



## National HIV Prevention Conference

Atlanta, Georgia - Jun 12-15, 2005

### **[TITLE:] DEVELOPING AN INTEGRATED HIV PREVENTION COMMUNITY CAPACITY BUILDING EFFORT FOR MIGRANT AND NEW IMMIGRANT POPULATIONS: A CASE STUDY**

*Natl HIV Prev Conf. 2005 Jun 12-15 (abstract no. M1-D1101)*

Ramos, R<sup>1</sup>; Hernandez, A<sup>1</sup>; Benedicto, R<sup>1</sup>; Somerville, G<sup>2</sup>; Taveras, S<sup>2</sup>

<sup>1</sup>US Mexico Border Health Association, El Paso, TX; <sup>2</sup>CDC/NCH-STP/DHAP/Capacity Building Branch, Atlanta, GA

---

**ISSUE:** Disparity in access to health care is a key problem in the disproportionate rate of HIV among Latinos who are poor, migrants, and with limited English proficiency. This has reduced their capability to benefit from recent HIV/AIDS treatment improvements. Those eligible for benefits are not aware of the benefits to which they are entitled (Ferreira-Pinto, 2005). Stigma related to HIV is an added barrier for this population.

**SETTING:** The goal of PROMOVISION is to improve the capacity of community stakeholders, including promotoras (community health workers), community based organization (CBO) and health department staff to collaborate with each other in addressing the HIV prevention needs of foreign born and non-acculturated Latinos whose behaviors, as well as economic and socio-cultural barriers, put them at risk for acquiring or transmitting HIV and other STDs. Training sessions and community events are conducted at community venues identified by community partners in states with a high proportion of a Latino population.

**PROJECT:** PROMOVISION is an integrated community capacity building program focused on developing awareness, participation, support, and leadership to create and sustain effective community coalitions focused on increasing access to and utilization of HIV prevention services for Latinos. The goal of PROMOVISION is to improve the capacity of community stakeholders to collaborate and to develop awareness, participation, support, and leadership in their communities to create and sustain effective HIV prevention community coalitions. Capacity building assistance (CBA) is delivered through training sessions on topics such as adult learning theory, focus group implementation and community mobilization. Skills building sessions include fundamentals of HIV prevention counseling and partner counseling and referral services.

**RESULTS:** PROMOVISION has promoted cross training and advancement of promotoras within agencies through 55 skill building workshops reaching 892 stakeholders including a wide cross section of CBOs, health departments, and Promotora programs. In New Mexico promotoras are trained in Fundamentals of HIV Prevention Counseling and disparity elimination. Cross training has resulted in PROMOVISION trained promotoras advancing to become coordinators of promotoras in HIV services such as rapid testing, substance abuse, and mental health. A total of 13 community forums and mobilization events were convened with over 1200 stakeholders involved. Community Networks have successfully focused attention on HIV prevention and expanded community members access to for HIV prevention services.

**LESSONS LEARNED:** The Promotora Model is a practical and culturally appropriate strategy to be implemented in community and clinical settings to deliver HIV prevention and care services. Promotoras enable case management and follow-up of HIV positive individuals across state and international boundaries. Trained promotoras amplifies the cultural diversity of the health care profession and increases access to HIV prevention services. Community Forums can successfully energize a local community and promote a local HIV prevention agenda as well as providing mentorship to networks in other states.

**LEARNING OBJECTIVES:** By the end of the session participants will be able to: 1. Describe the components of the Promotora Model 2. List the HIV risk factors for immigrants and less acculturated Latinos 3. Identify the roles promotoras assume in HIV prevention services



[Download PDF of this abstract.](#)

050612  
M1-D1101

Copyright notice: The National HIV Prevention Conference is collaborative effort by the Centers for Disease Control and Prevention, a U.S. Government agency, and other governmental and non-government organizations. All abstracts published by the conference organizers are in the public domain and can be used without permission. Proper citation, however, is required.