Strategic Communications to Prevent HIV Infections among Black and Hispanic Young Adults

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Outline

- Literature Review
  1. Disparities in HIV/AIDS
  2. HIV/AIDS Campaigns
  3. Sources of Health Information
  4. Sources of HIV/AIDS Information
  5. REACH 2010

- Research Questions
- Theoretical Foundation
- Methodology
- Results
- Limitations
- Recommendations for Future Research
- Conclusion
Disparities in HIV/AIDS

- While African Americans and Hispanics composed 28% of the U.S. population, they represented 65% of new HIV infections in 2010.

- **2010** – Fort Lauderdale, FL had the 2\textsuperscript{nd} highest incidence of HIV in the U.S.

- **2010** – 1 in 43 Blacks, 1 in 127 Whites, and 1 in 168 Hispanics were infected with HIV in Broward County

- **2014** – 418 Blacks, 175 Hispanics, and 381 Whites were newly diagnosed with HIV in Broward County
HIV in Broward

HIV/AIDS Campaigns


- Late 1980s – Media brought to everyone’s attention that Blacks & Hispanics were disproportionately infected with HIV.

- Efforts continued to reach these populations in Florida (e.g., “We Make the Change” [1999]) and elsewhere.

- LaCroix et al. (2014) conducted a meta-analysis to synthesize evaluations of mass media-delivered HIV prevention interventions, 1986-2013, and found only 6 studies in the U.S.
Sources of Health Information

- Conducted a CATI survey of 1,529 Hispanic (Colombian, Dominican, Ecuadorian, & Puerto Rican) and 933 Black (Caribbean, Haitian, & U.S.-born) persons from a population-based quota sample in NYC in 1992.

- Most common source of health information = health professional

- Use of the radio as a source of health information was highest among Haitians (20.8%) and lowest among U.S.-born blacks (4.2%).

- Among immigrants, as the proportion of life spent in mainland U.S. rose, increasing percentages cited magazines as a health information source.

Sources of HIV/AIDS Information

<table>
<thead>
<tr>
<th>Authors</th>
<th>Study Year</th>
<th>Location</th>
<th>Design</th>
<th>Selection of Participants</th>
<th>Characteristics of Participants</th>
<th>Instrument</th>
<th>Response Rate</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essien et al. (2000)</td>
<td>Jan. 1997-June 1998</td>
<td>Southwest &amp; downtown areas of Houston, TX</td>
<td>Cross-sectional</td>
<td>Recruited from public parks, mass transit locations, malls &amp; shopping centers from areas with a large pop. of AA &amp; Hispanic</td>
<td>441 AA 456 Hispanic American 297 White 18 &amp; over</td>
<td>Self-administered questionnaire (77 items)</td>
<td>52% AA 56% Hispanic American 58% White</td>
<td>“Where do you get most of your HIV/AIDS information?” Which of the following do you regard as the most (least) reliable source of HIV information?</td>
</tr>
</tbody>
</table>

- Hispanic Americans with less than a high-school education were more likely to report they obtained information about HIV/AIDS from the media (45.0%) than those with a high-school education or greater (34.6%).

- Hispanic Americans and African Americans mentioned obtaining HIV/AIDS information from family and friends more frequently than Whites.

- African Americans, Hispanic Americans, and Whites perceived government agencies and professionals as the most reliable source when it came to HIV/AIDS information, when compared to “family, friends, and school” and the media.
Goal – To eliminate racial and ethnic disparities in HIV disease in Broward County, FL, by 2010.

Priority Populations – Black & Hispanic 18-39 year-old residents living in one of 12 ZIP-code areas with a high incidence of AIDS.

One of 4 interventions focused on strategic communications; others were horizontal and vertical educational outreach & capacity building.

Research Questions

1. What are the similarities & differences in obtaining information about HIV prevention from various channels (media) between Black and Hispanic young adults living in Broward?

2. Which media sources provided the most helpful information about HIV prevention for Black and Hispanic young adults, 18 to 39 years old, living in Broward County?

3. How did obtaining information about HIV prevention from media sources change during 2001-2007 between Black and Hispanic young adults living in Broward County?

4. What is the relationship between obtaining information about HIV/AIDS from media sources & perceived susceptibility of HIV among Black & Hispanic residents of Broward?

5. What is the relationship between obtaining information about HIV/AIDS from media and engaging in different behaviors among Black and Hispanic residents of Broward?
Theoretical Foundation

Figure 1. REACH 2010 conceptual framework
Methodology


- Eligibility Criteria: Respondents had to:
  1. self-identify as Black or Hispanic,
  2. be 18 to 39 years old, and
  3. live in one of the 12 designated high-incidence areas.

- Random selection of landline telephone numbers.

- IRB-approved consent and interviews were conducted in English, Spanish, or Haitian Creole.

- Various descriptive, inferential, and binary logistic regression tests were performed to answer the five research questions.

2001 Sample, n = 2,011
• The 2001 CATI survey contained 65 items that covered demographics, involvement in community, perception of HIV/AIDS in Broward County, and media sources.

• Questions asked about media sources included:
  1. Sources from which individuals obtained any HIV/AIDS information in the past 12 months.
  2. Sources that were “most helpful” to them.

• Response categories changed for a few items.
## Results

### Ethnic Identity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>2,613 (33.3%)</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2,437 (31.1%)</td>
</tr>
<tr>
<td>Caribbean Islanders</td>
<td>1,478 (18.8%)</td>
</tr>
<tr>
<td>Haitian</td>
<td>1,315 (16.8%)</td>
</tr>
<tr>
<td>Total</td>
<td>7,843</td>
</tr>
</tbody>
</table>

### Black Non-Hispanic

<table>
<thead>
<tr>
<th>Ethnic Identity</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Haitian</td>
<td>749</td>
</tr>
<tr>
<td>Jamaican</td>
<td>694</td>
</tr>
<tr>
<td>Bahamian</td>
<td>122</td>
</tr>
<tr>
<td>Trinidadian</td>
<td>109</td>
</tr>
</tbody>
</table>

### Hispanic

<table>
<thead>
<tr>
<th>Ethnic Identity</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colombian</td>
<td>237</td>
</tr>
<tr>
<td>Mexican</td>
<td>220</td>
</tr>
<tr>
<td>Peruvian</td>
<td>131</td>
</tr>
<tr>
<td>Cuban</td>
<td>130</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>111</td>
</tr>
</tbody>
</table>
### Sociodemographic Characteristics of Respondents, 2001-2007 (N = 7,843)

<table>
<thead>
<tr>
<th>Variable</th>
<th>No. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age (Years)</strong></td>
<td></td>
</tr>
<tr>
<td>18-29</td>
<td>4,203 (53.6)</td>
</tr>
<tr>
<td>30-39</td>
<td>3,640 (46.4)</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>5,122 (65.3)</td>
</tr>
<tr>
<td>Male</td>
<td>2,721 (34.7)</td>
</tr>
<tr>
<td><strong>Marital Status</strong></td>
<td></td>
</tr>
<tr>
<td>Unmarried</td>
<td>4,648 (59.4)</td>
</tr>
<tr>
<td>Married</td>
<td>3,175 (40.6)</td>
</tr>
<tr>
<td><strong>Educational Level</strong></td>
<td></td>
</tr>
<tr>
<td>(\leq 12) years</td>
<td>3,682 (47.2)</td>
</tr>
<tr>
<td>&gt; 12 years</td>
<td>4,119 (52.8)</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
</tr>
<tr>
<td>&lt; $10,000 - $30,000</td>
<td>3,011 (51.5)</td>
</tr>
<tr>
<td>$30,001 - &gt; $80,000</td>
<td>2,840 (48.5)</td>
</tr>
<tr>
<td><strong>Length of Residence</strong></td>
<td></td>
</tr>
<tr>
<td>0-8 Years</td>
<td>3,984 (51.0)</td>
</tr>
<tr>
<td>9-39 Years</td>
<td>3,822 (49.0)</td>
</tr>
<tr>
<td><strong>Community Orientation</strong></td>
<td></td>
</tr>
<tr>
<td>Neighborhood</td>
<td>3,683 (47.5)</td>
</tr>
<tr>
<td>Other</td>
<td>4,063 (52.5)</td>
</tr>
</tbody>
</table>
RQ 1: Similarities & Differences in Obtaining Information about HIV Prevention from Various Media

CATI surveys of 7,843 Black and Hispanic 18-39 year old residents revealed TV was the most frequently mentioned source for obtaining HIV/AIDS information.

<table>
<thead>
<tr>
<th>Source</th>
<th>African American</th>
<th>Jamaican</th>
<th>Haitian (from Haiti)</th>
<th>Haitian American</th>
<th>Caribbean American</th>
<th>Bahamian</th>
<th>Trinidadian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>87.5</td>
<td>89.5</td>
<td>75.4</td>
<td>89.8</td>
<td>92.3</td>
<td>86.9</td>
<td>87.2</td>
</tr>
<tr>
<td>Radio</td>
<td>77.0</td>
<td>73.5</td>
<td>66.3</td>
<td>75.9</td>
<td>76.2</td>
<td>70.5</td>
<td>63.3</td>
</tr>
<tr>
<td>Newspaper/Magazine</td>
<td>75.4</td>
<td>77.2</td>
<td>62.7</td>
<td>75.9</td>
<td>70.0</td>
<td>75.4</td>
<td>78.9</td>
</tr>
<tr>
<td>Poster or Pamphlet</td>
<td>76.1</td>
<td>74.4</td>
<td>51.2</td>
<td>77.0</td>
<td>76.2</td>
<td>76.2</td>
<td>81.7</td>
</tr>
<tr>
<td>Billboard or Bus Ad</td>
<td>72.5</td>
<td>68.0</td>
<td>48.7</td>
<td>71.1</td>
<td>71.5</td>
<td>72.1</td>
<td>70.6</td>
</tr>
<tr>
<td>Family or Friends</td>
<td>62.0</td>
<td>55.6</td>
<td>48.8</td>
<td>55.1</td>
<td>57.7</td>
<td>54.1</td>
<td>52.3</td>
</tr>
<tr>
<td>Doctor or Provider</td>
<td>73.9</td>
<td>70.3</td>
<td>58.7</td>
<td>69.5</td>
<td>64.6</td>
<td>68.0</td>
<td>66.1</td>
</tr>
<tr>
<td>Local Health Dept.</td>
<td>49.3</td>
<td>43.1</td>
<td>39.5</td>
<td>46.5</td>
<td>35.4</td>
<td>49.2</td>
<td>39.4</td>
</tr>
<tr>
<td>School or University</td>
<td>53.7</td>
<td>57.5</td>
<td>55.1</td>
<td>78.1</td>
<td>65.4</td>
<td>59.0</td>
<td>57.8</td>
</tr>
<tr>
<td>Internet</td>
<td>48.6</td>
<td>54.5</td>
<td>44.8</td>
<td>62.0</td>
<td>60.8</td>
<td>47.5</td>
<td>50.5</td>
</tr>
</tbody>
</table>
Peruvians and Dominicans obtained information about HIV from the Internet more frequently than Mexicans and other Hispanic respondents.
Exposure to Specific REACH 2010 Media

- The coalition placed REACH 2010 PSAs on various TV and radio stations in Broward to reach Black and Hispanic young adults.

Figure 3. Percent of respondents who heard something about AIDS in Broward on specific radio stations, by Ethnicity, 2003-2007.
RQ 2: Most Helpful Information about HIV Prevention from Various Media

- Overall, CATI respondents believed they obtained the most helpful HIV/AIDS information from TV, followed by a doctor/health provider, schools or universities, newspapers or magazines, and the Internet.

- Haitians cited schools or universities as the second most helpful source while African Americans, Hispanics, and Caribbean Islanders mentioned doctor or health provider.

- English-speaking non-Hispanic Black respondents in Broward were more likely to report the Internet as a most helpful source of HIV/AIDS information than most Hispanic respondents.
RQ 3: Changes in Media During 2001-2007

Figure 1. Trends in Obtaining Information about HIV/AIDS among Racial and Ethnic Young People in Broward County, 2001-2007
Level of HIV/AIDS in Broward

- **Length of residence** in Broward County, Florida, was the best predictor of knowledge about HIV prevalence in Broward for African Americans, Hispanics, Haitians, and Caribbean Islanders.

- No one source appeared to be more significant than another for predicting correctly that the level of HIV was higher in Broward.

- Hispanics who obtained HIV information from the **local health department** and **Internet** were less likely to report that the number of people getting infected with HIV was higher in Broward than elsewhere in the U.S.
Perception of Susceptibility

Chances of Getting HIV

- African Americans, Haitians, and Hispanics who were unmarried and men were more likely than Caribbean men & women to believe they had some chance of getting HIV.

- Obtaining HIV information from family or friends was positively associated with reporting there was some chance of getting HIV for African Americans, Hispanics, and Caribbean Islanders.

- Obtaining information from a church was negatively associated among Hispanic and Caribbean young adults.
For specific REACH 2010 media, HOT 105 and 99 Jamz, were positively associated with ever being tested for African Americans, while seeing something about AIDS in Broward on a bus was positively associated for Haitians.
RQ 5: (cont.)

Tested for HIV in the Past Year
- Younger individuals were more likely to be tested for HIV.
- Obtaining HIV/AIDS information from a doctor or health provider was positively associated with being tested in the past year among African Americans, Hispanics, and Caribbean Islanders.

Condom used in Past Year
- Using a condom in the past year was positively associated with obtaining HIV information from the Internet for African Americans, schools or universities for Hispanic and Caribbean young adults, and the work place for Haitians.
Limitations

1. Since an available data set was used, analyses were limited. The existing data set was created to answer specific research questions of interest to the Broward Coalition.

2. The study was limited to individuals who had a landline telephone.

3. The study was limited to individuals meeting the inclusion criteria and being home on the day and time members from the Institute for Public Opinion Research called to conduct the survey.

4. Data that is self-reported may reveal a social desirability bias.

5. Since the study was cross-sectional, causality cannot be inferred.

6. Generalizability is limited to individuals residing in Broward County.
Recommendations for Future Research

• Although the Internet has gained in popularity along with social media (i.e., Facebook and Twitter), traditional media should not be overlooked when designing and developing comprehensive communications programs.

• Investigators should examine how different Black and Hispanic ethnic groups access and obtain information as well as which sources they find the most helpful and credible in the digital age.

• Current interventions incorporate biomedical strategies and stress taking medications and distributing condoms without providing individuals with adequate information, motivation, & skills training for HIV prevention.

• Ongoing HIV communications campaigns should be evaluated for impact and cost-effectiveness.
Conclusion

Strategic Communications in the Black Community of Young Adults in Broward

- During 2001-2007, all seven non-Hispanic Black ethnic groups in Broward, obtained HIV/AIDS information most frequently from TV.

- Regarding risk perception, church as a source of HIV information was negatively associated with Caribbean Islanders believing they could become infected with HIV.

- For HIV testing, obtaining information from a doctor/health provider was the best predictor for reporting ever being tested among African American and Afro-Caribbean young adults residing in Broward.

Strategic Communications in the Hispanic Community of Young Adults in Broward

- Mexicans were least likely of all Hispanic groups to obtain HIV information from the Internet, newspapers, and magazines.

- Cubans were least likely to obtain information from the local health department.

- Knowing which media diverse Hispanic ethnic groups access and find helpful allows interventionists to design and implement appropriate HIV-prevention programs.
Conclusion (cont.)

Traditional Media, Internet, and Social Media in the 21st Century

• When designing HIV strategic communications campaigns, public health officials cannot overlook TV and print media.

• Although Internet use increased significantly from 2001-2007, most young adults in Broward did not find it “most helpful.”

• Social media platforms have the potential to reach millions of people worldwide.

Strategic Communications in the 21st Century

• This study was the first to assess how diverse Black and Hispanic young adults residing in high AIDS-incidence areas obtained HIV/AIDS information from different media sources in the past year and whether the sources were helpful.

• Research should continue to focus on finding the right balance of broadcast, print, and social media to deliver the most impact for vulnerable populations at increased risk.
References


