

Sin Vergüenza Season II

Sin Vergüenza: An Innovative Tool in HIV Care

Presented by **AltaMed**



Natalie Sanchez, MHP
Clinic Administrator, AltaMed
Producer and Writer for Sin Vergüenza

Hilda Sandoval, PhD., LMFT
Mental Health Manager, AltaMed
Producer and Writer for Sin Vergüenza


Alonso Bautista, MFTI
Mental Health Supervisor, AltaMed
Co-writer of Sin Vergüenza

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Objectives

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- Demonstrate the effectiveness of using a telenovela for igniting conversation in Latino communities around HIV treatment, HIV related stigma and shame, and treatment.
- Identify ways to implement the telenovela in a health care setting which targets Latino and other underserved communities.
- Evaluate the use of entertaining content to increase awareness on HIV-related issues



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About the Producer Organization

AltaMed
QUALITY CARE WITHOUT EXCEPTION™

The largest independent Federally Qualified Community Health Center in the U.S.

Delivering more than 930,000 annual patient visits through its 43 sites in Los Angeles and Orange Counties

AltaMed HIV Services

<p>5 HIV Treatment Sites</p> <p>Los Angeles & Orange County 1,700 HIV positive clients</p>	<p>2009 Opt-out HIV screening</p> <p>2011 Systemize routine HIV testing in all clinics Screen all persons 13-64</p>
<p>1986</p> <p>Founded with Substance Abuse Treatment Expanded Care now includes •Medical & Oral Health •Psychosocial Services •Prevention Services</p>	<p>HIV Testing</p> <p>Over 5,000 HIV targeted tests annually Over 30,000 Opt out HIV tests annually •Over 70 HIV+ persons identified annually</p>

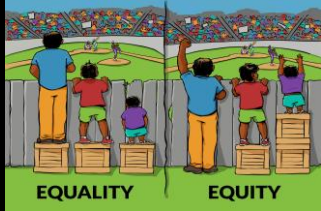
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HIV in the US

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Centers for Disease Control and Prevention (July 2015)

Released the Stages of Care, a comprehensive analysis showing that only 25% of the 1.1 million Americans living with HIV have their virus under control



EQUALITY **EQUITY**

©Interaction Institute for Social Change | Artist: Angus Maguire

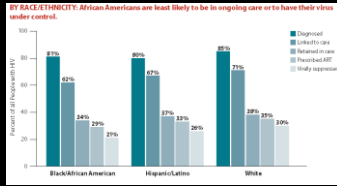
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HIV & Latinos in the US

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Centers for Disease Control and Prevention (July 2012)

- New HIV infection among Latinos in US was more than 3x as high as that of whites.
- Among Latino men who have sex with men (MSM), 67% of estimated new HIV infections occurred in those under age 35.
- 70% of Latinos living with HIV/AIDS were infected through heterosexual contact



100. 46. Packer B, Rhodes S et al. Differences in Human Immunodeficiency Virus (HIV) and Treatment Among Subpopulations in the United States. AIDS Read 2013; 7: 201-10 118151

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Engagement through Media

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About the Series

Sin Vergüenza Season II

Created in 2012, the series encourages people to seek HIV testing by featuring character stories highlighting the impact HIV has on Latino families.

- 7-episode Telenovela web series
- Bilingual: English and Spanish

Available on Svseries.com



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PURPOSE

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- Develop a culturally competent education tool to:
 - Address health disparities Latino communities related to HIV.
 - Disseminate HIV prevention messages in an innovative, nontraditional, accessible manner
 - Engage communities in conversations about HIV

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Meet The Salazars

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Season I Messages

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HIV AFFECTS US ALL

- Routine HIV Testing targets all individuals regardless of risk factors.
- Benefits: testing individuals who may not suspect they are risk:
 - Normalizes HIV testing
 - Diagnosing them at early stages of HIV

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Sin Vergüenza = Without Shame

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SHAME

Informs you of an internal state of inadequacy, unworthiness, dishonor, or regret about which others may or may not be aware.



Another person, circumstance, or situation can trigger shame in you, but so can a failure to meet your own ideals or standards whether or not they are perfectionist

(Lama, 2011)

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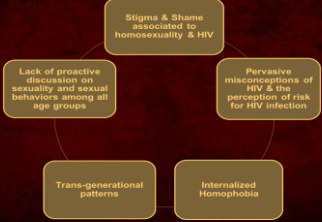
SHAME



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Themes/Contributors of Risk



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Why a telenovela?

- Telenovelas are a fundamental part of the Latino experience and culture in the US
- Have roots in Latin America
- Are a cultural touchstone, especially for Spanish speakers across the globe.
- Popular story arcs like long-lost family members resonate with Latinos whose families may have emigrated.
- Telenovela viewership in the United States is booming with 5.6 million people tuning in across the country

(Jacobson, 2012)

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Cultural Strengths



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Season II Messages

TREATMENT AS PREVENTION

- Importance of HIV Medical Care and Treatment
- Combating Stigma and Shame tied to HIV
- Prevention methods to reduce Mother to Child transmission
- PrEP is an effective prevention method

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Season II Themes

TREATMENT AS PREVENTION

- Addressing barriers to care
- LGBT Care
- Stigma & Shame
- Fear
- Homophobia
- Substance Abuse

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What's Being Done to Disseminate and Engage the Community?

- Social Media
- Press Media
- Partnerships
- Community Showings

You!

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Marketing Strategy Results

Goal

- Reach 225,000 views Season II Episodes (English & Spanish Videos- within 3 months from launch)

Tactics

- Develop website to host telenovela and other social marketing campaigns: www.Svseries.com
- Social Media Advertising
- Online Advertising
- Print Advertising
- Print Collateral Distribution
- Community Partnerships
- E-Mail Alerts

*SV II released March 11, 2016

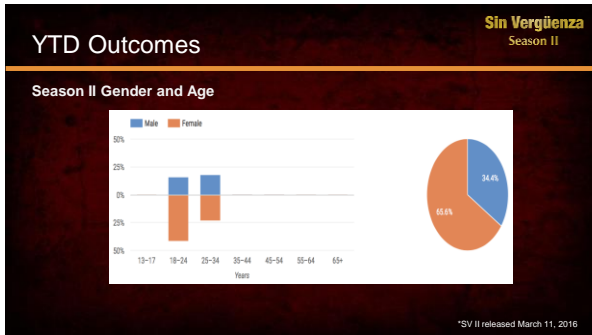
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YTD Outcomes

Sin Vergüenza Views

Season	Paid Views	Organic Views	Univision & Telemundo
Season I	~100,000	~100,000	~50,000
Season II	~150,000	~100,000	~20,000
Season I & II	~300,000	~200,000	~50,000

*SV II released March 11, 2016



Views by Region

Sin Vergüenza Season II

Top Locations	Views	13-17	18-24	25-34	35-44	45-54	55-64	65+	Gender
California	96,208	0.0%	58%	41%	0.4%	0.3%	0.1%	0.1%	0.1%
Texas	58,836	0.0%	60%	40%	0.1%	0.0%	0.0%	0.0%	0.0%
Florida	34,415	0.0%	57%	43%	0.0%	0.0%	0.0%	0.0%	0.0%
New York	32,312	0.0%	56%	44%	0.0%	0.1%	0.0%	0.0%	0.0%

*SV II released March 11, 2016



What's Next

Sin Vergüenza Season II

- Survey to Assess Impact of SVII Developed in Collaboration with Gino Galvez, PhD, CSULB
- Facilitator's Guide & DVD with Season I & II available in July 2016

Connect With Us

Sin Vergüenza Season II

#SinVerguenza2

- Facebook: AltaMedOfficial
- Instagram: @AltaMedHealthS
- Twitter: @AltaMedHealthS
- YouTube: HealthSVCS

SVseries.com

Media Coverage

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Contact

Natalie Sanchez, MPH
Clinic Administrator, Specialty Services
Creator/Writer/Producer
nsanchez@altamed.org
323-869-5468

Hilcia Sandoval, PhD, MFT
Mental Health Manager
Creator/Writer/Producer
hsandoval@ia.altamed.org
323-869-5459

Alonso Baustista, MFTI
Mental Health Supervisor
Writer
abaudista@ia.altamed.org
323-869-5408

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