


Project YEAH MOCHA Project, Inc


¹Sheldon D. Fields, PhD, RN, FNP-BC, AACRN, FNAP, FAANP
¹Mitchell J. Wharton, MSN, RN, CRNP, CNS
²Kraig Pannell, BA
²Avril Little, BA
²Charles Tyson, BS
²Damon L. Humes, MHS

¹University of Rochester, Rochester, New York (USA)
²Men of Color Health Awareness Project, Inc, Rochester, New York (USA)




MOCHA: 12 Years in the Fight


- Men of Color Health Awareness Project, Inc
- Key Points in MOCHA's 10 year history
 - ◆ **1996:** MOCHA founded in Rochester, NY by [Gary English](#)
 - ◆ **1998:** Established a second office in Buffalo, NY
 - Established a joint board of directors for both locations
 - Established a second Incorporation in 2002
 - 1998 hosted Black Gay Network Summit in Buffalo NY which eventually became the **NY State Black Gay Network**
 - ◆ Many Men Many Voices (3MV) developed through MOCHA
 - ◆ Annual MOCHA Week- Series of events designed to promote pride and community building among GLBT community of color in Rochester and Buffalo, NY
 - Included in the federation of Black Gay Prides beginning in 2007



The Rochester Community



- Urban center with surrounding suburban and rural areas.
- 3rd Largest city in New York.
- 2nd highest rates of HIV in NY.
- 2nd highest rate of gonorrhea in the country.
- High syphilis rate among MSM.
- 2,965 HIV/AIDS cases in region with 69% being men.
- 12 local Colleges and Universities.
- Largest city employer: University of Rochester and URMC.
- Home to Kodak, Xero, Bausch and Lomb



Youth Empowerment Around HIV

- The objectives of Project YEAH
- To modify and adapt comprehensive, theory based, and culturally appropriate prevention intervention programs for use with HIV-infected young MSM of color (YMSMC) age 13 to 24
- Establish an effective outreach program which identifies and engages HIV seropositive YMSMC and those at high risk
- Link HIV+ YMSMC into care, and increase counseling and testing of this population



YMSMC Engagement Strategies

- Year 1: How do we get the YMSMC interested ??
- Drop-In Center
 - ◆ Safe ZONE model
 - ◆ Expanded hours (Weekends, Nights)
- Youth development opportunities
 - ◆ Leadership training, Resume writing,
 - ◆ Confidentiality assurance: Come as you are
- Identified a hierarchy of needs among YMSMC
- Established a PAID Youth Advisory Council
- Social marketing: Kick off for Project YEAH
 - ◆ New Office for the entire agency
 - ◆ Print materials (Posters, Palm cards, Flyers)
 - ◆ Open houses



YMSMC Peer Youth Advisory Council

- Made-up of 10 Members@ \$20/month
 - ◆ High school students
 - ◆ College students
 - ◆ Transgender
 - ◆ Young working adult (Out of HS but not in College)
 - ◆ House Ball community participants
- Criteria to be a member of the YAC
 - ◆ Males of Color (Black, African American, Hispanic, Asian, Native American)
 - ◆ Age 13 to 24
 - ◆ Self-identified as a man who has sex with other men
 - ◆ Member of the Rochester Community
- YAC Responsibilities
 - ◆ Review every aspect of Project YEAH
 - ◆ Provide input on design of drop-in space
 - ◆ Keep the drop-in space clean
 - ◆ Set the rules for the drop-in center



Drop In Center: A Safe Haven

■ YAC consulted

- ◆ Colors (They Painted)
- ◆ Posters
- ◆ Furniture

■ Evolving and ever changing

- ◆ Youth focused
- ◆ Annual update
- ◆ Open to suggestions
- ◆ Decorating
 - Seasonal
 - Holidays
 - Bulletin Boards



Youth Drop-In Center Outreach

■ September 2005

- ◆ Male: 139
- ◆ Female: 36

■ October 2005

- ◆ Male: 125
- ◆ Female: 28

■ December 2005

- ◆ Male: 82
- ◆ Female: 27

■ January 2006

- ◆ Male: 96
- ◆ Female: 14

■ February 2006

- ◆ Male: 95
- ◆ Female: 51

■ March 2006

- ◆ Male: 155
- ◆ Female: 18

■ April 2006

- ◆ Male: 112
- ◆ Female: 11

■ June 2006

- ◆ Male: 95
- ◆ Female: 5

■ July 2006

- ◆ Male: 45
- ◆ Female: 5



YMSMC Engagement Strategies

■ From 3MV to YMYV

- ◆ 3MV developed in 1998 for older BMSM
- ◆ Project YEAH: Adaptation to become YMYV: Year 1
- ◆ 6-session group level STD/HIV intervention
- ◆ Encourage HIV testing
- ◆ Risk/Harm reduction: High risk negatives
- ◆ Transition into clinical care if positive

■ Barriers to Engagement

- ◆ Mixing of sub-populations of YMSMC in the same spaces
- ◆ Reputation of the host agency (MOCHA): Trust/confidentiality
- ◆ Outreach worker issues (Staff turnover)
- ◆ Transient youth
- ◆ Competing needs other than HIV



Traditional Outreach Strategies

- **Year 1 – Now**
- **Don't throw out the basics: ENHANCE THEM**
- **Targeted Traditional Outreach Formats**
 - ◆ Night clubs/bars
 - ◆ Peer to Peer street outreach (Schools, bus stops, parking lots)
 - ◆ Health fairs/Festivals, Colleges, Lectures/Presentations
- **Seasonal Outreach: Rochester's Four Seasons**
 - ◆ *Winter*: Internet and small groups
 - ◆ *Spring*: Internet, Youth hangout, Street outreach
 - ◆ *Summer*: House parties, Annual MOCHA week, Festivals
 - ◆ *Fall*: College forums and workshops



Traditional Outreach Events

- | | |
|---|--|
| <ul style="list-style-type: none"> ■ Latino HIV/AIDS Awareness <ul style="list-style-type: none"> ◆ <i>Date</i>: October 14, 2005 ◆ <i>Contacts</i>: 5 ■ Youth Camp, Utica N.Y. <ul style="list-style-type: none"> ◆ <i>Date</i>: October 8-9, 2005 ◆ <i>Contacts</i>: 14 ■ RIT: LGBT Group Presentation <ul style="list-style-type: none"> ◆ <i>Date</i>: October 18, 2005 ◆ <i>Contacts</i>: 45 ■ Gay Health Coalition <ul style="list-style-type: none"> ◆ <i>Date</i>: October 20, 2005 ◆ <i>Contacts</i>: 15 ■ Keuka College, Keuka N.Y. <ul style="list-style-type: none"> ◆ <i>Date</i>: October 27, 2005 ◆ <i>Contacts</i>: 20 | <ul style="list-style-type: none"> ■ Aeon Baptist Church <ul style="list-style-type: none"> ◆ <i>Date</i>: November 9, 2005 ◆ <i>Contacts</i>: 50 ■ SUNY Brockport <ul style="list-style-type: none"> ◆ <i>Date</i>: November 29, 2005 ◆ <i>Contacts</i>: 20 ■ Project YEAH Open House <ul style="list-style-type: none"> ◆ <i>Date</i>: February 15, 2006 ◆ <i>Contacts</i>: 20 ■ National HIV Testing Day <ul style="list-style-type: none"> ◆ <i>Date</i>: June 23, 2006 ◆ <i>Contacts</i>: 200, 3 (Tested) ■ PRYD Youth Testing Day <ul style="list-style-type: none"> ◆ <i>Date</i>: June 30, 2006 ◆ <i>Contacts</i>: 17, 2 (Tested) |
|---|--|



Outreach/Engagement House Ball Community

- **Mini Balls**
 - ◆ MOCHA Weekend
 - ◆ Annual Picnic
- **Free Agent Ball: March 2007**
 - ◆ Educational Instructional Ball
 - Support from national House Mothers/Fathers/Legends
 - ◆ Sex survey conducted
 - ◆ HIV Testing offered
 - ◆ HIV prevention themes
 - ◆ Diverse MSM community
- **Influence local houses**
- **Positive role models**



Internet Outreach

- www.Projectyeah.org
- Drop-in center hours posted and talked about

- **Rooms targeted**
 - ◆ Adam4Adam.com, Gay.com, Myspace.com
 - ◆ Health updates, MSM risk behavior information, HIV testing schedule, YMYV pilot test recruitment, Drop-in center information,

- **Publication**
 - ◆ Fields, S. D., Wharton, M. J., Marrero, A., Little, A., Pannell, K., & Morgan, J. (2006). Internet Chat rooms: Connecting with a New Generation of Young MSM of Color at Risk for HIV Infection. *Journal of the Association of Nurses in AIDS Care, 17(6), 53-60*



Types of Internet Outreach

- **Promotional**
 - ◆ Profile and bio-line should contain clear and accurate information about your event
 - ◆ General agency contact information
 - ◆ Stations do not need to be manned 24/7

- **General Health Awareness**
 - ◆ Direct engagement in main open chat room
 - ◆ General health topics and health topics in the news
 - ◆ Good way to survey the community

- **Individual Level Interventions**
 - ◆ Assure client of confidentiality.
 - ◆ Do not ask for personal information such as: DOB, SS#, or any other HIPAA information
 - ◆ Do not attempt to multitask: Focus on the individual fully
 - ◆ Be proactive and refer clients to your agency or others as appropriate.
 - ◆ Creativity is key: Engage them using multiple techniques and discussion topics
 - ◆ Record your ILI using your agencies established forms.
 - ◆ Take credit for your work



Other Outreach

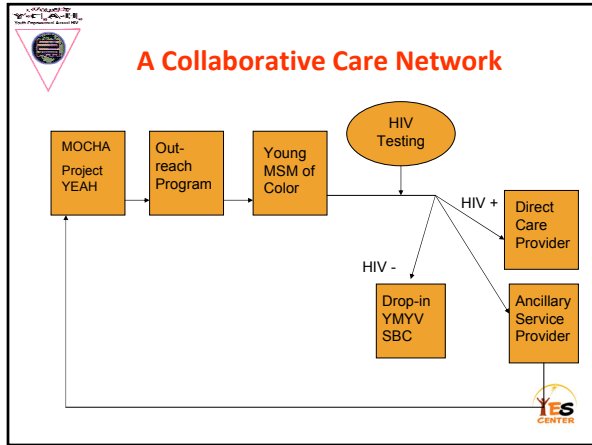
- **Colleges and Universities**
- **Offered workshops, discussion groups, interest groups on a variety of topics: FREE of Charge:**
 - ◆ HIV/AIDS 101
 - ◆ Black and Latino LGBT
 - ◆ Homophobia, Heterosexism
 - ◆ Activism and Involvement
 - ◆ STD/STI
 - ◆ Hygiene
 - ◆ Drop-in center space made available to hold programming
 - ◆ Fraternities, BSU, LSU, Sororities, Cultural groups, Residential life
 - ◆ All presentations sponsored by Project YEAH and highlighted some aspect of the project



Clinical Multisite Outreach Strategies

- End of Year 3 (2007)
- Creation of Care Collaborative Partners
 - ◆ Increased communication
 - ◆ 1 on 1 meetings in the clinics
 - ◆ Care collaborative Summit meetings
 - ◆ Quarterly educational update meetings
- Direct Recruitment
 - ◆ Flyers with tabs
 - ◆ Palm Cards
- Barriers to implementation
 - ◆ Agency and partner staff turnover
 - ◆ Local epidemic: ↓ HIV incidence rate among YMSMC





Project YEAH Lessons Learned

- Outreach is vital at all stages
 - ◆ Include it in your budget up front
- Outreach is dynamic and every changing
 - ◆ Don't be afraid to change direction
 - ◆ Try new things: Think outside the box
 - ◆ Enhance the traditional strategies
 - ◆ Pay attention to trends: **The House Ball Phenomenon**
- Tailor your outreach strategies
 - ◆ Population/Demographic, Location, Season, Key objectives,
- Consult with and include key informants in your planning
- Re-visit your strategies periodically
 - ◆ Provide for constant feedback mechanisms
- Establish some type of internet presence
- Actively engage community partners and collaborate



Overall Outreach Summary

- **Assess your local YMCSM population and needs**
 - ◆ Cultural Sensitivity, Sub-populations
- **Plan on implementing multiple outreach strategies**
- **Outreach is dynamic**
- **Find ways to engage and include YMCSM**
- **Design appropriate and engaging outreach materials**
 - ◆ Pictures, Different languages
- **Pay attention to your challenges and use them**
 - ◆ Process data, Feed back
- **Seek, establish and maximize community partnerships**
- **Provide safe spaces for YMSMC and build trust**



Contact Information

- Project YEAH PI and Evaluator
- **Sheldon D. Fields, PhD, RN, FNP-BC, AACRN, FNAP, FAANP**
Associate Professor of Nursing, University of Rochester-School of Nursing
601 Elmwood Ave, P.O. Box SON; Rochester, New York 14642
(585)-275-9943; Sheldon_Fields@URMC.Rochester.Edu

- Project YEAH/MOCHA Staff
- ◆ *Project Coordinator:* **Kraig Pannell, BA**
- ◆ *Program Associate:* **Avril Little, BA**
- ◆ *Peer Youth Advocate:* **Charles Tyson, BS**
- ◆ *Research Assistant:* **Mitchell J. Wharton, MSN, CRNP, CNS, FNP**
- ◆ *MOCHA Executive Director:* **Damon L. Humes, MHS**

- ◆ **MOCHA Project Inc, 107 Liberty Pole Way, Rochester, New York 14604, (585)-420-1400**
- ◆ <http://WWW.Mochaproject.Org>, <http://WWW.ProjectYeah.Org>



YMCSM Institute Continued

- **Part 2: # I-032**
 - ◆ Workshop B: **Linkage of YMCSM into HIV care**
 - ◆ **Track:** Coordination and Linkages
 - ◆ **Date:** Monday, August 25
 - ◆ **Time:** 2:30pm-4:00pm
 - ◆ **Location:** Washington 1

- **Part 3: #I-033**
 - ◆ Workshop C: **Best practices for retaining and treating YMCSM in HIV medical care**
 - ◆ **Track:** Coordination and Linkages
 - ◆ **Date:** Tuesday, August 26
 - ◆ **Time:** 8:00am-9:30am
 - ◆ **Location:** Washington 1