

The Centers for Disease Control and Prevention (CDC)  
Directly Funded Programs In Los Angeles County  
CDC Program Announcement  
04064

Los Angeles County HIV Prevention  
Planning Committee

March 6, 2008

St. Anne's Maternity Home

# Overview

- In April, 2004 CDC announced successful applicants to PA 04064
- Five local Community Based Organizations were awarded funds (AIDS Healthcare Foundation, AltaMed Health Services, Bienestar Human Services, JWCH Institute, Tarzana Treatment Centers)
- Projects funded three to five years (2004 through 2008)

# AHF Men's Wellness Center CDC Program Announcement 04064

## Contact Information

Albert Ruiz

ATS & MWC Program Manager

(213) 405-5818 direct

[albert.ruiz@aidhealth.org](mailto:albert.ruiz@aidhealth.org)

Michael Zimmerman

MWC Project Coordinator

(213) 405-5819 direct

[michaelz@aidhealth.org](mailto:michaelz@aidhealth.org)



# Good Sexual Health for Men

AHF Men's Wellness Center is dedicated to providing basic sexual health services to gay and bisexual men in Los Angeles. Our services are easy to access and are completely free.

Drop in for a check up, if you have symptoms, or if think you may have been exposed to HIV or an STD. We provide testing, treatment and counseling for most STDs including HIV and syphilis.

Services Based Upon Availability.

## Location & Hours

**HOLLYWOOD**  
**1300 N. VERMONT AVE**  
**SUITE 407**

(ENTER PARKING LOT FROM FOUNTAIN AVE TO  
HOLLYWOOD PRESBYTERIAN HOSPITAL -  
DOCTOR'S TOWER BUILDING)

**FREE PARKING VALIDATION**  
**FOR UP TO 1 HOUR**

**MONDAY, WEDNESDAY,**  
**THURSDAY & FRIDAY**  
**5:30PM - 9:00PM**

PLEASE ARRIVE BY 6 P.M. FOR LAST APPOINTMENT

**SATURDAY**  
**9:30AM - 1:00PM**

PLEASE ARRIVE BY 12 P.M. FOR LAST APPOINTMENT

**NO APPOINTMENT NECESSARY**

**FREE!**

**CALL TOLL FREE: 866-339-2525**  
**WWW.AIDSHEALTH.ORG**



A program of AIDS Healthcare Foundation | DESIGN: Better World Advertising [www.socialmarketing.com] | PHOTO: Bruce of LA [Courtesy of Bob Kurtz [www.bobeguys.com]]



# THE MEN'S WELLNESS CENTER

An Innovative Strategy Targeting Men Who Have Sex With Men To Receive HIV And STD Prevention, Testing, And Treatment Services In A Clinical Setting

- The Men's Wellness Center (MWC) has a long term goal to establish a norm among this population of men that regular check-ups should be incorporated into their routine
- Established to address the increase of HIV and STD infection within the MSM population in Los Angeles County
- The clinic operates on a walk-in basis during evenings and weekend hours and data shows that a high-risk population is being served



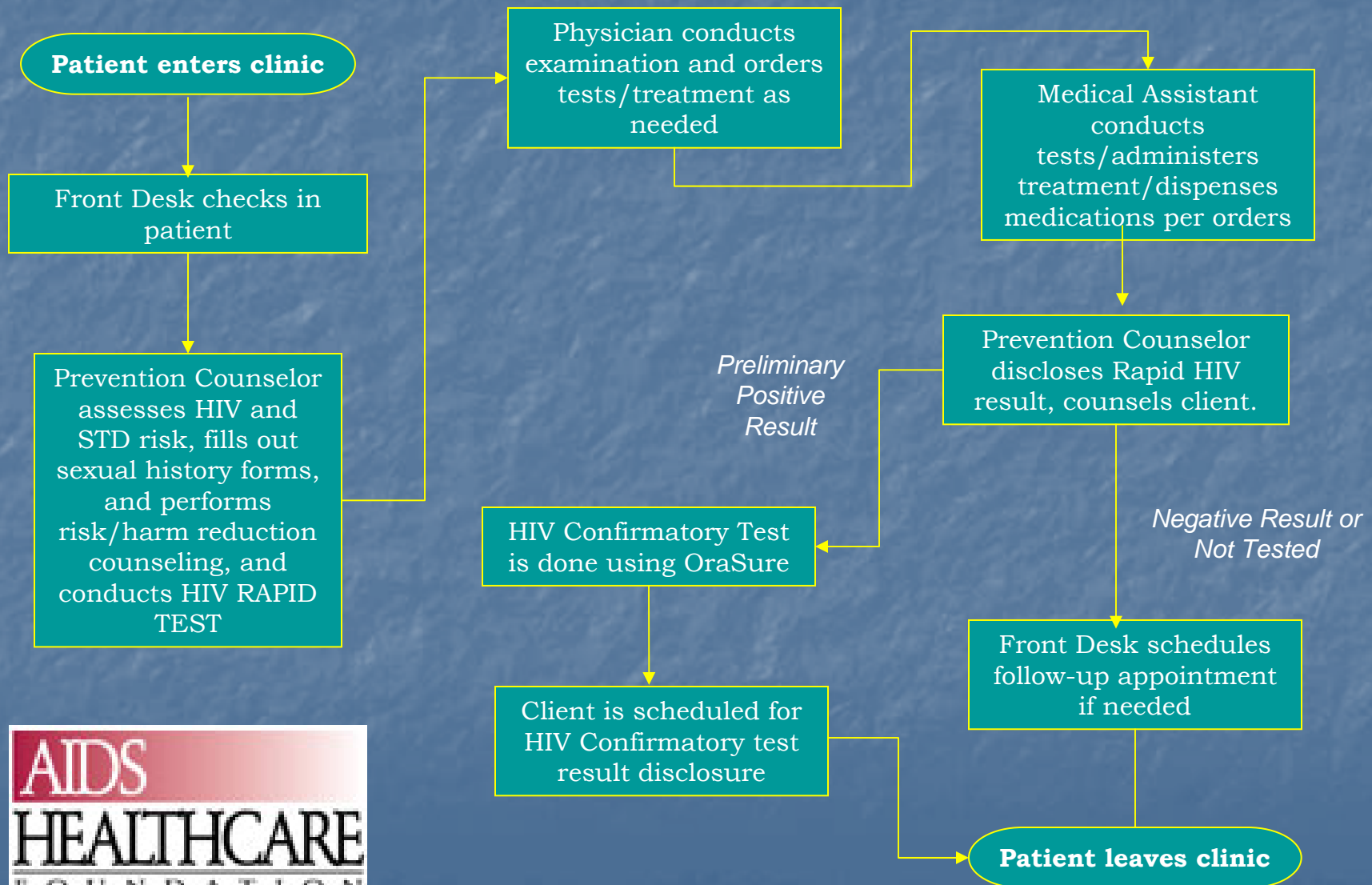
# MWC CLINIC SERVICES

Services Provided Free of Charge:

- Rapid HIV Testing
- Screening and Treatment For a Wide Array of STDs
- Dedicated Medical Provider
- Health Education & Risk Reduction Counseling sessions
- Vaccination for Hepatitis A & B
- Linkage of newly diagnosed HIV clients to medical care
- Referrals for other social services



# AHF Men's Wellness Center Client Flow





## Successes

- Offers a wide array of testing and treatment services to the MSM targeted client population
- Collection and reporting of compelling data highlighting strong correlation of STDs as co-factor for HIV infection
- 2709 test performed to date and identified 129 new HIV+ clients 5% Seropositivity that is four (4) times the national average
- Successful linkage of HIV newly diagnosed clients into medical care
- Establishing a cultural norm to incorporate sexual health education and risk reduction among the MSM target population

## Challenges

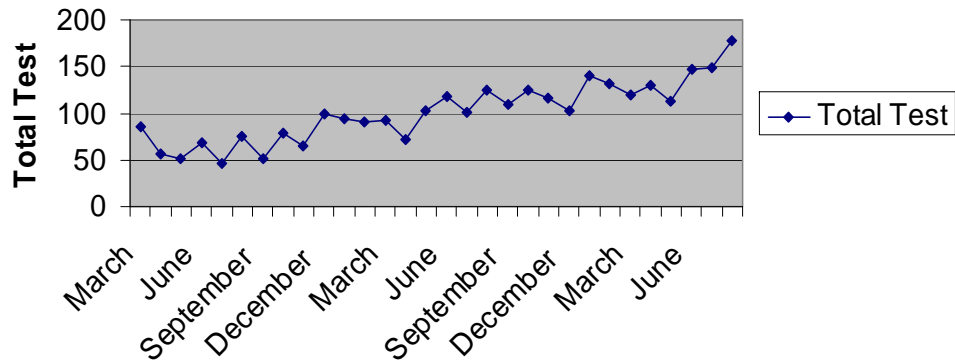
- High volume of clients coming in for services given limited clinic hours of operation
- Limitations due to limited space shared between AHF day clinic and MWC
- Difficulty managing different software and databases from various funding agencies
- Increase training required for Staff impacts availability of Staff to provide services





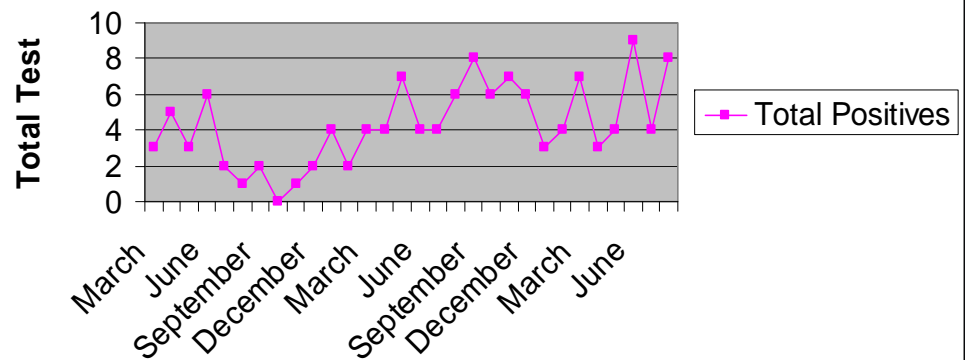
# HIV TESTS PERFORMED

## MWC HIV TESTING PATTERN



March 2005 to August 2007

## MWC HIV+ TESTING PATTERN



March 2005 to August 2007

AltaMed Health Services, Inc.

LifeSmart and CRCS

Funding: CDC Program Announcement 04064



Fanny García

HIV Health Education Coordinator

5427 E. Whittier Blvd.

Los Angeles, CA 90022

(323) 793-5844

## *LifeSmart: Nuestras Vidas (3 year grant) is:*

- **A youth arts program for Latino gay and questioning youth**
- ages of 13 to 24
- Educates and empowers participants to reduce HIV infection.
- **Utilizes writing workshops, theatre, photography, dance and the visual arts** and other skill building activities to engage the youth in conversations about stigma, stereotypes, harassment and peer pressure.
- **Implemented** through **five group sessions** with two **LifeSmart** facilitators, and a maximum of 12 youth for an hour and a half and a 30 minute individual session to assess HIV risk

---

### Scope of Work

- 448 Latino YMSM will be screened for participation
  - 112 will be enrolled in LifeSmart
  - 112 will participate in orientation
  - 56 will complete entire LifeSmart session series
  - 56 will complete a successfully linked referral
    - 56 to HIV/STD testing
    - 28 to PCM services
- 42 will be f/up and complete 2<sup>nd</sup> risk assessment survey one month after LifeSmart ended
  - 28 will be f/up and complete a 3<sup>rd</sup> risk assessment survey three months after end of last LifeSmart Session
  - 25 graduates will participate in annual Leadership Camp





## ***Suceseses***

- Recruitment of committed staff
- Collaboration with local high schools and their Gay/Straight Alliance chapters
- Collaboration with local youth detox centers in the area
- Collaboration with youth homeless shelters
- Collaboration with other agencies that provide services to high risk youth such as Covenant House, Jovenes, Inc., etc.

## ***Challenges***

- Recruitment & retainment
- Youth commitment to program
- Transportation
- Client drop-out
- Time and venue constraints
- Program staff turnover
- 8 sessions too many



## ***Lessons Learned***

- We needed to adapt to the needs of the client
- Our recruitment venues must host high risk youth
- Sessions needed to be shortened from 8 to 5
- Promotional items needed to be specific to target audience

## ***Next Steps***

- Lifesmart staff has divided into recruitment teams
  - Team A is in charge of youth ages 13 – 17
  - Team B is in charge
    - of youth ages 18 – 24
- Groups will be conducted at sites where youth already convene (Luna Recovery Center, Covenant House)
- Mobile Testing Unit will provide testing on-site.



# CRCS (Comprehensive Risk Counseling Services)

- Grant term: Five years
  - Program consists of monitoring clients for a period of time supporting, advising, and encouraging sustained behavior change towards safer sex and/or risk reduction.
  - Approximately length of monitoring is three months. It involves Intake & Assessment, Stages of Change, Client Centered Service Plan, Follow-up and Referrals.
- 

## Scope of Work

- 69 outreach/recruit 69 clients for participation in CRCS
- Screen 63 clients for enrollment
- 58 clients will complete intake/comprehensive assessment
  - clients whom status is unknown will be referred for HIV counseling and testing services
- 52 clients will complete a client-centered service plan
- 46 clients will complete at least one goal from the CCSP.

- 35 clients will be referred for mental health therapy.
- 32 clients complete a mental health intake/assessment
- 29 clients will complete a client centered treatment plan
- 25 clients will implement at least one goal from the client centered treatment plan





# Lessons Learned

- Collaborations with detox, substance abuse agencies are essential for captive audience
- SPN meetings are good for networking

# Next Steps

- Creating database of detox, substance abuse agencies in the service planning areas
- Continue participating in PPC, SPN and other community meetings to promote program



# Bienestar Human Services

CDC Program Announcement

PA 04064



- ***“Relaciones Saludables”*** Healthy Relationships
- **HIV Counseling ,Testing & Referrals**

Victor Martinez, Regional Director, Hollywood Metro Area

Daisy Aguirre, Regional Director, South Bay Area

# Background Information

History of BIENESTAR being directly funded by CDC  
2001 – 2003 Demo Project, 2004 (04064), 2006 (YMSM).

## CDC PA 04064 Healthy Relationships

- **Target Population:** HIV positive Latino adult Men who have Sex with Men (MSM) and Latina male-to-female (MtF) Transgender in Los Angeles County, California. SPA's 2, 4 & 7.
- **Activities include:** Outreach(360 encounters) , Group Level Intervention (80 clients to complete the 5 week sessions intervention) and one, two and three month follow up
- **CTR Services Offered:** Outreach to provide educational/promotional information to 1,350 MSM/TSR and to tests at a minimum of 300 MSM/TSR.





# Successes

## Healthy Relationships:

- Meeting 100% of the program objectives since year one of the program
- Retention rate of 95% during the GLI
- Behavior change with program participants
- Creating a safer and healthier HIV Positive community
- These intervention have met some prevention needs of the Latino HIV positive community and it has an impact in the overall prevention efforts in LA County by providing the target populations with education and the skills to reduce HIV transmission

## CTR:

- Meeting program goal objectives consistently with a positivity rate of over 3% each year
- CTR is successful with this program model because we use client's social networks to promote services. We offer accessibility to CTR services throughout LA County. (Mobile/Storefront/Final Session of GLI Cycle)
- Through our CTR services we are able to provide individuals their HIV status and link them to other services

# Challenges

- Healthy Relationships
  - Stigma about HIV
  - Disclosing sexual orientation and HIV status
  - Denial of HIV risk behaviors
  - Social isolation of individuals in the target population
  - Fear rejection by disclosing HIV status
- CTR
  - CLIA Waiver
  - CTR Counselor Certification/Training



# Lessons Learned/ Next Steps

## ■ Healthy Relationships

- Need of prevention services specifically developed for the Latino HIV Positive community
- Target population faces multiple needs and HIV prevention might not be their top priorities
- Offer a comprehensive approach to the target population that might include (RWCM, Mental Health, Housing, etc.)
- PEMS implementation

## ■ CTR

- Need to be able to offer more Mobile Testing
- Need for Increase of Co-Morbidity Screenings







For more information please contact  
[vmartinez@bienestar.org](mailto:vmartinez@bienestar.org)

[daquirre@bienestar.org](mailto:daquirre@bienestar.org)



# Healthy Relationships

Funding: Centers for Disease Control and Prevention  
(CDC), 04064

Presented by:  
Sergio M. Aviña, Director  
Marvin Jones, Sr. Community Health Worker



# Healthy Relationships

## Target Population

HIV-positive African-American and Latino Men having sex with Men (MSM) of age 18 and above that are homeless or at risk for homelessness in and around downtown.

## Program Venues:

- Transitional living apartments:
  - Skid Row Housing Trust, SRO, Weingart
    - Palms
  - Hollywood Housing



# Healthy Relationship Goals

## Programmatic Goals

- Enroll: 150 annually
- Provide linkage to case management
- Provide linkage to housing, mental health, primary care.
- Recruit sex partners

## Status as of July 2004

- Total enrolled and completed HR: 360
- Linked referrals: Approximately 64%

# Healthy Relationships

## Successes

1. Enhanced recruitment methods through collaborations
2. Improved quality management
3. Increased staff capacity to facilitate HR
4. Enhanced video-clips
5. Increased capacity to integrate with care and treatment programs

## Challenges

1. Recruitment of staff trained in HR
2. Gentrification in area
3. Implementation of PEMS
4. Geographic area is overwhelmed with targeted research studies aimed at homeless
5. Participant recruitment
6. Video-clips appropriate for African-American MSM community

# Healthy Relationships Lessons Learned

- Simplification of PEMS variables and increased training and communication relative to PEMS will improve success
- Enhanced clarity concerning data management systems (CPEMS/HIRS) will improve data management, utility of data for program improvement, program implementation, reporting of data, and community planning.
- A high volume of community collaborations will yield higher levels of recruitment sources
- Strong staff capacity to deliver HR is key to desirable outcomes
- Well integrated prevention, care and treatment programs reduce attrition
- Funding of process/outcome monitoring activities is in dire need
- Stronger community planning and collaboration may improve program success, and reduce new infections



# Healthy Relationships Contact

**Sergio M. Aviña, Director**  
**1910 W. Sunset Blvd, Suite 650**  
**Los Angeles, CA 90026**  
**(213) 484-1186**  
[savina@jwchinstitute.org](mailto:savina@jwchinstitute.org)

**Marvin Jones, Sr. Community Health Worker**  
**1910 W. Sunset Blvd, Suite 650**  
**Los Angeles, CA 90026**  
**(213) 484-1186**  
[mjones@jwchinstitute.org](mailto:mjones@jwchinstitute.org)





# Tarzana Treatment Centers

PA 04064

Safety Counts

2004-2008

# Safety Counts

- An intervention for active injection drug users (IDU) and crack cocaine smokers and their sex partners to prevent HIV and hepatitis.
- Designed specifically for persons who are not ready or not willing to enroll in drug treatment programs or otherwise stop their drug use.
- Using structured group and individual activities conducted over a period of 4 months, the intervention helps clients develop personal risk-reduction goals and define specific steps for achieving them.



# Successes/Challenges

- In program year 2006-2007, 157 clients were enrolled into the program with 127 individuals completing the intervention successfully.
- One of our major successes is being able to reach all IDU's without being driven by behavioral risk groups (BRG).
- We have developed a strong partnership with the CA state parole office in Van Nuys.
- LA Family Housing where we had previously had the most success closed down for a couple of months due to renovation. We are scheduled to return to the venue in November.

# Lessons Learned

- Active IDU's have other priorities, therefore time for intervention is limited.
- Incentives such as food and clothing are key to ensuring client participation.
- It is important to meet the client where they are at in order to gain their trust and involvement.

**For additional information**

**Danielle Barron**

**Education and Prevention Coordinator**

**(818) 342-5897 ext. 2153**

**Joray Cubillos**

**Safety Counts Supervisor**

**(818) 342-5897 ext. 2129**