

## **HIV Prevention Among Immigrant Latinos in the Southeastern United States**

**Satellite Conference and Live Webcast  
Tuesday, November 15, 2011  
2:00 – 3:30 p.m. Central Time**

**Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division**

## **Faculty**

**Scott D. Rhodes, PhD, MPH  
Professor and Section Head  
Department of Social Sciences and  
Health Policy  
Division of Public Health Sciences  
Wake Forest University  
School of Medicine  
Winston-Salem, North Carolina**

## **CBPR Partnership**

- **Complex health issues have proven to be ill suited for traditional “outsider” or “expert” approaches to research**

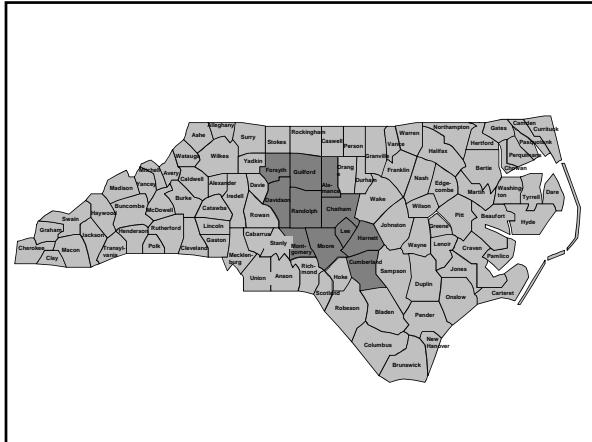
## **CBPR Partnership**

- **Understanding and intervening upon complex health problems such as HIV benefit from the multiple perspectives of:**
  - **Community members**
  - **Organizational representatives**
  - **Local business leaders**
  - **Academic researchers**

## **Our CBPR Partnership**

- **Our partnership wants to implement science-based interventions to prevent HIV**
- **Yet we recognize the lack of culturally congruent interventions for immigrant and Latino and farm worker communities**

**As a Latino partner said,  
“Latinos want and need information and help to be safe, but nothing exists that we can point to that shows promise in saving the lives of Latinos living here in our community.”**



**HoMBReS**

- **HoMBReS: Hombres Manteniendo Bienestar y Relaciones Saludables**
- **CBPR Partnership**
- **Developed and piloted intervention**
  - **With Latino community involvement**
  - **Built on community strengths**

**HoMBReS**

- **Used naturally occurring social network:**
  - **Soccer league**

A circular logo for HoMBReS. The outer ring contains the text "Hombres Manteniendo Bienestar y Relaciones Saludables". The inner circle contains the acronym "HoMBReS".

**Soccer League**

 A black and white photograph of a soccer game in progress on a grassy field. Several players are visible, some in motion, with a goal in the background.

**The HoMBReS Intervention**

- **Based on formative data**
- **Blends health behavior theory and Latino men’s lived experiences**
  - **Social cognitive theory**
  - **Empowerment education**

## The HoMBReS Intervention

– Strategy: lay health advisors:  
Navegantes

- Health advisors, opinion leaders, and community advocates
- Designed to increase condom use and HIV testing

– Rhodes SD, et al. Using community-based participatory research to develop an intervention to reduce HIV and STD infection among Latino men. *AIDS Educ Prev.* 2006;18(5):375-389.



Module Title (about 4 hours each)	Upon completion of the session, participants will be able to:
(1) Intervention Overview	1) Explain the purpose of the intervention; 2) Describe Navegante roles and responsibilities; and 3) Use the HoMBReS resource materials
(2) Sexual Health: HIV, STDs, and Prevention	1) Identify common STDs, symptoms, and treatment; 2) Identify and model correct HIV/ prevention strategies; 3) Distinguish facts from misconceptions regarding the symptoms, treatment, and prevention of HIV/ infections; and 4) Share resources within the community to address HIV / infection

Module Title (about 4 hours each)	Upon completion of the session, participants will be able to:
(3) Navegante Roles and Responsibilities	1) Describe their roles as Navegantes; 2) Provide education and referral within their naturally-occurring social networks; 3) Reframe health-compromising norms and expectations about being a man; and 4) Advocate on behalf of the community
(4) Evaluation: How is the Program Going	1) Explain why evaluation is important; and 2) Explain what types of evaluations will be completed





**TABLE 1. Effects of the HoMREs Intervention on Self Reported Condom Use, HIV Testing, and Intervention Focused Determinants of Risk Behaviors**

Variable	Baseline Scores <sup>a</sup>	1 <sup>1</sup> Adjusted Peer Navigator Training		Odds Ratio (95% CI)	P
		Intervention	Control		
Consistent condom use, past 30 days	43.2%	65.6%	41.3%	2.3 (1.2-4.3)	.01
HIV testing	9.0%	64.4%	41.3%	2.5 (1.5-4.3)	.001
High knowledge of HIV transmission and prevention	36.0%	74.1%	43.5%	1.7 (1.4-2.1)	.001
High self efficacy to use condoms	33.3%	33.6%	38.2%	1.6 (1.1-2.6)	.01
High adherence to traditional masculine norms	47.3%	43.9%	41.6%	1.2 (0.6-2.0)	.6
High sense of mastery over circumstances	66.7%	67.4%	61.1%	1.3 (0.8-1.9)	.2

<sup>a</sup>There were no significant statistical differences between conditions on baseline scores. <sup>b</sup>Adjusting for baseline scores, relationship status, and within team clustering.

**Rhodes SD, et al. Outcomes from a community-based, participatory lay health advisor HIV/STD prevention intervention for recently arrived immigrant Latino men in rural North Carolina, USA. AIDS Educ Prev. 2009;21(5 Suppl):103-108.**

### **HoMBReS: A Best-evidence Intervention**

- Included in the CDC Compendium of Evidence-Based HIV Prevention Interventions
- Identified as first best-evidence community-level HIV risk reduction intervention, after CDC reviewed study results

### **HoMBReS: A Best-evidence Intervention**

- Increased condom use and HIV testing
- <http://www.cdc.gov/hiv/topics/research/prs/resources/factsheets/hombres.htm>

– Rhodes SD, et al. Outcomes from a community-based, participatory lay health advisor HIV/STD prevention intervention for recently arrived immigrant Latino men in rural North Carolina, USA. AIDS Educ Prev. 2009;21(5 Suppl):103-108.

### **Keys to Success**

- Priority and buy-in of Latino men
- Harnessing existing structure of soccer team
- Activity log as trigger for activity
- Committed project coordinator with excellent community skills
  - Trust building
  - Flexibility

### **An Opportunity**

- 30 years into the HIV epidemic
  - Great HIV/AIDS needs in this part of the country
  - Immigrant Latinos and farm workers have unmet HIV prevention needs

### **For More Information**

**Scott D. Rhodes**  
[srhodes@wakehealth.edu](mailto:srhodes@wakehealth.edu)  
336 - 713 - 5080

**Sociometrics**  
<http://www.socio.com/>