



Proyecto IDEAS

the newsletter

June/July 2007

Proyecto/Project IDEAS is a program led by JSI Research and Training Institute (JSI) and funded by the Centers for Disease Control and Prevention (CDC). Its goal is to improve the capacity of community-based organizations and health departments to implement, improve, and evaluate HIV prevention interventions for Latino/Hispanic populations living in Colorado, Iowa, Kansas, North Dakota, South Dakota, Missouri, Montana, Nebraska, Utah, and Wyoming by providing ongoing capacity building assistance.



JSI Staff with the Project IDEAS Advisory Group, Denver 2007

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SUPPORTING OUR PRECIOUS LATINOS LIVING IN THE MIDWEST

By Mari Plaza-Munet, JSI

Delivering effective HIV prevention programs for Latinos living in rural areas has three components: addressing rural issues, addressing Latino issues and addressing HIV issues. In this edition we will intend to be the voice of many providers and Latino communities in the midwest region of the United States. Our capacity building tasks have allowed us to exchange words of wisdom and encouragement with hundreds of dedicated individuals in Missouri, Kansas, Utah, Colorado, and at a national level, through our CBA services and active participation on the various National Rural Health Association and HIV prevention conferences. We will continue in our next editions to share the strategies and ideas of the many voices of rural United States.

The four articles of this series will reflect the following con-

ceptual framework: Latino cultural issues in the Midwest; rural strategies and what does and does not work; specific strategies for rural Latino at-risk populations; and the adaptation of effective interventions with rural Latinos. It is our hope that our work can support our communities to avoid HIV infection.

Latino Cultural Issues in the Midwest

“Jose felt he was not at any risk when he shared his friend’s needles to inject vitamins. Since Jose’s employer does not provide him with health insurance and because going to the nearby hospital is expensive he uses injectable vitamins he brought from home. A third friend who is watching the needle sharing says: “I was told you can get bad blood from sharing needles”. Jose
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Happenings

JSI Collaborates with PROCEED to deliver grant writing TA to Colorado CBOs

In January JSI collaborated with PROCEED, a fellow CBA provider, in hosting a grantwriting training in Denver, Colorado. The training was geared toward CBOs that work with HIV prevention in Latinos.

PROCEED and JSI partnered to provide Mid-west region (CDC defined), Latino-serving Community Based Organizations (CBOs) with organizational and infrastructure development capacity building assistance services. Through the provision of capacity building assistance in strengthening HIV prevention interventions, JSI identified several organizational development needs of target CBOs. This needs assessment had resulted in a productive collaboration in which PROCEED addressed those needs. PROCEED was the most appropriate CBA provider for this type of collaboration since PROCEED is the CDC designated Latino-serving CBA Provider for Organizational and Infrastructure Development (Focus

outline and provided with individualized technical assistance. In addition, CBOs were offered proposal review services.

PROCEED is a comprehensive organization



CBOs receiving TA at the grantwriting workshop in January

Upcoming Events

Nebraska Rural Health Association
Annual Conference
9/06-9/07
Kearney, NE

United States Conference on AIDS
11/7-11/10
Palm Springs, CA

2007 National HIV Prevention Conference
12/2-12/5
Atlanta, GA

For information on upcoming trainings please contact Mari Plaza-Munet at mplaza@jsi.com

Area 1). There are many advantages of collaboration, including seamless and comprehensive CBA services, multidisciplinary expertise, cost effectiveness, and efficient use of shared resources between partners.

The goal of the grant-writing workshop was to provide Latino-serving Community Based Organizations with tools to better equip them to submit a proposal for a grant from the Colorado Department of Public Health and Environment. During this Pre-application and Technical Assistance Workshop, CBOs gained a better understanding of the Request For Application (RFA), received information and data that can be used in writing their proposals, and were assisted in writing their proposal

providing a menu of health and human services within New Jersey, and capacity building assistance at the local and national level within the United States. PROCEED's offices are located in Elizabeth, New Jersey.

The mission of PROCEED is to assist consumers by developing, promoting, and providing social, educational and capacity building services which are culturally and linguistically sensitive to their needs, and promote the growth of healthy communities. PROCEED's National Center for Training, Support and Technical Assistance's capacity building program provides an array of services and resources to assist Latino and Latino-serving CDC or Department of Health funded organizations working in HIV/AIDS prevention with building and strengthening their organizational infrastructure and prevention interventions.

For more information on Focus Area collaborations, please contact proyectoideas@jsi.com or bcruz@proceedinc.org



Advisory group members in discussion at the AG Meeting in April

Notes from the Frontline

Roberto Archuleta

Positive Advocacy Caucus



My name is Roberto Archuleta Jr. I was born and raised in the “Show Me” state of Missouri. Being the eldest of three children was not always easy or fun, but it did instill both strong and positive qualities in me.

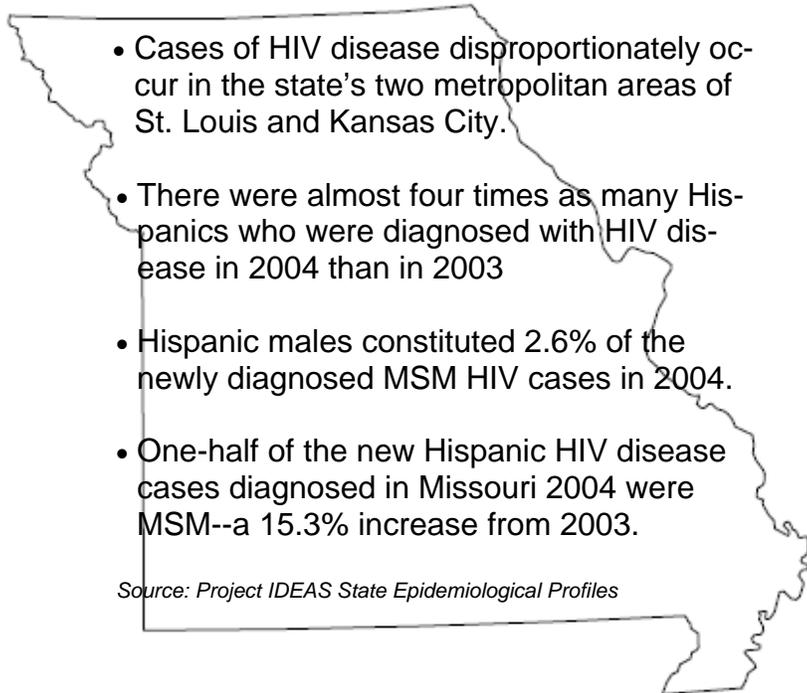
Now at age 37, I can appreciate possessing these qualities and living those experiences.

I have been actively involved in the Kansas City HIV/AIDS arena for the last 10 years. Some of the opportunities that have been afforded to me include; being a member of Missouri’s Community Planning Group (CPG), being a voting member of our local planning council (filled leadership positions for several of their sub committees), serving as a former board member of several organizations (AIDS Council, Hispanic AIDS Coalition, etc.), co-founding Kansas City’s first and only gay Latino group Sangre Nueva Por Vida (SNPV meaning *New Blood For Life*), and founding a social group for HIV-positive men. This occurred approximately 6 to 7 years ago, and today is still running strong. I also have demonstrated other forms of advocacy at national levels, as well as international.

My most recent endeavor has been the creation of Positive Advocacy Caucus (PAC). Initially, at the end of 2002 PAC was formed to assist in addressing the need for a Consumer Group in the structure of Kansas City’s Planning Council. This year has brought about a different path for PAC. Today, this caucus has grown into an



Missouri HIV Statistics



Source: Project IDEAS State Epidemiological Profiles

organization with a two-fold purpose.

- To serve as a Resource Center or point for Latinos/Hispanics (Americans and Immigrants). This point will be where the Navigation of any/all social and health care systems will begin. A “custom-fit” approach will be used. Depending on the findings from an initial assessment, appropriate referrals will then be made, resulting in non-duplication of services.
- To serve as a Resource Center or point for the general population. This main focus will be that of HIV/AIDS.

Points 1 & 2 are to be done in a culturally competent/sensitive manner, and reached/delivered in a “Positive” way.

I am honored to be an Advisory Group member of Proyecto IDEAS. I see this as an opportunity for both learning and sharing. The past decade has brought about many “stepping stones” down the path of HIV/AIDS. I have experienced several peaks and valleys during these past years of my life.

What will I be shown next???

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answered: If I get something it is God's will."

This is not a line from a movie, this is a daily reality for many Mexicans and South Americans living in farm lands of our midwest region. Jose's mindset is understandable. He does not have enough money to pay for health services and he does not speak enough English to ask around to find out there is a free clinic within 30 minutes away. Additionally, injecting medications is a common practice back at home and sharing is a common behavior among Latinos.

Even though we must not commit the mistake of describing all Latinos by saying, "everyone is the same", there are some cultural values shared by many Latinos who were raised in traditional rural settings back home.

The following is a summary of traditional Latino values to take in consideration when delivering services.

Acculturation

Acculturation can be defined as the process of taking on the cultural traits of the dominant culture and less of the original culture. Research into the effect of acculturation on HIV prevention has revealed that acculturation is an important factor in HIV risk behavior (Shedlin, Decena & Oliver-Velez, 2005). Acculturation and its effects on HIV risk and prevention have been documented among various Latino subgroups (Rojas-Guyler et al., 2005; Shedlin, 2005; Guillermo-Ramos et al., 2005). For instance, low-accultured Hispanics are more likely to have erroneous beliefs about HIV transmission and risk (Marin & Marin, 1990). Cultural values from country of origin may positively and negatively affect HIV risk. Another study has shown that the more highly acculturated the person is, the more likely he or she is to engage in sexual risk behaviors (Marks, Canter, & Simoni, 1998). This acculturation finding has implications for the type of risk reduction messages and sexual communication skill building that will be needed in an adapted version of a DEBI. It is important to keep in mind that groups and individuals differ in their level of risk regardless of their acculturation, and a person's degree of acculturation may change over time. The level of acculturation of Latinos will influence their power in relationships, the ability to negotiate and practice risk reduction behaviors, and the value Latinos placed on having a partner and children. Assessment of the target population's acculturation level will provide important information for the adaptation process.

Fatalismo

Fatalismo refers to the belief that conditions such as HIV are inevitable and the belief that the individual has no control over specific situations (Larkey et al., 2001). Fatalism has its roots in culture and religion.

Research indicates that many Latinos have fatalistic views about changing their situation. Fatalism is often imbedded in the identities of specific risk groups such as sex-workers who may view themselves as dirty and evil and therefore anticipate being punished for their sin (Diaz & Ayala, 1999). The same sentiment also can apply to Latinos who have sex with different partners. Under a fatalistic tradition, these Latinos may expect to be punished by God because of their behavior. Assessing the practice of fatalism in the target population will be useful to prepare facilitators to respond and reframe fatalistic beliefs about HIV/AIDS. Participants may express fatalistic responses such as "some people deserve to get HIV" or "HIV cannot be avoided". Facilitators/educators may try to redirect these responses by saying, "no one deserves to get HIV" and "HIV can be avoided if you take precautions". Depending on the degree to which fatalism is practiced, facilitators/educators may consider revisiting this issue more than once during the five sessions. Fatalism also may influence a woman's interest in and motivation to practice HIV risk reduction.

Machismo

Machismo is a cultural script that is imbedded in the role of many Latinos (Sternberg, 2000). There are different levels of machismo and not all men subscribe to this role. Machismo stresses masculinity, power, independence, and sexual prowess (Ortiz-Torres et al., 2000). It represents the authoritarian image, the breadwinner image, the virility image, and the chivalry image. In relationships, machismo is present in many areas. For instance, some men exaggerate their sexual encounters. With women, machismo does not permit control in sexual encounters and it does not permit women to decide when, how, and where the relationship will take place.

Marianismo

Marianismo has been characterized as the complement of machismo. Marianismo is a cultural script that is present at different levels among Latinas. It is important to acknowledge that not all Latinas subscribe to this role. Marianismo defines the role of Latinas as

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Proyecto IDEAS is Online

Our website is the place to access:

- Information about our open conference calls
- Open conference call transcripts and notes
- Archived newsletters
- Project updates

proyectoideas.jsi.com

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obedient, faithful, abnegated, sacred, self-sacrificing, polite, and modeled after the Virgin Mary (Gil, Iona-Vásquez, 1996; Ortiz-Torres et al., 2000). This cultural script defines how women should behave. Under this tradition, there are some clear messages that start during childhood and intensify as girls become women. These messages deal with sexual behaviors and the behaviors that are expected of a marianista. For instance, sexual relationships must occur after marriage and the husband will teach the wife about all sexual matters. Although not all women wait until marriage, when women engage in sexual encounters with men, marianismo may surface in many other ways. For instance, marianismo dictates that women should not know about sex, much less about Contraceptives, prophylactics or other related sexual devices and sexual subjects. Because of marianismo, some women are afraid of asking their partners about sexual histories or to use condoms. By asking these questions, women may be perceived as sexually experienced or 'easy' (Ortiz-Torres et al, 2000). Marianismo often defines how Latinas think of themselves, and thus it can impede access to information about sexual matters and reduce opportunities for women to be assertive in sexual relations.

Gender pride might result in marianismo being referred to as a source of pride. This will be a good opportunity for health providers to assess the levels of marianismo and identify potential implications for HIV risk. The provider may also assess participants' conflict between marianismo and modern (nontraditional) Latina gender norms.

Marianismo may also be expressed around sexual communication skill building and risk reduction negotiation. Examples of assertive, passive, and aggressive communication styles may be different from one cultural group to another. Providers will need a comprehensive understanding of the cultural and gender appropriate communication norms of the target population. Providers should keep in mind that assertiveness is not always viewed as positive under a marianista tradition. Being assertive can be interpreted as being aggressive or viewed as negative within the culture. Providers should encourage women to express their ideas of what being assertive and marianismo are and then assist them in discussing the implications for HIV risk and self protection. Initiating a discussion about safer sex might be difficult for some women to accomplish because of marianismo. Providers may encourage such women to practice discussions about sex with other women first and later with male partners.

In educational settings, educators/facilitators may need to provide additional encouragement to marianistas during role plays about how to talk to men about sex and safer practices. Educators/facilitators may need to build in additional skill practice time into the sessions.

Some women might be uncomfortable with condom demonstrations and the eroticizing of the

condom. It will be important for the educator/facilitator to explore attitudes about condoms which may be seen as something dirty and not "normal." Condom use may also be an area where men have the power to use it or not—and some women might have little control and might find it difficult to ask men to use condoms.

Other Cultural Concepts

Personalismo values interpersonal relationships and interest in another's personal situation. Personalismo can be used to engage participants in the group modality approach.

Amistad values being friendly and close relationships with others. There is a strong emphasis in being in a relationship with someone. This is something that can place women at risk because they may participate in risk behaviors just to have someone in their lives.

Simpatía or the "good face" implies avoiding confrontation and anger, masking true feelings when they are negative, and valuing smooth relationships. In DEBIs interventions it is important to watch out for the ways in which simpatia can interfere with Latinos' ability to express what they are feeling because of the cultural emphasis on smooth relationships. Simpatia can also affect Latinos' ability to insist on safe sexual behaviors because of the desire to avoid confrontation.

Dignidad refers to "dignity" and it is related to bringing honor to the family and the group. Dignidad may lead women to avoid sharing some private matters because of the desire to avoid dishonoring the family.

Familialism is associated with identification with the nuclear and extended family. The family represents a central place in Latino identity. The concept of familialism may serve as a motivating factor to help Latinos take action in an effort to protect their family.

Respeto or respect is shown to those in positions of power and to those who are older. It is important to pay attention to differences in age and how they play a role in the intervention. For instance, if the facilitator is younger than some of the women in the group, the older women may not want to discuss sexual issues with a younger person.

Collectivism emphasizes the needs and importance of the group instead of the individual. Collectivism may enhance participation and create peer support for and modeling of risk reduction behaviors and the fostering of gender and ethnic pride.

Source: RESOURCE GUIDE FOR REINVENTING SISTA FOR LATINAS
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Identification of organizational needs
Development of a tailored CBA plan
Execution of the plan
Assessing the intervention
Sustaining the intervention

If you would like more information about the DEBI project visit www.effectiveinterventions.org.
For more information regarding Proyecto/Project IDEAS or to contribute to this newsletter
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