

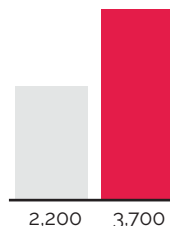
HEARING FROM LATINX GAY & BISEXUAL MEN

LISTENING IN ACTION

The Urgency of the HIV Epidemic Among Latinx Gay & Bisexual Men

Latinx gay and bisexual men in the US and Puerto Rico face unique barriers and stigma that impact access and engagement in healthcare. While new HIV diagnoses have decreased or plateaued in the general population, diagnoses have increased for Latinx men, especially among young men.¹ While Latinx communities have been mobilizing to address HIV disparities for decades, there is a need for a **new commitment and funding** that focuses on issues that strengthen efforts to address HIV disparities among Latinx gay, bisexual and trans (LGT) men.²

ViiV Healthcare collaborated with community advisors to design and implement an **adaptive listening strategy** to help prioritize how ViiV Healthcare could support men, communities and organizations in their response to the epidemic.



68%

increase in new HIV diagnoses among men aged 25-34 years¹



1 IN 5

men are diagnosed late³



1 IN 3

men have not reached viral suppression⁴

Our
Listening
Included



11
Cities



41
Organizations



156
Memria Stories



760+
Latinx GBT men

Key Insights

Context that impacts Latinx gay and bisexual men's health

- Family (including chosen family) is central and essential to the work
- Diversity reflects and affects men's everyday experiences, access to care and health outcomes
- Mental health and substance use, often a response to environmental traumas, are central barriers to holistic health
- Current national dialogue, policies and abuses around immigration have a powerful impact on HIV prevention, treatment and care
- Stigma in its different manifestations is experienced and described differently everywhere

Response must acknowledge that

- Developing and sustaining Latinx leaders and Latinx-led, community-based organizations is critical for movement building
- Resilience is actualized through proving oneself, community connections and giving back to the community
- Affirming care providers who share a higher degree of trust and intimacy, are knowledgeable, and represent the community are essential in delivering healthcare that helps men meet their health goals
- Infusing language-appropriate materials and spaces in all programming is a key driver in improving health outcomes

Building on these insights and connections, ViiV Healthcare is excited to continue its commitment to Latinx gay, bisexual and trans men through a **new initiative** to support community mobilization and strengthen supportive networks to nurture men in reaching their health and wellness goals.



Like all ViiV Healthcare community giving initiatives, the forthcoming Positive Action for Latinx Men is guided by a **strategic framework** to ensure the work is responsive to the needs and desires of people living with and affected by HIV. This is essential for true community-led innovation and optimal impact.

INSIGHTS, CONNECTIVITY & IMPACT



Riverside, CA



Los Angeles Metro, CA



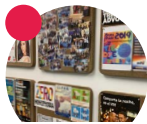
National Latino HIV & Hep-C Conference, TX



Houston, TX



Chicago, IL



New York, NY



Eagle Pass, TX



McAllen, TX



Harlingen, TX



Miami, FL



San Juan, PR



Mayagüez, PR

● Mi Vida Research City in addition to Listening Tour.

Our Approach

Overlapping and Continuously Evolving Listening

The listening was driven by two key strategies: 1) collaborative **community-based research** with the Latino Commission on AIDS looking at what helps Latinx gay men living with HIV achieve positive health outcomes and 2) a comprehensive **Listening Tour led by community captains**.

6 Months Research Study



10 Months Listening Tour



After all data were collected, community captains, research collaborators and advisors came together to 'make meaning' of what we heard.

Early in our listening we heard from community about the **essential nature of storytelling** in Latinx culture. To better hear and understand men's experiences, we partnered with the storytelling platform Memria to collect stories in a Story Booth.

Follow the link to hear some of the stories that men shared with us. A more complete playlist will be available in 2020

[Link to Stories](#)



Community captains

are closely connected to the local Latinx gay and bisexual community and worked closely with ViiV Healthcare over nine months to customize the listening approach to fit the nuances of their local communities. Captains across the US and Puerto Rico met every month to discuss lessons learned and share preliminary themes from the sessions. This **iterative approach** was a crucial element of the listening tour because it enabled us to learn and tailor the way we listened to fit the diversity of Latinx communities.



Attendees of Making Meaning Meeting, June 2019

ViiV Healthcare was established to take an innovate approach to the challenge of HIV—and we do. It's who we are.

An innovate approach means we go beyond developing new medicines. We seek insights to better understand the unmet needs of people living with HIV. We connect individuals and communities to help drive solutions focused on providing the same standard of care for all people living with HIV. We develop and support community programs that focus on HIV prevention, care, and treatment. The voice of the HIV community informs everything we do.

As the only company solely focused on HIV, we think differently, act differently, and connect differently to improve the lives and outcomes for all people affected by HIV.

To learn more, visit viihealthcare.com/us and follow us @ViiVUS



From the beginning, ViiV Healthcare's Positive Action programs have worked to reduce stigma and improve access to care for communities around the world. As the first global pharmaceutical company program to support communities affected by HIV/AIDS, Positive Action has supported more than 300 programs across the globe since 1992.

1. Increase in new diagnoses was seen between 2010 and 2016. CDC. (2019). Available at: https://www.cdc.gov/nchstp/newsroom/docs/factsheets/HIV-Incidence-Fact-Sheet_508.pdf 2. There is a lack of data on transgender men. More needs to be done to advance affirming and accurate collection and availability of this data to address the needs of transgender men. 3. Late diagnosis is when a person is diagnosed with HIV and AIDS concurrently. CDC. (2019). Available at: <https://www.cdc.gov/hiv/pdf/library/reports/surveillance/cdc-hiv-surveillance-supplemental-report-vol-24-3.pdf> (table 2c) 4. Viral suppression is when there is a very low amount of HIV in the body. Reaching viral suppression can improve men's health and reduce the likelihood of transmitting the virus to another person. CDC. (2019). Available at: <https://www.cdc.gov/hiv/pdf/library/reports/surveillance/cdc-hiv-surveillance-supplemental-report-vol-24-3.pdf> (table 4c) photo: California, Downtown, Riverside County, Riverside, CA* by aboutmytripdotcom is licensed under CC BY 2.0, TX McAllen Public Library Feb 2018 22580* by Barbara Brannon is licensed under CC BY 2.0

