Effective Recruitment of Transgender People into HIV Testing

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Acknowledgements

Centers for Disease Control and Prevention

APLA-Shared Action^{HD}

UCSF Center of Excellence for Transgender Health
Who we are...

• CBA for Health Departments

• Components
  ✓ HIV Testing
  ✓ Prevention with Positives
  ✓ Condom Distribution

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CoE Capacity Building Assistance Program

• High-Impact HIV Prevention with CBOs
• Transgender health content expert
• Partnerships
  – UCSF Center for AIDS Prevention Study (CAPS)
  – Alliance Health Project

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Introduction

• Increase awareness of National Transgender HIV Testing Day (NTHTD)

• Increase capacity to recruit transgender people for HIV testing
Objectives

• Increase knowledge of effective recruitment strategies for transgender communities

• Increase capacity for engaging transgender communities in HIV testing

• Increase awareness of NTHTD
HIV Among Transgender People in the U.S.

2015 U.S. Transgender Survey

- Respondents were living with HIV (1.4%) at nearly five times the rate in the U.S. population (0.3%)

- 33% of those who saw a health care provider in the past year reported having at least one negative experience related to being transgender

- 40% have attempted suicide in their lifetime, nearly nine times the rate in the U.S. population (4.6%)

2015 U.S. Transgender Survey

- 4 times more likely to live in poverty
- 3 times higher unemployment rate
- Nearly half (46%) were verbally harassed in the past year because of being transgender.

Poll Question #1

Share one challenge your agency has encountered when recruiting transgender individuals for HIV testing?
WHAT IS RECRUITMENT?
Recruitment

• The way persons at high-risk for a disease, or transmission of a disease, are brought into prevention/intervention programs and services.

• Includes locating, engaging, and motivating high-risk individuals to access a service and/or participate in a program.
Recruitment Strategy: 6 Step Approach

1. **Who** is being targeted?
2. **Where** is the appropriate place to recruit clients?
3. **When** should recruitment be done?
4. **What** messages should be delivered to recruit?
5. **How** should the messages be delivered?
6. **Who** is the most appropriate person to do recruitment?
1. Who is being targeted?

- Establish characteristic(s) of the risk population
- Use surveillance data
- Segment population

*If you don’t know WHO you’re trying to reach, you won’t know where to locate them!*
What is segmentation?

Identifying sub-populations within large diverse populations.

In other words, dividing into parts.

Segmenting your population DOES NOT mean segmenting your services!
Diversity of Transgender Community

Targeted communities

- Transgender women of color
- Needle sharing
- Sex work
- Transgender MSM

Risk factors

- Race/ethnicity
- Substance use
- Illicit silicone use
- Sexual behavior
Poll Question #2

Name one strategy your agency is currently using to recruit transgender communities in HIV testing?
2. Where is the appropriate place?

Think about where your potential clients:

- Interact/socialize
- Live
- Congregate
- Receive services
- Meet partners
- Engage in high-risk behavior

Look at factors such as:

- Confidentiality
- Safety
- Stigma
- Trust
Look in All the Right Places

- Transgender-specific recruitment strategies
  - Street outreach
  - Night clubs
  - Client homes
  - Other transgender service providers
  - Digital locations
3. When should recruitment be done?

- When can the targeted population be found?
- When is the targeted population most receptive to services?
- How can we schedule staff based on client accessibility?
What’s the best time?

• Late nights
• Early mornings
• Weekends
• Shifting migration patterns
4. What messages should be delivered?

- Types of messages
- Method for developing messages
- Method for testing messages
Developing recruitment messages

- Utilize indigenous community leadership
  - Opinion leaders
  - Gatekeepers
  - “Mothers”
  - Community Advisory Board (CAB)
5. How should the message be delivered?

• Tailored to the media being used
• Visual messages
• Written messages
  – Literacy level
Basic Methods of Recruitment

- Outreach
- Internal referrals or “in reach”
- Agency referrals (external referrals)
- Social networks
- Program marketing
6. Who are the most appropriate recruiters?

- Staff
- Full-time
- Part-time
- Peers
- Volunteers
  - Willing to follow protocols
#HireTrans

• Hire local transgender women
  – Bridge between community and provider
  – Trust
  – Rapport
• Professional development
• Supportive supervision
# Best Practices for HIV Prevention Among Transgender People

1. Ground your work in the community
2. Remember that one size does not fit all
3. Use multi-level approaches
4. Get the facts
5. Look in all the right places
6. Increase access to health care
7. Promote staff development
8. Advocate

[center of excellence for transgender health]
8 Best Practices for HIV Prevention among Transgender People

1. Ground Your Work in the Community: Developing partnerships with trans people and organizations to ensure peer programs, services, and research are resources for trans people. Specifically, engage trans people in the development, implementation, and evaluation of your interventions, programs, and services for trans people.

2. Race & Ethnicity: One Size Does Not Fit All: Trans people are diverse across race and ethnicity, and these differences may impact HIV risk and barriers to care. For this reason, interventions and services should be culturally competent and inclusive.

3. Tailor Multi-level Approaches to HIV Prevention: Addressing the upstream factors influencing HIV risk, such as poverty, discrimination, and structural violence.

4. Get the Facts About Trans People: Trans people are diverse and have unique needs and experiences. We should not assume all trans people are the same.

5. Look for the Right Places: Services should be accessible to trans people in the community. This includes community centers, clinics, and other locations where trans people are likely to be.

6. Increase Access to Healthcare for Trans People: Trans people often face barriers to accessing healthcare due to discrimination and lack of resources. It is crucial to ensure that trans people have access to quality healthcare.

7. Invest in Developing and Supporting Your Staff: Training and professional development are key to ensuring cultural competence and effective interventions. Staff should receive regular training and support to address the unique needs of trans people.

8. Advocate for Structural and Systemic Change on Behalf of Trans People: Advocacy and policy work can have a significant impact on reducing HIV risk and improving access to care. This includes advocating for policies that address discrimination and create safer spaces for trans people.

Please visit our website for the complete report: www.transhealth.uscf.edu
Q&A

NATIONAL TRANSGENDER HIV TESTING DAY

APRIL 18
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