Community Approaches to Reducing Sexually Transmitted Diseases (CARS)

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National Coalition of STD Directors Meeting

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Presentation Outline

- Background & Purpose of CARS Project
- Baltimore City Health Department
- University of Michigan
- Lessons Learned
- Questions from the Field
Background & Purpose of CARS Project
Background

- Surveillance data show, Sexually Transmitted Diseases (STDs) remain one of the most critical public health challenges facing the United States (U.S.)
- Rates are higher among some minority populations, and young people oddslot ages 15-24
- The health disparities associated with HIV, Viral Hepatitis, STDs, and TB are inextricably linked to a complex blend of social determinants that influence which populations are most severely affected
Background

- Collaborating with disproportionately affected communities to design, deliver, and assess the impact of public health interventions is essential for an effective response to the persistent epidemics.
- Not working with affected communities prior to design and implementation of interventions is counter to the practice of true public health ethics.
Purpose

The purpose of CARS is to:

• Implement **community engagement methods**
• Identify and **implement systems and environmental change strategies**
• Enhance and sustain **partnerships**
• Support **Communication strategies**, and
• **Evaluate** the efficacy of this intervention approach
<table>
<thead>
<tr>
<th>Strategies</th>
<th>Short-term Outcomes (Yr1)</th>
<th>Mid-term Outcomes (Yrs 2-3)</th>
<th>Long-term Outcomes (4+)</th>
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<tbody>
<tr>
<td>- Community Engagement</td>
<td>- Increase CAB participation and satisfaction</td>
<td>- Increased linkages with and access to target groups</td>
<td>- Decrease in risky sexual behavior</td>
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<td>- Identification and Implementation of system environmental strategies</td>
<td>- Increase prioritization of community SDH by the CAB</td>
<td>- Increase existing clinical resources for target groups identified by the CAB</td>
<td>- Decrease in STD disparities</td>
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<td>- Multi-sectorial partnerships</td>
<td>- Increase clinical resources identified to address needs</td>
<td>- Increase number and sustainability of CAB-designed STD interventions using partner resources and influence</td>
<td>- Increase in quality STD prevention services (e.g., health care providers, services more readily accessible)</td>
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<td>- Evaluation/CQI</td>
<td>- Increase number of effective CAB-designed STD interventions for target groups</td>
<td>- Increased access to/use of community health and resources, STD screening and support</td>
<td>- Decrease in exposure to social issues related to STD transmission</td>
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<td></td>
<td>- Increase number of new stable partnerships</td>
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<td>- Increased awareness of STD disparities</td>
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<td>- Increased awareness of personal health issues</td>
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<tr>
<td>Outreach</td>
<td>Consult</td>
<td>Involve</td>
<td>Collaborate</td>
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<tr>
<td>Some community involvement</td>
<td>More community involvement</td>
<td>Better community involvement</td>
<td>Community involvement</td>
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<tr>
<td>Communication flows from one to the other, to inform</td>
<td>Communication flows to the community and then back from the community</td>
<td>Communication flows both ways, participatory for of communication</td>
<td>Communication flow is bidirectional</td>
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<tr>
<td>Provides community with information</td>
<td>Gets information or feedback from the community</td>
<td>Involves more participation with community on issues</td>
<td>Forms partnerships with community on each aspect of project from development to solution</td>
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<td>Entities coexist</td>
<td>Entities share information</td>
<td>Entities cooperate with each other</td>
<td>Entities form bi-directional communication channels</td>
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</table>
The CARS Projects 2011-2014

- University of Texas Health Science Center at San Antonio (San Antonio, TX)
- Virginia State Department of Health/Richmond City Health District (Richmond, VA)
- Urban Affairs Coalition (UAC) / YOACAP (Philadelphia, PA)
- Health Research Association, Inc. (Los Angeles, CA)
The CARS Projects 2014-2017

- AIDS Foundation (Chicago, IL)
- Baltimore City Health Department/Johns Hopkins (Baltimore, MD)
- University of Michigan (Ann Arbor, MI)
- Public Health Management Corporation (Philadelphia, PA)
Baltimore City Health Department
Baltimore CARS

- Baltimore City Health Department
- Johns Hopkins Center for Child and Community Health Research
- Maryland Institute College of Arts Center for Social Design
- Youth Advisory Council
Program Priorities and Activities

- **Improve awareness of STIs and STI testing**
  - Peer education and outreach
  - Stay Sexy, Get Checked communication campaign

- **Increase access to STI testing**
  - CT/GC testing added to HIV outreach and testing van

- **Improve the STI testing experience**
  - Redesigned registration forms
  - Testing process map added to clinic walls and registration cards
Awareness of STIs and STI testing

"Knowing about the outcomes of your decision, keeping up with your physical sexual health and being aware of your sexual agency. 😊" — DeAndrea, 16, Dundalk

Your healthcare provider will instruct you in any next steps you should take based on your test results.
Improve the STI testing experience

We’re glad you’re here. We want you to feel comfortable and know what to expect today. Feel free to ask us if you have any questions!
University of Michigan

Center for Sexuality and Health Disparities
The CARS Projects 2017-2020

- San Diego State University (San Diego, CA)
- New Mexico Capacity Builders (Farmington, NM)
- Wake Forest University Health Sciences (Guilford, NC)
- Cicatelli Associates Inc. (Buffalo, NY)
Target Populations

- YMSM & YTG Women of Color in Guilford County, NC
  - Wake Forest University Health Sciences

- Hispanic Youth Heterosexually-identified youth, LGBT youth ages 15-24 South Bay catchment area, CA
  - San Diego State University Foundation

- Adolescents, Youth, adults, MSM, YMSM, and YTG in NM, Navajo Nation
  - Capacity Builders, Inc.

- AA and LGBTQ identified adolescents young adults aged 15-24 in Buffalo, NY
  - Cicatelli Associates Inc.
Lessons Learned

Questions from the field?
Partnership Lessons Learned

- Importance of clearly delineating partner roles
- Important to form agreements, such as MOUs, that were effective and specified roles/expectations
- Allow CAB to inform the project in relation to potential partnerships for intervention implementation
- Avoiding the creation of a hierarchy of expertise was also vital
Communication Lessons Learned

- Relying on text or cell phones alone was ineffective for communication with the youth as they were often lost or turned off.
- If youth needed to read an important email update, a text message or phone call followed, to alert them that they needed to check their email for an important message.
- Consider implementing weekend and virtual meetings to ensure that youth who were working could attend.
- Offering food (through partnerships) and transportation were effective methods to ensure meeting participation.
What Do You Want to Know?

Questions from the field?
What is the working definition of health equity and who are speaking of when we say health equity?

- Health equity is when everyone has the opportunity to be as healthy as possible. With health equity we are trying to ensure that **ALL** populations (especially those that are disenfranchised) have the opportunity to be healthy and have access to quality health services.
How does a health department get involved in the CARS initiative?

- The first phase of CARS the Richmond County Health Department was one of the CARS grantees. The other three grantees were community-based organizations and a public university.

- In the second phase of CARS, the Baltimore City Health Department was directly funded; and the remaining three grantees worked closely with their respective health departments.

- In this third phase of CARS, there are no directly funded health departments. However, each of the four grantees will be working closely with their local health departments.
What does a constructive and effective partnership with health departments and community-based organizations look like?

- Constructive and effective partnerships must have:
  - Leadership
  - Common Understanding
  - Purpose
  - Culture and Values
  - Learning Development
  - Communication
  - Performance Management