

LAMOCHA STUDY:

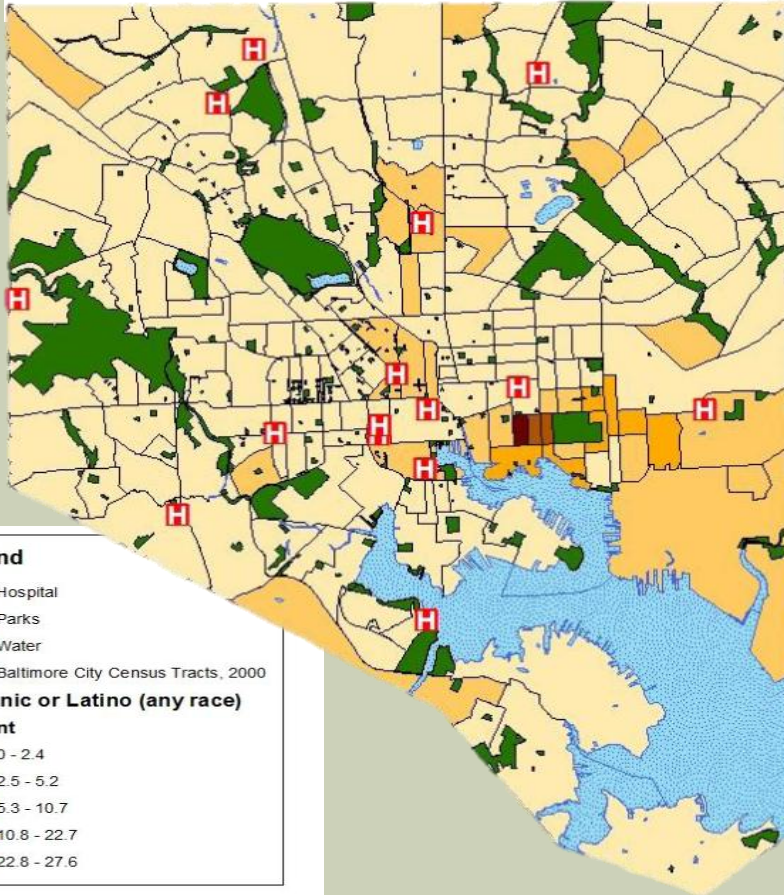
DEVELOPING A MOBILE TECHNOLOGY INTERVENTION TO IMPROVE HIV TESTING FOR LATINO IMMIGRANT MEN

Kathleen Page, MD
Assistant Professor
Division of
Infectious Diseases
Johns Hopkins
University
Director, STD/HIV/TB
Baltimore City
Health Department

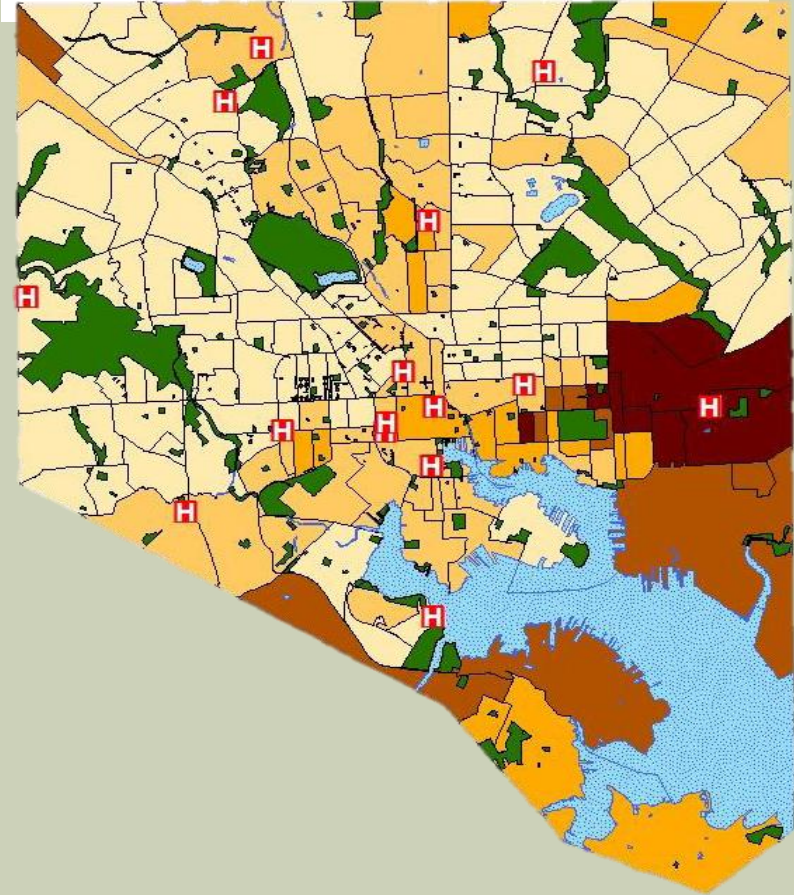
Patrick Chaulk, MD
Acting Deputy
Commissioner
Baltimore City
Health Department

LATINOS IN BALTIMORE

2000



2010



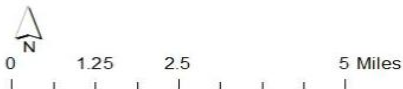
Legend

- Hospital
- Parks
- Water
- Baltimore City Census Tracts, 2000

Hispanic or Latino (any race)

Percent

- 0 - 2.4
- 2.5 - 5.2
- 5.3 - 10.7
- 10.8 - 22.7
- 22.8 - 27.6





Key:



Bar/Nightclub



Mobile Site



Clinic

LATINO OUTREACH SUCCESSES

- Improved testing rates from ~ 40% in 2008 to ~60% 2010
- 90% linkage, 78% virologic suppression

Chen N, Erbelding E, Yeh HC, Page K. Predictors of HIV testing among Latinos in Baltimore City. *JJ Immigr Minor Health*. 2010 Dec;12(6):867-74.

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

Grieb SD, Desire F, Flores-Miller A, Page KR. Qualitative Assessment of HIV Prevention Challenges and Opportunities Among Latino Immigrant Men in a New Receiving City. *J. Immigr. Minor. Health* (in press)

Chen N, Meyer JP, Bollinger R, Page KR. HIV testing behaviors among Latinos in Baltimore City. *J Immigr Minor Health*. 2012 Aug;14(4):540-51

LATINOS PRESENT LATE TO CARE

NEW DIAGNOSES 2010

RACE/ETHNICITY	Population Age 13+	Adult/Adolescent Reported HIV Diagnoses							
		No.	% of Total	Rate	First CD4 Test Result			% Linked to Care	% Late Diagnosis
					No. with Test	% with Test	Median Count		
Hispanic	20,288	12	3.0%	59.1	10	83.3%	143	75.0%	50.0%
Non-Hispanic	503,179	394	97.0%	78.3	258	65.5%	339	63.2%	24.9%
American Indian/ Alaska Native, only	1,589	4	1.0%	251.7	***	***	***	***	***
Asian, only	13,184	0	0.0%	0.0	--	--	--	--	--
Black, only	322,391	349	86.0%	108.3	224	64.2%	334	61.3%	24.1%
Native Hawaiian/Other Pacific Islander, only	172	0	0.0%	0.0	--	--	--	--	--
White, only	157,826	30	7.4%	19.0	24	80.0%	249	83.3%	40.0%
Multiracial/Other	8,017	11	2.7%	137.2	***	***	***	***	***
TOTAL	523,467	406	100.0%	77.6	268	66.0%	334	63.5%	25.6%

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.dhmmh.maryland.gov/oideor/chse>

HIV AMONG LATINOS IN BALTIMORE

Improve timely HIV testing and linkage to care for Latino immigrant men in Baltimore





LAMOCHA

electronic Mobile Open-source Comprehensive Health Application



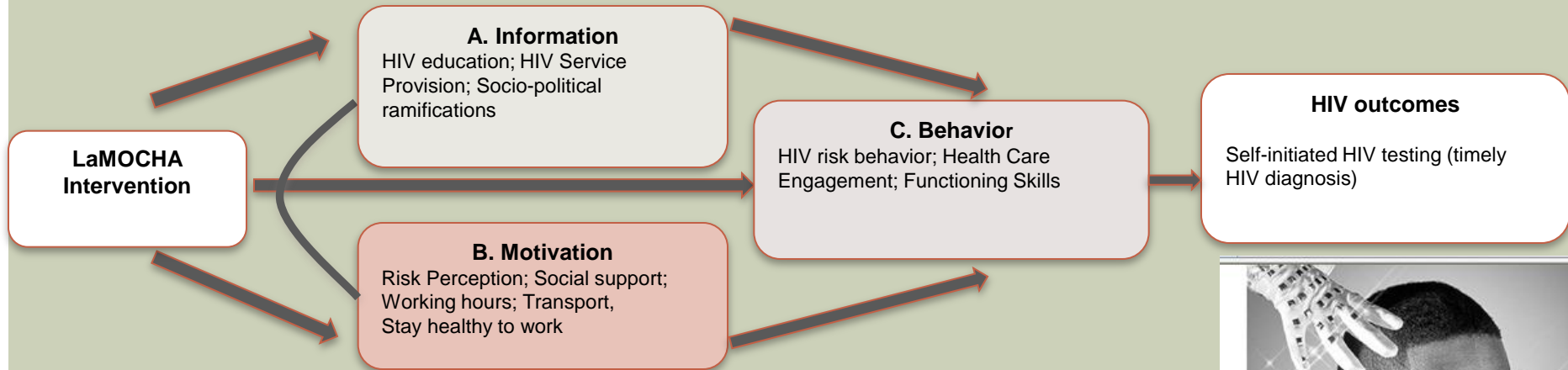
Leite L, Buresh M, Rios N, Conley A, Flys T, Page KR. Cell Phone Utilization Among Foreign-Born Latinos: A Promising Tool for Dissemination of Health and HIV Information. J Immigr Minor Health. 2013 Feb 26.

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.



JOHNS HOPKINS
CENTER FOR CLINICAL
GLOBAL HEALTH EDUCATION



PRESCRIPCIÓN:

Una (1) llamada gratis a su familia.

para activar:

1-564-357-4999

llama al numero arriba y cumple el estudio corto por telefono



TARJETA TELEFONICA

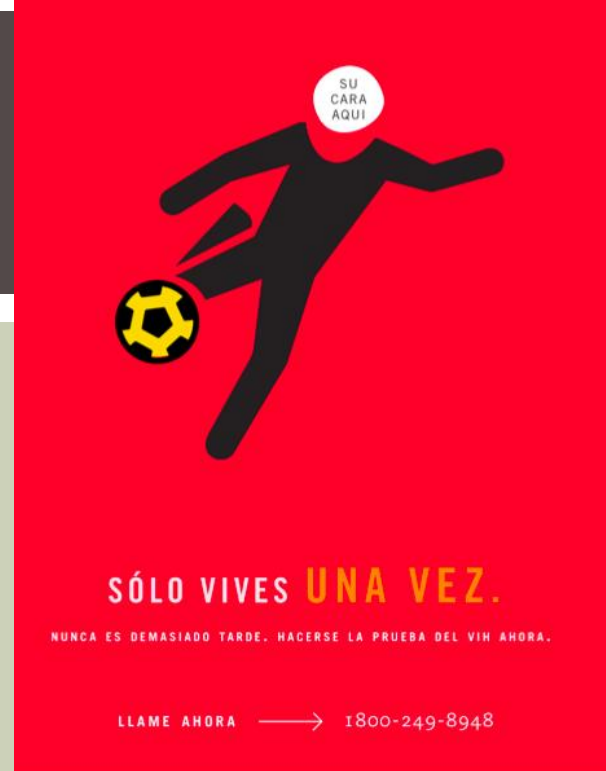
**Se necesitan
hombres fuertes**

Saber es poder

Solo lives una vez



Sin su salud, no tienes nada. Hágase la prueba del VIH ahora.



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

All the patients

JHU

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

MICA

Ryan Clifford
Mike Weikhert