LAMOCHA STUDY:
DEVELOPING A MOBILE TECHNOLOGY INTERVENTION TO IMPROVE HIV TESTING FOR LATINO IMMIGRANT MEN
LATINOS IN BALTIMORE

2000

2010
LATINO OUTREACH SUCCESSES

• Improved testing rates from ~ 40% in 2008 to ~60% 2010

• 90% linkage, 78% virologic suppression

LATINO OUTREACH CHALLENGES

- Low uptake from high risk groups (e.g. MSM, MSMW)
- Low perceived risk and knowledge
  - 70% of men report transactional sex but low risk perception
  - 40% do not know HIV can be asymptomatic (3 X less likely to test)
- Fear of death and fear of discrimination/social isolation


## Latinos Present Late to Care
### New Diagnoses 2010

<table>
<thead>
<tr>
<th>RACE/ETHNICITY</th>
<th>Population Age 13+</th>
<th>No.</th>
<th>% of Total</th>
<th>Rate</th>
<th>First CD4 Test Result</th>
<th>% Linked to Care</th>
<th>% Late Diagnosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>20,288</td>
<td>12</td>
<td>3.0%</td>
<td>59.1</td>
<td>10</td>
<td>83.3%</td>
<td>75.0%</td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>503,179</td>
<td>394</td>
<td>97.0%</td>
<td>78.3</td>
<td>258</td>
<td>65.5%</td>
<td>63.2%</td>
</tr>
<tr>
<td>American Indian/Alaska Native, only</td>
<td>1,589</td>
<td>4</td>
<td>1.0%</td>
<td>251.7</td>
<td>***</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>Asian, only</td>
<td>13,184</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Black, only</td>
<td>322,391</td>
<td>349</td>
<td>86.0%</td>
<td>108.3</td>
<td>224</td>
<td>64.2%</td>
<td>61.3%</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander, only</td>
<td>172</td>
<td>0</td>
<td>0.0%</td>
<td>0.0</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>White, only</td>
<td>157,826</td>
<td>30</td>
<td>7.4%</td>
<td>19.0</td>
<td>24</td>
<td>80.0%</td>
<td>83.3%</td>
</tr>
<tr>
<td>Multiracial/Other</td>
<td>8,017</td>
<td>11</td>
<td>2.7%</td>
<td>137.2</td>
<td>***</td>
<td>***</td>
<td>***</td>
</tr>
<tr>
<td>TOTAL</td>
<td>523,467</td>
<td>406</td>
<td>100.0%</td>
<td>77.6</td>
<td>268</td>
<td>66.0%</td>
<td>63.5%</td>
</tr>
</tbody>
</table>

Baltimore City HIV/AIDS Epidemiological Profile Fourth Quarter 2011
Center for HIV Surveillance, Epidemiology and Evaluation Infectious Disease Bureau
Prevention and Health Promotion Administration Maryland Department of Health and Mental Hygiene
http://ideha.dhmh.maryland.gov/oideor/chse
Improve timely HIV testing and linkage to care for Latino immigrant men in Baltimore
SPECIFIC AIMS

- **Aim 1.** To develop video and SMS messages that will deliver individualized information to urban, foreign-born Latino males related to HIV testing and healthcare utilization.

- **Aim 2.** To evaluate the adequacy and acceptability of video and SMS messages to promote HIV testing.
LaMOCHA Intervention

A. Information
- HIV education; HIV Service Provision; Socio-political ramifications

B. Motivation
- Risk Perception; Social support; Working hours; Transport; Stay healthy to work

C. Behavior
- HIV risk behavior; Health Care Engagement; Functioning Skills

HIV outcomes
- Self-initiated HIV testing (timely HIV diagnosis)
Se necesitan hombres fuertes

Saber es poder

Solo vives una vez
MUCHAS GRACIAS

BCHD
Aisha Darby
Glen Olthoff
Pat Chaulk
Alejandra Miller
Melissa Cuesta
Alfredo Santiago
Angela Rodriguez

Community
Alcides Ferreira
Sabrina McRay
Dennis Rivera
Juan Pablo Gomez
Danny Munoz
Aida Pinto

JHU
Suzanne Grieb
Jacky Jennings
Carla Zelaya
Nadine Chen
Emily Erbelding
Gilberto Lopez
Fidel Desir

MICA
Ryan Clifford
Mike Weikhert

All the patients