

# Engaging MSM of color in HIV and STD Prevention

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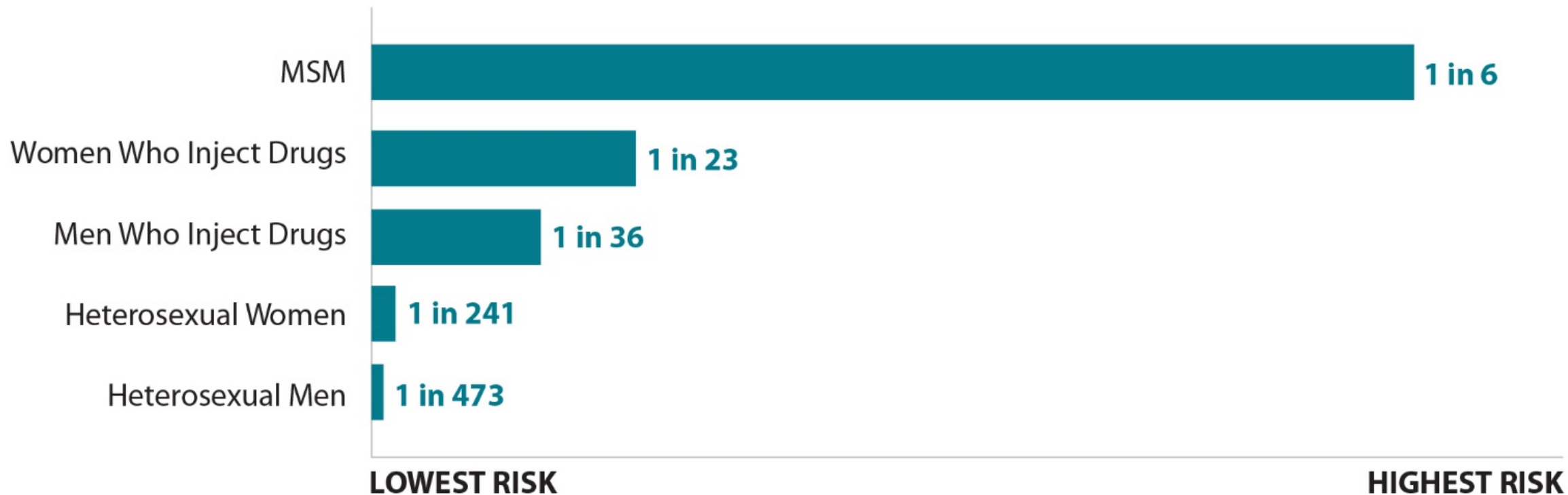


## Agenda

- Human lens of engaging Black MSM
- Los Angeles County Initiatives
- Center for Engaging Black MSM Across the Care Continuum (CEBACC)
- MSM Sexual Health Standards of Care

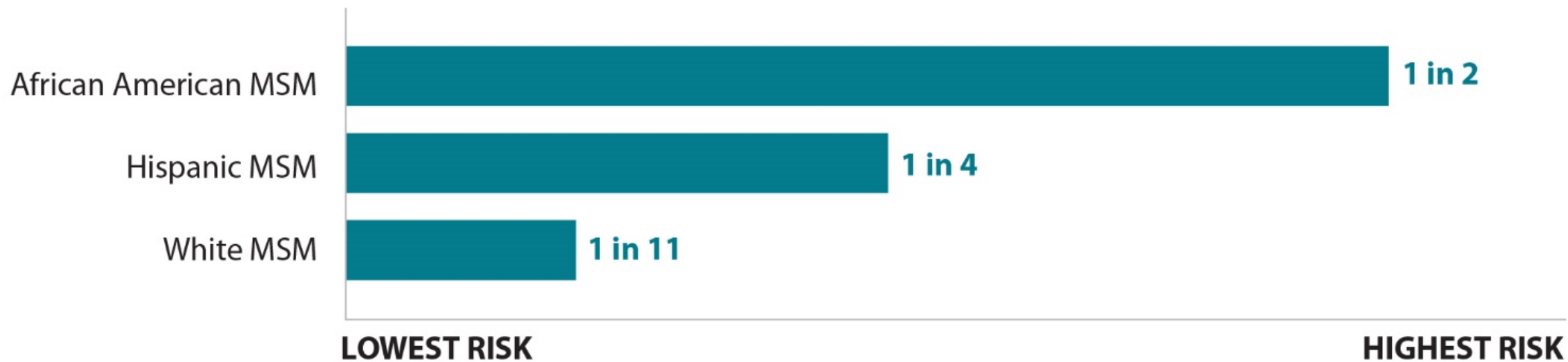


## Lifetime Risk of HIV Diagnosis by Transmission Group



Source: Centers for Disease Control and Prevention

## Lifetime Risk of HIV Diagnosis among MSM by Race/Ethnicity



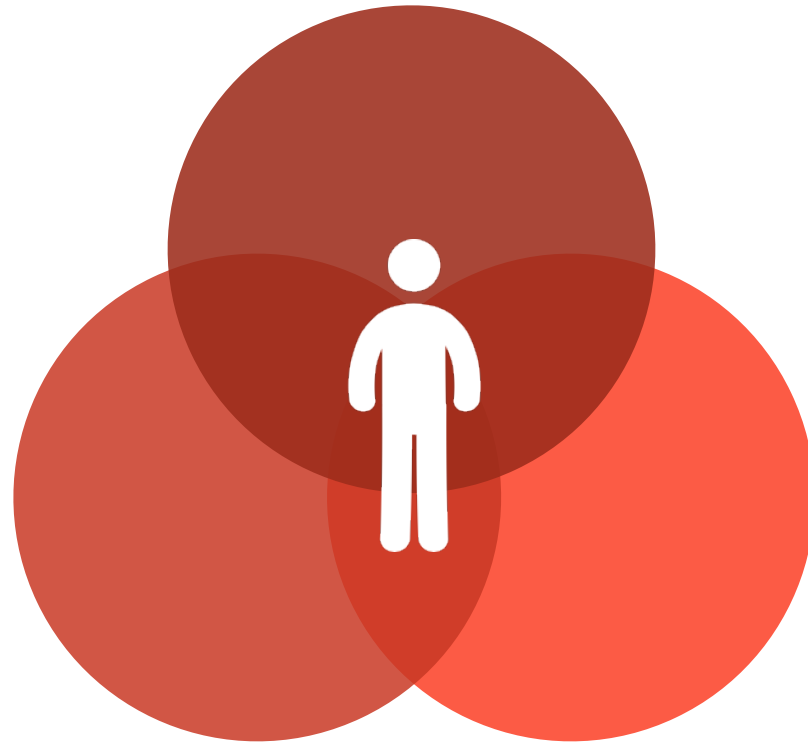
Source: Centers for Disease Control and Prevention

# 1. Being a Black man is not a monolithic experience.

- Black man
- Black **gay** man
- Black **gay spiritual** man
- Black **gay spiritual** man **from the South**
- Black **gay spiritual** man **from the South** who has experienced **racism and discrimination**
- Black **gay spiritual** man **from the South** who has experienced **racism, discrimination, and homophobia**



# INTERSECTIONALITY



Kimberlé Crenshaw , 1989



# Drivers of Health Disparity

**Incarceration**

Mistrust of  
Healthcare Systems

**Poverty**

**Concurrent Partnerships**

**Unemployment**

**Crime**

**Racism**

**Unstable Relationships**

**Delayed Diagnosis  
and/or Treatment**

**Unsafe Neighborhoods**

**Unprotected Sex**

**Increased Risk of  
HIV & STIs**

**Drug & Alcohol Abuse**

# Los Angeles County Initiatives





## Biomedical Prevention Strategy:

- #1 Increase consumer awareness of PrEP
- #2 Increase medical provider awareness and use of PrEP
- #3 Increase safety net access to PrEP

Target populations: African-American and Latino men who have sex with men, trans persons, African-American and Latina cisgender women at elevated risk



# THE PROTECTORS GET PrEP LA

PrEP IS A DAILY PILL THAT HELPS YOU STAY HIV NEGATIVE

#GETPREPLA



## Protect yourself from HIV every day

**PrEP** (Pre-exposure Prophylaxis) is a daily medicine (taken as a pill) that helps you stay HIV-negative.

[Learn More](#)

[Get PrEP Now](#)



## Prevent HIV after exposure

**PEP** (Post-exposure Prophylaxis) is an emergency medicine you take right after you are exposed to HIV.

[Learn More](#)

[Get PEP Now](#)

# Outreach and Social Marketing

In 2016 “The Protectors” were involved in the following events, among others:

- National HIV Testing Day
- Are You Doing It?
- Outfest Pride Pop UP
- R3VNG
- Parks after Dark
- DTLA Proud Festival
- Hard Heroes
- Puteria
- Powerfest

## 2017

- MLK Day Parade
- Parks After Dark
- Black Pride
- Crenshaw Health Fest
- TTC Health Fair
- South Bay Pride

- Kingdom Day Parade
- Skinny's Lounge
- Art Walk
- CineArt
- OutFest
- PEP/PrEP & LGBTQ Health Fair
- DragQueen World Series
- DragCon Oddslot
- Long Beach Pride
- Love, PrEP and Happiness
- Rainbow Unity Ball
- LA Pride
- Juneteenth
- Men's Health Fair
- Trans Pride



## Los Angeles Black PrEP Caucus

- Sub-committee of LAC PEP and PrEP Workgroup
- Meets monthly
- Developing 2 presentations to be used in training local agencies and clinical practices about cultural humility, PrEP, and Black people.



# Center for Engaging Black MSM Across the Continuum



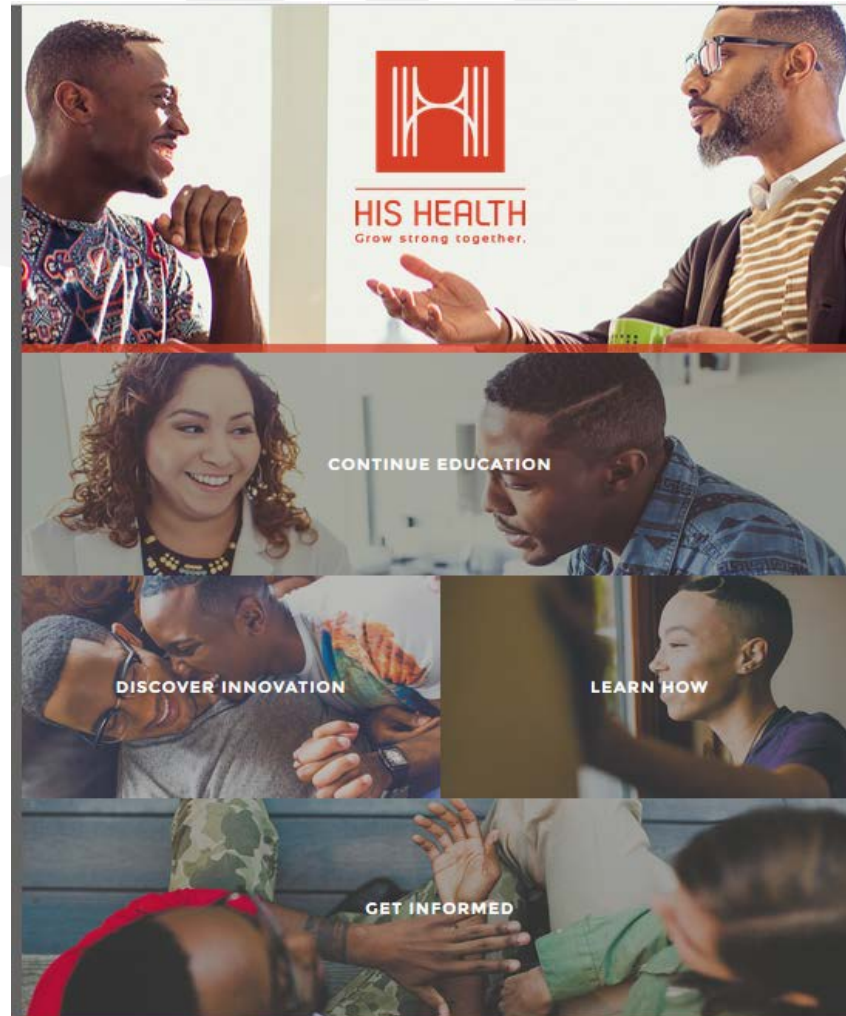
# *His Health*

- Forms part of the Center for Engaging Black MSM Across the Care Continuum (CEBACC)—an online resource created in partnership with HRSA’s HIV/AIDS Bureau
- Accredited and self-paced online learning platform
- Resource inventory for HIV/AIDS and other healthcare providers—physicians, nurses, physician assistants, health centers, health departments, and non-clinical care teams serving Black MSM patients (especially youth aged 13-24)
- Provides effective tools, models of care, resources and trainings to advance the healthcare for Black MSM patients

# Core Message

- Recognize that **providers AND Black gay men** play a crucial role in linkage, retention, and engagement in HIV care
- Highlight how honest, direct, and meaningful communication between patients and providers is the gateway to creating and deepening relationships
- Close communication and knowledge gaps between patients and providers to **improve conversations** happening inside and outside exam rooms
- Give both groups the resources to come together in a safer space to share personal challenges and experiences without shame or intimidation

# *His Health Products*



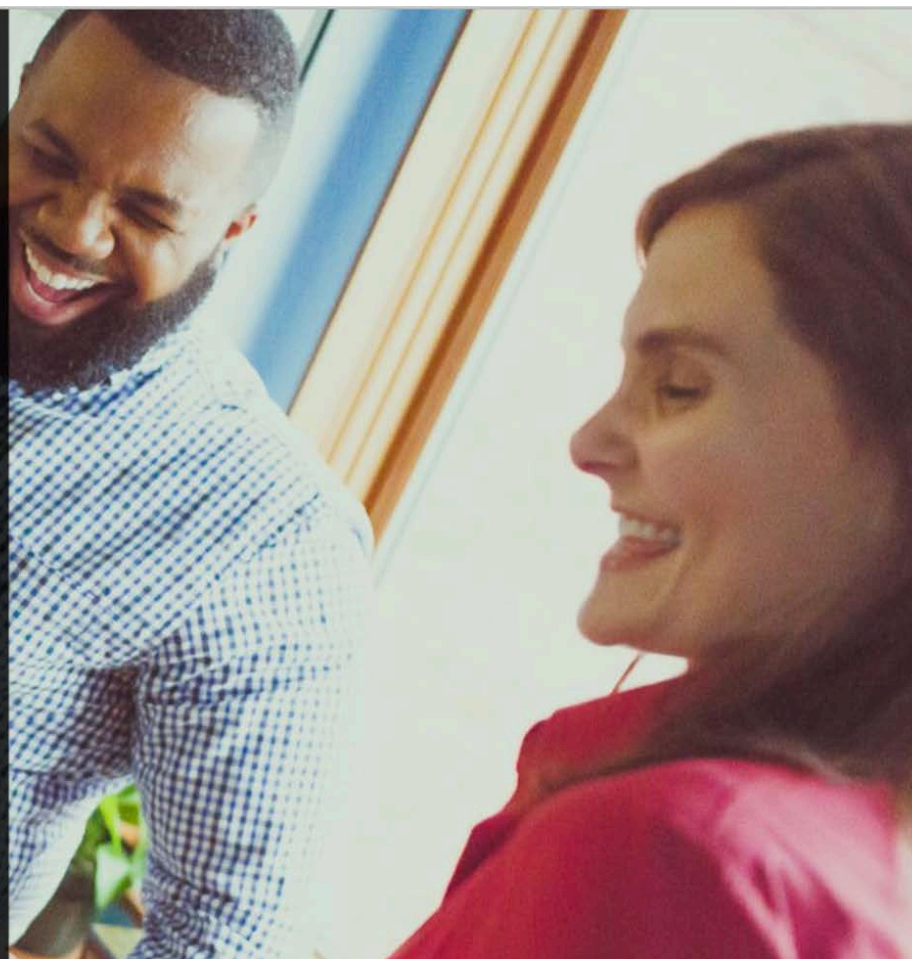


## WellVersed



**WELLVERSED**  
BE HEARD. BE INFORMED. BE VERSED.

Well Versed is an online public health platform that provides resources and tools to ignite conversation between Black gay, bisexual, and transgender men and their health care providers about wellness and improve quality of care in a safe space.



## Before

A lot of information may be shared during your visit. Be sure you're prepared before it begins.



## During

Every moment counts; every second matters. Don't be afraid to start the conversation and ask for what you need.

## After

Your health care provider is an important partner, but you know your body, and concerns about your health, better than anyone. The best care is the care you give yourself!



## The Real Authentic Words (The R.A.W)

- The R.A.W. is:
  - A web series designed to educate and entertain Black men who have sex with men (BMSM) and providers
  - Rooted in evidenced based health information
  - A trajectory of honest conversations providing personal experiences of BMSM
  - Seeks to increase health seeking behaviors among BMSM

## Series Trajectory



## The R.A.W. Viewing



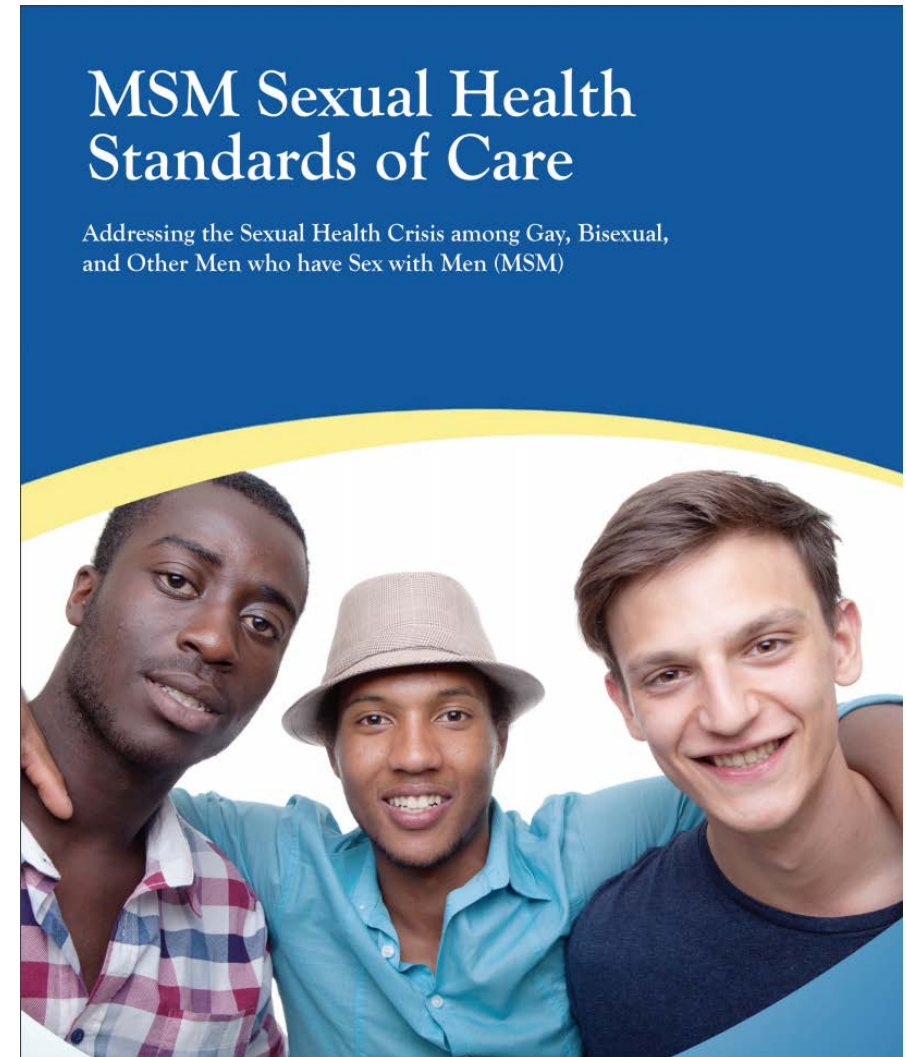
- <https://www.youtube.com/watch?v=L8lplzn7UN8&list=PLSl8kuoXDvOtYNcyQ1eG4YrPQ4wpCjCoK>

# MSM Sexual Health Standards of Care



# MSM Sexual Health Standards of Care







- Document developed from a panel meeting in March 2015
- Goals:
  - 1) Convene a strategic consultation to develop consensus of MSM sexual health needs
  - 2) Foster shared understanding about MSM sexual health standard of care
  - 3) Develop, publish, and disseminate a shared standard of care or package of services for MSM

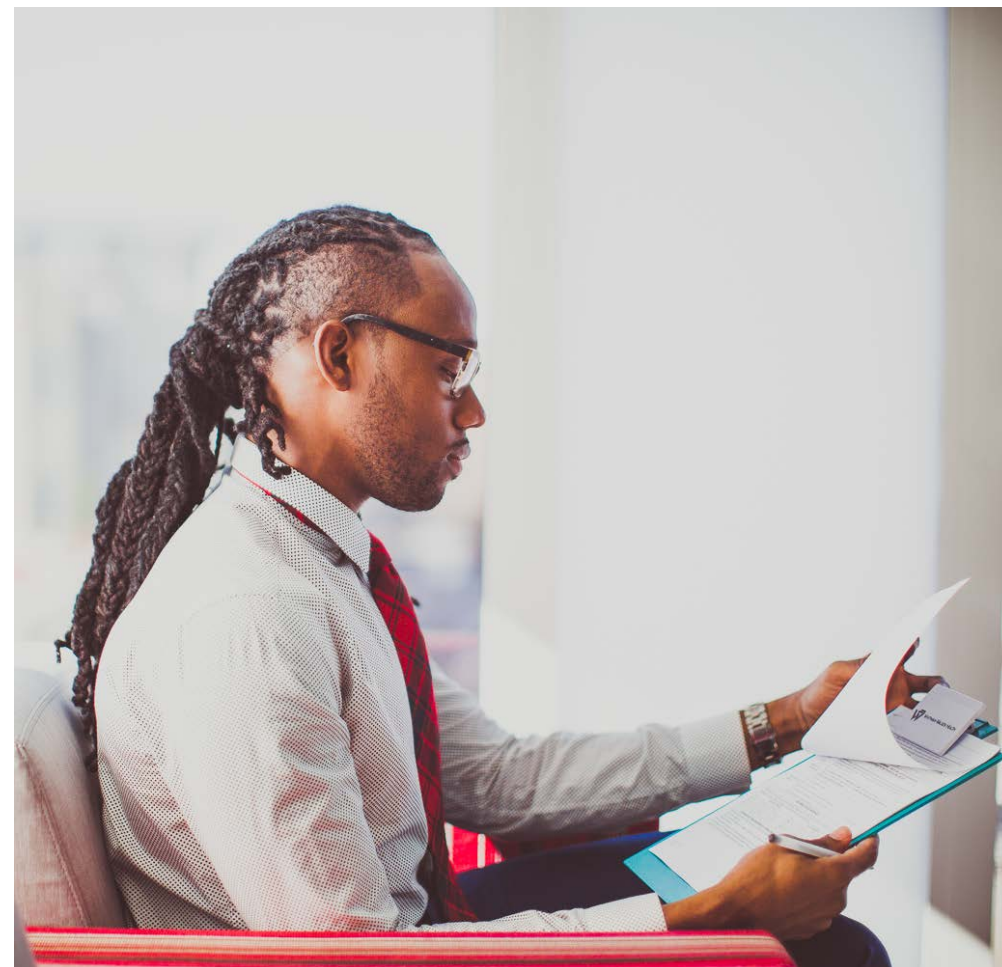


# MSM Sexual Health Standards of Care

## Sexual Health Protocol At-A-Glance

Culturally Competent Staff & LGBT-friendly Environment

	Comprehensive sexual history	Mental health assessment and referrals	Counseling about condoms, lubrication, enemas, and douches	Discussion about sexual satisfaction and pleasure
	Visual exam to check for signs of HPV, syphilis, or other STDs			
	Urethral swab or urine-based chlamydia and gonorrhea screening	Rectal and pharyngeal chlamydia and gonorrhea screening		
	Syphilis screening	HIV screening	Hepatitis C screening	
	Hepatitis A vaccine	Hepatitis B vaccine	HPV vaccine	
	Post-exposure prophylaxis, as indicated	Pre-exposure prophylaxis, as indicated	Expedited Partner Therapy for chlamydia or gonorrhea infection	





# THANK YOU!

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