

Kanamori, Mariano

M. Kanamori; S. Fallon; S. Doblecki-Lewis; Ch.H. Shrader; J. Stoler; S. Safren. University of Miami Miller School of Medicine

FINISHING HIV: A SOCIAL NETWORK-BASED PROGRAM TO ENCOURAGE UTILIZATION OF HIV PROTECTION, DIAGNOSIS AND TREATMENT SERVICES, CUSTOMIZED FOR LATINOS

Background. Miami-Dade (Miami) is the county with the highest HIV incidence in the US. Of new HIV diagnoses in Latino men, 92% are LMSM in Miami. PrEP use by Latinos remains low in Miami. The HIV epidemic in Miami is driven not only by Latino men who have sex with men (LMSM) who self-identify as gay, but also by LMSM who identify as bisexual and straight. The goal of FINISHING HIV is to increase awareness and utilization of HIV diagnosis, treatment, and prevention services by LMSM, and to document best practices for delivering these Ending the HIV (EHE) pillar services. FINISHING HIV is an EHE initiative.

Methods. We implemented a systematic assessment of multilevel implementation contexts using the Glasgow et al. RE-AIM framework and Damschroder et al. Consolidated Framework for Implementation Science Research to identify factors that influence intervention implementation and effectiveness.

Results. The project takes an innovative approach by segmenting LMSM based on sexual self-identification, and applying separate strategies based on four networks. The social network identifies factors and agents responsible for the successful implementation of our social activities which inform and recruit LMSM self-identified as gay (reach: 1,500+ Latino males per year). The parks network detects contextual facilitators and barriers to distributing PrEP information in parks and other community spaces throughout Miami to Latino males (Community partner: UM Parents Club; reach: 500+ Latino males per year). The pharmacy network identifies facilitators and barriers to implementing an EHE project that involves a corporate partner to the general Latino population (partner: CVS Corporation; reach: 8,000+ Latino males per year). The radio network assesses the appropriateness of using different types of Latino influencers (e.g., religious, sport, health) for the broadcast of HIV diagnosis, treatment and prevention messages to the general Latino population (community partner: Radio Adictiva; reach: 270,000+ Latinos per month). The parks, pharmacy, and radio networks aim to Latino males regardless of sexual self-identity.

Discussion. FINISHING HIV is designed to reach large numbers of Latino MSM self-identified as gay or bisexual/straight. These two groups necessitate careful intervention in Miami, the epicenter of the HIV epidemic. EHE programs which are tailored for LMSM, and that can reach large numbers of Latino MSM, are critical to ending the HIV epidemic in Miami.