

HARLEM UNITED

It Takes a Village for Linkage to Care

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Intervention Description

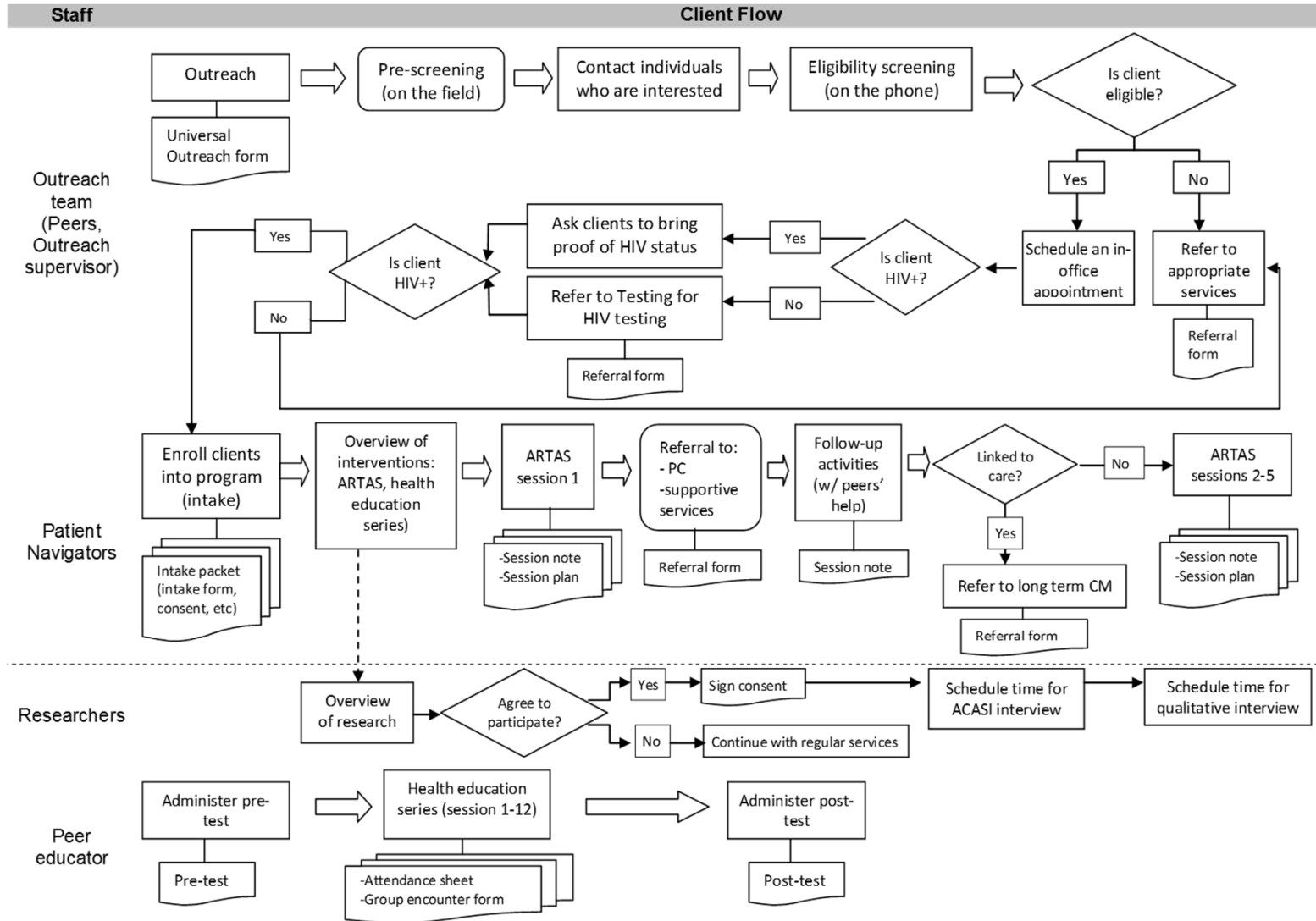
Target population:

Health Promoters: HIV-positive Puerto Rican individuals with a history of substance use who are receiving health care, originated from Puerto Rico and immigrated to NY relatively recently

Consumers: HIV-positive Puerto Rican individuals with a history of substance use who are out-of-care, originated from Puerto Rico and recently moved to NY

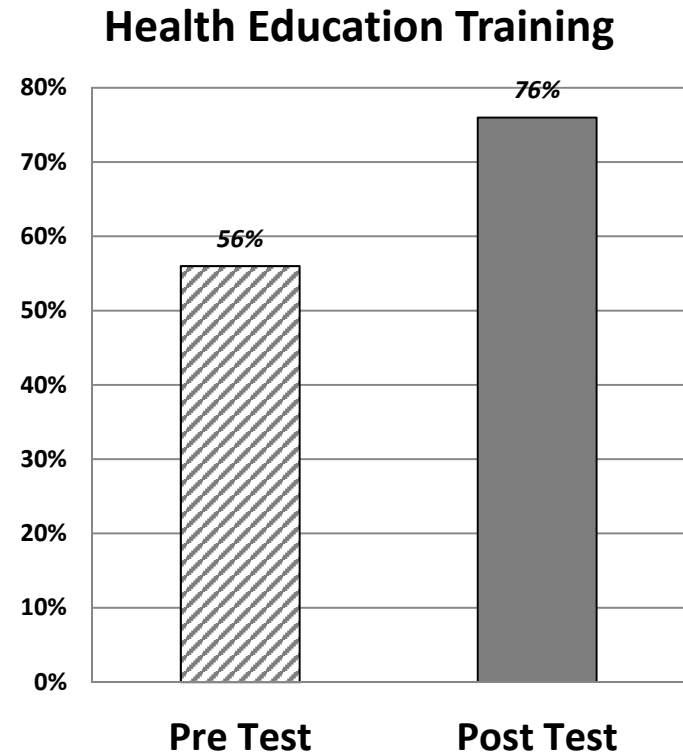


Work Flow



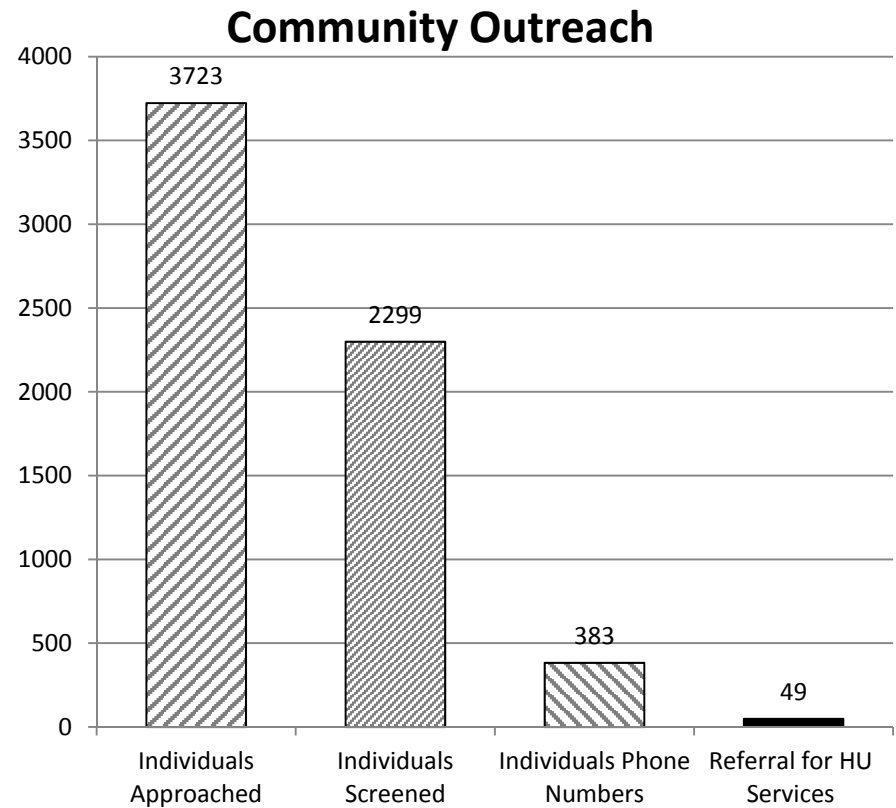
Health Promoter Training

- Two training cycles were conducted with 13 peers.
- Health education pre/post test showed a 20 percentage points improvement of in health information retention
- Two Booster sessions were completed



Health Promoters Outreach

- 3723 Palm Cards distributed
- 2299 People approached/pre screened
- 383 provided phone numbers to be contacted
- 49 Referral for HU Services



Recruitment Activities

- Community Partnership and Collaboration (in NY)
- Community Partnership and Collaboration (in PR)
- Conduct In-Reach within HU for Target Population
- Diversify Outreach Hours
- Peers will conduct outreach follow up calls



Recruitment Outcome

Outcome of 6 Months of Peer Street Outreach Activities

Linkage to Care

- 7 Clients Enrolled (12 clients enrolled in total)
- 12 Clients Linked to Care

Navigation Services

- 40 Follow up for Appointment Verifications

Retention in Care

- 8 Have been Adherent to PCP Appointment for the past six months



Challenges Identified

- Street Outreach Limitations
- Stigma/Disclosure
- Changing Landscape of Catchment Area



Overcoming Challenges

- Population Transitory Nature
 - Same Day Follow up Calls
- Stigma/Disclosure
 - Introduce program for third party (Do you know a friend or someone who may need this?)
- Changing Landscape of Catchment Area
 - Conduct outreach in service providers locations



Overcoming Challenges

PDSA 1

Problem Statement: The program enrollment for Curate has not met the target for last contract year.

Aim: To increase the number of clients enrolled into the program by testing new venues and time of visit.

Expected Outcomes	Plan					Do	Study	Act
	Cycle: #, Aim, Dates	Action steps	Person responsible	Due date	Measures of success	Status update	Results	Next Steps
Client enrollment in the program will meet the target of 40 enrollments in one contract year.	1, Aim: To test new timings at 2 spots. Dates: March 8 - 10, 2016.	Visit HASA offices at Grand Concourse from 8am to 10:30am and at 161st & Morris from 11am to 1pm	Maria, Jose	3/8 - 3/10	Number of palm cards distributed; # of people approached; # of telephone numbers collected	The outreach was carried out at both venues on 3/8 and 3/9. Due to an event on 3/10, outreach was only carried out at HASA office at Grand Concourse. OS & PN found very few people from target population at HASA office in the morning hours. They faced some resistance from people at the 2nd site on the 1st day.	Over 3 days, 12 palm cards were distributed; 12 people approached/ pre screened, and 5 telephone numbers were collected.	2 outreach events at HASA offices will be incorporated into the outreach schedule for 3rd and last Thursday every month from 9:30 to 11am. Toya will contact the ADHC case managers who have a working relationship with HASA CM's.
		Place a call to all people who provided their telephone number on the same day	Elizabeth	3/8 - 3/10	Number of people who could be reached on phone the same day	Elizabeth called 4 of the 5 people whose telephone number was collected during outreach.	Of the 4 people who were called, one was not aware of HIV status & needed to be connected to Health Home; one was not available at the time of call; one of them responded that they will call back, one of them wasn't interested in HU services.	Francisco to be hired for making calls to people on the same day. He will be provided training by Toya and Elizabeth on updating venue tracking spreadsheet.

SUMMARY: Outreach Supervisor and PN conducted outreach at 2 venues from 3/8 to 3/10.

Slide 10

AM3

Which color on PDSA table looks better?

Ashima Mahajan, 5/3/2017

PDSA 2

Problem Statement: The program enrollment for Curate has not met the target for last contract year.

Aim: To increase the number of clients enrolled into the program by testing new venues and time of visit.

Expected Outcomes	Cycle: #, Aim, Dates	Plan				Do	Study	Act
		Action steps	Person responsible	Due date	Measures of success	Status update	Results	Next Steps
Client enrollment in the program will meet the target of 40 enrollments in one contract year.	1, Aim: To test 2 new spots. Dates: March 21 - 24, 2016.	Maria will visit 2 different locations, 'Lower E side Delancey St' from 11am-12noon and 'Smith Houses project Madison avenue and Catherine St.' for 4 consecutive days.	Maria	3/21 - 3/24	Number of palm cards distributed; # of people approached; # of telephone numbers collected	This cycle of PDSA was carried out from 3/21 - 3/23. Maria reported that there was construction taking place at the sites she visited and there were not many people in sight. Many places/stores had closed in the area where earlier people of Puerto Rican origin used to gather.	Over 3 days, 151 palm cards were distributed; 11 people approached/pre screened, and 3 telephone numbers were collected.	After going over the data and the outreach supervisor's experience, it was decided that these locations would not be explored further for client recruitment. Rather, the area around East 10th street would be considered.
		Place a call to all people who provided their telephone number on the same day	Francisco	3/21 - 3/24	Number of people who could be reached on phone the same day	Francisco was hired by another program, so could not make the calls.		Maria to make follow-up calls to the 3 people who provided their contact number. Maria will also update the Venue and Outreach file after making the phone calls.

PDSA 3

Problem Statement: The program enrollment for Curate has not met the target for last contract year.

Aim: To increase the number of clients enrolled into the program by testing new venues and time of visit.

Plan						Do	Study	Act
Expected Outcomes	Cycle: #, Aim, Dates	Action steps	Person responsible	Due date	Measures of success	Status update	Results	Next Steps
Client enrollment in the program will meet the target of 40 enrollments in one contract year.	1; Aim: To test new venues (clubs/nightspots) during different times. Dates: March 30-31	Jose to accompany Jamal to new outreach venues (clubs or nightspots frequented by target population) during evening time. The venues are: West Village Bar (3/30; 6-10pm); Christopher Street (3/31; 6-10pm); Club Marque (4/1; 6-10pm).	Jose	03/30 - 03/31	Number of palm cards distributed; # of people approached; # of telephone numbers collected	This cycle of PDSA was conducted over 2 days. Jose reported that on the 1st day he did not come across many people from target population, but on the 2nd day he was more successful. He went out with Testing mobile teams on both days. On the 2nd day, he was able to engage more target population people and get their phone numbers.	Over 2 days, 136 palm cards were distributed; 15 people approached/ pre screened, and 8 telephone numbers were collected.	After going over the data and the outreach supervisor's experience, it was decided that the 2nd location, i.e. area around Chelsea Piers would be explored further for client recruitment. Dates for these areas to be decided.
		Place a call to all people who provided their telephone number on the same day	Maria/ Peer	03/30 - 03/31	Number of people who could be reached on phone the same day	Maria made 8 phone calls to all the numbers collected by Jose.	Out of the 8 people, Maria was able to reach only 2 on phone. One of them is HIV+ and already linked to care. The 2nd person told Maria that they will drop by Harlem United's office, but did not.	

Adapting SNS Model of Testing for Re-engagement



Adapting SNS Model

- It all started with one Peer
- Incentives

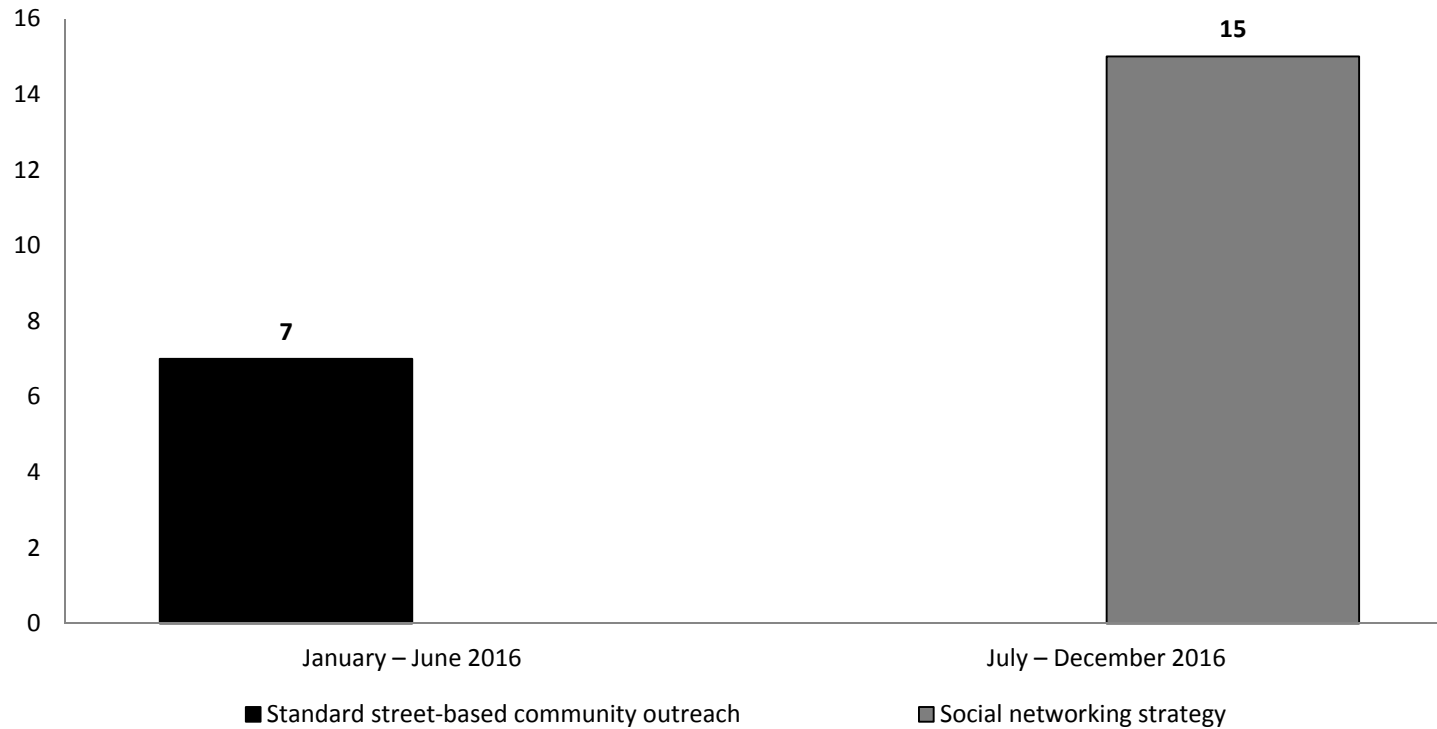


Adapting SNS Model - Results

Time Period	Approach xxxx	Number of Peers conducting outreach	Clients re-engaged to care
January – June 2016	Standard street-based community outreach	12	7
July – December 2016	Social networking strategy	12	15



Increase in the number of clients after change of strategy (54%)



Lesson Learned

- Peer Support is important
- Willingness to change/adapt
- Empower your team to think outside the box
- Incentive...still works if you can budget it



Questions

