



“Proyecto Juntos” **SPNS Border Initiative**

Albuquerque, MN
May 30, 2003

Charles R. Smith, Executive Director

Elias Cantu, Jr., Project Coordinator

Yolanda Cantu, Local Evaluator

George Losoya, Evaluation Coordinator



Description of the Project

- **Increase the capacity of the local primary care system to provide HIV Primary Care**
- **Increase number of persons receiving HIV primary care at partner CHC sites**



Innovations

- **Training of Medical Professionals to provide HIV primary care**
 - CHC Physician and Nurse Teams
- **Social Marketing Campaign**
 - Target Population: Heterosexual Latinas 13-45 years
 - Phase I Model
 - Spanish TV, Spanish Radio, English Radio, Brochures and Poster
 - Phase II Model
 - Spanish Television and English Television



Geographical Issues

- **Valley AIDS Council is a private not-for-profit agency located in the southernmost point of Texas that provides one-stop medical and social services to HIV infected and affected persons living in a 4,000 sq. mile area.**



Geographical Issues

- **Valley AIDS Council is bordered to the west and south by Mexico, to the east by the Gulf of Mexico and to the north by the rest of the State of Texas.**

Geographical Issues





Social Issues

- **Poverty and unemployment**
- **Lack of appropriate housing**
- **Inadequate medical infrastructure**
- **No public transportation system**



Legal Issues

- **Un-documented immigrants**
- **Access to Drugs**
- **Limited ability to provide training to health care professionals in Mexico.**



Cultural Issues

- **Traditional Medicine**
- **The role of the Church**
- **Fatalism**
- **Machismo**
- **Educational**



Complexity of Care Coordination

- Extremely difficult to transplant a healthcare specialty into a reluctant and ill prepared generic health care system.
- Providing training to participants in providing HIV care.
- Time protection for delivery of services
- HIV care is expensive
- Establishing role definitions



Lessons Learned: Training Intervention and System Capacity to Provide HIV Primary Care

- Physician training model increased system capacity to provide HIV primary care locally
 - Number of consults between physician trainer and CHC physicians increased during project period then decreased
 - Transfer of lead training responsibility to VAC physician feasible
 - On-going consults (as needed) with AETC ID physician continues



Thank You

Charles R. Smith
418 E. Tyler, Suite B
Harlingen, Texas 78550
800.840.3629
Crsmith.vac@tachc.org
www.valleyaids.org