

2012 Texas HIV/STD Conference

Methods and Strategies to Successfully
Integrate HIV Prevention in the
African-American Faith-Based
Environment

Introduction

- Gretchen Hinkle – AIDS Services of Austin
- Vincetta Green – Wright House Wellness Center
- Christina Camacho – ATCIC CARE Program

Purpose

Provide a frontline perspective from AIDS Services Organizations over a successful collaboration with 16 local African-American congregations and testing within 11 of the 16 congregations

History of Week of Prayer for the Healing of AIDS

- HIV Epidemic rising in the African-American population
- Black Faith-Based Health Initiative
 - Black Church Outreach Project
 - Health fairs & resource center
 - 5 Congregations
 - National Week of Prayer for the Healing of AIDS

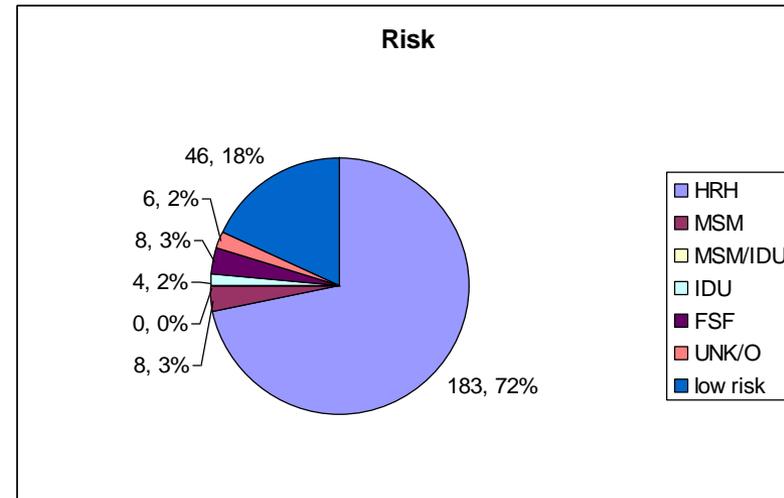
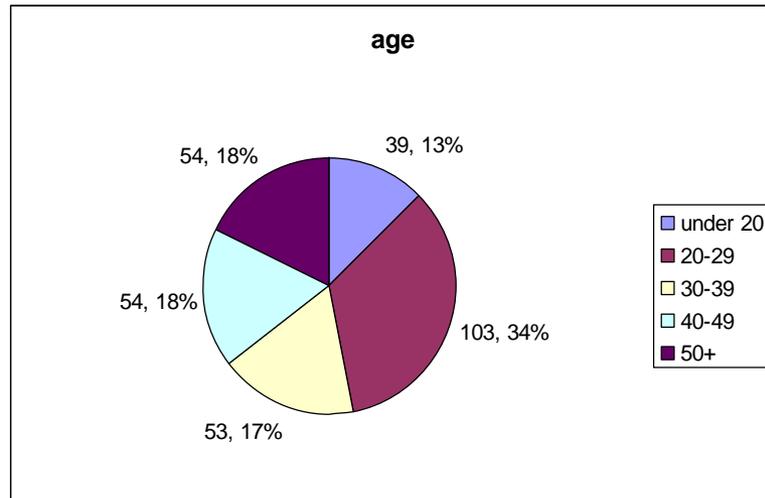
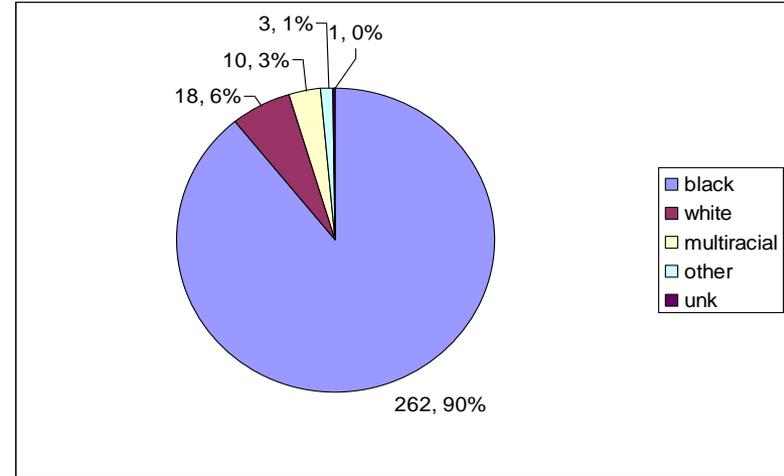
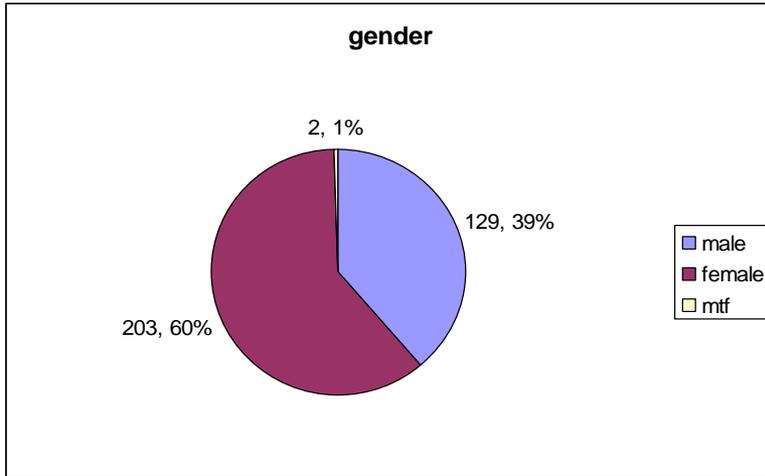
Conversations for 2012 Week of Prayer

- Beginning discussions with Pastor Clark from Greater Mt. Zion
 - Initial plans
 - Discussions Pastor Clark had with other congregations
 - Insistence to broaden collaboration
- Collaborating with other Austin area HIV Prevention Programs
 - Who was pulled in
 - Resources & staff from each agency
 - Planning with the congregations – who can accommodate who

WOP Event Calendar

(See attachment)

Testing Statistics



Leading with the Head vs Leading with the Heart

- Leading with the Head
 - Focus on strategy
 - Factoring in grant strategies and meeting grant goals
 - Knowing the available resources
 - Best methods of connecting people to HIV/AIDS services
- Leading with the Heart
 - Protect the family (congregation)
 - Educate all
 - Passion and compassion to get everyone tested

Head & Heart

- Both groups have head and heart
- End goals are the same, but the problem is addressed differently
- One does not exclude the other. One is not better than the other.

Leading with the Head: AIDS Services Challenges and Triumphs

- Statistical Awareness
 - United States (2010) – CDC.gov
 - African Americans accounted for 46% of all diagnoses of HIV infection
 - African Americans represent 40.0% of people living with HIV over 55
 - State of Texas (2008) - <http://www.dshs.state.tx.us/hivstd/info/hiv>
 - The HIV/AIDS case rate among African American men was five times that of white men and four times that of Hispanic men
 - African American women comprise only 12% of the Texas female population they made up 59% of the new HIV diagnoses among females
 - 38.3% of all people living with HIV are African American
 - Austin/Travis County (2011) – Justin Irving, Lead HIV/STD Surveillance
 - African Americans made up 9.3% of the population and 24.0% of the new cases in Travis Co.
 - African American females account for 10% of the total female population and 54% of all females live with a HIV infection (including AIDS)
 - African American males account for 9% of the total male population and 25% of all males live with a HIV infection (including AIDS)

Leading with the Head (cont)

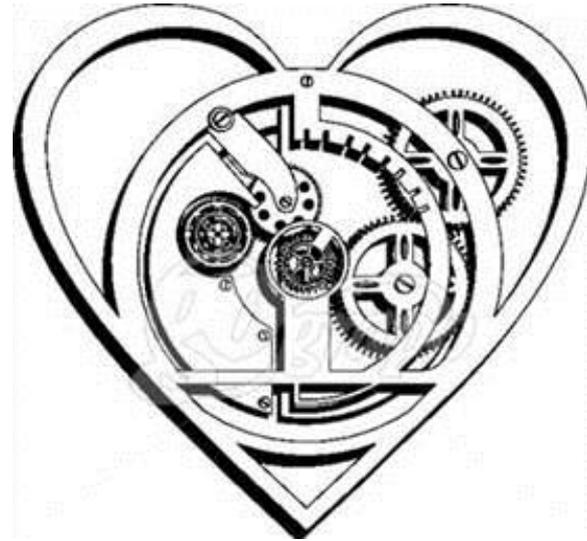
- Grant and State Limitations
 - Restrictions of who gets tested: At Risk vs. Request
 - Logistical Concerns
 - Number of trained employees to test
 - Privacy
 - Catching those wanting to test after services... Time vs Hunger

Leading with the Heart:

Capturing the spirit of the congregations

- People are not just numbers
 - Those in line to test are seen as family members
- Your limitations don't eliminate the need
 - Passion drove the event
- Cultural Awareness
 - Following the lead of the Pastor
 - Each congregation has a different personality
 - Sexual relationships: rarely discussed in detail

Leading with the Head & the Heart: Think-Pair-Share



What questions/concerns would you have about the collaboration from your perspective?

What strengths do you have to offer from your perspective?

What support do you need from the other perspective?

Helpful Tips...

- Find Gatekeepers to help with testing efforts
- Get to know the spirit and norms of the congregation
- Be ready to address their needs first

Our future planning

- Plan months in advance
- Continue working relationships throughout the year
- Stay connected with the community

What questions do you have?