La Clínica del Pueblo
Community-based
HIV Prevention strategies within the Latino Community in the DC Metropolitan Area
La Clínica del Pueblo

- Founded in 1983 – comprehensive community-based clinic in Washington - DC.
- An HIV testing agency since 1989
- Provides a full continuum services from prevention to care for HIV positive and high-risk negative individuals
- Develops and implements its overall services in collaboration with its clients
The Need

- Disparities in health status and health services create a higher HIV risk in Latino immigrants:
  - Linguistic barriers
  - Social and legal obstacles related to immigration status
  - Access to health insurance and medical and mental health services
  - Culturally specific beliefs and practices that create risk
  - Social stigma

- Close gap between the Latino immigrant community and access to services/care.
Community HIV Prevention Strategies
Core Elements

- Media Campaigns
- Peer-based education and outreach
- Business Network
- Consulate Network
- Safe Space for HIV testing and stigma prevention
HIV Prevention Strategies: core elements

- Media Campaigns
  - Television coverage and promotion of events by Telemundo and Univision
  - Print media campaigns, metro stations and metro buses
  - Radio campaigns and promotion
HIV Prevention Strategies: core elements

- Peer based education and outreach
  - Peer network
  - Partnership network
  - Small group activities
  - Role model stories
  - Stage-based encounters
  - Confidential and free HIV testing
HIV Prevention Strategies: core elements

- Community/Business Network
  - Businesses and agencies in the community who support and endorse our strategies.
    - Restaurants, laundromats, grocery stores, beauty salons, bakeries, bars, clubs, etc.
HIV Prevention Strategies: core elements

- Consulate Network
  - El Salvador, Guatemala, Honduras, Mexico, and Nicaragua
  - First point for reaching newly immigrated
  - Education, prevention, and outreach
  - HIV testing
HIV Prevention Strategies: core elements

- **Safe Space**
  - Walk-in, confidential, free of charge CTR at LCDP main site
  - ¡Empodérate! Center
  - Serves over 200 young Latino and young Latina TG women annually
  - Prevention, education, services navigation, and social support for high-risk negative and those living with HIV

- **Gender-violence prevention**
  - “Entre Amigas”
  - Support group for immigrant women living with HIV and survivor of gender-based violence
## Promising Results

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td>Counseling and HIV testing sessions (unduplicated)</td>
<td>2,471</td>
<td>2,454</td>
<td>2,599</td>
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<tr>
<td>MSM</td>
<td>205</td>
<td>605</td>
<td>879</td>
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<tr>
<td>Transgender</td>
<td>23</td>
<td>41</td>
<td>105</td>
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<tr>
<td>Unique HIV Reactive Results</td>
<td>21</td>
<td>19</td>
<td>17</td>
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<tr>
<td>Unique HIV System Navigation Clients</td>
<td>51</td>
<td>35</td>
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<tr>
<td>HIV System Navigation Sessions</td>
<td>445</td>
<td>718</td>
<td>708</td>
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<tr>
<td>HIV SN Clients Successfully Linked to care/services</td>
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<td>35</td>
<td>49</td>
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<tr>
<td>Unique high risk MSM and TG navigation clients</td>
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<td>n/a</td>
<td>67</td>
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<tr>
<td>Navigation Sessions for high risk MSM and TG clients</td>
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<td>Street Outreach Encounters</td>
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<tr>
<td>HIV Prevention and Education Sessions</td>
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<td>870</td>
<td>1,258</td>
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<tr>
<td>Community Outreach Events</td>
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<td>Health Fairs</td>
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<td>Community Forums</td>
<td>n/a</td>
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<tr>
<td>Condoms Distributed</td>
<td>115,968</td>
<td>50,592</td>
<td>101,611</td>
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</table>
Promising Results

- In 2013
  - La Clínica del Pueblo diagnosed 40.4% of all the Latinos diagnosed with HIV in DC through CTR – public funded.

- In 2014
  - 91% of clients were linked to care after diagnose
  - Monitored at 6, 9 and 12 months.
  - 50% of clients navigated already had a VL <20 at the 6 months follow up
More than thirty years after La Clínica's first team of volunteers treated its first patients, La Clínica continues to espouse the principle of health care as a human right, working to ensure that the Latino community has access to high quality, linguistically and culturally appropriate care.
GRACIAS