

Challenges with Retention, Engagement

AIDS Foundation of Chicago

APLA

Core Center

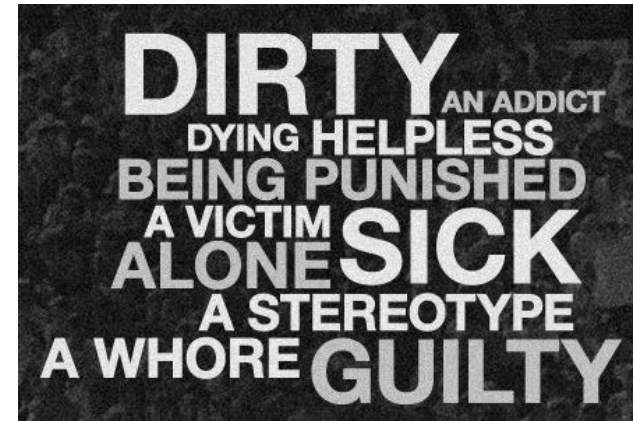
Philly FIGHT

Client-Level Challenges with Retention, Engagement

- Work
 - inconsistent hours
 - can be called in with little notice
 - if work becomes available, then client prioritizes work
- Distance of travel
 - for a 60 minute session
 - easier when done at time of appointment, but then client may be at clinic for several hours (medical, ADAP, meeting with Case Manager, etc.)
 - If meeting the client elsewhere, finding a confidential space
- Difficult to reach
 - no return calls
 - phone number not working/disconnected
- Other competing priorities – basic needs

Client-Level Challenges with Retention, Engagement

- Technological challenges
 - literacy level
 - not knowing how to use a computer
- Immigration
 - doing raids in the neighborhood
 - fear of leaving home, coming to clinic
- Depression
 - Feeling like a failure
 - Newly diagnosed feelings
 - Didn't take meds, didn't come to appointments
- Stigma
 - Not wanting to run into others in waiting area
 - Some clinics labeled as HIV/AIDS clinics
 - Shame related to relapse, not taking meds



System-Level Challenges with Retention Engagement

- Sometimes co-location of services = silos, rocky transition for clients
- Systemic discrimination of homelessness, Spanish-speaking, drug users, etc. throughout the medical system
- Spanish as a systemic barrier (providers not speaking Spanish, hard to navigate the system, etc.)
- Staff turnover = clients' lack of trust
- Ignoring the needs of the client instead of project needs
- Engaging our out of care clients (vs. newly dx'ed)
 - Consent forms, 1-hour long survey, being at the clinic

Environment-Level Challenges with Retention, Engagement



- Mexico is beating us economically. They are not our friend, believe me. But they're killing us economically. The U.S. has become a dumping ground for everybody else's problems. When Mexico sends its people, they're not sending their best. They're sending people that have lots of problems, and they're bringing those problems. **They're bringing drugs. They're bringing crime. They're rapists.** And some, I assume, are good people. Source: [2015 announcement speeches of 2016 presidential hopefuls](#) , Jun 16, 2015
- **How crazy - 7.5% of all births in U.S. are to illegal immigrants, over 300,000 babies per year. This must stop. Unaffordable and not right! — Donald J. Trump (@realDonaldTrump) [August 21, 2015](#)**

Environment-Level

Challenges with Retention, Engagement

- The single biggest problem is heroin that pours across our southern border. It's just pouring and destroying their youth... We have to have strong borders. We have to keep the drugs out of our country. We are getting the drugs, they're getting the cash. We need strong borders. We cannot give amnesty. I want to build the wall. **We have some bad hombres here, and we're going to get them out.** Source: Third 2016 Presidential Debate in Las Vegas , Oct 19, 2016
- We have a country, where, to assimilate, you have to speak English. And I think that where he was, and the way it came out didn't sound right to me. We have to have assimilation--to have a country, we have to have assimilation. I'm not the first one to say this. We've had many people over the years, for many, many years, saying the same thing. **This is a country where we speak English, not Spanish.** Source: 2015 Republican two-tiered primary debate on CNN , Sep 16, 2015

Environment-Level Challenges with Retention, Engagement

- Environment of fear, uncertainty
- Lots of rumors, myths, misconceptions
- Immigration concerns
- Insurance concerns
- Care concerns (medical and medication)

Successful Strategies



- Building strong relationships
 - with Promotors/Case Managers
 - with clinic, referral partners, providers
 - being their ally, working with the client (rather than the person who “chases them down”)
 - being honest, showing interest, having empathy
 - BUILDING TRUST and SHOWING RESPECT (rather than top-down, condescending approach)
 - using strengths-based approaches
 - sharing our own stories as peers (diagnosis, disclosure, immigration, etc.)
 - Staying alive and healthy as a form of resistance
- Accommodation/flexibility
 - being client-centered
 - having mobile staff
 - being available when client is ready for what they are ready for
 - not pushing them to do things they may not be ready for
 - Offering coffee ☺

Successful Strategies (cont.)

- Addressing stigma
 - Being gay, being HIV+, being Mexican, being out of care, using substances, experiencing substances
 - Offering opportunities for participants to “give back” or volunteer – condom kit assembly parties, outreach events
- Co-location of services
- WhatsApp
- Offering resources that show clients we care
 - Legal resources
 - Know Your Rights presentations for clients
 - Training project staff

Ideas we have

- Creating a private Facebook group?
- What about you? Other ideas?