

**US/Mexico Border Grantees Conference Call**  
**November 3, 2003 10:30 am CST**

**Participants:** Arizona Border HIV/AIDS Care Project: Steve Trujillo, Ken Burton, Tony Estrada - Camino de Vida Center for HIV Services: Veronica Salcido-Harding, Yvonne Roacho - Centro de Salud Familiar La Fe: America Jones - San Ysidro Health Center: Rosana Scholari, Maria Zúñiga, Alisa Olshefsky, Mile Tarter - Valley AIDS Council: George Losoya, Yolanda Cantu, Elias Cantu - Evaluation Center: Betty Duran, David Barney, Marguerite Keese, Tim Brittingham, Lynda Williams, Gregg Fryday, Saleem Ahmad - HRSA: Robyn Schulhof

**Dissemination Discussion:**

- It was suggested that those who are working on dissemination have their drafts out to the group for review prior to January's meeting for discussion and feedback at January's meeting. Dr. Tarter is available for any statistical help that grantees might need.
- Dr. Curiel has been coordinating with the HIV/AIDS and Social Work Journals that are considering special editions on HIV/AIDS. More information will be forthcoming from the Evaluation Center regarding these opportunities.

**Project Reports:**

***Valley AIDS Council:*** (Elias Cantu)

- Dissemination:
  - SPNS Partnership Meeting held October 23, 2003.
  - Next quarterly SPNS Partnership meeting scheduled for February 6, 2004.
- Physician Precepting:
  - Scheduled for United Medical Center on December 15, 2003.
  - Scheduled for Nuestra Clinica Del Valle on December 2003.
- Clinical Capacity:
  - Project staff attended AIDS Education Training Center (AETC) sponsored conference in Austin, TX on October 5-7, 2003.
  - AETC presentation held on October 23, 2003.
    - Presenter: Dr. Fernando Garcia "Recognize Epidemiology and Pathology in HIV, New Treatments in HIV, Know and Recognize Co-Morbid Conditions in HIV Treatment."
  - Project staff attended Valley AIDS Council's 11<sup>th</sup> Annual HIV/AIDS Update conference on October 24, 2003.
    - Presenter: Dr. Stanley Lewis "Metabolic & Morphologic Complications with Antiretroviral Therapies."
    - Presenters: Mike Greenberg BA, JD; Dr. Stanley Lewis; and Dr. Fernando Garcia "Legal Issues in HIV Prevention, Diagnosis, & Treatment."
- Technical Assistance:

- Scheduled for November 14, 2003 with project's data entry staff and Local Evaluation.
- Medical Chart Reviews:
  - Ongoing activity in obtaining the consents necessary on the remaining 28 medical charts scheduled for review in February 2004.
- Qualitative Interviews:
  - Ongoing activity in scheduling the remaining 5 interviews with clients identified as seeking HIV care in Mexico.
- Sustainability:
  - Discussion held on October 23, 2003 at SPNS Partnership meeting.
  - Next meeting scheduled for December 12, 2003 via conference call with project Executive Directors.

### Project Data Collection Activities

- As of October 24, 2003, unduplicated records in the Local Evaluation database were 235. Two URNS were identified as missing from the Local data base after matching URNs entered into the National data base.
- A total of 1623 forms have been entered into the National multi site database as of 10/24/03. The following table summarizes this data: 237 unduplicated records in the National Database.

Module	Start Date	Totals Reported Previous Month				New Activity Since last Report				Totals to Date			
A - Demographic	030101	229				8				237			
B- Lifestyle	030101	225				8				233			
C- Change	030103	64				3				67			
D- Risk Factor	070101	Time				Time				Time			
		1	2	3	Total	1	2	3	Total	1	2	3	Total
		227	100	25	352	8	7	2	17	235	107	27	369
E -Quality of Life	070101	Time				Time				Time			
		1	2	3	Total	1	2	3	Total	1	2	3	Total
		208	92	21	321	9	6	2	17	217	98	23	338
F-Barriers to Care	110101	207				8				215			
G -Client Satisfaction	070101	Time				Time				Time			
		1	2	3	Total	1	2	3	Total	1	2	3	Total
		118	29	8	155	7	2	0	9	125	31	8	164

Critical Incidents: None reported at this time

### Other Evaluation Activities:

- There are 5 remaining qualitative interviews with clients identified as seeking HIV care in Mexico. Efforts to locate 4 of the 5 remaining clients have not been successful.

- Evaluation staff continues to monitor data input activities and reviews data submissions for quality assurance on a weekly basis.
- Transcriptions of the qualitative interviews are ongoing.
- Attended Quarterly Partnership Meeting in South Padre Island, Texas on October 23, 2003. Evaluation of Proyecto Juntos activities were presented by Local Evaluation staff to the Partnership. Key issues identified revolved around project sustainability and training activities needed complete project objectives for the remaining 18 months of the project. Preliminary findings of “Health Care Seeking Behaviors” from the multi site data was presented for partnership input on the dissemination paper entitled “Use of Healthcare Services in Mexico by HIV Positive Persons Living Along the United States Mexico Border”.
- Ongoing activity on dissemination paper “Use of Healthcare Services in Mexico by HIV Positive Persons Living Along the United States Mexico Border”. Rough draft is scheduled to be completed and circulated by November 20, 2003. Associated issues include:
  - Should we be concern about pre/post SPNS participants in the analysis
  - Need to set up a discussion around the cross site numbers in general
- “Implementing Continuous Mentored Patient Care along the US-Mexico Border” was submitted to the Texas Journal of Rural Health on October 30, 2003.

*Centro de Salud Familiar La Fe:* (America Jones)

#### TESTING

Month Year 2003	Pre Test Counseling	Post Test Counseling	Result Negative	Result Positive	New Clients Enrolled @ LFCC
January	29	21	26	3	3
February	46	39	44	2	2
March	27	26	26	1	1
April	27	25	25	2	2
May	36	27	25	2	2
June	29	24	29	0	0
July	33	29	33	0	0
August	25	21	21	4	4
September	22	21	22	0	0
October	47	34	46	1	1

#### DEVELOPMENT ACTIVITY

- Ms. America Jones RN presented an HIV 101 class and Mr. Raymond Banuelos, Case worker spoke about living with HIV/AIDS at William Beaumont Army Medical Center. Twenty-seven LVN students and five instructors received the most up to date information regarding epidemiology, transmission, prevention, testing, treatment, and management of HIV/AIDS. The lecture also consisted of the services provided by La Fe CARE Center to people living with HIV/AIDS in the community of El Paso. The students and instructors

provided positive feedback stating that the presentation was extremely informative and requested future presentations for future classes.

#### TRAVEL/TRAINING

- On October 3<sup>rd</sup>, 2003, Ms. America Jones RN and Mr. Ernesto Navarro, Case manager attended and presented in a panel titled “***Culturally Competent Approaches to Enhancing Health***” at the “***Making Connections/ Conexiones: An Interdisciplinary Conference to Address Disparities in Health Status in the American Southwest***” in Las Cruces, NM. The topic of the presentation was “*Role of Social Workers in Community Health*”. The presenters focused on specific challenges of people living on the border, such as access to care, poverty, uninsured, and health disparities.
- On October 5-7<sup>th</sup>, 2003, Ms. Nadine Thomson FNP-c and Ms. America Jones RN, attended the “***Facing the Challenges of Uncertainty: A Clinical Update on HIV/AIDS***” sponsored by the AETC in Austin, Texas. The conference provided a wide range of up-to-date clinical information focused on the needs of working with HIV/AIDS patients.

#### COMMUNITY INITIATIVES

- Centro de Salud Familiar La Fe hosted the 2003 Inaugural “Latinos Get With It! Health Expo” on Oct. 15, 2003 at the Culture and Technology Center, 721 S. Ochoa. Through the leadership and coordination of our HIV/AIDS testing, prevention, and services facility — the La Fe CARE Center — more than 15 regional and international health care promoters, non-profit organizations, and area agencies joined La Fe’s effort to provide an afternoon of free health screenings, information, and awareness on health issues — in particular HIV and AIDS.
  - By our best estimates, approximately 1,200 to 1,500 men, women, and children participated in the event.
  - With **October 15<sup>th</sup>** being the nation’s first official observation of ***National Latino AIDS Awareness Day***, the event provided the perfect forum to facilitate free HIV testing opportunities to the general public and inform our community about AIDS and HIV. As expected, the locale and timing of the event succeeded in drawing a targeted segment of our community for HIV awareness and testing — Latino men, women, and youths.

#### HIV TESTING

- The La Fe CARE Center and LAMBDA provided **87 free and confidential HIV OraQuick Rapid Test** screenings during the Health Expo. La Fe CARE Center staff members also performed **21 HIV screenings** at a satellite site at the University of Texas at El Paso campus targeting college students and area youths.
- Additionally, ALIVIANE provided an estimated **38 blood-drawn (Non-OraQuick) HIV screenings** in their ALIVIANE Van. All three sites provided confidential or anonymous testing based on the client preference.

- By all accounts, all three HIV testing sites drew large numbers of people — many of whom were willing to wait in long lines. On-site personnel reported that these individuals represented mostly mainstream communities as well as the gay community. A large number were Latino men, women, and youths. When asked how they had learned about the event, the majority of the event attendees reported they had either learned about the event as a result of the large amount of advance media coverage or had been told by a friend or relative.

## OTHER HEALTH SCREENINGS & SERVICES

- Although the focus of the day's events was HIV / AIDS screenings and information, several other health-screening booths were available at the Health Expo site.
  - Visiting Nurses Association of El Paso provided an estimated **46 flu and 15 pneumonia shots** at low-cost.
  - Planned Parenthood of El Paso reported having provided approximately 160 glucose / diabetes screenings.
  - The La Fe CARE Center staff reported conducting approximately **120 blood pressure screenings** at the Health Expo site.
  - Massage and reflexology screenings were offered that afternoon by the La Fe CARE Center staff and by BodyOne, an El Paso-based massage therapy business that donated its services. More than 70 people — mostly Latina women ranging from 25 to 75 years of age — signed up for massages. However, because only two certified massage therapists were available that afternoon, the wait was longer than expected. Approximately **27 people received their massages**. The rest did not return for their scheduled massage treatments.
  - The Centro de Salud Familiar La Fe Dental Clinic staff provided an estimated **200 free dental health demonstrations / education** and handed out an equal number of dental health kits. These kits included toothbrushes, floss, and other dental health care items.
  - DISMAS Charities of El Paso sponsored a children's balloon artist. The artist spent several hours creating elaborate balloon animals for the dozens of children who accompanied their parents and families to the event.
- Free information booths were also available from the other participating organizations. These included the El Paso County Adult Probation Department, Camino de Vida of Las Cruces, U.S.-Mexico Border Health Commission, Family Services of El Paso, West Texas HIV Assembly, AIDS Project of El Paso, Compañeros de Ciudad Juárez, International AIDS Empowerment of El Paso, the Farmworker Justice Fund, and Project CADENA.

## MEDIA RESPONSE & COVERAGE

- Television, radio, and print news sources from throughout the tri-state region responded strongly to the event by providing advance coverage, live on-site coverage, talk and radio show placement and follow-up media focus.
  - Our TV coverage included advance, Talk-Show, and On-site Live reports from KVIA (ABC), KTSM (NBC), KINT (Univision), and KDBC (CBS). KTSM, in

- particular, covered our event via an advance report, a Live-On Site report, and a Live Talk Show appearance. Similarly, KVIA provided an advance report and an appearance on the highly rated Good Morning El Paso program on the day of the event.
- KFOX-TV responded with PSA coverage and an advance events mention. Univision (Channel 26) responded with a detailed report on their highly rated, late-evening news cast on the night prior to the event. A large majority of the Spanish-speaking event attendants said they had learned of the event via the Univision report.
  - Radio Talk show opportunities also presented themselves via KROD's Morning Show, KBNA / KAMA, KSVE. Each provided more than an hour's worth of free promotion and publicity time for the Centro de Salud Familiar event, our collective efforts, our name, and services in those crucial days just prior to the event. Each extended sincere invitations to return for future appearances.
  - KTEP, KTSM Radio, and KLAQ provided PSA announcements and advance event information.
  - The El Paso Times provided advance event information. Although feature story and news story proposals were pitched to key editors, it was made clear that frequent health fairs had soured the El Paso Times on covering these types of events. Additionally, the CARE Center's public information officer was personally told by a key assignments editor that stories "fabricated around holidays and observations" were not a priority for the paper — despite the health angle.
  - Ironically, a health fair sponsored by the El Paso Times received strong placement in the local news section that same week.
  - The Diario de Juarez, however, covered the event, advanced it, and provided a follow-up article that featured Centro de Salud Familiar La Fe, the NLAAD event, and a personal interview with one of the CARE Center's peer advocates.
  - In light of the Times' current interest in Centro de Salud Familiar La Fe and the strong coverage we received from other members of the local press during the event, we are not concerned with the absence of one media outlet. As media coverage goes, we did extremely well, despite the time crunch. Unlike paid advertising, a media relations effort will not guarantee you coverage or placement.

## WHAT WE GOT FROM OUR MEDIA COVERAGE

- Unlike paid advertising, the news coverage generated by Centro de Salud Familiar La Fe for the event cost us nothing but our time and effort. In return, La Fe received priceless hours of promotion and publicity and opportunities to further boost our public image and increase our name-recognition level. In terms of credibility, positive news coverage and sustained public relations campaigns serve to reinforce the public's view of Centro de Salud Familiar La Fe as a reliable source of quality health care and a leading provider of social justice and awareness in our community.

- For the media, an event like this serves to introduce and establish ourselves as a primary news source for health information, photo opportunities, medical information interviews, and health coverage.
- The media could easily pick up the phone and call other area health care providers for their input, interviews, photo opportunities, or information. Instead, they learn to trust us, rely on us, and call us first. In return, we provide timely, reliable, and newsworthy media coverage opportunities and story proposals where we can facilitate their coverage via our staff, volunteers, patient interviews, and medical experts. We build a relationship.
- Already, the NLAAD event has helped lead to stronger media ties and to three key media coverage opportunities for the Centro de Salud Familiar La Fe Pediatric Clinic and for the La Fe CARE Center: (1) A full-length article with two photos in the Thursday Oct. 30, 2003 edition of the El Paso Times. (2) A full-length special report on youths and AIDS/HIV scheduled for an upcoming edition of the University of Texas at El Paso newspaper, The Prospector. (3) And a scheduled special series report by the El Paso Times on Medicaid budget cuts and their impact on El Paso.

***Camino de Vida Center for HIV Services:***

Programmatic:

- We just completed our site visit on October 29<sup>th</sup> & 30<sup>th</sup>. Betty met with Dr. Luisa P. Castellanos, Clinical psychologist who will be conducting the qualitative interviews; she seems to be a very good fit.
- In collaboration with the United States Border Health Association and the New Mexico Department of Health, the Testing and Counseling training will be offered for the first time in Spanish on November 18<sup>th</sup> thru 20<sup>th</sup>.
- On November 17<sup>th</sup> Dr. Elaine Thomas will be presenting on "Sexual History Taking, Risk Assessment and Risk Reduction" at Ben Archer Health Center.
- Participated the National Latino HIV/AIDS awareness day.

Evaluation:

- Michelle is still writing, rewriting, and/or editing the HOW and multi-site "Barriers" papers.
- She is still working on the follow-up survey instrument that we plan to use with the providers who have been attending the trainings; the NMAETC is interested in collaborating with us on this.
- We have come up with a 2-phase strategy to phase out the outreach research; we will be discussing our ideas with Robyn and/or Sandy.
- The site visit went well. The feedback we received was very helpful.
- Since the beginning of this fiscal year, Yvonne and Jennifer have been entering a lot of outreach data.

Data Update:

- 79 Enrolled into SPNS Program (6 are pending interviews)
- Fiscal Year 4: 188 Tests to date/191 Contacts to date

***Arizona Border HIV/AIDS Care Project:*** (Steve Trujillo)

Trainings:

- Dr. Carmichael is out on family leave will return December 2, 2003.

AZ AIDS ETC

- No trainings reported in the months of October.
- Dr. Carol Galper, will present the self-paced training manual to the collaborators at the November 14<sup>th</sup> meeting.

Out Reach Activities:

- **Yuma** – Outreach activities continue by YCHD, Puentes de Amistad and Campesinos Sin Fronteras in the communities of Somerton, San Luis and Wellton. Populations targeted are MSM, Latina Women, IDUs and their sexual partners. Outreach is conducted in fields, correctional facilities, bars, Marine base, college campus and use of house parties.
- **Santa Cruz** – Mariposa Community Health Center staff continue outreach in the outlying communities of Rio Rico and Patagonia. Populations of outreach activities are MSM, IDUs, sexual partners and Latina women. Participation on the local Spanish radio program continues to occur when staff is invited. Staff worked with youth program to set up Halloween haunted house. Staff is working on activities for World AIDS Day.
- **Cochise** – Cochise County Health Department and Chiricahua Community Health Center are working jointly on outreach activities in Bisbee, Douglas and Sierra Vista. Collaborators and the Southern Arizona HIV Consortium are working on World AIDS Day activities. The Southern Arizona HIV Consortium lost its co-chair on October 11 who was active in HIV education in the rural communities of southern Arizona.

Dissemination Activities:

- Project evaluators will be presenting at the APHA conference in San Francisco, CA in November 17,18 &19.

Project Enrollment:

- One new patient enrolled in Cochise County.

#### Local Evaluation:

- Local and multi-site evaluation data continues to be submitted.
- Project had site visit on October 23 and 24 by OU and HRSA to discuss dissemination activities. Project collaborators are continuing to have OU consents signed for wave 1 medical record data extraction outliers. Project is scheduled to have OU consultants on site the end of January 04.

#### Announcement:

- El Rio/SIA was notified of receipt of the HRSA/SPNS Prevention with Positives in a Primary Care Setting.

#### ***San Ysidro Health Center:*** (Rosana Scholari and María Zúñiga)

#### Programmatic/Dissemination

- Site visit by Centro de Evaluación on October 16 & 17. Feedback was provided by Dr. Barney and Betty Duran on:
  - Proposed revision of Logic Module. Target outreach and testing numbers revised to reflect more accurately clinic outreach, testing and finding of HIV+ persons in the target groups.
  - Graduate student proposal for analysis of local mental health and access data.
- Revised version of the logic model was submitted on 10/21/03 to Robyn Schulhof for review & approval. Changes include adjustment of outreach and testing numbers at all sites.
- San Ysidro has been experiencing a dramatic increase in new enrollments over the past several months. Several other sites indicated that they have noticed an increase also. Record number of new HIV+ enrolled in services at SYHC - Average of 10 new HIV+ identified at SYHC in the last quarter and 4 new HIV+ women enrolled in services in October – highest number of women enrolled in a month.
- Carry over request – budget and budget justification being developed and will be sent to Roby for review and once approved, submitted to Grants Management. SYHC intends to focus the funds on testing, specifically to help support the limited testing services available at Clinicas de Salud del Pueblo in Imperial County. SYHC is also looking into the feasibility of re-launching the social marketing campaign in Imperial County only since from October to March it is peak season for farm workers in the area.
- Binational Tour – SYHC HIV Services Presentation  
A binational tour of HIV/AIDS service providers in Tijuana was held on October 24<sup>th</sup>. The tour began at SYHC and over 40 participants were taken on a bus across the border to visit the various agencies, including Procabi, A.C., Las Memorias Hospice, Alvida and Tijuana's General Hospital.

- Title III renewal awarded to SYHC - \$350,000 per year for three years. SYHC intends to apply for Title III expansion funds made available between April-May 2004 to cover the costs of the HIV Nutritionist and M.A. who are partially covered with SPNS funds.
- AIDS Walk San Diego on October 5<sup>th</sup> - \$4,600 raised at SYHC alone. A grant was submitted to AIDS Walk requesting funds for the continuation of SYHC's P3 program at Procabi, A.C. – Tijuana.

#### Evaluation

- UCSD Evaluation provided summary SPNS data to San Ysidro Health Center for supporting documentation to be used for CASA HIV/AIDS (Title II) program renewal.
- Preparation for the American Public Health Association Conference (San Francisco, Nov 16-18) underway—poster on local border crossing data will be presented by M. Zúñiga.

Multi-site Data Update: 7/1/01- 10/27/03

- Number of HIV + persons enrolled: 211
- Number of persons enrolled through HIV testing: 3,395
- Number of results through HIV testing
  - HIV positive- 38
  - HIV negative- 2,369
  - Inconclusive- 12
  - Total- 2419

#### Local Data:

- Number of outreach contacts (estimate): Approximate total = 6,321

#### ***HRSA:*** (Robyn Schulhof)

- Robyn will be on personal leave after November 14. Adan and Sandy will be covering her projects until her return.

#### ***Evaluation Center:***

- Reminder: Make hotel arrangements for January's grantees meeting. Information is available on the web site at <http://www.ou.edu/border/hrsamtg.htm>. The deadline for registration is December 8<sup>th</sup>.
  - There will be no grantees conference call on January 5.
  - Betty requested suggestions for the content of January's grantees meeting.
  - Steve suggested and update from Dr Learner and a presentation from CDC on their prevention for positives initiative.
  - Grantees

- Agenda
  - Thursday: Projects will meet with their project officers in the morning. The dissemination meeting will start at 1pm.
  - Friday: Presentations start at 8:30. We will try to conclude by 3pm for those wishing to fly out that day.
- Med Cart Reviews:
  - The supplemental review will take place January 14 through the end of February.
    - Arizona: 39 cases
    - California: 38 Cases
    - New Mexico: 1 (This case will be reviewed during the year 5 reviews).
    - El Paso: 100 cases
    - VAC: 32
    - We will be using the same consultants. Tim will be contacting the sites with further information. We will be conducting the reviews based on the schedules provided by the sites.
  - Year Five Cart Reviews:
    - Need to start in August of 2004
    - There will be 750-1000 charts to review
    - Planning will need to be done at January's meeting to facilitate this process. The same reviewers will be used.
- Discussion was held regarding when the cut off date should be for SPNS enrollment to insure that there would be at least 2 Quarters of data. The Evaluation Center has identified January 1, 2005 as the last date for enrollment into the SPNS project for new clients. Some sites have decided on an earlier date (This is an appropriate local decision). Further discussion will be held at January's meeting regarding this issue.
- The University of Oklahoma will be closed from December 22- January 5 for the holidays. David and Betty are available by e-mail if anything comes up that need our immediate attention.