

# Effective Recruitment of Transgender People into HIV Testing

Jenna Rapues  
*Interim Director*

Bennett Reagan  
*CBA Advisor*

# Acknowledgements

Centers for Disease Control and  
Prevention

APLA-Shared Action<sup>HD</sup>

UCSF Center of Excellence for  
Transgender Health

# SHARED ACTION<sup>HD</sup>

## Who we are...

- CBA for Health Departments
- Components
  - ✓ HIV Testing
  - ✓ Prevention with Positives
  - ✓ Condom Distribution

SA<sup>HD</sup> Capacity Building Assistance (CBA) program materials and activities are supported by Cooperative Agreement PS14-1403, Category A Number 5 NU65PS004403-03-00 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of Shared Action<sup>HD</sup> and do not necessarily represent the official view of the Centers for Disease Control and Prevention.

# CoE Capacity Building Assistance Program

- High-Impact HIV Prevention with CBOs
- Transgender health content expert
- Partnerships
  - UCSF Center for AIDS Prevention Study (CAPS)
  - Alliance Health Project



Jenna Rapues, MPH



Shawn Demmons, MPH



Greg Rebchook, Ph.D.

# Introduction

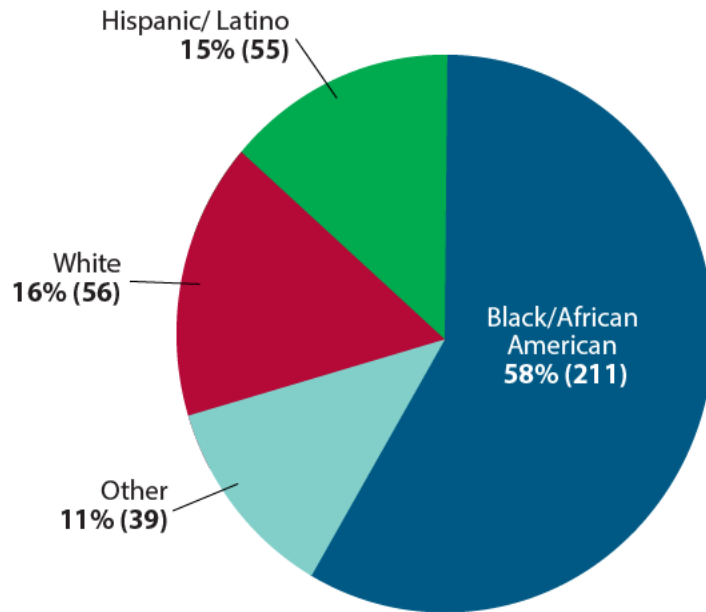
- Increase awareness of National Transgender HIV Testing Day (NTHTD)
- Increase capacity to recruit transgender people for HIV testing



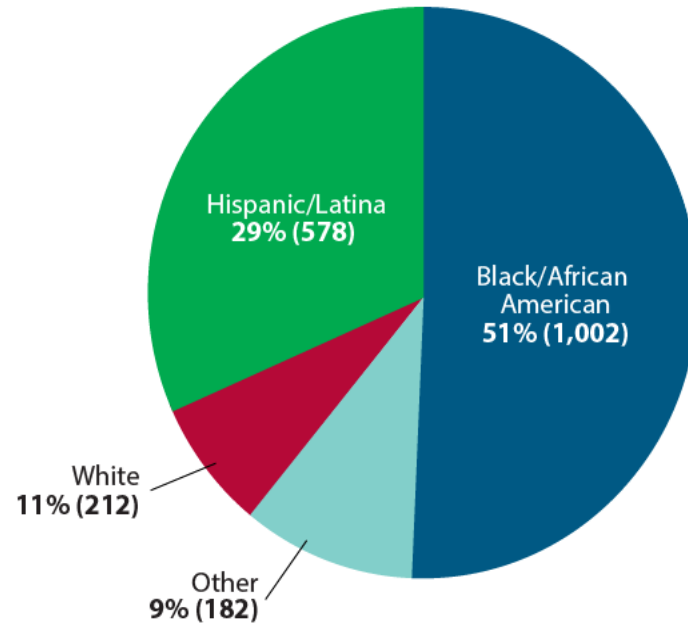
# Objectives

- Increase knowledge of effective recruitment strategies for transgender communities
- Increase capacity for engaging transgender communities in HIV testing
- Increase awareness of NTHTD

# HIV Among Transgender People in the U.S.



**Transgender Men**  
(N-361)



**Transgender Women**  
(N-1,974)

Source: Clark H, Babu AS, Wiewel EW, Opoku J, Crepez N. Diagnosed HIV Infection in Transgender Adults and Adolescents: Results from the National HIV Surveillance System, 2009-2014 (<https://www.ncbi.nlm.nih.gov/pubmed/28035497>). December 2016.

# 2015 U.S. Transgender Survey

- Respondents were living with **HIV (1.4%)** at nearly **five times the rate in the U.S. population (0.3%)**
- **33%** of those who saw a health care provider in the past year **reported having at least one negative experience related to being transgender**
- **40% have attempted suicide in their lifetime**, nearly nine times the rate in the U.S. population (4.6%)

James, S. E., Herman, J. L., Rankin, S., Keisling, M., Mottet, L., & Anafi, M. (2016). The 2015 U.S. Transgender Survey. Washington, DC: National Center for Transgender Equality.



# 2015 U.S. Transgender Survey

- 4 times more likely to live in poverty
- 3 times higher unemployment rate
- **Nearly half (46%) were verbally harassed** in the past year because of being transgender.

James, S. E., Herman, J. L., Rankin, S., Keisling, M., Mottet, L., & Anafi, M. (2016). The 2015 U.S. Transgender Survey. Washington DC: National Center for Transgender Equality.

# Poll Question #1

Share one challenge your agency has encountered when recruiting transgender individuals for HIV testing?

# WHAT IS RECRUITMENT?

# Recruitment

- The way persons at **high-risk** for a disease, or transmission of a disease, are brought into prevention/intervention programs and services.
- Includes **locating, engaging, and motivating** high-risk individuals to access a service and/or participate in a program.

# Recruitment Strategy: 6 Step Approach

1. Who is being targeted?
2. Where is the appropriate place to recruit clients?
3. When should recruitment be done?
4. What messages should be delivered to recruit?
5. How should the messages be delivered?
6. Who is the most appropriate person to do recruitment?

# 1. Who is being targeted?

- Establish characteristic(s) of the risk population
- Use surveillance data
- Segment population



*If you don't know WHO you're trying to reach, you won't know where to locate them!*

# What is segmentation?

Identifying sub-populations within large diverse populations.

*In other words, dividing into parts.*

Segmenting your population DOES NOT mean segmenting your services!

# Diversity of Transgender Community

## Targeted communities

- Transgender women of color
- Needle sharing
- Sex work
- Transgender MSM

## Risk factors

- Race/ethnicity
- Substance use
- Illicit silicone use
- Sexual behavior





# Poll Question #2

Name one strategy your agency is currently using to recruit transgender communities in HIV testing?

## 2. Where is the appropriate place?

Think about where your potential clients:

- Interact/socialize
- Live
- Congregate
- Receive services
- Meet partners
- Engage in high-risk behavior

Look at factors such as:

- Confidentiality
- Safety
- Stigma
- Trust

# Look in All the Right Places



- ▶ Transgender-specific recruitment strategies
  - Street outreach
  - Night clubs
  - Client homes
  - Other transgender service providers
  - Digital locations

# 3. When should recruitment be done?

- When can the targeted population be found?
- When is the targeted population most receptive to services?
- How can we schedule staff based on client accessibility?



# What's the best time?

- Late nights
- Early mornings
- Weekends
- Shifting migration patterns



# 4. What messages should be delivered?

- Types of messages
- Method for developing messages
- Method for testing messages



# Developing recruitment messages

- Utilize indigenous community leadership
  - Opinion leaders
  - Gatekeepers
  - “Mothers”
  - Community Advisory Board (CAB)

# 5. How should the message be delivered?

- Tailored to the media being used
- Visual messages
- Written messages
  - Literacy level





# Basic Methods of Recruitment

- Outreach
- Internal referrals or “in reach”
- Agency referrals (external referrals)
- Social networks
- Program marketing

## 6. Who are the most appropriate recruiters?

- Staff
  - Full-time
  - Part-time
- Peers
- Volunteers
  - Willing to follow protocols

# #HireTrans

- Hire local transgender women
  - Bridge between community and provider
  - Trust
  - Rapport
- Professional development
- Supportive supervision



# Best Practices for HIV Prevention Among Transgender People

1. Ground your work in the community

2. Remember that one size does not fit all

3. Use multi-level approaches

4. Get the facts


5. Look in all the right places

6. Increase access to health care





7. Promote staff development

8. Advocate


# 8 Best Practices for HIV Prevention among Transgender People



## 8 Best Practices for HIV Prevention among Trans People


1. **Ground Your Work in the Community.** Develop partnerships with trans people and organizations to create and grow programs, services and research with, by, and for trans people. Community involvement ensures acceptability, appropriateness, and relevance of your interventions, programs and services to the trans people. 
2. **Race & Ethnicity: One Size Does Not Fit All.** Interventions and programs are most effective when they incorporate racial and ethnic issues that contribute to HIV risk and issues of stigma and discrimination that are specific to trans people.
3. **Utilize Multi-Level Approaches to HIV Prevention.** Educate and provide services and care through a broader context of health and wellness. Consider approaches that not only focus on the individual, but also families, social networks, schools, communities, and organizations that transgender people live, work, and play in. 
4. **Get the Facts! Assess, Evaluate & Enhance.** Conduct thorough needs assessments and evaluations, use the data in program planning to improve, and disseminate what you learned.
5. **Looking in All the Right Places.** Recruitment and retention strategies should consider the unique needs and circumstances of priority populations. Make an effort to go beyond what was convenient, and bring education and services to trans people in their neighborhoods and communities. 
6. **Increase Access to Health Care for Trans People.** Have a central or multiple locations with easy access to public transportation, provide services in multiple languages, and have trained providers who understand current HIV and health care issues of trans people. Provide hormone therapy as part of primary care.
7. **Invest In Developing and Supporting Your Staff.** Prioritizing staff recruitment and development, on-going training and education, and creating opportunities for advancement are key to building capacity and healthy work environments for staff and their clients and patients. 
8. **Advocate for Structural and Systemic Change on Behalf of Trans People.** Collaborate with community partners to advocate for policy development and social change to identify and address how HIV among trans people is impacted by housing, employment, transphobia, racism, violence, lack of health insurance, provider education, and legalized discrimination.

Please visit our website for the complete report:  
*"Increasing access to comprehensive, effective, and affirming health care services for trans and gender variant communities."*



University of California  
San Francisco  
UCSF  
Center for AIDS Prevention Studies

For more information, contact:  
 Center of Excellence for Transgender Health  
 550 16th Street, 3rd Floor  
 San Francisco, CA 94108  
 Jena.Bjornson@ucsf.edu  
 Shava.Crimmins@ucsf.edu  
 Christina.Quinn@ucsf.edu



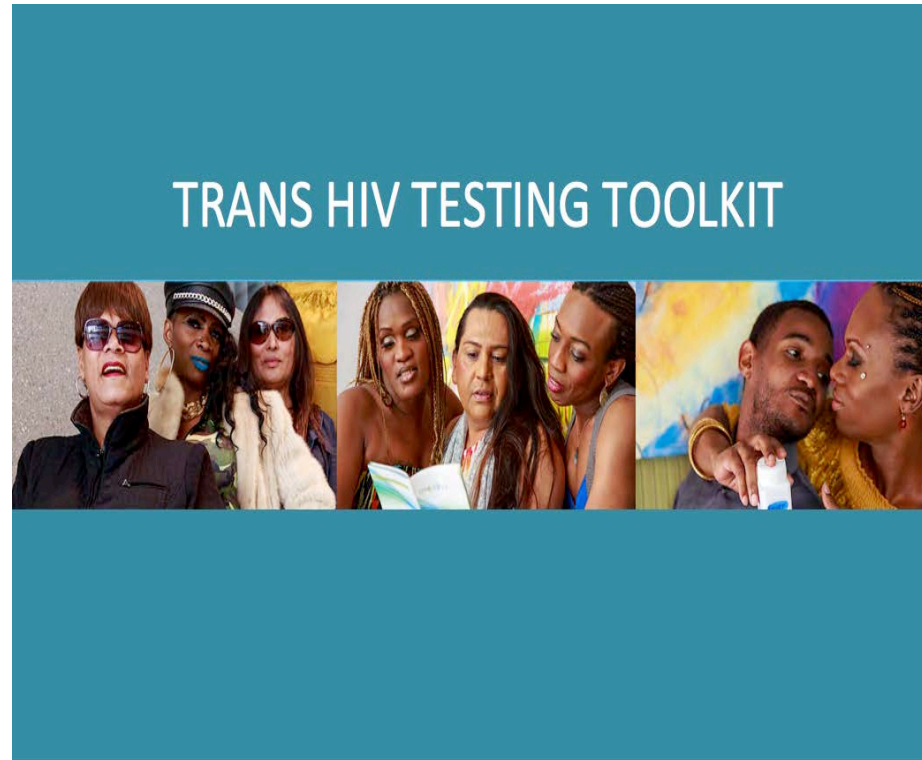
Center of Excellence for  
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Education and  
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[www.transhealth.ucsf.edu](http://www.transhealth.ucsf.edu)

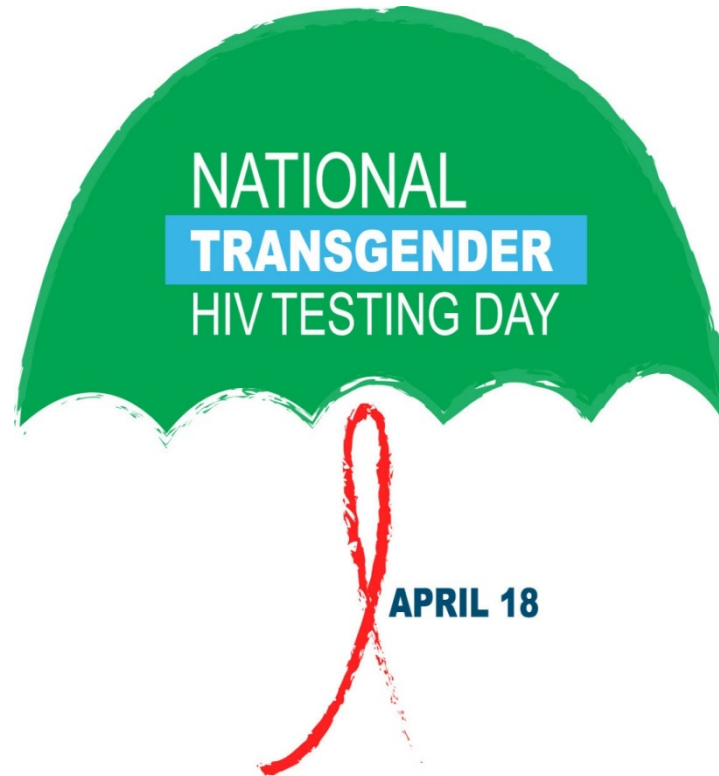
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[transhealth.ucsf.edu](http://transhealth.ucsf.edu)

# Transgender HIV Testing Toolkit



# Q&A



# Contact Information

## APLA-Shared Action<sup>HD</sup>

- Bennett Reagan  
CBA Advisor
- [breagan@apla.org](mailto:breagan@apla.org)

## UCSF Center of Excellence

- Jenna Rapues  
Interim Director
- [jenna.rapues@ucsf.edu](mailto:jenna.rapues@ucsf.edu)

