

SAVING SOULS, HEALING BODIES: FAITH-BASED HIV OUTREACH



AN ALLIANCE BETWEEN BLACK FAITH-BASED ORGANIZATIONS AND CLINICIANS



- ❑ Black individuals, particularly those in the southern United States, are disproportionately affected by HIV.
- ❑ Black faith-based organizations (FBOs) have long been recognized as important partners for delivering health-related interventions.
- ❑ New Orleans, Louisiana has one of the highest rates of HIV in the United States.
- ❑ *Saving Souls, Healing Bodies: Faith-Based HIV Outreach to Black Communities in New Orleans* was designed to tackle this issue by educating clergy, congregants, and clinicians in New Orleans and offering health screenings at local church-based health fairs.

PROGRAM DESIGN



PARTNER

with clergy attending the annual meeting of the associated churches and through local outreach



SCHEDULE

community health fairs in 4 key churches in New Orleans area focused on HIV, hypertension, and diabetes screening



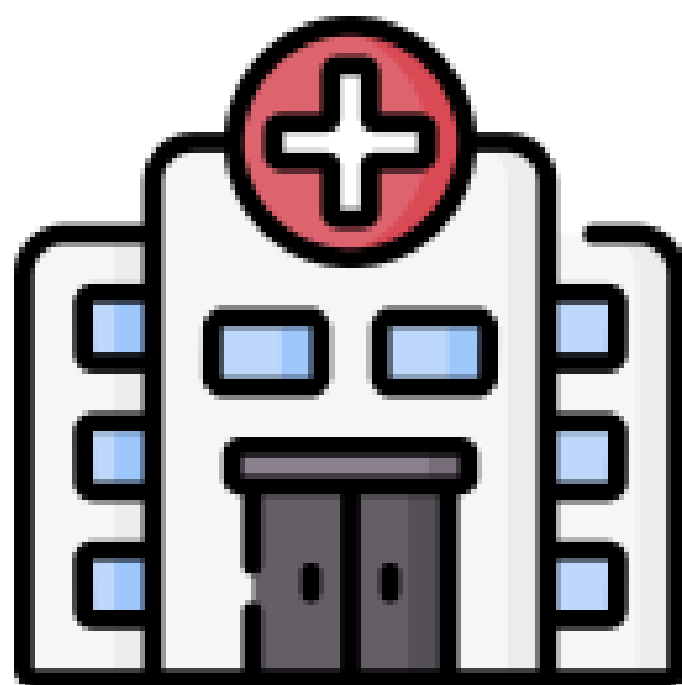
RECRUIT

congregants at associated churches and clinicians serving those neighborhoods



EDUCATE

recruited clinicians about HIV prevalence and care outcomes in Black population, PrEP, and barriers to care



REFER

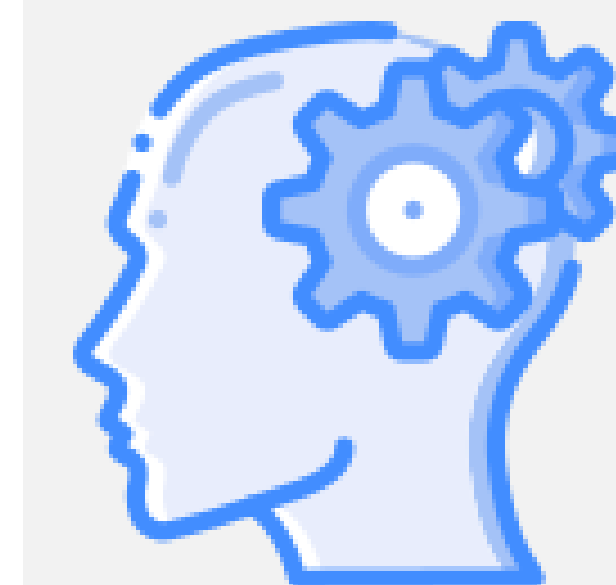
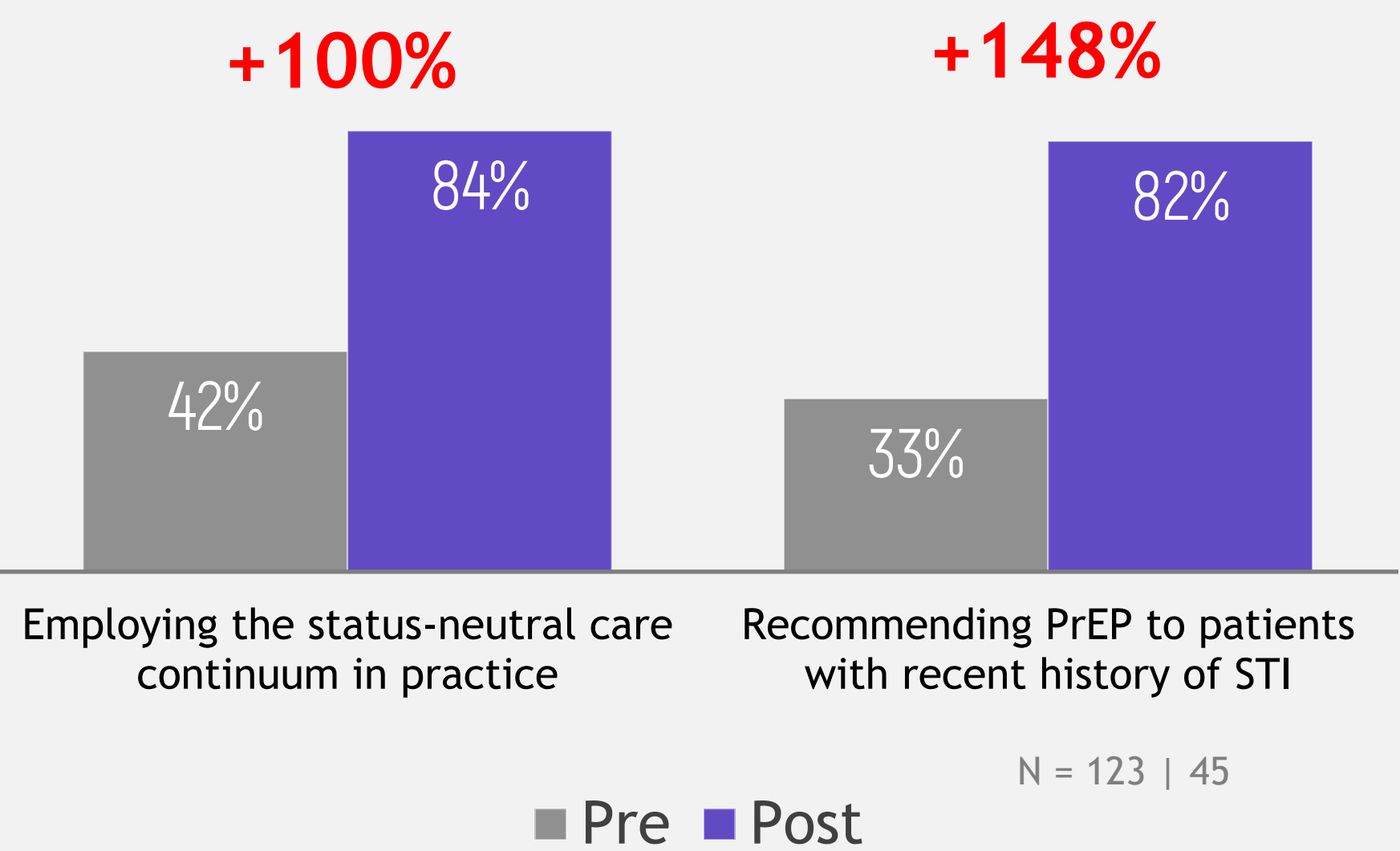
congregants to neighborhood clinicians through onsite scheduling and linkage coordinators

CLINICIAN EDUCATIONAL IMPACT



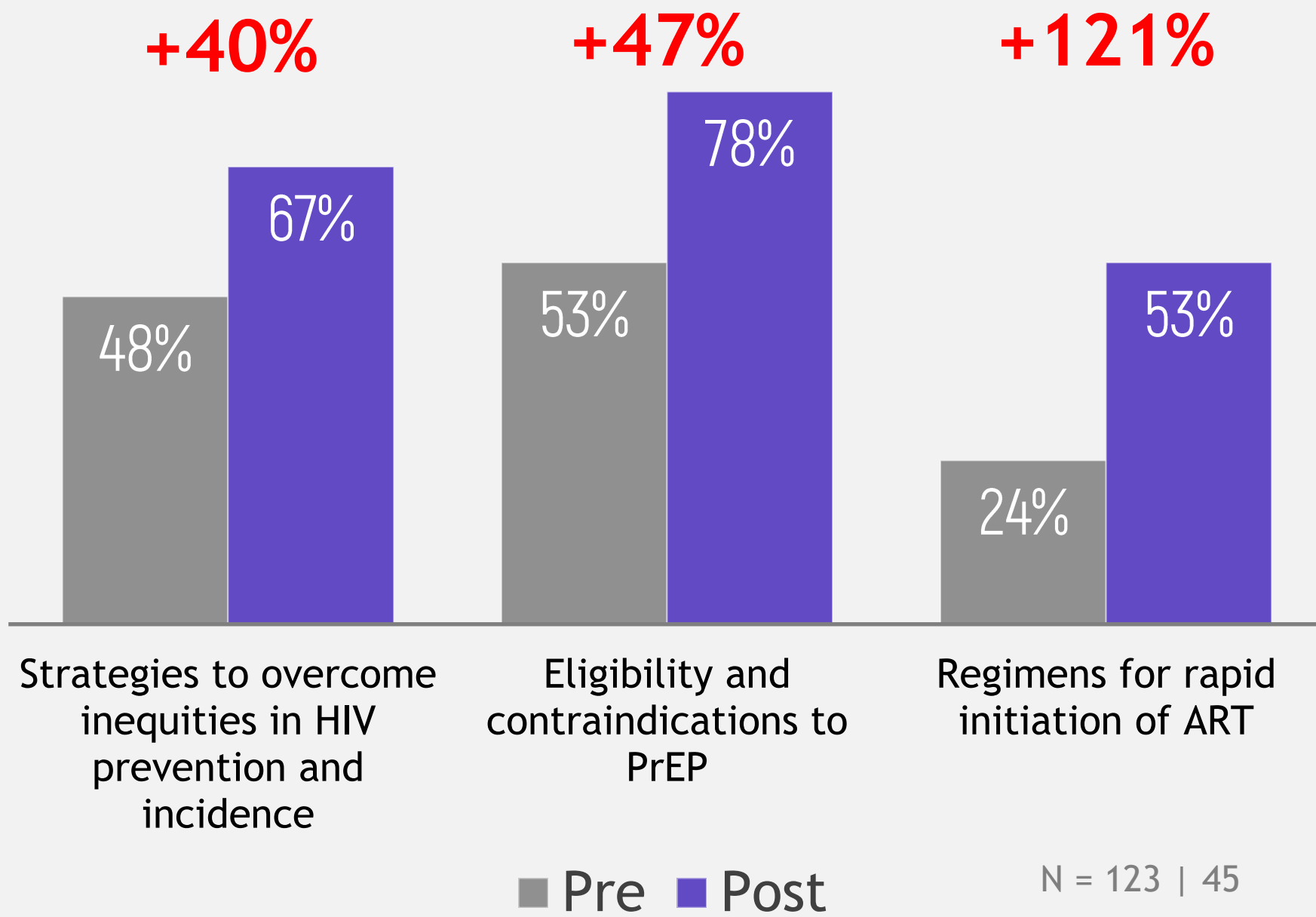
264 clinicians (physicians, NPs, PAs, pharmacists) joined webcasts to learn about the prevalence of HIV in the Black community and how to screen, prevent and treat HIV

Competence Increases



92% of learners stated they would consider changing their practice based on this activity

Knowledge Increases



Potential Ongoing Barriers:

- "Insurance/reimbursement"
- "Social stigma"
- "Remembering to offer PrEP"
- "HIV still being a taboo topic"
- "Patient compliance"



PATIENT LINKAGE TO CARE

Community intervention featuring
4 health fairs that reached **309 patients**



Facebook Ad
77,745 Impressions
7,888 Users Reached
952 Clicks

715 Clergy educated
612 Congregants educated



HANDOUTS



LIVE/FACEBOOK STREAM

Initiative led to:

- ✓ 526 health screenings (ie, HIV, diabetes, hypertension, hyperlipidemia, syphilis, hepatitis C)
- ✓ 132 HIV/STI tests

CONCLUSIONS

By collaborating with FBOs, expert faculty, and a local health care system, we provided a safe environment to have an honest discussion regarding HIV among clergy, clinicians, and congregants, reducing HIV stigma. This proof of concept can provide a model for outreach to other FBOs.

