#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
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

The SIHLE Motto

We are strong, beautiful Sistas, Informing, Healing, Living, and Empowering ourselves and our communities.

We are SIHLE!

AFTER

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
Calling all Lesbian, Bi, Questioning, & Trans* young girls!
Are you between the ages of 13-34? Be a part of our LInT 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

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_ Youth leading Youth! 🪶 #IrisHouse tabling at #SpeekFest2k15 #Community #Empowerment #Lgbt #LGBTQ #Leadership
The impact of language and hashtags, seen through “likes”:
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.
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 smartphones 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.
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!

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

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.

11 COMMENTS

14 likes
iris_house_ 🤣 Talk about a #TBT 😄 Well whatever your preference, make sure you aren’t S A F! 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 #liveyourbody #lezziagram #gay #bisexual

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. 🗓 82271 2nd
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.
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

HAVE ALL THE ALLERGIES!
PEOPLE BE LIKE...

SHE IS ALLERGIC TO LATEX

NO CONDOM
OR NAHHH

IS ALLERGIC TO LATEX

BRINGS HER OWN CONDOMS
National Women & Girls HIV Awareness Day

To 🍑 or not to 🍑
That is the question
Sexually Active?

TEST

FOR ALL THE THINGS

Free HIV/STI Testing!
Metro Card provided with test!
What type of Strapon 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 @offensivecomedy1
Should not
Be allowed
To buy dildos

You made your
Choice, now live with it
• 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.
Thank you!

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I WANT TO PLAY A GAME