

The background features a dark blue gradient with a subtle pattern of white stars. On the left side, there are several technical diagrams in a lighter blue color. These include circular gauges with numerical scales (140, 150, 160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) and various circular arrows indicating rotation or flow. The diagrams are semi-transparent and overlap each other.

#LESBIHONEST

PRESENTED BY: IRIS HOUSE

WHO ARE WE?

The Just For Us program offers two interventions for women who have sex with women (WSW).

SISTA-Sisters Informing Sisters on the Topic of AIDS- 5 sessions for WSW ages 21+

SIHLE- Sisters Informing Healing Living and Empowering- 4 sessions for WSW ages 13-20

ORIGINAL OUTREACH STRATEGIES

INTERVENTIONS

SISTA is a social-skills HIV intervention for **African American, Latina, and bisexual women ages 18 and older** aimed at empowering women, encouraging smart decisions and healthy relationships. It consists of five 2-hour sessions delivered by two female facilitators.

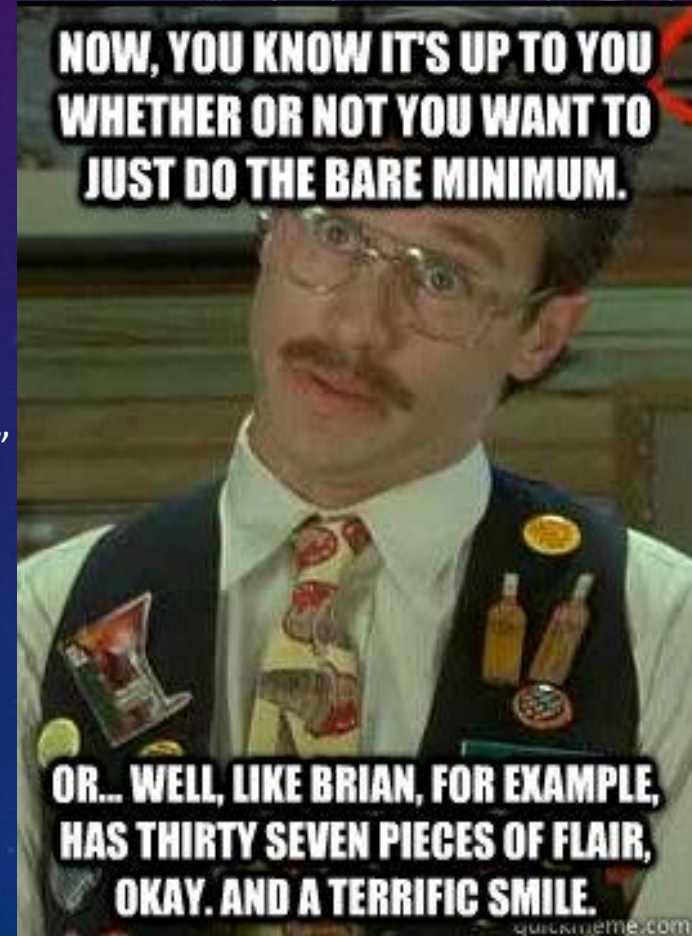
SIHLE is a peer-led intervention for **African American and Latina adolescents ages 14-18 years old**. It consists of four 3-hour sessions, delivered by two peer facilitators and one adult facilitator. SIHLE empowers young girls and boosts self-esteem while encouraging them to make healthy choices.



IMPEDIMENTS EXPERIENCED

- The WSW population is difficult to reach with traditional methods.
- The difficulty is in reaching them, not maintaining their interests in the program.
- “People can get a cheeseburger anywhere, ok? They come to Chotchkie's for the atmosphere and the attitude. That's what the flair's about. It's about fun.”

– Stan, Office Space



IT WAS BROKE, SO WE FIXED IT!

- Staff decided it was time to try something new in order to engage the WSW population. We revamped our flyers and outreach efforts over the summer of 2015.

Program promotion BEFORE | AFTER

The **SIHLE** Motto



We are strong, beautiful **Sistas**, **I**nforming,
Healing, **L**iving, and **E**mpowering ourselves and
our communities.

We are **SIHLE!**

Calling all Lesbian, Bisexual,
& Questioning females!

Are you between the ages of 13-24?

looking for a program that's **Just for YOU?**

The Iris House "Just For Us" program is looking for
new participants & you'd be perfect!

Join us for weekly group workshops on: **sexversations**, self-
esteem building, leadership skills, healthy relationships, &
more!

& don't forget about the *really* fun stuff: **Movie & game**
nights, Karaoke, The L Word (Trivia) Week, and
Christopher St Pier takeovers!

*Free snacks & \$5.00 metro card at *every* session. After attending 5
workshops, you get a free \$25.00 gift card!

OUTREACH



YOUTH LEADERS

 iris_house_

**Calling all Lesbian, Bi,
Questioning, & Trans* young girls!**

Are you between the ages of 13-24? Be a part of our Lez In The City* group!
Talk about what it's like to live in NYC.
Free: Movie tickets, Metro Card, & Food!

August 27, 2015

5:00-7:00 PM

♥ 15 likes

iris_house_ Next Thursday, earn a free movie ticket or \$10 target card + free food & metro card- just by talking about how it feels to be #Queer In The City.

 iris_house_



♥ 20 likes

iris_house_ Youth leading Youth! 🍌 #IrisHouse tabling at #SpeakFest2k15 #Community #Empowerment #Lgbt #LGBTQ #Leadership

The impact of language and hashtags, seen through “likes”:

BEFORE



AFTER

SIHLE
Sistas, Informing, Healing, Living, & Empowering

What: SIHLE (Sistas Informing Healing Living and Empowering) is a peer-led, social-skills training intervention aimed at reducing HIV sexual risk behavior among sexually active, African American teenage females

Who: SIHLE groups are geared for, African American teenage girls between ages 14-19yo

Where: 2348 7th Ave * NYC, NY 10030
2 - Four hour Intensive Sessions

*****Snacks & Metro cards will be provided***
Gift Card upon completion*****

When: Date: June 7th & 14th
Time: 12pm - 4pm

7 likes

Iris House and Mount Sinai Present
CONDOMONIUM CARNIVAL

Join us for a night of **sex education** themed carnival games!

FRIDAY, APRIL 8TH
5:30-8:30PM
Mount Sinai Adolescent Health Center
520 East 94th Street
2nd Floor
Between 1A & 2nd Broome
New York, NY, 10128
Open to everyone 16-24 years old
Questions? Contact Stephanie @ 212-423-9049/ S2apate@irisHouse.org

FREE FOOD

22 likes

iris_house_ *sings* TOMORROW TOMORROW-YOURE ONLY A DAYYYY AAAAAAWAY ! ! 🤪 🍷
Wanna win some prizes and stuff your face with cotton candy & popcorn?? 🍷 🍷 Iris House & Mount Sinai got you!!! 🍷 Stop by Friday

NATIONAL YOUTH HIV AWARENESS DAY OUTCOME:

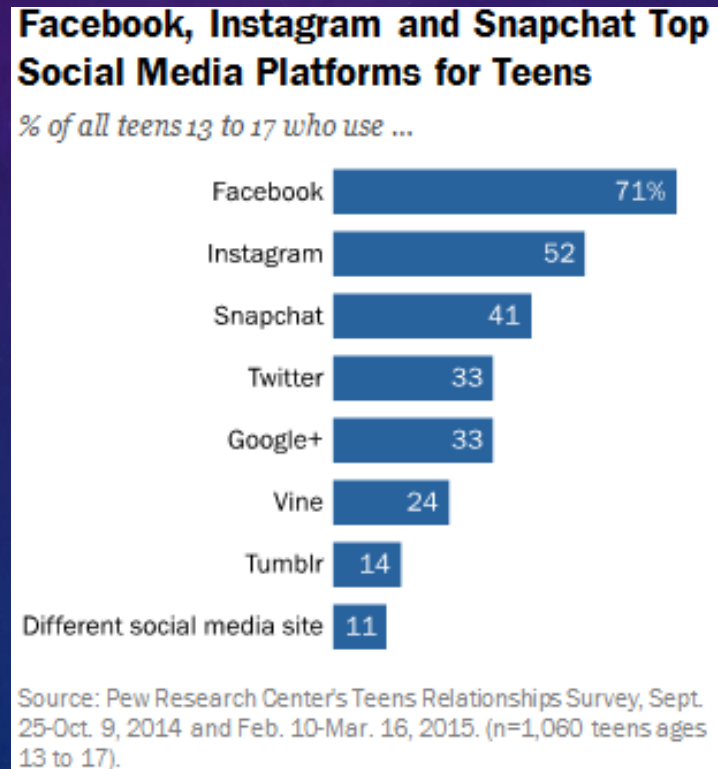


Over 60 youth participants attended, 20+ were tested for various STI's, participants were recruited for SIHLE, and D-Up interventions, and as P.U.S.H. recruiters.

WHY DOES IT WORK?

YOUTH & INTERNET CULTURE

- A new study by the Pew Research Center finds that **78** percent of Americans aged **12** to **17** have cell phones. And it says that three-fourths of teens access to Internet using mobile devices such as smart phones or tablets. 92% of teens report going online *daily*.



SOCIAL MEDIA IS YOUR FRIEND...

- Within 3 months, the Iris House house Instagram page (@ Iris_House_) gained over 70 new followers through the use of consistent posting, and popular hashtags.

19
FOLLOWERS
GAINED
LAST MONTH 😊

 @IRIS_HOUSE_
GETTING FAMOUS by iconosquare.com

Friday. 🗓️🗓️ Our two convenient offices are open 10am-5PM, located in Harlem: 2348 7th Avenue, New York, NY, 10030. Call @ 646-548-0100. 🗓️🗓️ & 2271 2nd Avenue, New York, NY, 10035, Call us at 212-423-9049. No appointment necessary!

#free #awareness #education #sex #lgbt #lgbtq #gaypride #nyc #lesbian #lesbians #equality #women #empowerment #life #health #loveyourbody #lezziegram #les #lez #gay #bisexual #girls #feminism #feminist #equality #noh8 #loveyourself #healthy #healthychoices #transgender

AUGUST 31, 2015



HUMOR AS EDUCATION

- During the 2015 WSW focus group, participants indicated that 9 times out of 10, they will bypass a post or message that looks educational. This puts a damper on our charts, graphs, and stats that we want to wheel out.
- However, all participants stated that they have seen a humorous post which they then shared among friends.
- So how do we put our own spin on it?

HAVE FUN WITH IT!



iris_house_

DO YOU HAVE PROTECTION?


6

Charizard

NO ONE WILL BE BUGGIN US BABE

♥ 21 likes

iris_house_ 😂😂 Although it's always a good idea to have Charizard by your side, condoms will add that extra protection. So have a happy & safe hump day! 😊 Need some condoms or free HIV/STI testing? 🗺️ Our offices are open 10am-5PM, located in Harlem:



iris_house_

♥ 19 likes

iris_house_ 🚫 Pepe knows if you decide to go up on a Tuesday, you gotta play it safe. 🚫💡 Wanna know your status? Our two offices are open 10am-5PM, located in Harlem: 🗺️ 2348 7th Avenue, New York, NY, 10030. Call @ 646-548-0100. 🗺️ & 2271 2nd



iris_house_

The Long, Strange History of Sex Toys

Whether for fashion, decor, worship, or for fun, dildos are a part of human history.

By Wednesday Lee Friday / Kinkly | June 19, 2013

11 COMMENT

Physical representations of the phallus have been around for almost as long as there have been penises. Whether for fashion, decor, worship, or for fun, dildos are a part of human history. So let's take a look at the long, strange trip dildos have taken.



♥ 14 likes

iris_house_ 😂 Talk about a #TBT 😂 Well whatever your preference, make sure you are S A F E! Always get tested with each new partner & use protection...even with stone! 🙄 Iris House is here for you. 🗺️ #awareness #education #sex #lgbt #lgbtq #gaypride #nyc #lesbians #sexed #women #life #health #loveyourbody #lezziegram #gay #bisexual

Testing outreach

HASHTAGS, HASHTAGS, HASHTAGS!

- **Popularity > Originality**

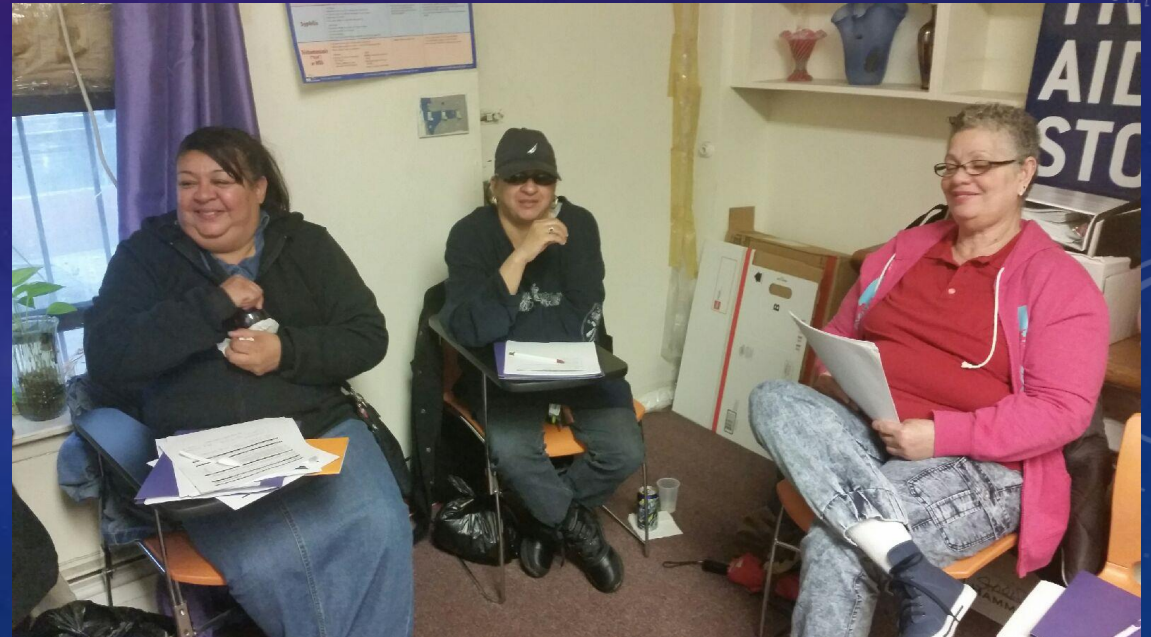
- This is only true of hashtags, not personalities! Always be yourself.
- During our social media outreach we noted that there was no point in reinventing the wheel. There are already dozens of relatable hashtags with thousands, some with hundreds of thousands, of photos posted under them. These hashtags are more likely to increase your visibility.
- #LesBeHonest- 560,355 +
- #Lesbian- 10,047,990 +
- #Empowerment- 821,651 +
- #HIVAwarenessIsImportant- ... 0

CREATIVE LINKAGES

- In order to promote group services and testing throughout NYC, SISTA staff has gone from houses of worship, to Rikers Island, to bars and shelters, seeking participants.

SISTA GROUPS

- Typical incentives for groups are: 1- two trip Metro Card, light snacks, and a \$25 target gift card upon program completion.
- Findings: We had to change the idea of light refreshment. The group is held with a free meal instead.
 - Creative games and toys* have also been incorporated as program incentives.



* Indicates this topic will be expanded on, in a slide coming soon.

SIHLE GROUPS

- Offers the same incentives as SISTA, a two-trip Metro Card per participant per session, snacks/meal (participants usually vote in favor of pizza), and a \$25 target card.
- Findings: Girls are more likely to recruit through their networks so that they don't feel alone in a new environment. In order to build on this, we began offering the incentive of a toy* or movie ticket to those who bring 2 or more girls.

WHAT KIND OF TOYS? SEX TOYS!!

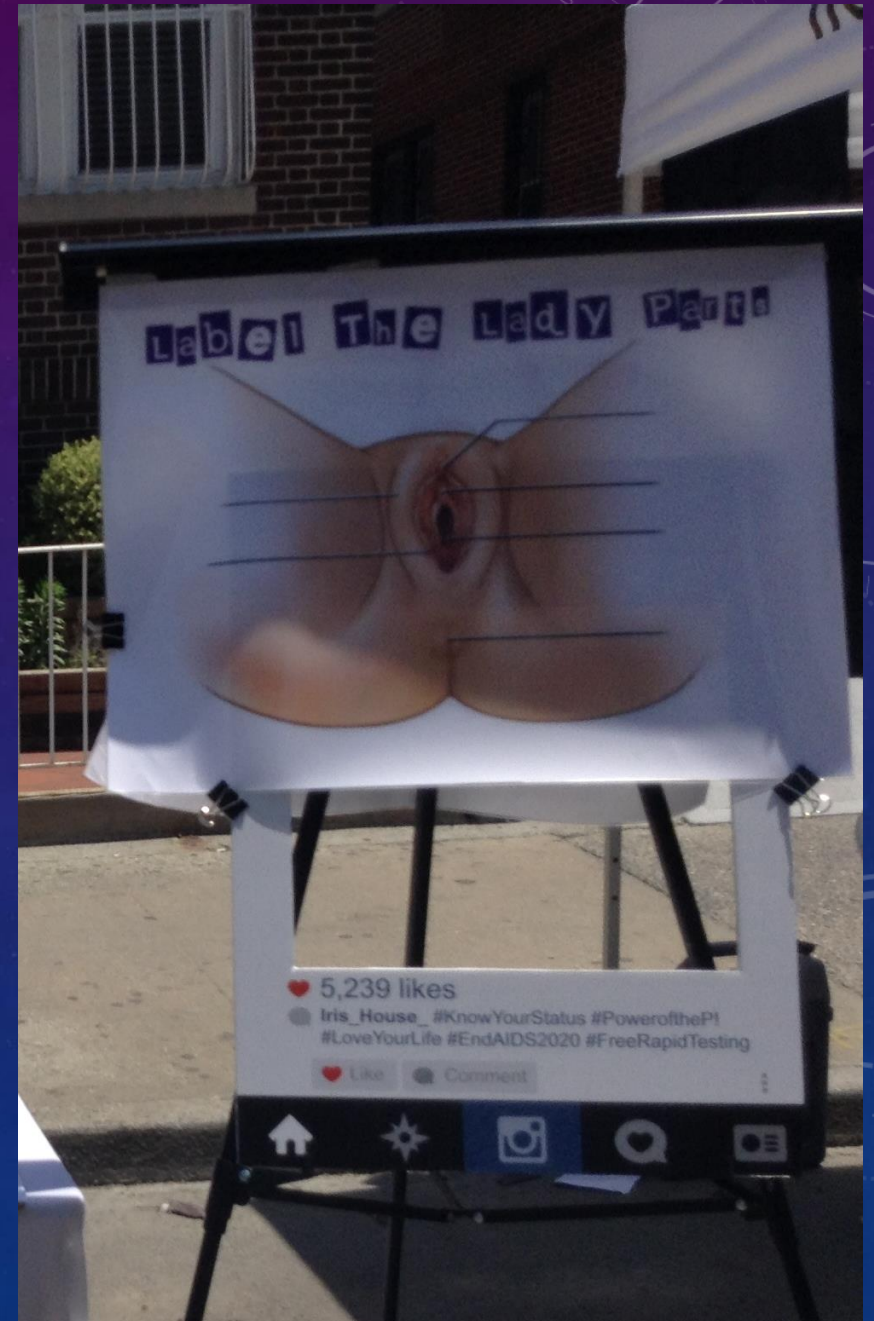


SIHLE recruiters, as well as participants who stopped by our Pride tables to play a game, were eligible for a:

- Vibrating cock ring
- Vibrating bullet
- Finger vibrator
- Water bottle

Findings: We had a bunch of water bottles leftover!

TAKING SEX POZ TO A NEW LEVEL



TAKING SEX POZ TO A NEW LEVEL



Hot Dildo! (Like hot potato)



Condom race!

ANOTHER ONE



Pin the condom on the penis / Label the Male Parts



Ring Toss

SO, YOU'VE GOT THEIR ATTENTION, NOW WHAT?

- The hardest part is over, and you've survived, congratulations! How do we get the necessary information to our WSW & youth participants without boring them to tears?

Make sexual health relatable!

(ON BIPHOBIA & STIGMA) FEAT. THE REAL L WORD



HOW ARE QUEER WOMEN VIEWED IN MAIN STREAM MEDIA?

- “Turn a dyke bitch out have her fuckin' boys, beast.”- ASAP Rocky
- “Heard they do anything for a Klondike, Well, **I'd do anything for a blonde dyke. And she'll do anything for the limelight.**”- Kanye West
- “Girls kissing girls, cause it's hot, right? But unless they use a strap-on then they not dykes. They ain't about that life.”- Yeezy

National Youth HIV Awareness Day

(CUPCAKES & CONDOMS) LATEX



PEOPLE BE LIKE...



OR NAHHH



National Women & Girls HIV Awareness Day



(INSERT SHAMELESS PLUG)

Sexually Active?

TEST



FOR ALL THE THINGS

Free HIV/STI Testing!

Metro Card provided with test!

DECISIONS, DECISIONS

What type of Strap-on are you looking for?



Harness & Dong Sets



Harnesses



Hollow Strap-ons



Plus Size Strap-ons



Strapless Strap-ons



Vac-U-Lock System

GAME TIME: STRAP IT UP

- Need: Two teams of 3 people each for a relay race.

Winners get a prize!



Lesbians



Should not
Be allowed
To buy dildos

You made your
Choice, now live with it

TAKEAWAY

- The outcomes of the SIHLE & SISTA interventions within the contract year of December 1, 2014 through November 30th, 2015 were: 40 participants were recruited through toy giveaways, 112 participants graduated Iris House interventions, 248 women were tested, and 70 new followers were gained on Instagram as a result of social media campaigning.
- **Take-Away:** The Just For Us program staff has found the implementation of new culturally diverse and client centered outreach strategies to be more effective and impactful. These tactics have assisted in keeping participants engaged in our programs. When different cultures are not only embraced, but represented in program material and language, participants are more likely to receive services from these agencies.

QUESTIONS? COMMENTS?

Thank you!

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**I WANT TO PLAY A
GAME**