



# PROYECTO IDEAS

IDEAS FOR A HEALTHIER COMMUNITY / IDEAS PARA UNA COMUNIDAD MÁS SANA

## THE NEWSLETTER

Spring 2008

### THE WORLD IN OUR HANDS

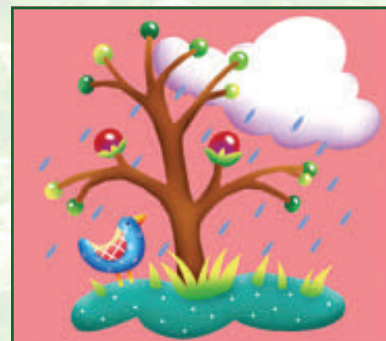
Every person in any position of leadership has an important responsibility to those following. It is very easy to focus on the job we do so much that sometimes we forget the real reason why we are in the position we hold. There are individuals who look up to us for guidance, for advice, for support, and at times for a helping hand.

Sometimes it is easy to concentrate on grants to win, numbers to achieve, and objectives to complete that we may forget for a moment who we serve; the community. Surely, we must strive to win grants that will facilitate better services to our community, but beyond any grant, we must strive to win the trust of those we serve. We must do all we can to reach the goals we have

set for our program, yet we must do all we can to reach the heart of those who seek our help. We must meet the objectives of our contract, project, or intervention, yet we must assist meeting ends for those who need our services.

We could say that we hold somebody's world in our hands. The world needs our services, so let us serve the world with honor and sincere interest.

PROYECTO IDEAS team



#### INSIDE:

A Note from JSI.....	pg1
Upcoming Events.....	pg1
First Latino AIDS Institute (UT).....	pg2
Meaningful Awareness Efforts (WY).....	pg3
From the Community (NE).....	pg4
Contact Us.....	pg4

#### UPCOMING EVENTS:

- HIV Prevention Leadership Summit (HPLS) Conference. Detroit, MI. June 11-14, 2008
- Open Conference Calls
  - April 8, 2008 (Health Literacy) (888) 237-9331 x833809 12:00 noon mountain time
  - June 17, 2008 (TBA)
- Free Available Services:
  - Cultural Competence & Awareness Training
  - Teaching Techniques & Facilitation Skills
  - Technical Assistance in adaptation of interventions
  - CDC-approved Interventions presentation.

Contact your State Health Department or JSI for more information.

To receive a FREE copy of the HIV EPI Profile of your state, contact us.



If you would like to list any upcoming events, to participate in the free open conference calls, to share your IDEAS, to feature an article in the PROYECTO IDEAS Newsletter or need more information; please, contact us.



# "FIRST LATINO AIDS INSTITUTE"

BRINGING TOGETHER KEY RESOURCES TO ORGANIZATIONS IN UTAH

The effectiveness of HIV prevention is only as good as the ability of those charged with the mission to bring the prevention messages to those that are at most risk of infection.

Since the introduction of the Diffusion of Effective Behavioral Interventions (DEBI) initiative in 2002, the Utah Department of Health has faced a continuous need to provide its grantees with the necessary training, technical assistance and capacity to implement, adapt and tailor these new interventions. One particular challenge has been the adaptation and tailoring of interventions for minority populations, particularly for Hispanics.

Ethnic minorities comprise 17% of Utah's Population, but equal 34% of those newly diagnosed with HIV or AIDS in 2007. Hispanics alone make up for 11.2% of Utah's population and is predicted to increase by 126.4% between 1990 and 2011. Yet, Hispanics represent 13% of all AIDS cases and 17% of all HIV cases in 2007. And Utah is not alone. Similar trends in HIV/AIDS, STDs and teen pregnancy rates are also observed in Colorado.

This demonstrates the need for current prevention efforts to meet the demands of obvious demographic changes and the need for Capacity-Building Assistance (CBA) in all 4 focus areas (Organizational Infrastructure, Implementation of Interventions, Social Marketing and Community Planning Groups Organization). One such effort became reality in the 1<sup>st</sup> Latino AIDS Institute (LAI) held in Salt

Lake City in February 2008. Proyecto IDEAS and the Utah Department of Health collaborated to



bring national CBA providers from the 4 focus areas, all of the state HIV prevention grantees and some organizations from Colorado and Wyoming under one roof. The LAI provided current HIV prevention grantees and their collaborators an array of workshops tailored to the local needs. These workshops helped them understand the concept of CBA from a broader perspective and provided much needed technical assistance in the four focus areas. Participants increased their knowledge and skills and be-

came more familiar with the resources available to them. By the conclusion of LAI, they were able to identify potential TA needs and how they can satisfy them in the future. Since the LAI, the Utah Department of Health is working towards increasing the amount of CBA requests. Organizations have already started to submit requests into the system and the health department is expecting to receive more requests in the future from their grantees.



The LAI was an effective strategy to promote and sustain health programs and aid organizations in the implementation and sustainability of science-based and culturally proficient HIV prevention behavioral interventions and HIV prevention strategies. It proved to be a successful and cost-effective method. It provided technical and capacity building assistance to an entire network of state HIV prevention grantees and other partners as well.

The Utah Department of Health would like to commend Mariana Jurcovich of JSI and the entire team of Proyecto IDEAS for a wonderful job done in Utah and particularly to Monique Eadon, from the Centers for Disease Control for her support and collaboration.

For more information about the First Latino AIDS Institute and for requests on technical assistance in Utah, please contact:

Edwin Espinel, Contract Manager  
Utah Department of Health  
Bureau of Communicable Disease Control  
HIV/STD Prevention Program  
801-538-9480



# "MAKING AWARENESS EFFORTS MEANINGFUL"

A KEY CONCEPT TO PROVIDE MORE SERVICES WITH EXISTING RESOURCES ORGANIZATIONS HAVE

The Wyoming Migrant Health Program (WMHP) offers its services mainly to migrant seasonal farm workers arriving to Wyoming from other states and even other countries, namely Mexico.

WELCOME TO  
**Wyoming**

The WMHP has noticed a great need for education among these workers and their families. Though there is an HIV prevention effort, HIV is still affecting Wyoming residents regardless of their skin color, ethnic background, or socio-economic status. In 2007, the Wyoming Department of Health reported that men having sex with other men (MSM) accounted for more than 47% of HIV infection cases. This is the population at highest risk of HIV infection in the state.

The community in Wyoming needs to be more accepting of this fact and focus on protecting themselves instead of rejecting behavior. To speed this process, community-based organizations (CBOs) could help by creating HIV awareness efforts. There is a need for collaboration between CBOs, the health department, and medical providers. HIV and other health issues cannot be seen as a matter of the Mid-west region only; the state has to look at it as a local subject as well.



Every organization, regardless of their focus, needs to work on prevention, education, and awareness. Though the numbers of HIV infections are small in the state, every organization must be concerned, apply for grants, and work in collaboration with the community.

WMHP envisions a universal, collaborative education program. With help from the health department Wyoming could have a program reaching all people.

HIV programs could work hand-in-hand with family planning programs and health care providers in the community to facilitate easier access to HIV services, education, and testing. This collaboration will make the partnering programs stronger.

Organizations need to work together to change the existing mentality of who is perceived to need prevention and who really needs it.

WMHP is taking a first step by organizing health fairs in collaboration with the state health department, extending strong programs to make HIV prevention, education, counseling, and testing accessible to everyone in the state.



For more information about the Wyoming Migrant Health Program or how to collaborate with their efforts please contact:

Cathy Florian, Project Director  
Wyoming Migrant Health Program  
146 S. Absaroka Street  
Powell, WY 82435  
307-754-5252



# "FROM AND FOR THE COMMUNITY"

QUESTIONS, CONCERNS, AND INTERESTS FROM THE ONES WE SERVE

## FROM THE COMMUNITY IN NEBRASKA

Having access to services is definitely important for people living with HIV, but during the time when the person finds out his/her status there are other things on their mind that make those services look blurry and far from their reach. In a recent interview, a member of the community said:



*"I have been HIV-positive for almost two years. After leaving jail, I was sent to the Nebraska AIDS Project (NAP), but I was in denial and fear of people finding out my status in regards of the virus.*

*I went to my doctor and he also referred me to NAP. When I finally decided to go, I went, I did all the paperwork needed, and then I hid myself in the basement of my house for almost two and a half months until my therapist/drug counselor came and took me out of my depression.*

*I have been a client of NAP for a year and a half and it has taken me a while to feel comfortable accessing their services. My case manager understands me even though she has not been in my situation and she points out the direction I should follow in order to access help. NAP has exceeded my expectations in providing information and direction. They are very personal, friendly, and private.*

*I am willing to give back to the community; I want to share my experiences and knowledge with friends, roommates, and my family."*

— Jesus Martinez (Omaha, NE)

Organizations offering services for HIV have to be visible in the community in regards of location as well as services offered. Services should include testing, culturally competent staff, and bilingual services and volunteers. After organizations have done all they can to provide excellent services to their clients, the best tool that agency can have is the experience and satisfaction of their clients.

## PROYECTO IDEAS STAFF

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## ALEXIA LENTZ

was raised in Argentina and moved to USA in 1990. She received her undergraduate degree in International Business and her graduate degree in Health Administration from the University of Colorado. She also completed extensive French studies at La Sorbonne in Paris, France. Prior to her position at JSI as Project Manager, she worked at Kaiser Permanente as both Operations Process Manager and Business Operations Manager. She has extensive experience in regards to implementation, redesign, monitoring, and evaluation of processes. Amongst her professional achievements she received the Eugenie Sontag Award for Excellence in Leadership, Achievement and Community Service and the Colorado Communicator's Golden Leaf Award for creating and hosting the weekly health educational Spanish TV and radio show "A Su Salud".



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Identification of organizational needs and resources  
Development of a tailored CBS plan  
Execution of the plan  
Assessing the intervention  
Sustaining the intervention

PROYECTO IDEAS is a program led by JSI Research and Training Institute (JSI) and funded by the CDC.

Its goal is to assist community-based organizations and health departments in improving HIV prevention services for Latino/Hispanic populations living in CO, IA, KS, MO, MT, ND, NE, SD, UT, and WY by providing ongoing capacity building assistance.