



Empowering HIV positive people: A Case Study

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Living with HIV/AIDS



Picture This...

Principles of Community Mobilization



- **Community mobilization:**
 - a capacity building process through which community individuals, groups, or organizations plan, carry out and evaluate activities on a participatory and sustained basis to improve health and other needs on their own initiative or stimulated by others.

Principles of Community Mobilization



- **Goals**

- Increase community, individual, and group capacity to identify and satisfy needs
- Increase community level decision-making
- Increase community ownership of programs
- Bring additional resources to the community
- Build on social networks to spread support, commitment and changes in social norms and behaviors

The Mpowerment Project



- A community-level HIV prevention program for young gay/ bisexual men.
- Created by Dr. Susan Kegeles and Dr. Robert Hays in 1990.
- Provides social interaction and activities

Adaptation of the Mpowerment Project for PLWHA



- The HIVE allows PLWHA to creatively build their own community and supportive network through engaging social interaction and activities away from clinical/service settings.
- Community-level prevention program for PLWHA
- Provides social interaction and activities

Adaptation of the Mpowerment Model for PLWHA



- **Important steps in adaptation**
 - Community Assessment
 - Creating materials specifically for PLWHA
 - Maintain guiding principles and core elements

Community Assessment



- The purpose of the community assessment was to gather information that would provide us with a comprehensive understanding of the HIV+ community.
- We wanted to develop a better understanding of the local PLWHA community :
 - Who makes up the various groups of PLWHA and how to reach them.
 - The needs and challenges faced by different groups.
 - Social and personal activities and interests.

Community Assessment



- The purpose of the community assessment for community leaders was to:
 - Learn more about the challenges facing PLWHA.
 - Identify stakeholders and leaders who could provide us with guidance and wisdom.
 - Promote engagement and let other agencies know about the HIVE.

Guiding Principles



- Social Focus
- Empowerment Philosophy
- Peer Influence and Safer Sex Messages
- Multi-Level Approach
- Fostering Pride through positive messages
- Community Building
- Diffusion of Innovations

Core Elements



- Coordinators
- Core Group and Other Volunteers
- Project Space
- Formal Outreach
- M-Groups (Buzz Groups)
- Informal Outreach
- Publicity Campaign
- Community Advisory Board

Coordinators



- Understand HIV prevention and community-building
- Knowledgeable about people living with HIV/AIDS (PLWHA) in the local community
- Promote diverse racial/ethnic/socioeconomic involvement
- Begin the diffusion process
- Engage in reflective analysis of all parts of Project, and issues facing PLWHA

Core Group



- The Core Group is the decision-making body of the HIVE that designs and carries out all project activities.
- Made up of HIV+ volunteers
 - Diversity is essential
 - Qualifications (In medical care, drug-free, willing to commit)
- Developed the Project Identity (Name, location, logo, events, etc.)
- Address issues facing PLWHA
- Provide support and encourage each other

HIVE Core Group



Project Space



- Convenient and appealing location
- Versatile
- Discreet
- Promote safe sex and overall positive behavior
- Referral information available

The HIVE



Lobby



Cyber Center



Community Center



Conference Setting



Kitchen



Formal Outreach



- Planned activities to promote the program
- Helps build community
- Recruit for M-Groups and other program activities
- Occurs regularly

Informal Outreach



- Word of mouth
- Peer to peer interaction
- Uses peer influence to change behavior

M-Groups



- Educational group facilitated by trained staff and volunteers
- Renamed to fit program identity (Buzz Groups)
- Address issues important to PLWHA
- Promote further involvement and volunteerism
- Teach and motivate informal outreach
- Scheduled regularly

Buzz Groups



- What's the **BUZZ**?
- The **BUZZ** is a peer-led, one-time meeting of 8-10 HIV+ individuals that give participants an opportunity to talk openly about HIV and other issues that they may encounter. These **BUZZ** groups make it possible for PLWHA to meet and get to know one another in a relaxed, supportive, and enjoyable setting. The groups help PLWHA to confront issues and feelings that they may not ordinarily face, and relate to other PLWHA in a deep and profound way. Some of the issues discussed are:
 - ✦ taking a holistic approach to living healthy
 - ✦ overcoming stigma and shame
 - ✦ disclosing HIV status to friends, family and sexual partners
 - ✦ interpersonal issues

Publicity Campaign



- Focuses on creating attractive and informative materials
- Seeks to reach all PLWHA in the community
- Materials specifically for PLWHA, not general community

Palm Card



2515 Inwood Road
Suite 213
Dallas, Texas 75235
(Corner of Inwood & Maple)

972.807.7375
thehive@aidsarms.org

An **HIV** Empowerment **Project**

Are you HIV+?
Are you looking to
make new friends
and at least
18 years old?

MOVIES
GAME NIGHTS
KARAOKE
COFFEE NIGHTS
VOLUNTEER
BUZZ GROUPS

WATCH FOR
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¿Tiene al menos 18 años y buscas nuevos amigos?

¡Entonces el HIVE es para usted!

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NOCHES DE JUEGO
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GRUPOS "BUZZ"
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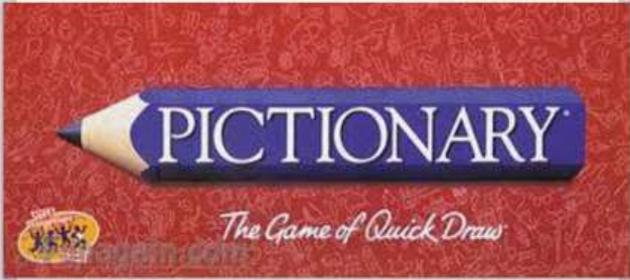


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 **AIDS Arms, Inc.**
Friday at 12:00 PM · 🌐

Tonight at The HIVE 6-8pm: Win, lose or DRAW..you are bound to have fun tonight at the HIVE's Pictionary Game Night! Put your artistic skills to test as you draw clues for your teammates to guess. This event is open to all HIV+ individuals and their friends.



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 **AIDS Arms, Inc.**
June 27 at 12:00 PM · 🌐

TOMORROW: Join the HIVE for our 1st Annual Jubilation Picnic! 11am-3pm. This is a community picnic and open to all- so bring your family and bring your friends. Hardeman's Barbeque will be provided to the first 100 guests. There will be music, volleyball, horse shoes,... [Continue Reading](#)



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Calendar of Events



August 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Spade: Tournament 6-9 pm (open to all)	2
3	4 HIVE Open 3-9pm	5 HIVE Open 3-9pm	6 Core Group 6-8pm (HIV+ only)	7 HIVE Open 3-9pm	8 Movie Night 6-8pm (open to all)	9
10	11 Cooling & Calories 6-8pm (open to all)	12 HIVE Open 3-9pm	13 Positive Voices 6-8pm (open to all)	14 Case Manager Appreciation Dinner 5:30-7pm (private event)	15 Game Night 6-8pm (open to all)	16
17	18 HIVE Open 3-9pm	19 HIVE Open 3-9pm	20 Core Group 6-8pm (HIV+ only)	21 HIVE Open 3-9pm	22 Hot Topics & Coffee 6-8pm (HIV+ only)	23
24	25 HIVE Open 3-9pm	26 BUZZ Group 5-8pm (HIV+ only)	27 Zumba @ Klyde Warren Park 6-7pm free event (open to all)	28 HIVE Open 3-9pm	29 Paint the Town Red Summer Dance 6-8:30pm (open to all)	30

The HIVE is for anyone living with HIV/AIDS, 18 years and older. It is a place to meet, gain support and develop friendships with other people living with HIV/AIDS in a safe, drug-free environment. It gives opportunities for positive people to participate in fun and exciting social activities that promote a strong, healthy and safe community.

The HIVE
2515 Inwood Road, Suite 213
Dallas, TX 75235
(Corner of Inwood & Maple)
972.807.7375
Thehive@aidforum.org

Positive Voices is an opportunity to hear people share their personal stories about living with HIV/AIDS. This event is open to anyone, HIV positive or negative.

Core Group is the decision-making body that designs and carries out all HIVE activities. If you are interested in becoming a Core Group member, please contact the HIVE.

BUZZ groups are a fun, relaxed way to meet other people living with HIV/AIDS and discuss issues that many of us face. Dating, disclosing our status and overcoming stigma are just a few topics we talk about.



Community Advisory Board



- Resource for Core Group
- Does not have day to day decision-making power
- Uses available local expertise
- Not a required Core Element

HIVE Events



- **Past Events:**

- Bowling
- State Fair
- Haunted House
- Picnic
- Zumba

- **Monthly Events:**

- Movie Night
- Game Night
- Core Group
- Positive Voices



Impact on the Community



- The HIVE opened its doors in October 2013
 - Conducted 81 events to date.
 - 731 individuals have come to the HIVE.
 - Average attendance
 - ✦ 17 people at small events
 - ✦ 70 or more at large events
 - ✦ Up to 12 people drop in daily
 - In 2014 162 people have visited the HIVE for the first time.

Impact on the Community



- **Before coming to the HIVE participants reported:**
 - Feelings of isolation due to lack of contact with other PLWHA
 - Fear discussing HIV status with others.
 - Didn't know other people living with HIV.
- **Since coming to the HIVE participants have reported:**
 - Higher self-confidence, self-esteem, and fewer feelings of being a victim.
 - Appreciation of having a safe place to come, meet people, and have fun.
 - Less concern about their safety or the stigma of HIV.
 - Increase in healthier living practices (quit smoking, eating better, safer sex, etc.) as a result of peer to peer interaction.





Testimonials



- Video will go here



QUESTIONS???

Contact Us



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