Taking It to the Pews (TIPS)

Moving from Motivation to Action: Strategies to Increase HIV Testing in African American Churches

Therese Ruhland-Petty, MA
Carole Bowe Thompson, BS
Jannette Berkley-Patton, PhD
Marcie Berman, MA
Alexandria Booker, BA
Andrea Bradley-Ewing, MA
Presenter Disclosures

Therese Ruhland-Petty

(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
Historical Overview

- African Americans in the U.S.: 13% of population, make up 40+% of new HIV cases each year
  - In Kansas City: 45% of newly reported HIV cases

- African American churches:
  - Reach & Regular Attendance: various delivery outlets, serves members & community
  - Influence & History of Community Activism

- HIV & HIV Testing are highly stigmatized

- Community-Based Participatory Research:
  - Community is involved in all aspects of the research process
What is TIPS?

A multi-level, church-based intervention designed to mobilize African American (AA) churches in order to increase HIV awareness, screening, and linkage to care among church and community members.

**Goals:**
- Increase access to HIV testing
- Build AA church capacity
- Develop culturally & religiously tailored educational materials
TIPS: Context & History

National Black Church Week of Prayer for the Healing of AIDS
- In KC since 1995
- Lack of culturally/religiously tailored resources
- Need to be “doing something” beyond one week

Existing Relationships between:
- Faith-based organizations
- Administrative/health service organizations
- Academic partners

Church Capacity Survey
- Existing Infrastructure

On-going Meetings with Pastors:
- “no” to promoting condom use
- “yes” to HIV education/screening
TIPS Project Overview

- Randomized clinical trial
  - 5 year, NIMH funded grant
  - 14 churches (7 intervention, 7 comparison)
  - Goal: 1,540 participants

- Church Health Liaisons (CHLs) implement the intervention
TIPS Project Components

- HIV Testing
- Tool Kit
- Compensation
- Data Tracking
- Motivational Strategies (for Intervention Churches)
Motivational Strategies: Day of

- Pastor: sermon related to HIV, stigma, compassion
- Role modeling testing: Pastor and/or church leaders
- Testing process explanation
- Responsive Reading
- Other tools:
  - Brochures
  - Bulletin inserts
  - Games
  - Testimonial
Logistics of Implementing Strategies

Communication with Church Health Liaisons
- Confirm date with church office
- Send in form to health agencies
- Promotions/advertisements for event
- Meet with Pastor & confirm strategies
- Reserve space
- Coordinate tool distribution

Communication with Staff
- Availability to attend Testing Events
- Set & confirm date
- Instructions on event location, guidelines & roles

Communication with Testing Agencies
- Confirm availability
- Follow up to ensure they’ve received form from CHL
- Review day of logistics
# How Many People Got Tested?

<table>
<thead>
<tr>
<th></th>
<th>Testing Event #1</th>
<th>Testing Event #2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Church 1:</strong></td>
<td>33</td>
<td>10</td>
</tr>
<tr>
<td><strong>Church 2:</strong></td>
<td>2</td>
<td>38</td>
</tr>
<tr>
<td><strong>Church 3:</strong></td>
<td>33</td>
<td>64</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>68</strong></td>
<td><strong>112</strong></td>
</tr>
<tr>
<td><strong>Church 4</strong></td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td><strong>Church 5</strong></td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td><strong>Church 6</strong></td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>39</strong></td>
<td><strong>11</strong></td>
</tr>
</tbody>
</table>

**INTERVENTION = 180**

**VS.**

**COMPARISON = 50**
What Influenced Testing #s?

- Pastoral support
- Event knowledge/advertising
- Effective implementation of motivational strategies
- Perceived privacy/confidentiality of results
- Ease of access to testing
Challenges

• Effective Communication
  • With Churches and CHLs
  • With Staff and Health service organizations
  • Understanding promotion

• Strategy Implementation
  • Day of coordination
  • Understanding # of tools & which strategies to use

• Space/environmental issues
Next Steps/Further Discussion

• Continuation of project:
  • Testing Event #3 with 1st 6 churches
  • Next Wave of churches (8)

• Enhance communication
  • Testing Event planning and set up
  • Motivational strategy planning and confirmation
  • Strategy implementation feedback

• Sustainability of motivational strategies & testing partnerships