HOPE

HIV/STD Outreach, Prevention & Education

An Intervention to Prevent HIV and STDs Among African American Young Adults

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YC YOUR CENTER 4 WORLD

Genesee County

PRC MI Prevention RESEARCH CENTER of MICHIGAN Improving Health in Partnership

PRC Prevention Research Centers

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Improving Health in Partnership with Families and Communities

Prevention Research Center of Michigan

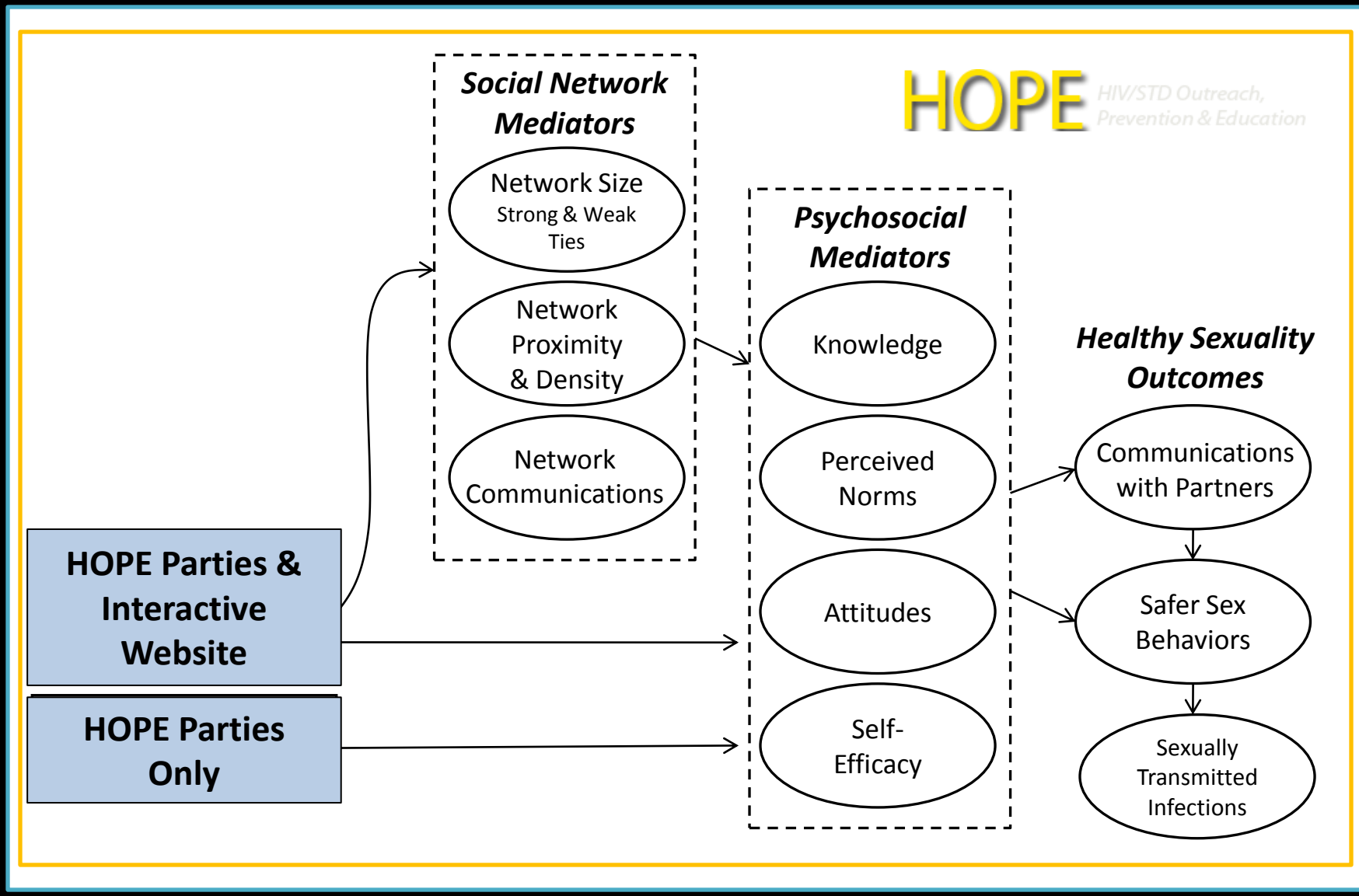
Safe and Healthy Futures

YOUR CENTER

Purpose

Promote healthy sexuality through HOPE parties and HOPE on-line

Conceptual Model



Outcomes

- ↑ Communication with partners
- ↑ HIV/STD Testing
- ↑ Condom use
- ↓ Drug and alcohol use before sex
- ↓ Number of sex partners

Population Rates of HIV and other STDs

HOPE Parties

Hosts and staff plan party

Hosts invite 8-10 friends

Educator leads healthy sexuality activities

Participants create risk reduction plan

HOPE PARTY ACTIVITIES

- Introduce team
- Obtain consent
- Warm-ups (games, myths, quizzes)
- Basic HIV/STI presentation
- Safer sex tools demonstration
- Role plays
- Group discussion and interaction
- Food

STAFFING

- Comfortable talking about sex
- Able to work with diverse individuals/groups
- Familiar with community and culturally aware
- Knowledgeable about HIV/STI
- Committed to project
- Enjoys work –can have fun

RECRUITMENT

- Clinics
  - STD/Family Planning
- Community Networks
  - CBOs
  - Churches
  - Events
- Continual Engagement

FOLLOW-UP

- Post-tests at 3, 6, and 12 months
  - ✓ Highly mobile population
  - ✓ Multiple methods of contact
  - ✓ Incentives
  - ✓ Persistence

HOPE ON-LINE

Build a community

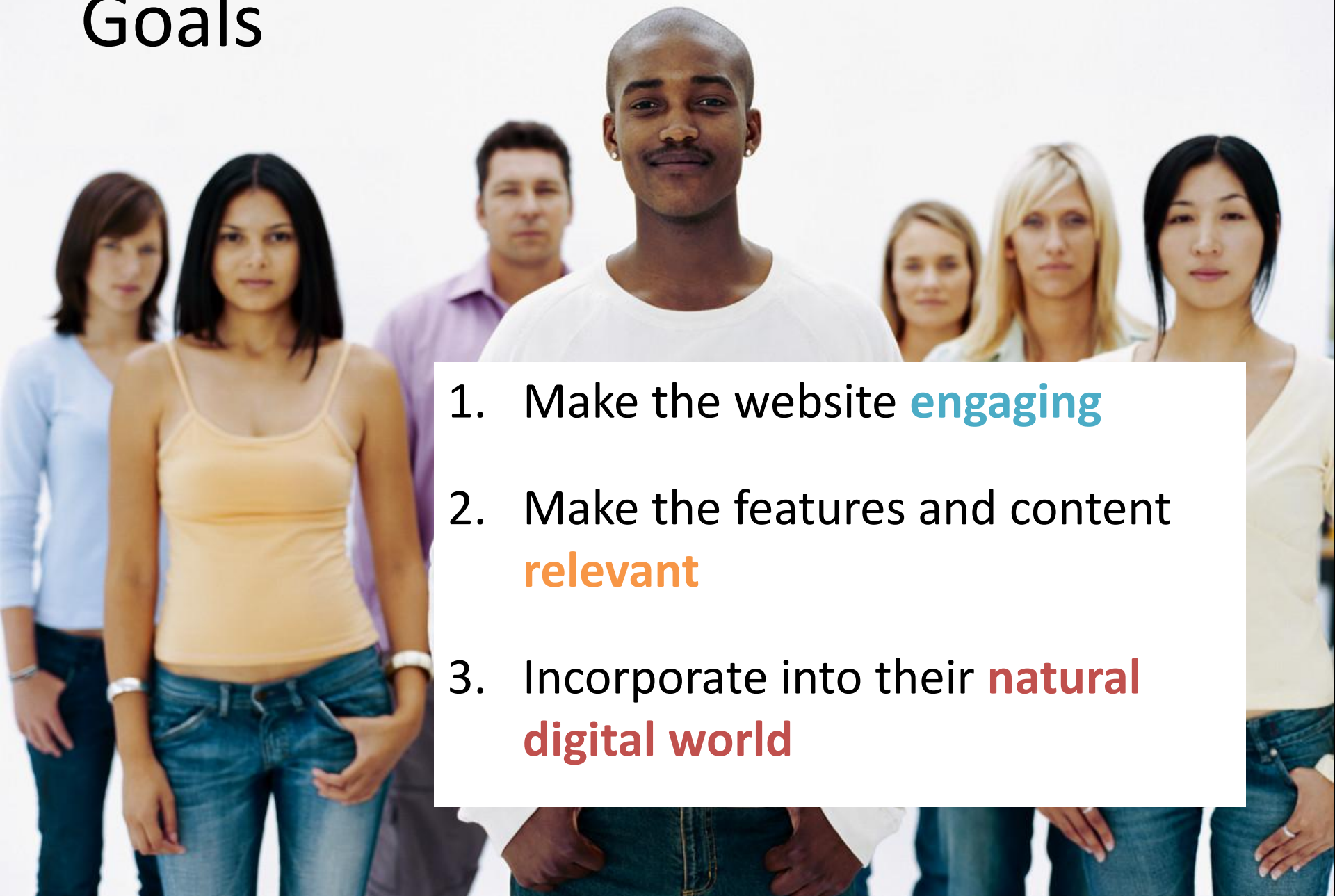
Offer peer support

Provide expert advice

List local resources

Exchange information

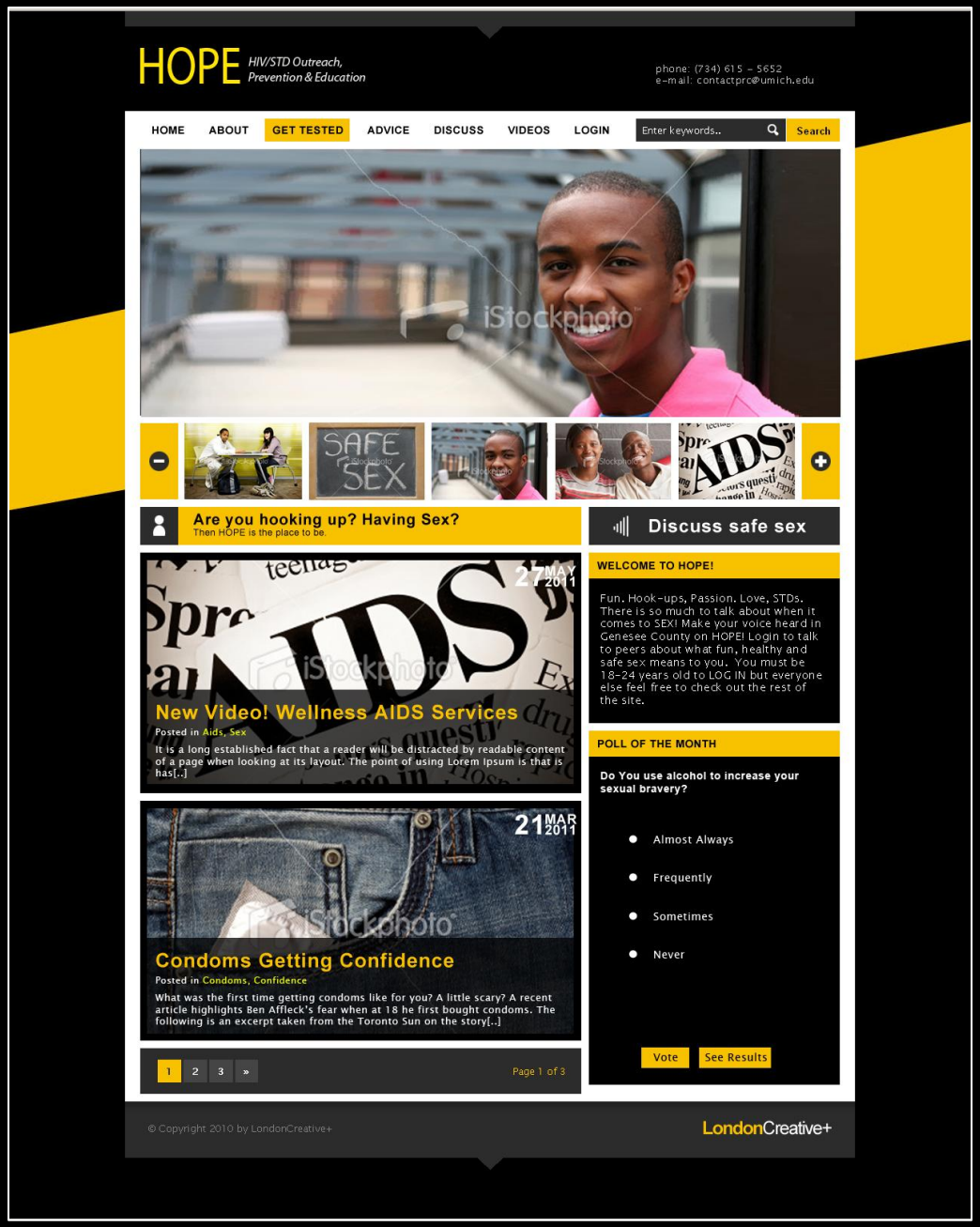
Goals



1. Make the website **engaging**
2. Make the features and content **relevant**
3. Incorporate into their **natural digital world**

Research Considerations

- Privacy and confidentiality
- Data collection from participants
- Flexibility in design
- Evaluation


HOPE
HIV/STD Outreach, Prevention & Education
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e-mail: contactprc@umich.edu
HOME
ABOUT
GET TESTED
ADVICE
DISCUSS
VIDEOS
LOGIN
Enter keywords..
Search
Are you hooking up? Having Sex?
Then HOPE is the place to be.
Discuss safe sex
27 MAY 2011
New Video! Wellness AIDS Services
Posted in Aids, Sex
It is a long established fact that a reader will be distracted by readable content of a page when looking at its layout. The point of using Lorem Ipsum is that is has[..]
21 MAR 2011
Condoms Getting Confidence
Posted in Condoms, Confidence
What was the first time getting condoms like for you? A little scary? A recent article highlights Ben Affleck's fear when at 18 he first bought condoms. The following is an excerpt taken from the Toronto Sun on the story[..]
1
2
3
»
Page 1 of 3
WELCOME TO HOPE!
Fun. Hook-ups, Passion. Love, STDs. There is so much to talk about when it comes to SEX! Make your voice heard in Genesee County on HOPE! Login to talk to peers about what fun, healthy and safe sex means to you. You must be 18-24 years old to LOG IN but everyone else feel free to check out the rest of the site.
POLL OF THE MONTH
Do You use alcohol to increase your sexual bravery?
Almost Always
Frequently
Sometimes
Never
Vote
See Results
© Copyright 2010 by LondonCreative+
LondonCreative+

twitter

Challenge #1:
Changing Technology

Challenge #2:
Internet Access

Challenge #3:
Sexual Health Content

ADVISORY GROUP

- Former hosts and participants
- Facilitated by community outreach worker
- Make suggestions for improvements
- Promote parties & on-line engagement

Challenges

- Shared leadership
  - ✓ University constraints
  - ✓ Community constraints
- Recruitment
- Participant Engagement
- Momentum

Issues to Consider

Need

Relevance

Representation

Capacity

Sustainability

Acknowledgements

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