúa

SCRIPT II - Two men at a club  
*[Music plays in background]*

**Man #1 / Señor 1:**  
*I live courageously for the health and well-being of my family.  
Yo vivo valiente por la salud y el bienestar de mi familia.*

**Man #2 / Señor 2:**  
*I'm not worried. I don't have any family here and my wife is in Mexico. Cheers, compadre! [SOUND: clinking of glass]  
A mí no me preocupa. Yo no tengo familia aquí, mi pareja está en México. ¡Salud, compadre!*



# Outcomes

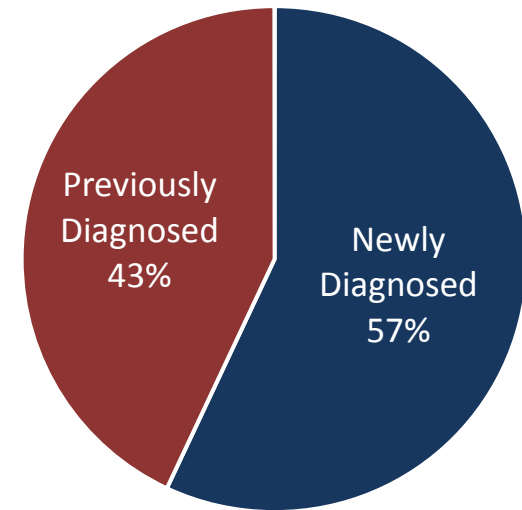
## Individual Intervention

Successes at individual level:

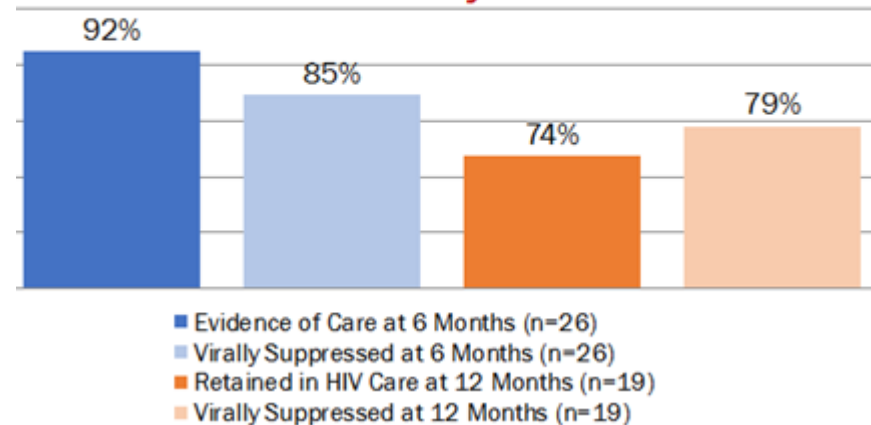
- 104 enrolled in study
- 123 total served
- 97% client satisfaction

Challenge and solution:

- Initially designed as a highly-focused, time limited intervention provided by community health workers (promotores de salud)
- Promotores assumed expanded role to ensure engagement and retention in care



1-Year Outcomes Among Participants That Met AIDS Definition at Baseline  
*Preliminary Data*





# Outcomes

## Group Intervention

Successes at group level:

- Number of sessions and attendees to date
  1. 19 total, 234 attendees
  2. 18 total, 235 attendees
  3. 18 total, 258 attendees
  4. 18 total, 229 attendees
- Course was approved for 14 CE units for community health workers (CHW) and CHW Instructors

Challenge and solution:

- Reaching more networks to conduct intervention
- Engaged partners to increase dissemination



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Services

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Health Services



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BORDER  
PUBLIC HEALTH





# Outcomes

## Community Intervention

### Community linkage and education efforts included...

- 9,833 reached, 3,729 engaged, 2,989 educated
- 607 tested (570 Latino)
- 1,234 English and 2,775 Spanish reminder cards to 'get tested'
- An increase in Latinos that tested in partnership with Viviendo Valiente efforts

### Challenge and solution

- Making testing available as part of the 3 step strategy – Take Action!
- Partnering with testing teams as often as possible in our community

PHNTX Testing Numbers			
	Year	Total Latino	MSM Latino
Pre-V.V. partnership	2013	376	144
	2014	444	194
During V.V. partnership	2015	647	220
	2016	733	289
	2017	721	397



# Sustainability

PHNTX Mission: Advancing the health of North Texas through education, research, prevention, and personalized integrated HIV care

From conception:

- Prioritize the development of enhanced strategies that fit within the agency's mission and practices
- Consider which key elements should be incorporated into the standard of care
- Engage internal and external stakeholders to sustain essential elements
- Refine processes and elements that will be sustained
  - direct phone line for monolingual Spanish speakers; incentives: snacks, bus/rail passes; educational scripts
  - assessment strategies such as how questions are posed about language preference, developing a visual assessment tool



# Lessons Learned & Recommendations

- Form strategic partnerships at conception and throughout
- Personalize and nurture partnerships
- Develop cohesive and consistent messaging that aligns with what you learn from your priority population
- Form and maintain Community Advisory Board (CAB) to provide insights and strategies to engage the community
- Maintain responsiveness and flexibility
  - Listen to and address concerns shared by members of the priority community
  - Respond to staff concerns regarding the best ways to respond to client needs
  - Maintain flexibility with regard to program implementation





# Resources

- Viviendo Valiente Monograph
- Viviendo Valiente Intervention Manual
- Viviendo Valiente Health Education Course
- Prism Health North Texas Website  
[www.prismhealthntx.org](http://www.prismhealthntx.org)
- Contact Martha A Guerrero for information:  
[martha.guerrero@phntx.org](mailto:martha.guerrero@phntx.org) or (214) 521-5191