



### CAUTION, EFFECTIVENESS ON ITS WAY



There are not as many well-established organizations that cater HIV services to rural Latinos as the urban population. And although prevalence in rural areas is much lower than in urban settings, there is a perception of lower risk which can result in rural residents engaging in riskier behaviors. The influencing factors to risk behavior might be similar in both areas but at a different degree of awareness.

As we strive to be effective serving our rural communities, keep in mind that Proyecto IDEAS will help you achieve this goal faster and more efficient whenever you need our Capacity Building Assistance (CBA) services. Moreover, IDEAS will continue to organize events and will invite representatives of health departments, key partners such as those funded by CDC to provide training, design and facilitate a rural collaboration. IDEAS will also conduct cultural diversity and facilitation skills training for Community-Based Organizations (CBO), Health Providers and health department's staff who are willing to provide services in rural areas and will invite Academia members to help establish links with Organizations like yours for further assistance.

PROYECTO IDEAS team

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#### UPCOMING EVENTS:

##### • World Day

On December 1st many local organizations around the globe will join forces to increase AIDS awareness worldwide. 2008 marks 20 years on this effort, yet we still have much work to do.

##### • Open Conference Calls

- Dec 9 @ noon mountain (888) 237-9331 x833809
- Topic: Influence of Religion on HIV prevention efforts among Latinos
- next: Feb 10, 2009 Topic: TBD

##### • Free from PROYECTO IDEAS:

- Cultural Competence & Awareness Training
- Teaching Techniques & Facilitation Skills Training
- Presentation on HIV prevention Interventions
- Adaptation of interventions
- State's HIV Epidemiological Profile
- Copy of the HIV Prevention Toolkit



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.



# "HIV TESTING FOR LATINOS"

THE INCREASE OF PEOPLE GETTING TESTED AT PRIVATE SITES PUSHES TO IMPROVE SERVICES IN PUBLIC HEALTH IN IOWA



The HIV/AIDS epidemic is a serious threat to the Hispanic/Latino community. In addition to being a population seriously affected by HIV, Hispanics/Latinos continue to face challenges in accessing health care, prevention services, and HIV treatment.

The proportion of late testers has decreased over time; the number of late testers remains a concern in Iowa, especially for minorities. Late testing is associated with poorer health outcomes some of those problems are associated with poverty, including a lack of formal education, unemployment, inadequate health insurance, and limited access to high-quality health care, can directly or indirectly increase the risk for HIV infection.

The migration patterns, social structure, language barriers, and lack of access to regular health care among transient Hispanic/Latino immigrants can affect awareness and hinder access to HIV/AIDS prevention and care. Recent immigrants face additional challenges, such as social isolation and lack of information about HIV/AIDS, which can further increase their risk for exposure to HIV. Thus, transient and recent Hispanic/Latino immigrants need linguistically and culturally appropriate HIV prevention services.

In 2005, nearly 60% of HIV diagnoses were reported from private testing sites. A shift in testing

to these sites could explain decreases seen at The Iowa Department of Public Health (IDPH)-funded sites.

The number of HIV tests conducted at IDPH-funded test sites have generally been declining since 1996. At the same time, the proportion of new diagnoses that are occurring at private test sites has been increasing. The most commonly reported places were private doctor or HMO office (41.4%), clinic (26.6%), and hospital (26.3%). (IDPH, 2007 BRFSS Annual)

Support efforts through the Minority AIDS Initiative, to reduce the health disparities experienced in the communities of minority races and ethnicities at high risk for HIV infection. The AIDS Project of Central Iowa has grown and is now the largest HIV/AIDS service and prevention agency in the state of Iowa. The Project is used to address the high-priority HIV prevention needs of such communities. Case managers work at an individual-level with interventions; that are effective to determine each person's specific needs. ([www.aidsprojectci.org](http://www.aidsprojectci.org)).

Community-Based Organizations (CBOs) and Health Departments build the capacity of programs that serve Hispanics/Latinos through partnerships with national, regional, and nongovernmental organizations providing culturally appropriate capacity-building assistance. There is an important need that allows education for Hispanic/Latinos, a person/organization with direct access to the community to connect them with the available services.



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# "TAKING PREVENTION EFFORTS TO NEW HEIGHTS"

A BENEFIT GALA FOR NEBRASKA AIDS PROJECT

HIV and AIDS affect all walks of life. One-fourth of those living with HIV/AIDS do not know they have it. Nebraska AIDS Project is the only AIDS Service Organization (ASO) in the state, serving nearly 1000 clients and their families across Nebraska, southwestern Iowa and eastern Wyoming. Heavy case loads, funding cuts, and stigmas attached to the disease present a constant challenge for all affected. That is why the support of the community is so important in the fight. Prevention, education and testing are essential to effectively eradicating the disease. Nebraska AIDS Project continues to serve the community with a non-judgmental and compassionate approach through its mission of education and support.

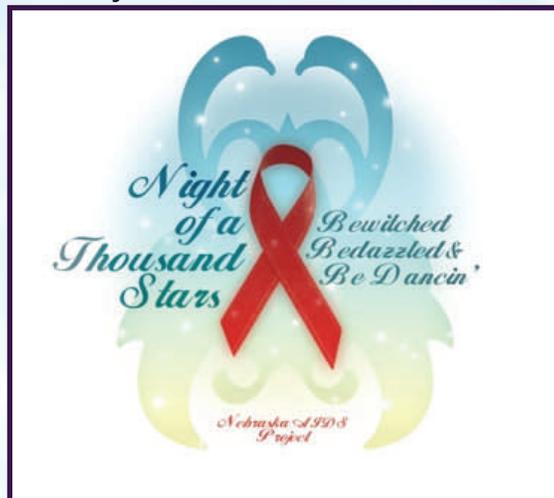
But HIV is not just about doing outreach, providing education and linking people to treatment. Sometimes it involves fun, music, celebration and recognition. The Nebraska AIDS Project (NAP) has taken prevention to new heights; "Bewitched, Bedazzled and Be Dancin'" is the theme as NAP kicks-off its 16th annual *Night of a Thousand Stars*<sup>™</sup> fundraising gala on Saturday, December 6.

Nearly 2,000 supporters are expected to attend this event, featuring an atmosphere of magic, glamour and romance, as well as decadent desserts, hors d'oeuvres, and a cash bar. Live music will be provided by local band Session 7 for dancing. *Night of a Thousand Stars*<sup>™</sup> is Nebraska AIDS Project's largest fundraiser of the year and typically brings in more than \$200,000 to support the agency's education and prevention, case management and wellness programs throughout the

year.

More than 40 hosts around the metro area will hold "Stars Parties" the night of the gala. These pre-parties are underwritten by hosts who ask their guests to make a minimum donation of \$40 to Nebraska AIDS Project. This donation grants guests entrance into the pre-party and also provides them a ticket to the main gala at the Holiday Inn. As the individual Stars Parties begin to wind down at around 9 p.m., guests gather at the main event for a few additional hours of fun and partying.

This year's honorary chairs are Susan Koenig and John Mixan. A lawyer for 27 years, Susan has provided *pro bono* legal services to NAP and educated its clients on estate planning needs. As a professional certified coach, Susan recently volunteered training for NAP staff throughout Nebraska. Susan's commitment to NAP's work is inspired by the memory of her brother, Tim, who died from AIDS in 1994. Susan and her husband, John, have



been hosting Night of 1000 Stars parties ever since. John presently works as a gentleman farmer tending John and Susan's 10-acre get-away in Crescent, Iowa, and works part-time as a LifeCoach, specializing in supporting people in making lifestyle changes.

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# "FROM AND FOR THE COMMUNITY"

QUESTIONS, CONCERNS, AND INTERESTS FROM THE ONES WE SERVE

## FROM THE COMMUNITY IN COLORADO

I have been invited by many organizations providing HIV services in different states to go to their meetings and support groups in the last 7 years. But honestly, I don't find a connection with any of them. I understand they are trying to help us, but seriously, who wants to talk about HIV with strangers? Besides it is the same information I received 7 years ago when I went for the 1st time to an AIDS agency.

I'd say, show me something different that nobody has done in the past. Tell me how your agency is really going to make a difference in my life. Show me that you really care for the people you serve by listening to me, respecting my decisions and supporting me if I ask for help.

I understand agencies have to report numbers and the more people they get, the better for them, but how is it better for me?

I have seen gossip, friction, unprofessionalism, lack of self respect, broken relationships, and no connection among the community and between agencies and the community.

HIV is not the original problem; it is lack of self esteem, lack of direction, lack of respectable leaders in the community, lack, of a positive social network, lack of good examples, lack of healthy relationships, and lack of connection between the coordinators and us.

I really believe that any agency should go beyond HIV prevention and look at what the central problem is, then provide an answer to that problem and many of us will be interested not only to participate in your groups, but also to be actively involved with your agency; and trust me, we will!

Anonymous



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## Rodolfo Vega

graduated from the University of Texas at Austin's doctoral program in Community Psychology, and a National Institute of Drug Abuse Postdoctoral Research Fellow at the Center for Family Studies, University of Miami School of Medicine. His professional focus is health disparities and working with communities of color across the nation in areas of HIV/AIDS and substance abuse prevention. Dr. Vega has extensive program, evaluation and policy experience with the Minority AIDS Initiative (MAI) by his ongoing collaboration with CBOs in translating research into practice, providing technical assistance, and developing evaluation designs for a number of HIV prevention programs funded by the MAI.



Dr. Rodolfo Vega, Ph.D. serves as the Senior Behavioral Scientist in the Proyecto IDEAS.

- I dentification of organizational needs and resources
- D evelopment of a tailored CBA plan
- E xecution of the plan
- A ssessing the intervention
- S ustaining 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.

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