



IAS 2019



10TH IAS CONFERENCE ON HIV SCIENCE

Mexico City, Mexico  21-24 July 2019



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Mexico City, Mexico 21-24 July 2019



Community Engagement - Perspectives on reaching, enrolling and retaining Brazil - Peru - México

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Where do we come from?

Community Component within the ImPrEP Initiative Context

- ★ Community mobilization **supports the response to the HIV epidemic to MSM and TGW**
- ★ There are underlying issues that serve as obstacles to accessing and utilizing health care services **such as the high level of discrimination which limits access to and utilization of services. Marginalization, cultural resistance, historical institutional discrimination.** In some cases, **laws and policies** themselves have become barriers to accessibility of services by men who have sex with men and to transgender people (MSM/TGW)
- ★ Such issues need to be addressed by combining an effective community mobilization strategy that is contextual, taking into account the **nature of the epidemic, capacity of the partners, existing policy and legal frameworks, dynamics of the socio-cultural environment** and other contextual issues





Where do we come from?

Community Component within the ImPrEP Initiative Context

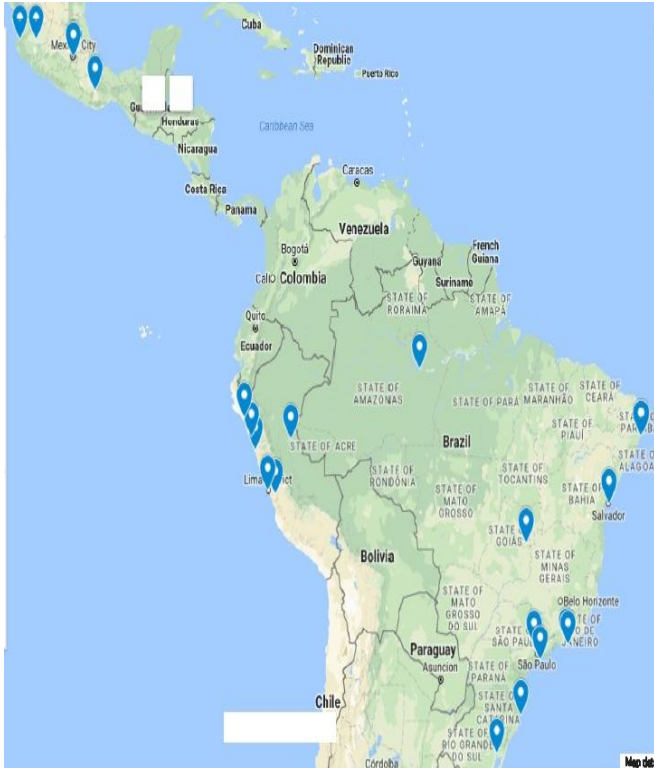
- ★ Community mobilization is **a key strategy** for **increasing demand on the use of health services**. It makes it possible to:
 - (1) help communities to **identify their own needs and to respond to and address these needs**
 - (2) increase participation of community members which **helps providers raise awareness both of health issues at the community level** and of social and cultural issues that may promote or inhibit use of information and/or health services
 - (3) improve **the understanding of** key populations of the **methods of prevention** and /or services being offered
 - (4) link **health institutions and structures to communities**
 - (5) foster **greater access and equity in health care**
 - (6) enhance **sustainability** as communities are empowered and capable of addressing their own needs





Where do we come from?

Community Component within the ImPrEP Initiative Context



- ★ Each country has a community component that consists of **communication team & community engagement coordinators** from **MSM** and **TGW**
- ★ In Brazil we have a **CAB - Community Advisory Board (7 members)**
- ★ In Brazil we have **23 Peer Educators** allocated in each **of the Study sites**



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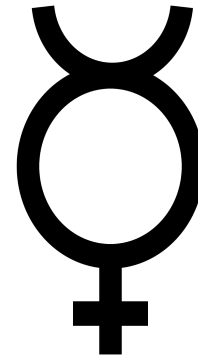
Where do we come from?

Community Component within the ImPrEP Initiative Context



Overview

- **Developing countries**
- **Stigma**
- **Institutional discrimination**
- **Poverty** of overall population
- **Extra high vulnerability of TGW** (illiteracy or low education, poverty, discrimination, non-respect or obliviousness of gender identity status, non access to body modifications policies)
- **Fear of stigmatization for taking PrEP**



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Community engagement in the ImPrEP Project



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Community engagement in the ImPrEP Project

Community mobilization: Demand Creation allied with Communication strategies Brazil - Peru - Mexico



- ★ **Linkage** to community mobilization **with marketing and promotion activities** can have an increased effect in the outreach of community audience
- ★ **Videos, Applications** and **Social Medias** awareness campaigns
- ★ **Mainstream media** awareness **and information providing**
- ★ **Demand creation** through dialogue processes with civil society and communities
- ★ **Events, talks** and activities for raising awareness about PrEP and combination prevention amongst organized civil society members and community members
- ★ **Direct approach** to community members
- ★ **Peer educators** as conveyors of informations and links to the services





Community engagement in the ImPrEP Project

Community mobilization: Demand Creation allied with Communication strategies

Brazil - Peru - Mexico



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Community engagement in the ImPrEP Project



Community mobilization: Demand Creation allied with Communication strategies

Brazil - Peru - Mexico



Meetings to present the Study for members of organized civil society and LGBTQI+ community in the regions of implementation of the services

Constant consultation of local CAB



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Community engagement in the ImPrEP Project

Community mobilization: Demand Creation allied with Communication strategies

Brazil - Peru - Mexico



Focus groups with TGW to understand their perceptions of the idea of PrEP and combination prevention



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Community engagement in the ImPrEP Project

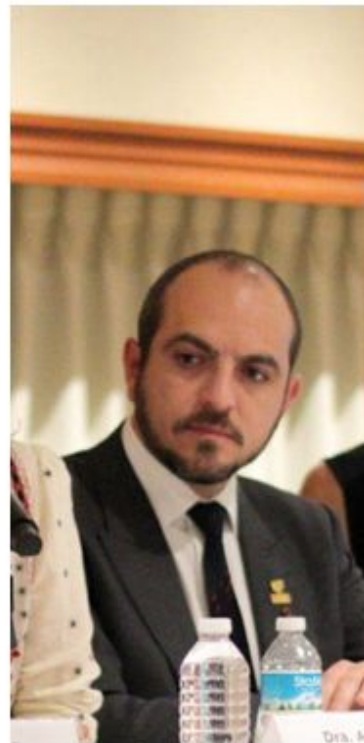


Community mobilization: Demand Creation allied with Communication strategies

Brazil - Peru - Mexico



Community Engagement Coordinators are recognised leaders within and peers from the key populations of the ImPrEP Project



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Community engagement in the ImPrEP Project



Community mobilization: Demand Creation allied with Communication strategies

Brazil - Peru - Mexico



Special events, training and talks with partners, members of health services, HIV organizations and communities, aiming for **demand creation**



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Community engagement in the ImPrEP Project



Community mobilization: Demand Creation allied with Communication strategies

Brazil - Peru - Mexico

Campaigns during carnival and commemorative dates of LGBTQI+ Community

Visual identity and language of the materials created for campaigns in social media are prepared with **consultation** of peers and members of the communities

¡ImPrEP estuvo presente en la 18va Marcha del Orgullo-2019 en Lima!



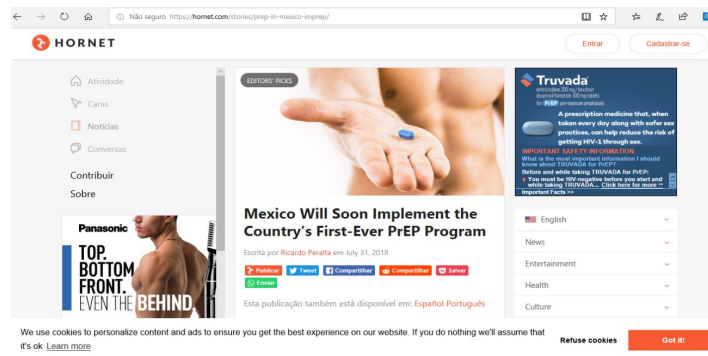
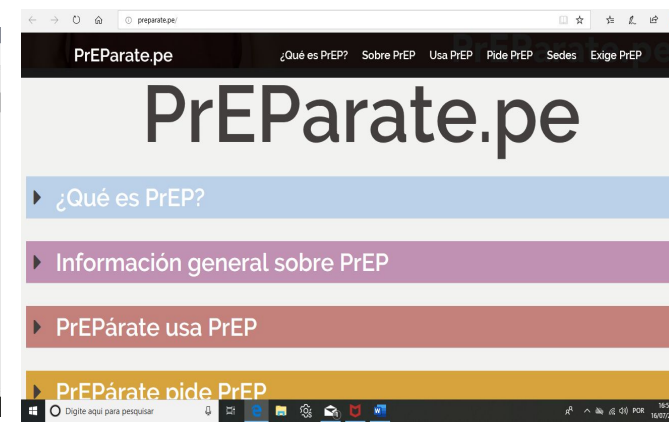
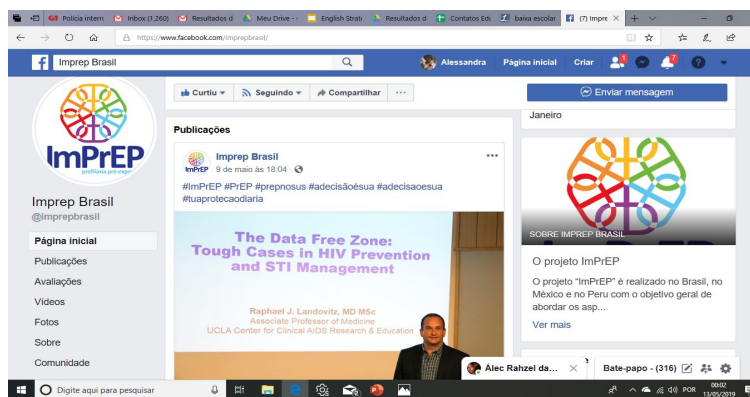
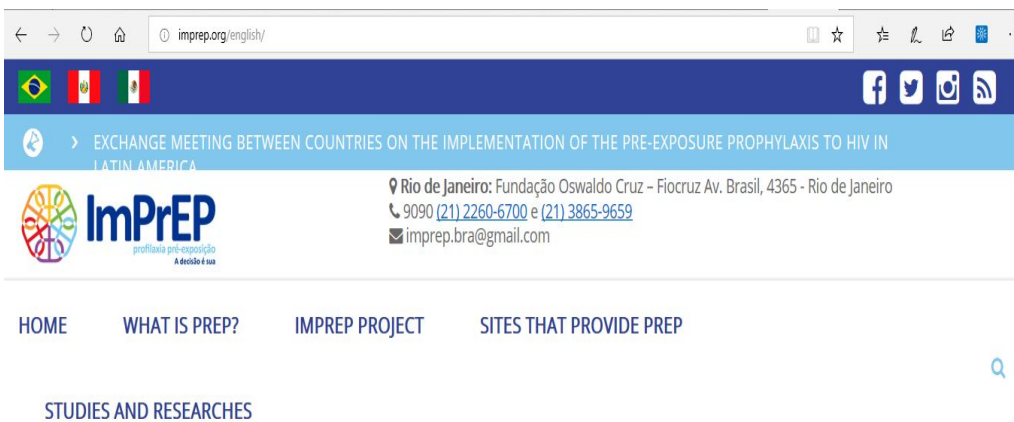
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Community engagement in the ImPrEP Project:



Community mobilization, Demand Creation allied with Communication strategies

Brazil - Peru - Mexico



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Community engagement in the ImPrEP Project:



Community mobilization: Demand Creation allied with Communication strategies



Brazil - Peru - Mexico

Capacity-building in HIV/Aids, combination prevention and Human Rights for organized civil society



Meetings and training of influencers within the MSM and TGW community



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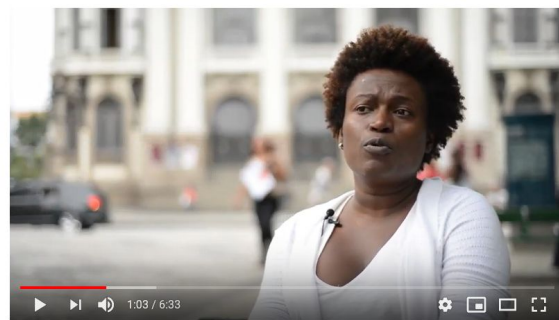
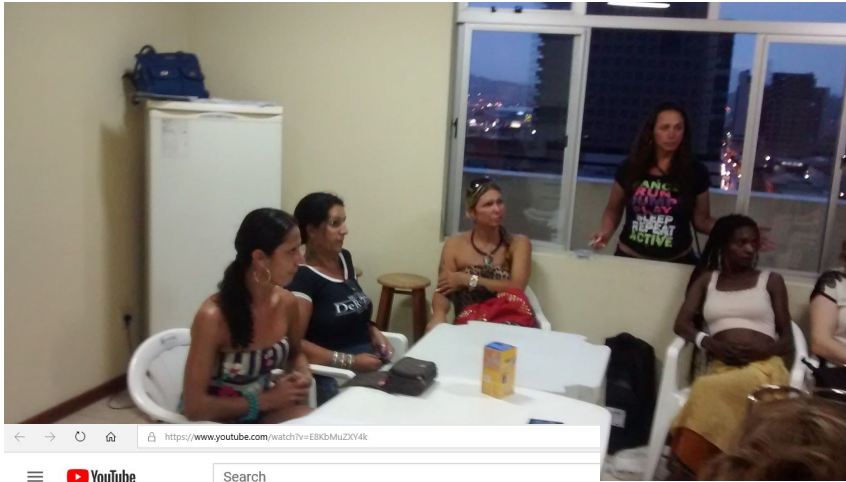
Community engagement in the ImPrEP Project



Community mobilization: Demand Creation allied with Communication strategies



Brazil - Peru - Mexico



PrEP no contexto das populações vulneráveis
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Community engagement in the ImPrEP Project

Community mobilization: Demand Creation allied with Communication strategies



Brazil's Peer Educators as an asset to mobilization

- ❑ Peer educators are members of society with ability to convey information in a critical way to key **populations**, especially the hard to reach, poor and less educated members of the **MSM** and **TGW** groups
- ❑ We count with the presence of **23 Peer educators** of both key populations in all Brazil's ImPrEP sites **working with the teams**



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Community engagement in the ImPrEP Project: Community mobilization, Demand Creation allied with Communication strategies



Brazil's Peer Educators as an asset

- To insure that this extremely qualified team of specialists continue to do their work we offer **continued assistance, training, tools for capacity-building, support from the communication and community engagement coordination teams** for appropriate awareness raising endeavours and demand creation conditions.

Quer saber mais sobre PrEP? Fale comigo.

ImPrEP
profilaxia pré-exposição

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Instituto Nacional de Câncer
Ministério da Saúde
Unidade de Apoio à Pesquisa
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Call Mensal com Educadores de Pares do Projeto ImPrEP - 31/05

Encontro do Projeto ImPrEP Peru

Objetivos:

- avaliar a implementação do projeto ImPrEP no Brasil, México e Peru e dos estudos relacionados
- Planejar a implementação das atividades do projeto ImPrEP nos anos 3 e 4.
- Familiarizar os participantes com os serviços que ofertam PrEP no Peru
- Discutir as possibilidades e abordagens para uma possível extensão do Projeto

Conferência Mensal sobre Educação Comunitária Projeto ImPrEP 31 Maio 2019

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Community engagement in the ImPrEP Project: Community mobilization, Demand Creation allied with Communication strategies



Brazil's Peer Educators as an asset to mobilization

- ❑ To do so, some **tools** and **methods of registering** their activities and channels of communication are essential, such as:
 - ★ A comprehensive **Work Plan**;
 - ★ **Biannual seminars**
 - ★ Semi-weekly **one-to-one conversations** with community coordinators
 - ★ Monthly **web-calls** with the entire team ;
 - ★ **Trimestral Reports** consisting of 3 main focuses (demand creation, retention and friendly environment creation)





Community engagement in the ImPrEP Project: Enrolling and Retaining



Some **measures** we are taking to ensure that we have participants of PrEP still enrolled after starting treatment:

- **Guaranteeing** a welcoming environment through **team training** in health services
- **Calls** and **reminders** of visiting days
- **Apps** reminding the daily use of PrEP
- Continually **providing information** about combination prevention
- WEBSite and bulletins





Community engagement in the ImPrEP Project: Challenges



- **MSM** and **TGW** communities in the Americas and their special risks and vulnerability at an individual, social, and programmatic level
- Community mobilization and participation projects do not follow a “one size fits all” model—**each scale-up is to require a local adaptation of processes and methods.**
- Keeping community engagement **process-focused rather than impact-focused**
- **Reaching** less educated, people in poor areas, people of color, and/or of original communities
- **Reaching TGW** by getting past invisibilization processes, access to body modification policies and gender identity status recognition





Thank you! Gracias! Obrigado!



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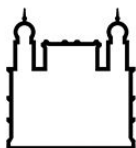
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