

# Back to Basics:

## Results from a needs assessment as part of the TXBWI in Dallas, TX

Presenters:

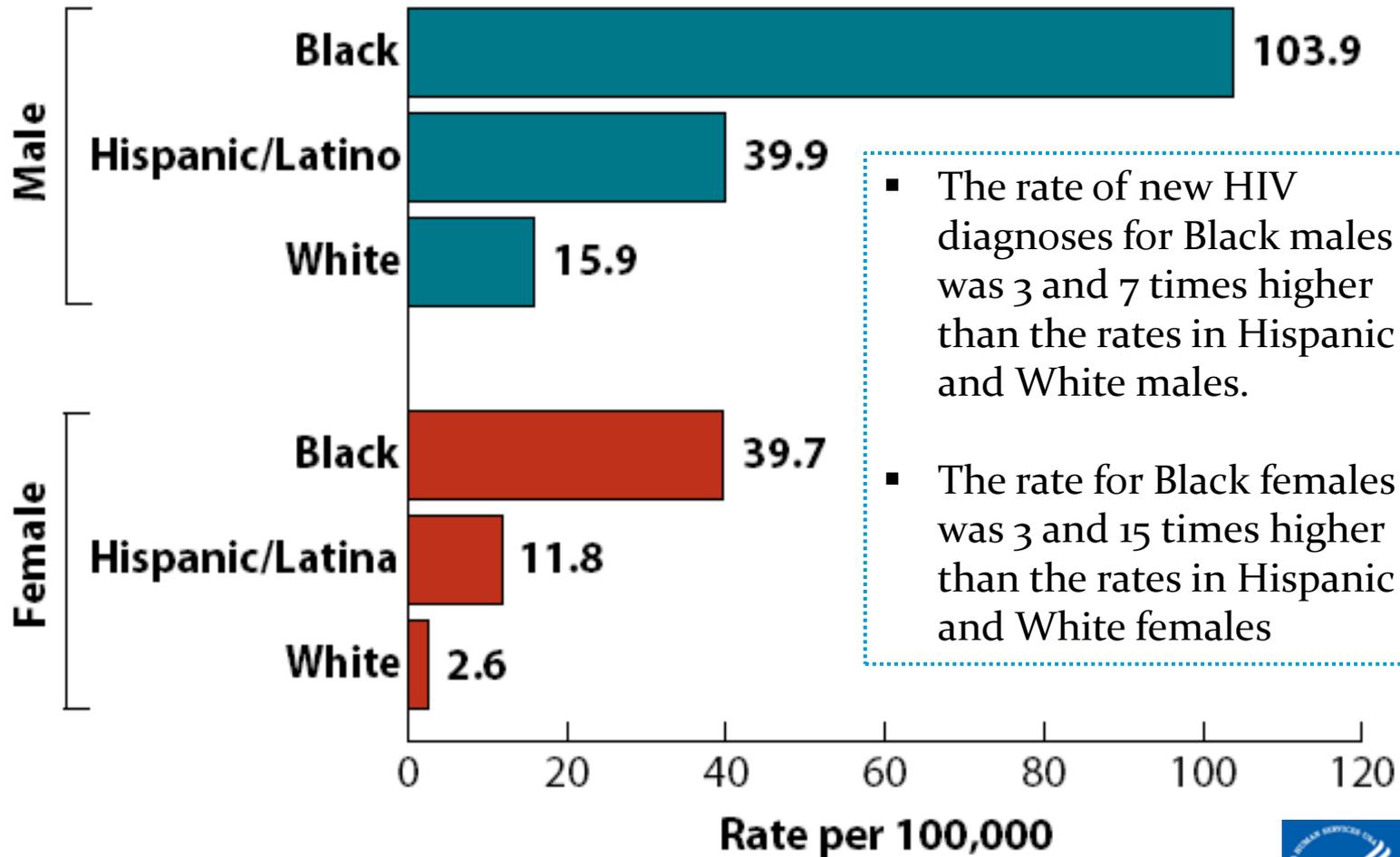
Kimberly A. Parker, PhD, MPH, CHES

La Shonda Worthey, BS

# Presentation Outline

- Session objectives
  - Describe the impact of HIV/AIDS among Black women in Texas and in Dallas County
  - Describe the goals and efforts of the Texas Black Women's Initiative and Dallas Regional Team
  - Review the results of the community needs assessment

## Estimated Rate of New HIV Infections, 2009, by Gender and Race/Ethnicity



# Women

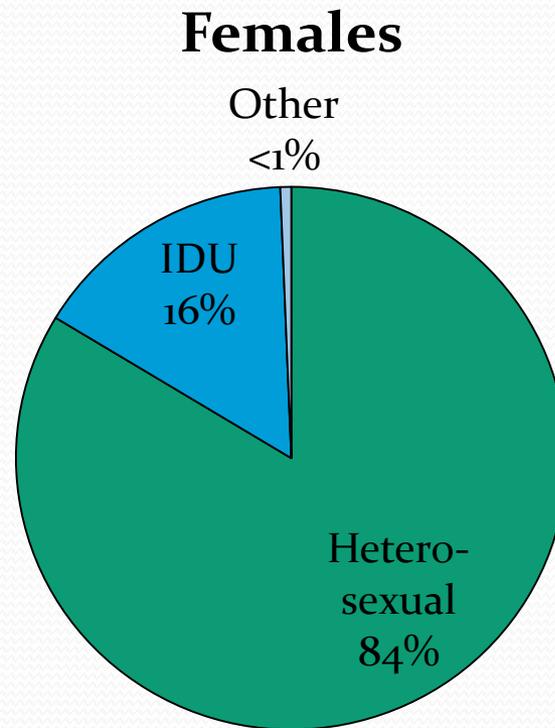
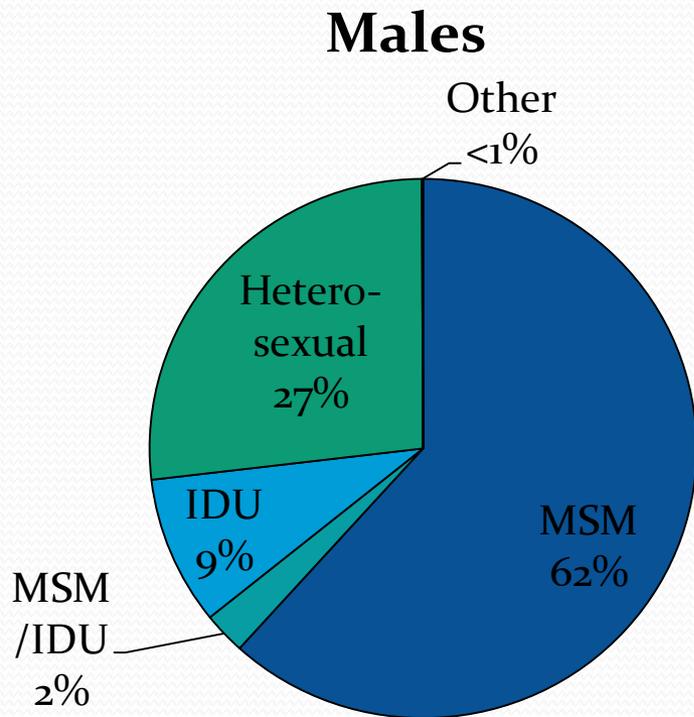
- In 2009, the rate of new HIV infections among Black women was 15 times that of White women, and over 3 times the rate among Hispanic/Latina women.
- At some point in her lifetime, 1 in 139 women will be diagnosed with HIV infection.
  - 1 in 526 White women
  - 1 in 106 Hispanic/Latina women
  - 1 in 32 Black women



# Texas

- At the end of 2010, there were 65,077 people living with HIV in Texas.
- 4,242 persons were diagnosed with an HIV infection in 2010.
- From 2006 to 2010, 7,214 HIV positive people died (avg. 1,443 deaths each year).

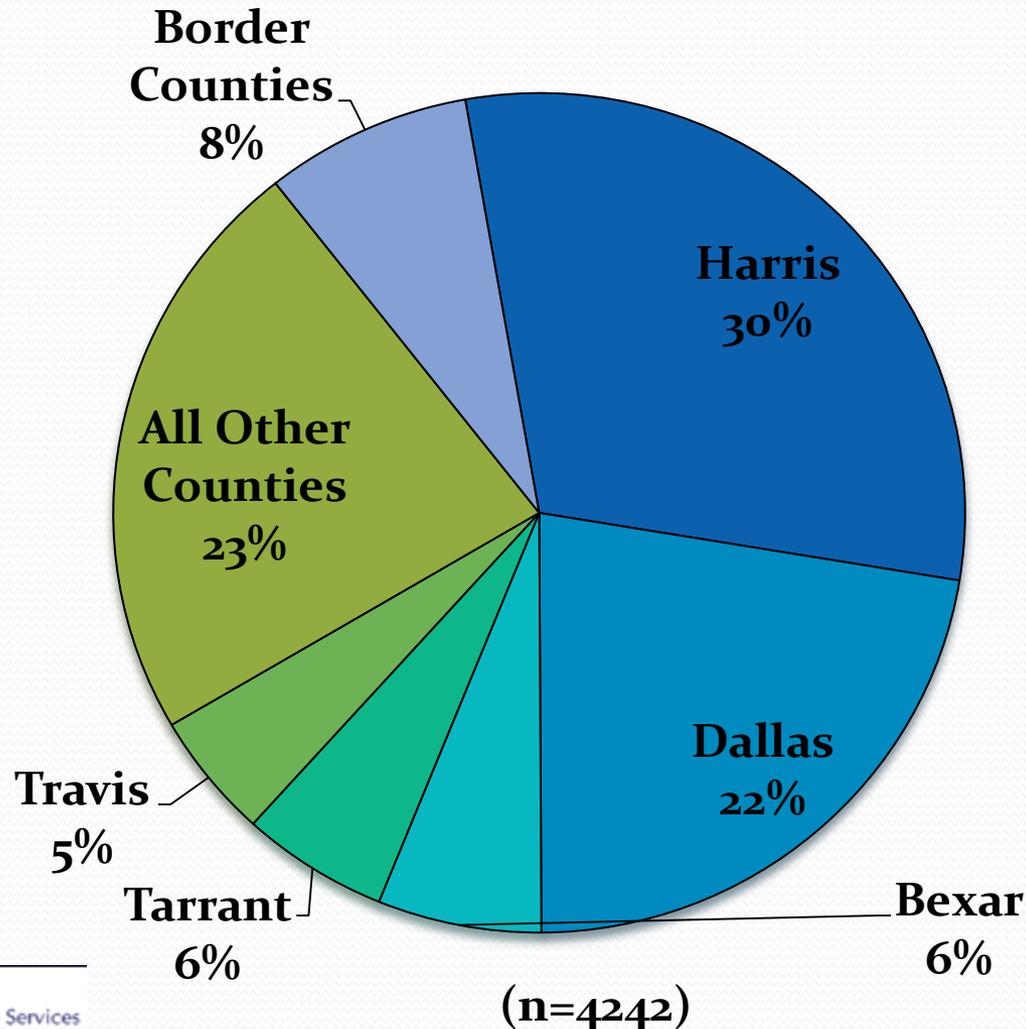
# Newly Diagnosed HIV Cases by Sex and Transmission Category: Texas, 2010



MSM: Men who have sex with men  
IDU: Injection drug users

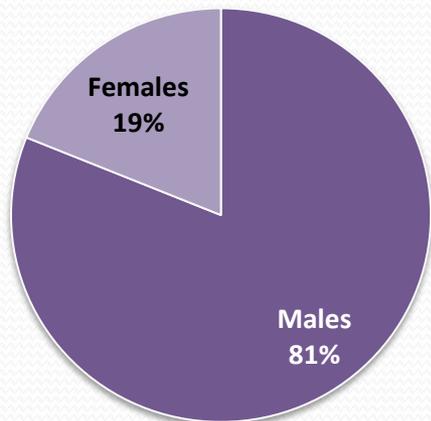
Newly diagnosed HIV infection includes all new HIV cases regardless of disease status (HIV only or AIDS).

# Proportions of New HIV Diagnoses by County, Texas 2010

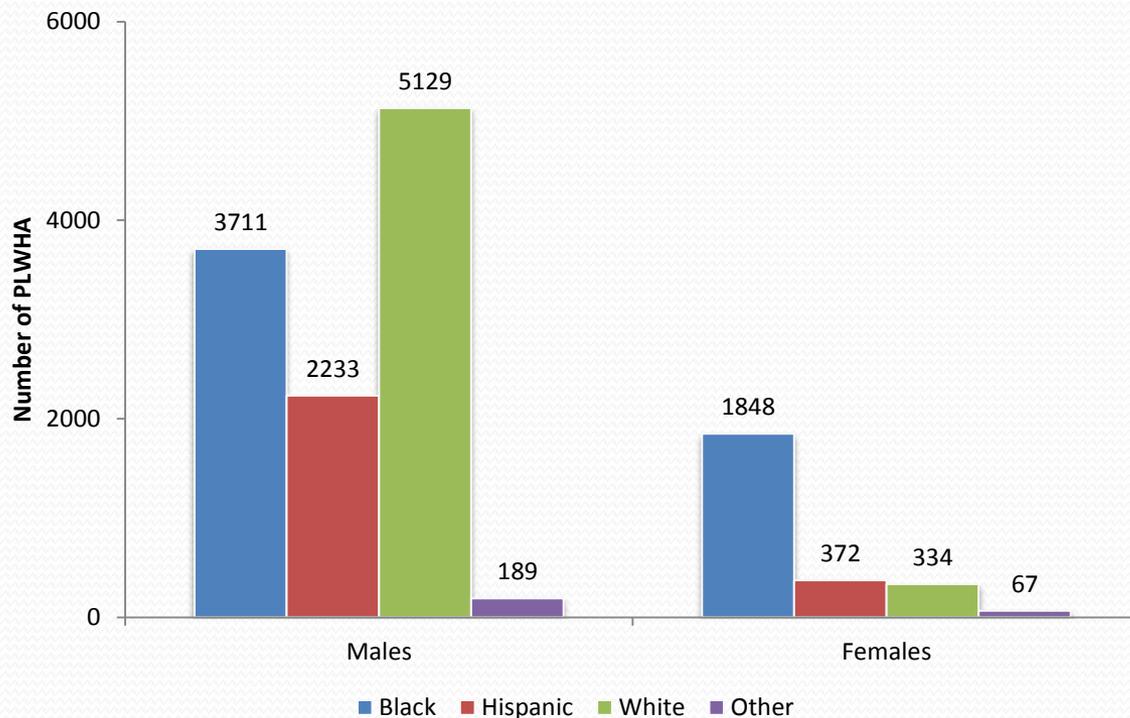


Over half of the new HIV diagnoses in 2010 were in Dallas and Harris Counties.

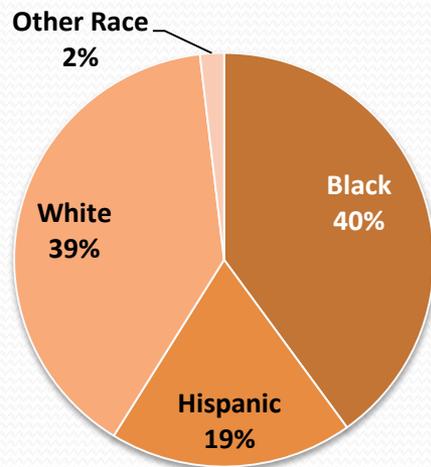
**People Living with HIV by Sex, 2010**



**People Living with HIV by Sex and Race/Ethnicity in Dallas County, 2010**

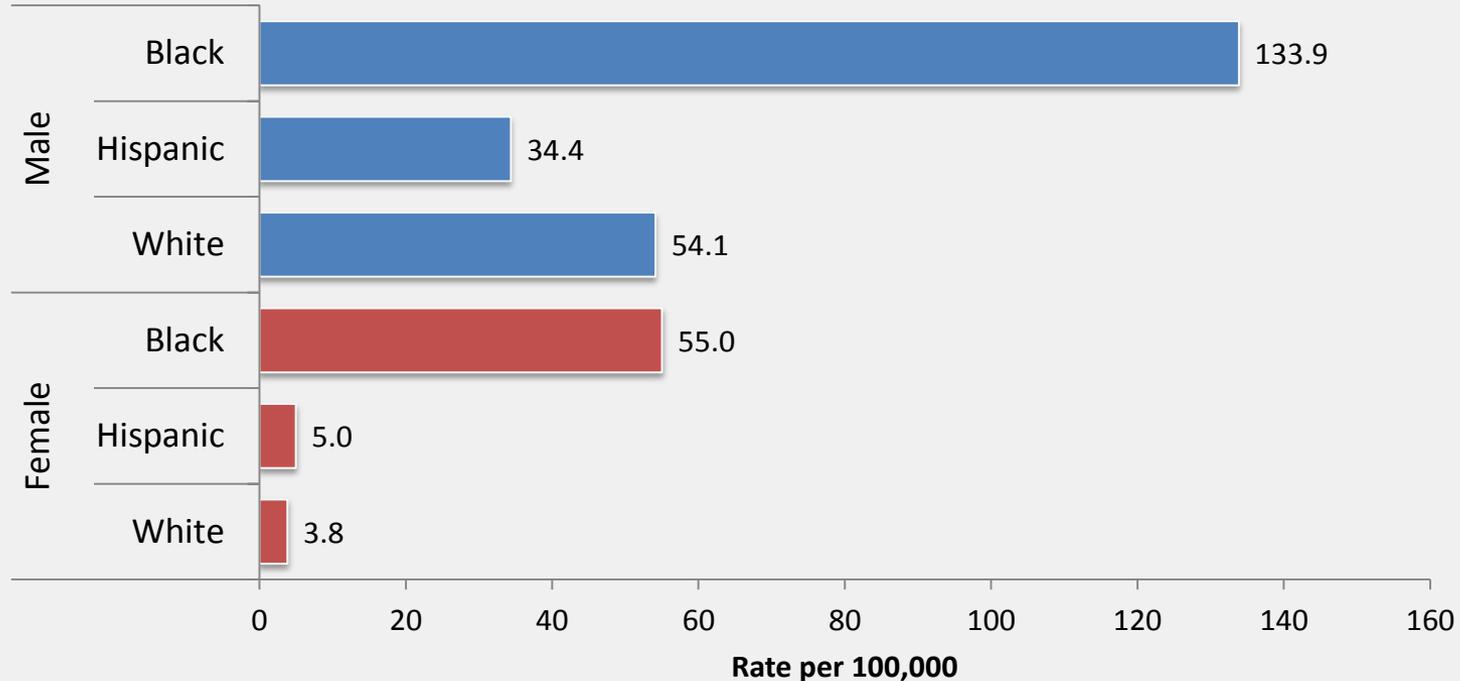


**People Living with HIV by Race/Ethnicity, 2010**



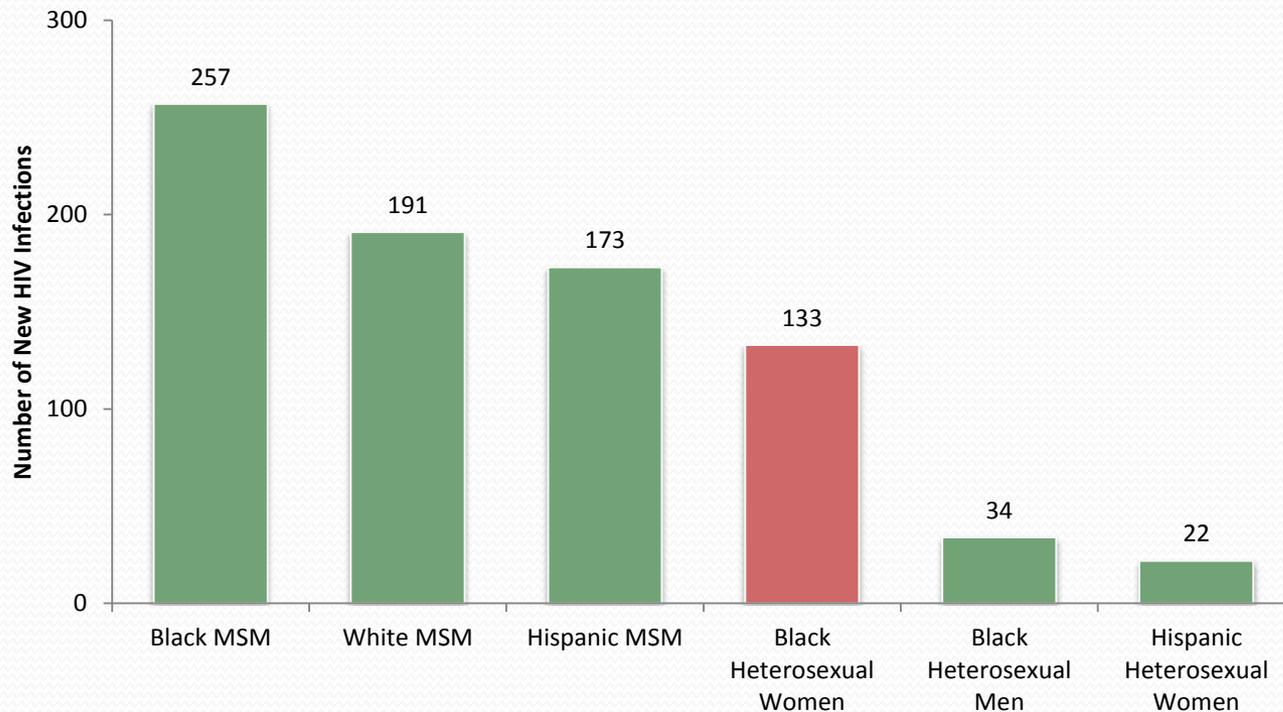
- ❖ White males accounted for the highest number of men living with HIV.
- ❖ The majority of females living with HIV were Black.

## Rate of New HIV Diagnoses by Sex and Race/Ethnicity in Dallas County, 2010

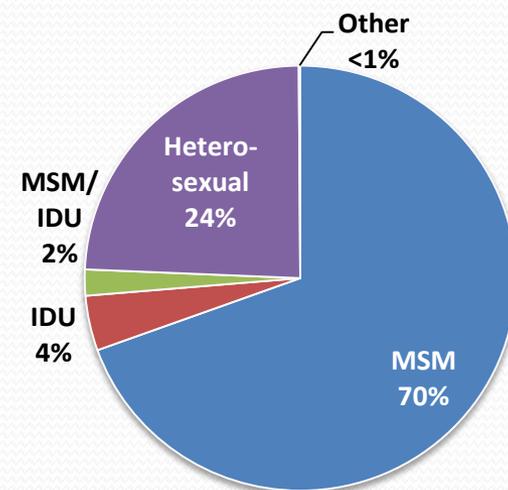


The rate of new HIV diagnoses for Black males was 2 and 4 times higher than the rates in White and Hispanic males. The rate for Black females was 11 to 14 times higher than the rates in Hispanic and White females.

## New HIV Infections in Dallas County, 2010, Selected Subpopulations\*



## New HIV Diagnoses by Exposure Modes, 2010



\* Depicted are most affected subpopulations that represent 2% or more of the overall Dallas County Epidemic.

### CDC Definitions:

- MSM – Men who have sex with men. Indicates the behaviors that transmit HIV infection, not how individuals self-identify in terms of their sexuality.
- IDU – Injection drug user.
- MSM/IDU – Men who have sex with men that also are an injection drug user.

# TXBWI Initiative Goal

## **Goal:**

- The goal of the Texas Black Women's TA Initiative is to strengthen the ability of DSHS and their partners to effectively administer and implement HIV/AIDS programs for Black Women.

## **Objectives:**

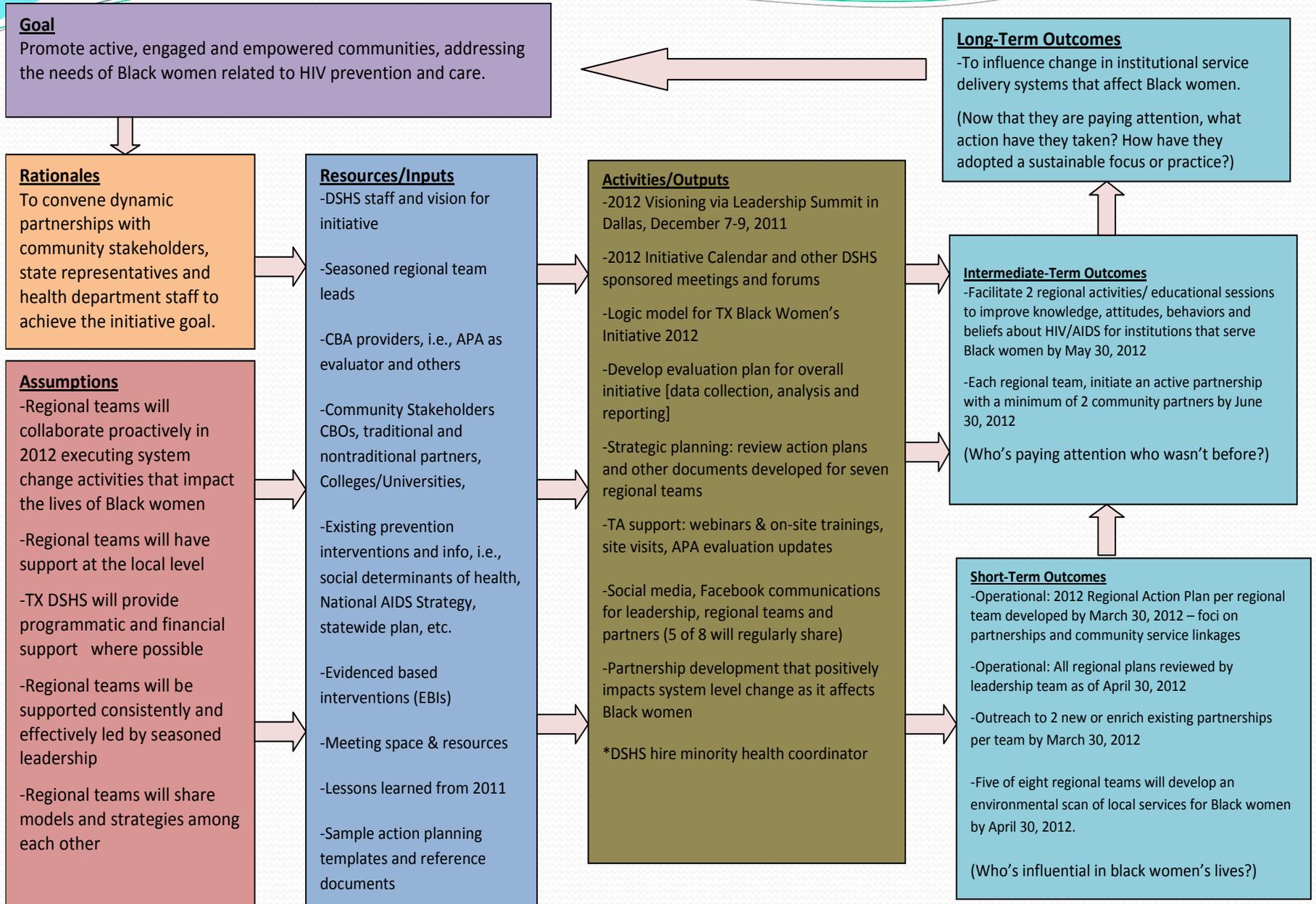
- To create the opportunity for DSHS and community partners to share strategies and lessons-learned around the implementation of effective HIV/AIDS programs for Black women
- To support regional teams in the development and implementation of an action plan which will help guide their efforts to address the impact of HIV/AIDS among Black women in their region
- To establish a customized comprehensive technical assistance relationship between DSHS and participants around issues impacting the implementation of HIV/AIDS programs targeting Black women

# Texas Black Women's Initiative 2012: Regional Teams

- Austin
- Dallas County
- Golden Triangle
- Houston
- San Antonio
- Tarrant County
- 4/5 North

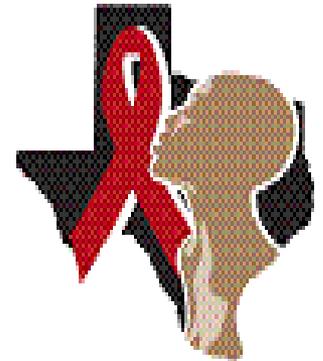


# Logic Model 2012: "Change Begins with Me...HIV Ends with Us": Prioritizing the Needs of Black Women & HIV Prevention



# Dallas County Regional Team

- Members
  - Intervention specialist; Managers; Outreach workers; researchers
  - Approach: 1-2 major projects the address overall TXBWI goals
  - Year 1-Needs assessment
    - The ability to utilize synergy to address issue overlooked by our separate agencies



# Needs Assessment

- Also referred to community analysis, community diagnosis, and community assessment
- Need- “difference between the present situation and a more desirable one”
- Needs assessments allows one to prioritize an actual need (true need) or perceived (reported need) of a community or target population
- Defined as “a systematic, planned collection of information about the health, knowledge, perceptions, attitudes, motivation, and practices of individuals or group and the quality of the SES environment in which they live
  - Define important health problems
  - Set goals and objectives for implementation
  - Establish baseline for evaluation your effect

# Additional Needs Assessment Info

- Simple as having target population identify the need or issue for you
- Should be conducted before planning process occurs- before needs are met, should be identified and measured
- Data collected from primary or secondary sources
  - Primary data-collected “first hand” from target group
    - Surveys, focus groups, interviews
  - Secondary data-collected from target group and used as a secondary source
    - Large data sets

# Steps for Conducting Needs Assessment

- Determine the purpose and scope of needs assessment
  - Identify the goal for the process and the resources available to conduct needs assessment
  - Determine how target group will be involved and the type of data you wish to collect
- Gather data
  - Quantitative or qualitative data
- Analyze the data
  - Identifies and prioritizes the health problem
- Identify the risk factors linked to the health problem
  - Pair epidemiological factors and determinants with identified problem
- Identify the program focus
  - Which need will you focus your efforts on
- Validate the prioritized need
  - Confirm the need was identified and should be addressed
  - Also known as “double checking” results with other data sources

# Dallas Regional Team Process

- Step 1: Determine the purpose and scope of needs assessment
  - HIV/AIDS information provided at annual meeting
  - Analyzed HIV/AIDS rates in Dallas County
  - Assessed services currently being provided in Dallas County
  - Assessed resources or services utilized in Dallas County
  - Looked at (1) what worked, (2) what doesn't work, and (3) what needs to be changed
  - Identified access to information, access to testing, safer sex practices, myths and stigma, and social marketing as scope of needs assessment
  - Determined how data would be collected
    - Primary data through surveys and focus groups

# Dallas Regional Team Process

- Step 2: Gather data
  - Developed survey and focus group guide
    - Paper and pencil surveys
    - Survey monkey
    - Focus groups
  - Determined target population
    - African American women in Dallas County ages 13+
    - Both HIV+ and HIV- women
  - Determine sample size
    - 383 AA women in Dallas County to reach significant sample size
      - Confidence interval of .05 (margin of error at +/-5%)
      - Confidence level 95% (95% confident results represent target population)

# Step 2: Gather Evidence Results

- N=168 (total surveys collected)
  - Zip code data (n=162)
    - 19 (11.3%)-75232
    - 11 (11.3%)-75115
    - 14 (8.3%)-75216
    - 12 (7.1%)-75104
    - 75215, 75237, 75227, and 75249
  - Age range (n=158): 14-80
    - Largest age category:
      - 53 (26.8%)-20-29
      - 28 (15.5%)-30-39
- Education (n=160)-
  - 53 (31.5%) completed high school/GED
  - 38 (22.6%) Bachelor's degree
- Relationship status (n=162)  
Range-
  - 91 (54%) single
  - 43 (25.6%) married or domestic partnership
- Employment Status (n=162)
  - 87 (51.8%) full time
  - 42 (25%) not employed
- Additional info-
  - Healthcare services (n=107)
    - 67 (29.9%) Providers office
  - Annual income (n=157)
    - 56 (33.3%) \$20,001-\$40,000

# Dallas Regional Team Process

- Step 3: Analyze the data
  - Descriptive statistics used to summarize quantitative data
    - Describes the main characteristics of a data set but does not make inference or predictions
    - Distribution-summary of frequency range
      - Illustrates the number of time each response was selected
    - Central tendencies-identifies the “center” of values/data set
      - Mean-average
      - Medial-value or score found in the middle
      - Mode-most frequently occurring value
    - Dispersion-spread of values around central tendencies
      - Range-highest minus lowest value
      - Standard deviation-shows how much variation (dispersion) is exist from the mean
  - Preliminary results have been analyzed and in process of translating into a report

# Dallas Regional Team Process

- Step 3 Data Analysis Results
- Key Questions
  - Likert scale responses
    - Knowledge
    - Stigma
    - Risk awareness
    - Testing services
    - Social marketing and media
- Step 4: Identify risk factors linked to problem
  - Correlation Results and interpretation of results
    - Black women in monogamous relationships do not consider themselves at risk for HIV because their image is not projected in materials that are distributed
      - Married Black women-.844
      - Professional Black women-.767
      - Older women-.781
      - Also positive correlations regardless of independent variable

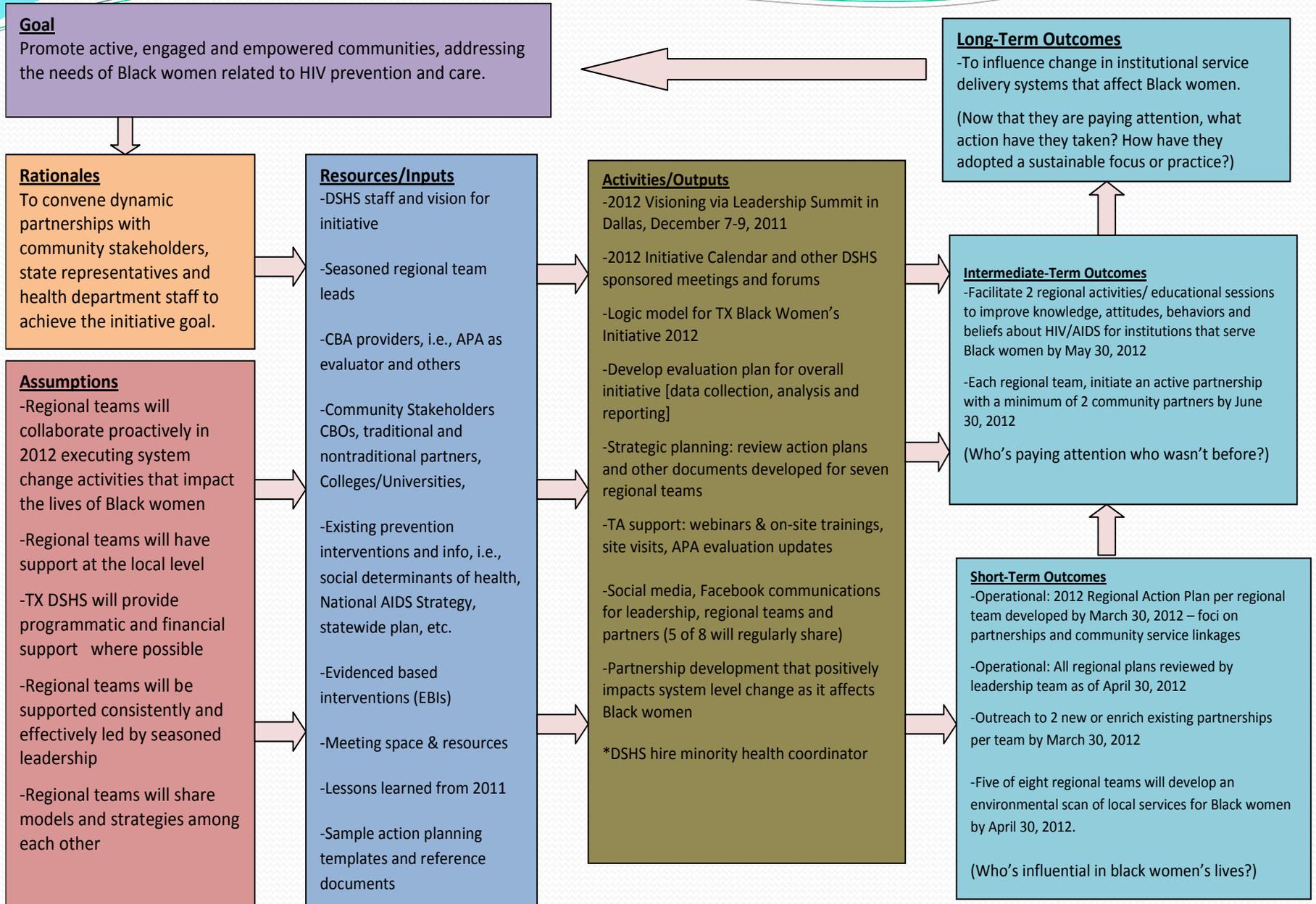
# Dallas Regional Team Process

- Step 5: Identifying the program focus
  - Year 2 Focus
    - Correlations data based on awareness, images and social marketing-Increase social marketing
    - Increase awareness about HIV/AIDS knowledge, testing services, and resources
    - Increase knowledge about factors that influence HIV transmission
    - Continue to deliver and support HIV prevention services and outreach activities conducted by member agencies

# Dallas Regional Team Process

- Step 6: Validating the need
  - Dallas Regional Team meeting
  - Alignment with Year 2 overall initiative
  - Assignment of duties
  - Establishing new goals/objectives and timeline

# Logic Model 2012: "Change Begins with Me...HIV Ends with Us": Prioritizing the Needs of Black Women & HIV Prevention



# Prioritizing the Needs

- Realize strengths and weaknesses within group to address the needs
  - Dallas Regional Team
    - Dedicated members various talents
    - Lack of time and money
  - Year 2 Focus
    - Correlations data based on awareness, images and social marketing- Increase social marketing
    - Increase awareness about HIV/AIDS knowledge, testing services, and resources
    - Increase knowledge about factors that influence HIV transmission
    - Continue to deliver and support HIV prevention services and outreach activities conducted by member agencies

# Results Influence Future Initiatives

- Community Mobilization and Empowerment Conference
  - Based on needs assessment results
  - Conference Goal: mobilize and empower community members-men and women-by providing them with the resources and skills necessary to address HIV/AIDS and other health disparities faced by Black women.

# Community Mobilization and Empowerment Conference

- Conference objectives:
  - Increasing knowledge about HIV/AIDS and health disparities among African American women.
  - Discussing social factors that influence health disparities and HIV transmission among African American women
  - Defining community mobilization and identifying factors that promote community ownership and empowerment
  - Developing a tailored community mobilization plan that addresses health disparities among African American women.

# Conference Logistics

- Conference Agenda
  - Overview of HIV/AIDS in TX and Dallas County
  - Review of social and contextual factors impact HIV transmission
  - Define and develop community mobilization plan
  - Offered resources from Greater than AIDS, Gilead (Many Women; One Voice film) and TXBWI Dallas Team Members
  - Change Makers reception

# Dallas Regional Team!



# Contact

- La Shonda Worthey, B.S., Program Manager  
STD/HIV Division  
Dallas County Health and Human Services  
[lworthey@dallascounty.org](mailto:lworthey@dallascounty.org)
- Kimberly A. Parker, PhD, MPH, CHES  
Assistant Professor/Graduate Coordinator  
Texas Woman's University  
[kparker6@twu.edu](mailto:kparker6@twu.edu)