

POSITIVE IS AN ATTITUDE

We will begin in just a moment, but in the meantime, please:

- Mute your line by pressing *6. You can un-mute by pressing *6 again.
- Enter your identity code. On the top of your screen is an Info tab. Click on it, and you will see an Identity Code – 2 numbers enclosed with # signs. For example, # 11 #. Dial #, your two digits and # again into your phone to be synced.
- Get comfortable using the chat feature in case you need support or have Qs!

If you experience any challenges during the webinar, please call (510) 725-5020 or e mail Shallen So'Brien at shallens@etr.org for support on the spot!

December 12, 2012



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POSITIVE IS AN ATTITUDE

Supporting Clinicians to Create
Positive, Engaging and H.I.P
Outcomes



WHY ARE WE HERE?

By the end of this webinar, you will be able to:

- **Discuss** common barriers Clinicians face in achieving high retention of high risk clients
- **Explore** the role of cultural competence in client retention
- **Practice** using evaluation tools that identify client engagement and satisfaction needs
- **Identify** opportunities for capacity building assistance to streamline the data collection process and make evidence based decisions to increase client satisfaction.

Our Agenda:

- Welcome & Purpose
- What is Tabono CBA?
- Why They Don't Come Back: Common Retention Challenges
- Unpacking Cultural Competence
- What Data Are You Currently Collecting?
- Client Engagement/Satisfaction Indicators to Consider
- Making Evidence Based Decisions
- How Tabono CBA Can Support You
- Q&A

What Is Tabono CBA?

CBA for CBOs:

Evidence Based Interventions:

(d-up, WILLOW, FOY, SIHLE)

Public Health Strategies:

(ARTAS, HTC, CRCS, Linkage to Care)

Monitoring & Evaluation:

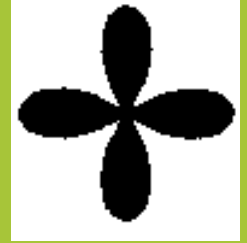
(Data Collection, Logic Models, Evaluation Planning and Execution)

Cultural Competency:

(working with multiple populations, integrating diversity, team building and evaluating cultural proficiency)

Tailored Trainings:

(group facilitation skills, effective communication, boundaries and ethics in counseling, and more!)



Tabono means

"oar" or

"paddle." It

symbolizes

unity of

purpose and

hard work to

reach a

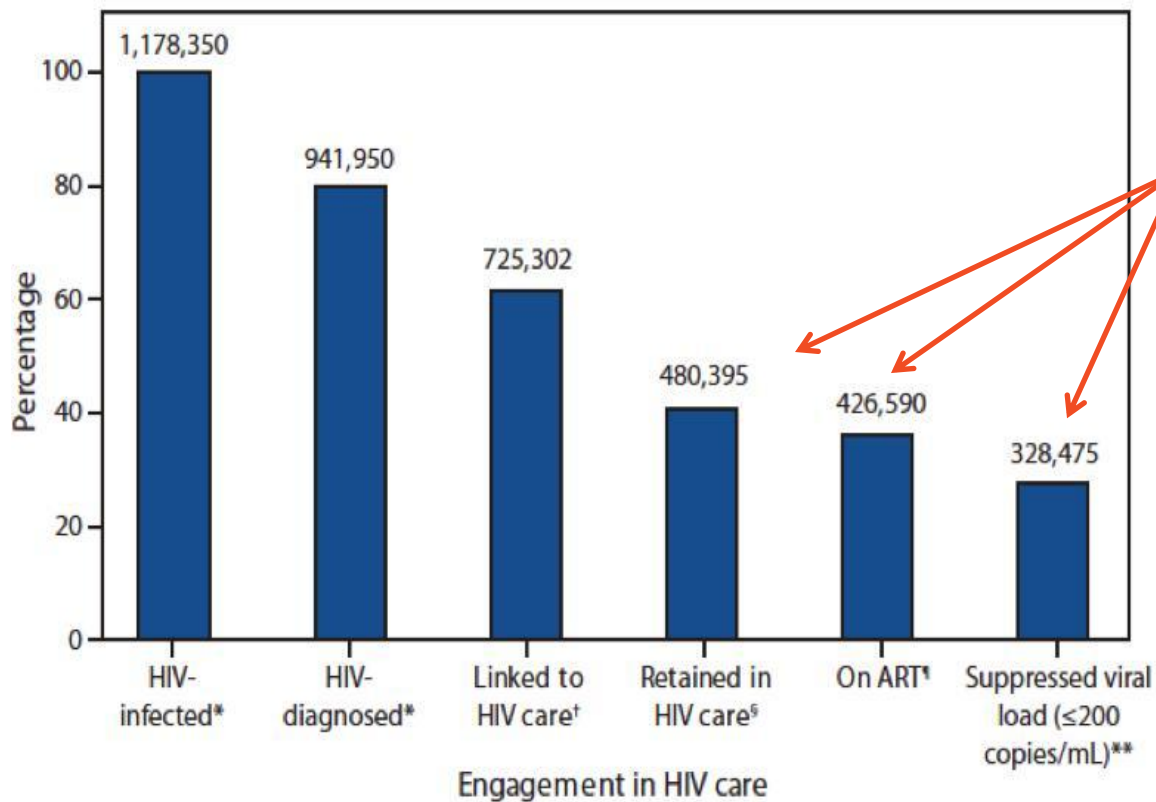
destination or

goal.

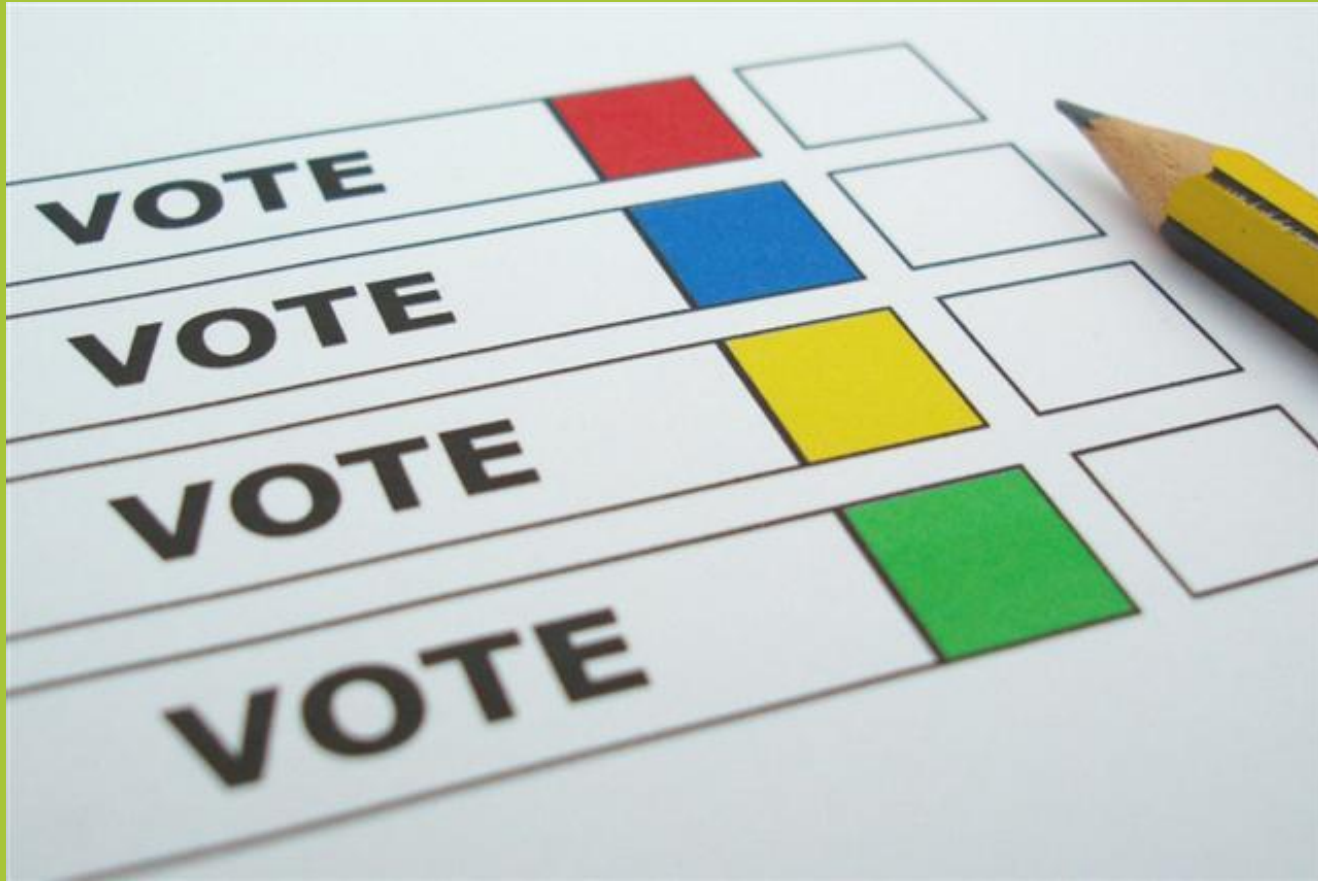
Retention – maintaining client participation for the duration of an intervention or through completion of a care/treatment plan.



THE ROLE OF RETENTION IN HIV PREVENTION/CARE



How do our services and clinic atmosphere create environments that improve client engagement, retention and treatment adherence?



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Is it **THEIR** fault ?

- Perception of safety, comfort and community
- Feeling powerless or non-active partner
- Perceived disapproval
- Confusion on navigating health care
- Overwhelmed by paperwork
- Intimidation by technology
- Unclear expectations
- Substance Use & Relapse
- “Clinic Jumping”



**Challenges
Clinics
Face with
Client
Retention**

Is it **OUR** fault ?

- Relating to client
- Disapproval of social or behavioral factors
- Feeling rushed
- Using medical terminology
- Inexperienced with certain needs or issues
- Lack of support to follow through with referrals and linkages
- Overwhelming paperwork
- Use of technology
- Unwelcoming front office staff
- Long waits in reception and patient rooms
- Limited clinic hours or locations



**Challenges
Clinics
Face with
Client
Retention**

What can we really do?

- Develop a **strong positive relationship** between client and provider
- Provide **assistance navigating** the healthcare and other service systems
- Linkage to **support services**, especially for mental health, substance use and at risk youth
- **Continuously update** client contact information and reminder/follow up calls

Adapted from: American Psychological Association, BSSV Program



CULTURAL COMPETENCY

Culturally Humble Staff + **Culturally Sensitive Services**
= **Culturally Competent Organization**



WHAT'S STIGMA GOT TO DO WITH IT?

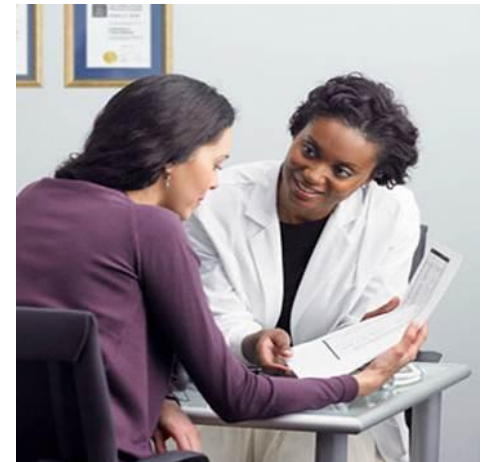


Clinician

- Another young woman? Why don't they think!?
- I wonder what he's using...
- All these new Medicare patients are bringing down the quality of our clinic.
- How can I really help this person without a certified interpreter?
- I am spending way too much time with this client.

Client

- Who saw me walk in?
- I wonder what that doctor thinks of me
- I feel so stupid, I should've never trusted him
- I hate going to the doctor, they never ask me what I want
- I wonder what these other people are here for
- I am not like them
- I don't really belong here



CULTURAL COMPETENCY

Cultural Humility (Staff):

- All levels reflect the client population
- Clinicians ask rather than assume
- Client steered conversations
- Check in with the whole person, not just the HIV+ person



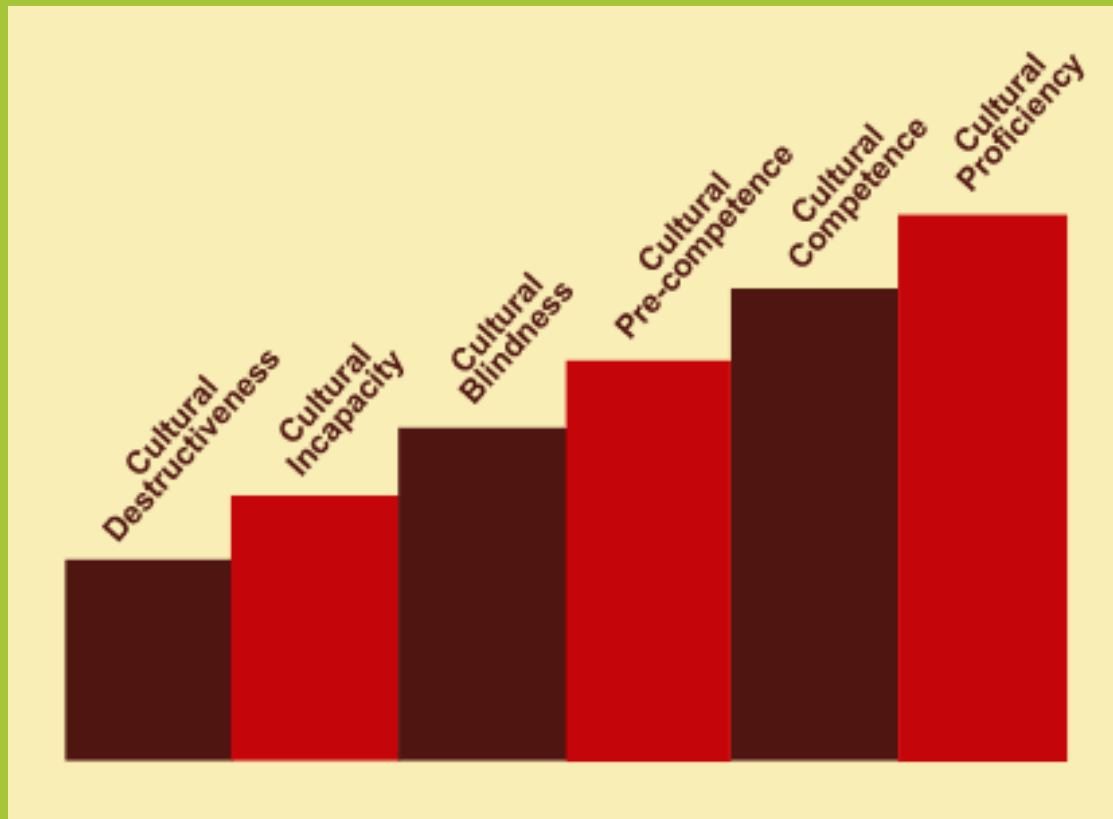
Cultural Sensitivity (Services):

- Language diversity
- Compassionate referrals to substance use & mental health
- Staff support with paper work
- Prevention, Care and Treatment Plans respectful of client reality, not clinician desires
- Client readiness considered

Cultural Competence (Agency/Clinic)

- Regular system(s) in place to generate client feedback
- Regular support for clinicians in dealing with diverse populations
 - Willing to change in response to client voices/needs

BUT, HOW DO WE MEASURE THIS?



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Before Clinician Visit:

- Intake Form
- Screening (mental health, substance use, etc.)

During Clinician Visit:

- Medical History
- Clinician checklist

After Clinician Visit:

- Client Satisfaction Questionnaire
- Feedback Forms

What data instruments does your agency/clinic currently utilize?

- **Strong Positive Relationship between client and provider**

“I felt comfortable asking dumb questions even though I know he told me before...”

“The nurse remembered that I wanted to run a 10K...”

- **Assistance Navigating the Healthcare and other Service Systems**

“Staff were knowledgeable in helping me schedule other appointments...”

“I am confident keeping the appointments I set today...”

- **Support Services, especially for mental health, substance use and at risk youth**

“The social worker helped me call a transitional housing agency.”

“The doctor told me about a place to get weight loss counseling since they don’t do that here and she wants me to lose 15 pounds.”

- **Updated Client contact information and reminder calls**

“I got a text reminder about my appointment.”

“Every time I go in to the clinic, the computerized sign-in asks for any changes to my contact information.”

What client retention reactions can look like if you ask...

Before Clinician Visit:

- Intake Form
- Screening (mental health, substance use, etc.)
- Support Services, especially for mental health, substance use and at risk youth
- Updated Client information and reminder/follow up calls

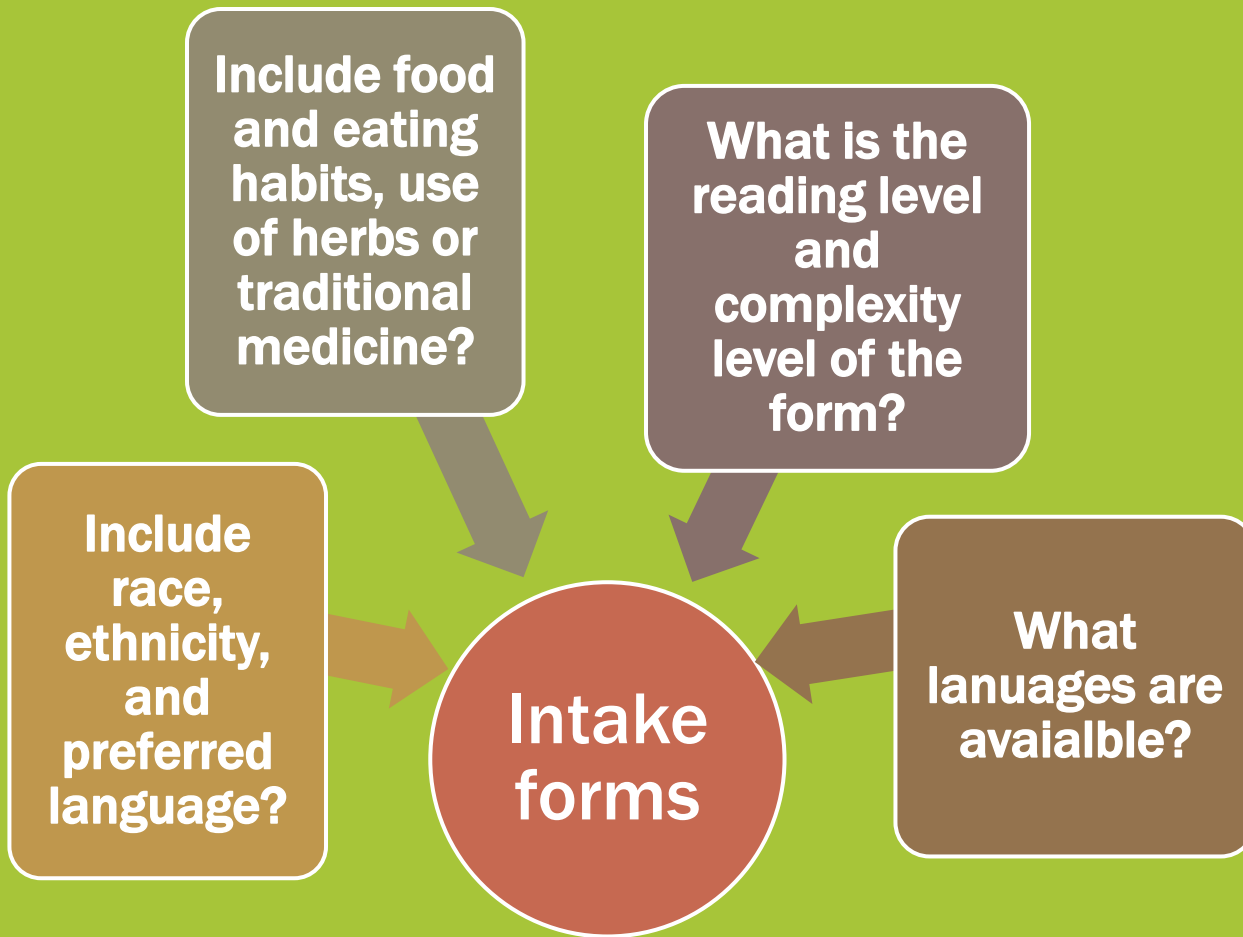
During Clinician Visit:

- Medical History
- Clinician Checklist
- Assistance Navigating Healthcare and other Service Systems
- Support Services, especially for mental health, substance use and at risk

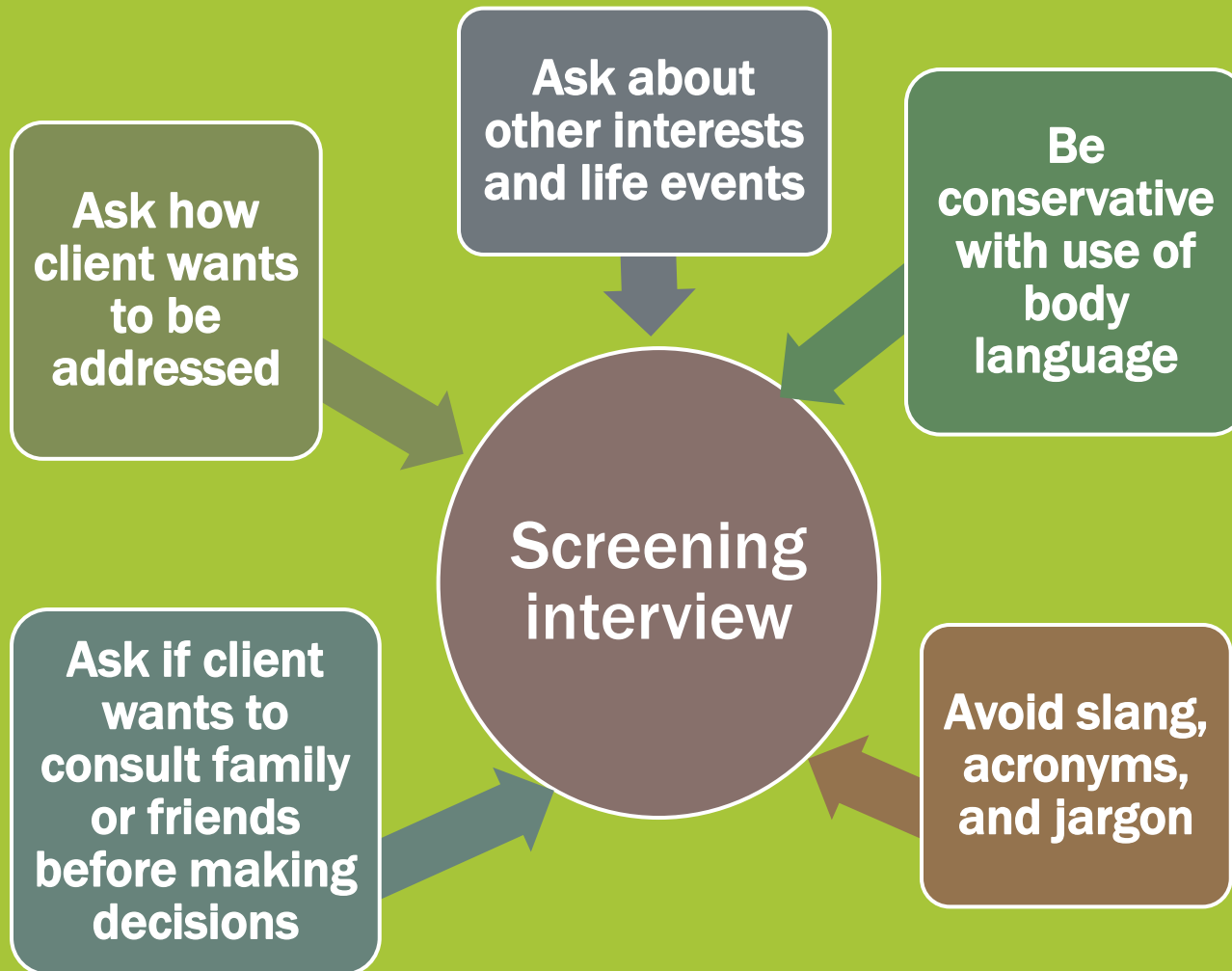
After Clinician Visit:

- Client Satisfaction Questionnaire
- Feedback forms
- Strong Positive Relationship between client and provider
- Assistance Navigating Healthcare and other Service Systems

Infusing
Client
Engagement
&
Satisfaction
Indicators



ADAPTING EXISTING TOOLS



ADAPTING EXISTING TOOLS

Your Age: _____

Your Race/Ethnicity: ___ Asian

___ Pacific Islander

___ Black/African American

___ American Indian/Alaska Native

___ White (Not Hispanic or Latino)

___ Hispanic or Latino (All Races)

___ Unknown

Your Sex:

Male _____

Female _____

Transgender (MTF) _____

Transgender (FTM) _____

Other (_____) _____

Your preferred language: ___ English

___ Spanish

___ Vietnamese

___ Mandarin

___ Cambodian

___ Thai

___ Russian

___ Tagalog

___ Cantonese

___ Arabic

___ Japanese

___ Creole

___ Other _____

LANGUAGE EXAMPLES

HAVE YOU EVER HAD PROBLEMS WITH? / ALGUNA VEZ HA TENIDO PROBLEMAS CON?

| | | |
|---|--------------------|-----------------------------|
| Skin / Piel..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Head-Eyes-Ears-Nose-Throat / Cabeza-Ojos-Oidos-Nariz-Garganta..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Neck / Cuello..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Lungs / Pulmones..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Heart and Circulation / Corazon o Circulacion | No / Yes / Si..... | Explain / Explicacion _____ |
| Blood / Sangre..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Emotions / Emociones..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Nerves / Nervios..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Muscles and bones / Musculos o Huesos..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Stomach and bowles / Estomago o Intestinos | No / Yes / Si..... | Explain / Explicacion _____ |
| Sex Organs / Organos Sexuales..... | No / Yes / Si..... | Explain / Explicacion _____ |
| Urinary / Urinarios..... | No / Yes / Si..... | Explain / Explicacion _____ |



WALKING A MILE IN THEIR SHOES

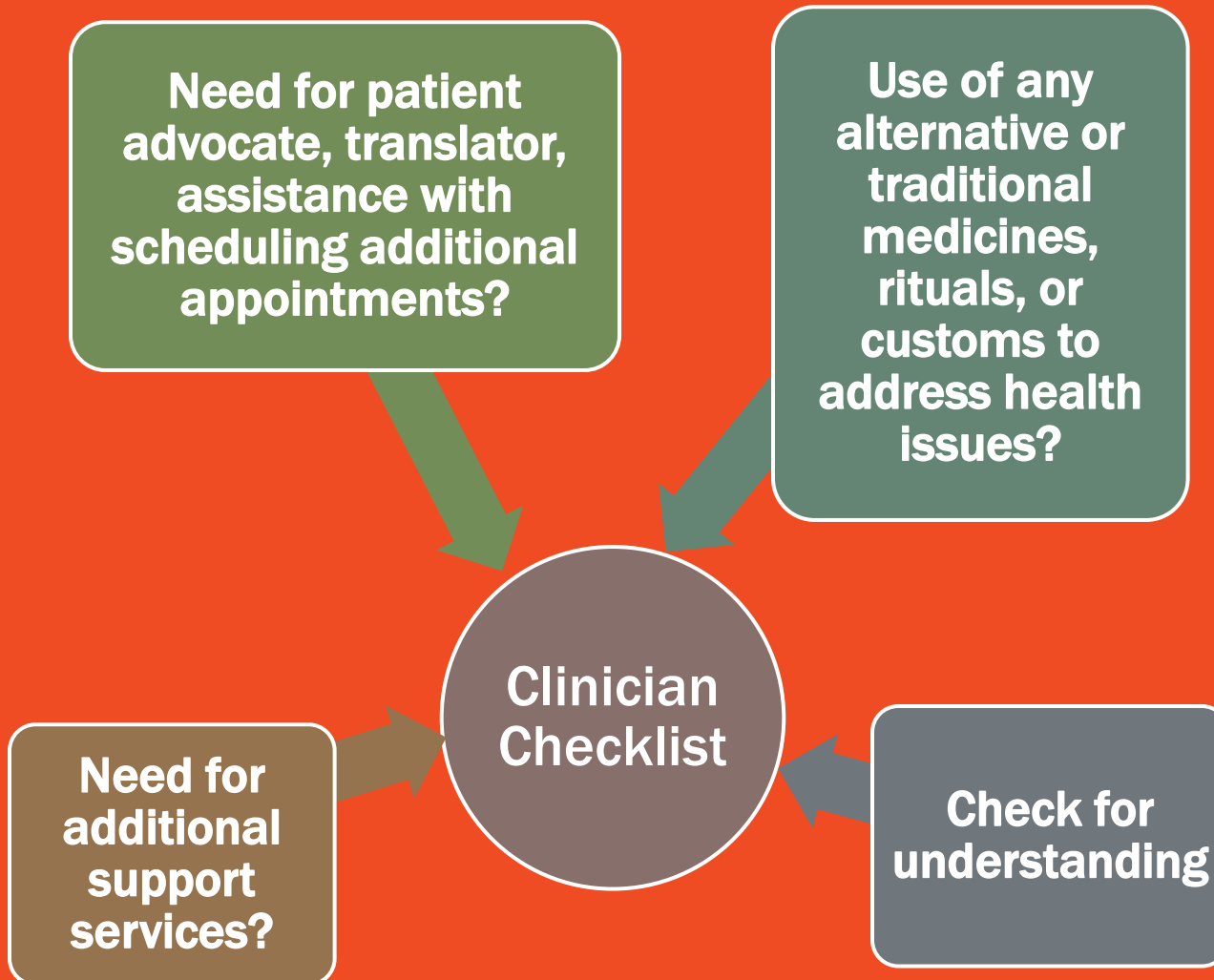
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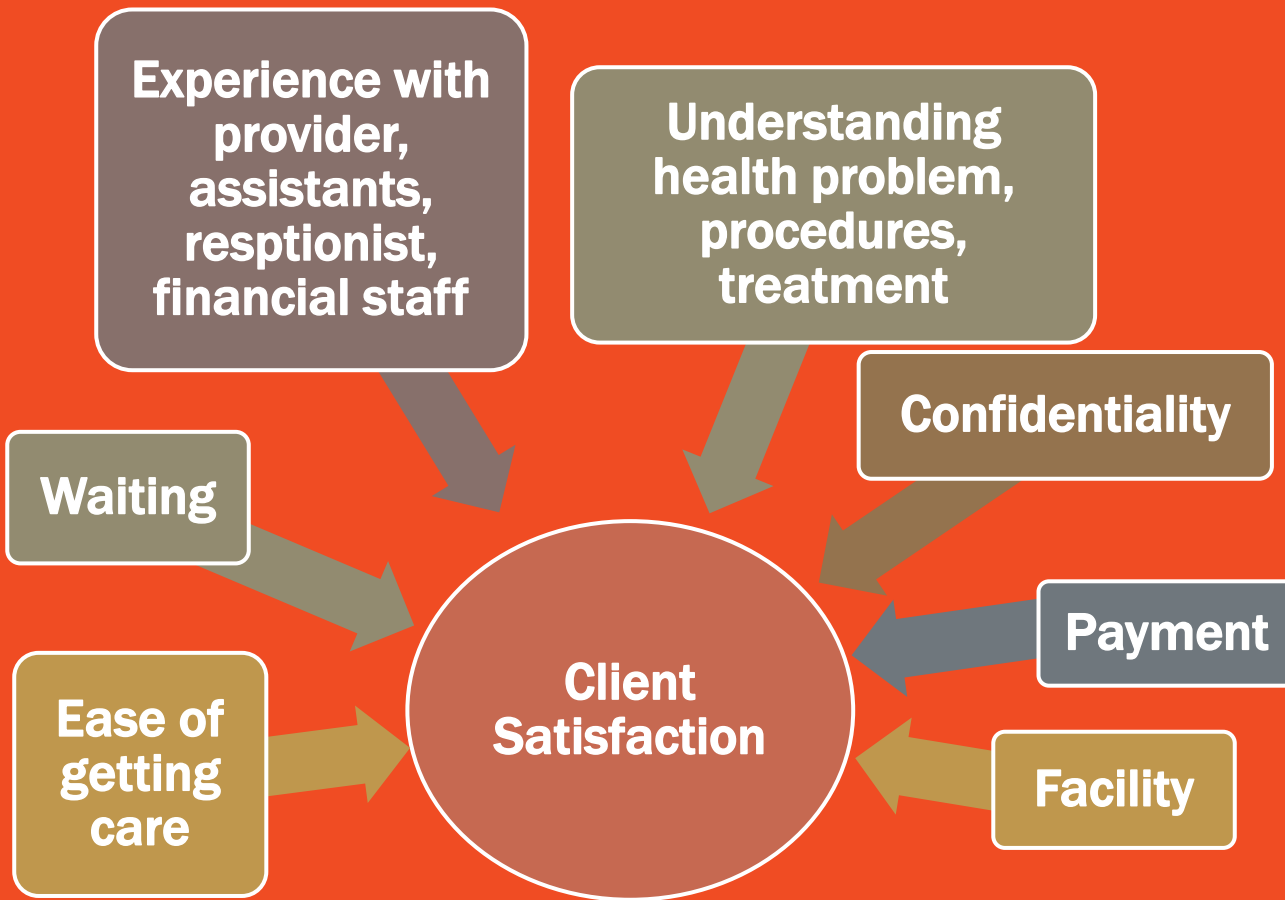
WALKING A MILE IN THEIR SHOES

How did it feel to answer those questions?

Take Home Message: What we often ask clients to do in clinic settings is uncomfortable! Be compassionate, and keep asking. Often, it is not *WHAT* we ask, but *HOW* we ask it.

**CREATING
NEW TOOLS
FOR
CLINICIANS**





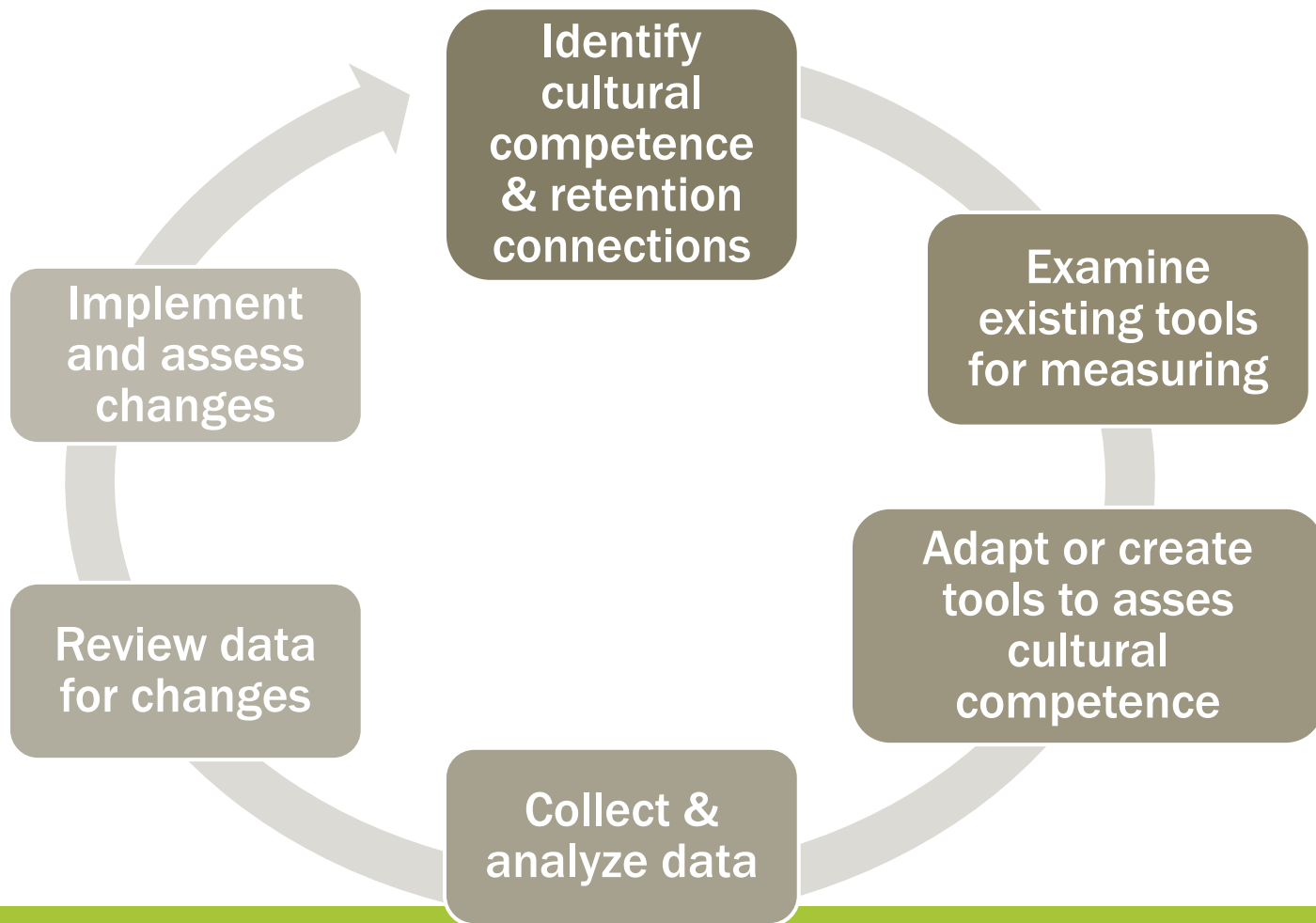
CREATING
NEW TOOLS
FOR
CLINICS

CLIENT SATISFACTION ITEM EXAMPLES

Taken from a variety of existing clinic surveys

| | | | | |
|--|---|--|---|--|
| Do you feel it is easy to set up appointments with a primary care medical provider when you need it? | All of the time <input type="checkbox"/> | Most of the time <input type="checkbox"/> | Some of the time <input type="checkbox"/> | Not at all <input type="checkbox"/> |
| Do you feel the front desk staff treats you respectfully? | All of the time <input type="checkbox"/> | Most of the time <input type="checkbox"/> | Some of the time <input type="checkbox"/> | Not at all <input type="checkbox"/> |
| Have you ever wanted to tell your medical provider what you needed but did not tell them? | All of the time <input type="checkbox"/> | Most of the time <input type="checkbox"/> | Some of the time <input type="checkbox"/> | Not at all <input type="checkbox"/> |
| Why did you feel you could not tell them? (Check all that apply) | I felt intimidated <input type="checkbox"/> | I did not know I was allowed <input type="checkbox"/> | I did not feel my wishes would be respected <input type="checkbox"/> | |
| | I did not have time <input type="checkbox"/> | I did not know how to tell them <input type="checkbox"/> | The medical provider knows what is best <input type="checkbox"/> | |
| At the clinic which person do you feel you could call or talk to if you had a question after your visit? | Social worker <input type="checkbox"/> | Nursing staff <input type="checkbox"/> | Medical provider <input type="checkbox"/> | Pharmacist <input type="checkbox"/> |
| | Clinic coordinator <input type="checkbox"/> | I didn't know the clinic had someone I could talk to <input type="checkbox"/> | Someone else <hr/> <input type="checkbox"/> | No one <input type="checkbox"/> |

MAKING EVIDENCE BASED DECISIONS:



MAKING EVIDENCE BASED DECISIONS:

70% of clients who completed our satisfaction survey after their appointment reported that the health education materials they received during their visit were not helpful. Based on these results, we will modify the STI Fact Sheet to include current STI rates by infection type specifically for LGBT clients and add internet links to more detailed STI information.

During clinical supervision, 37% of nurses and nurse practitioners reported that they were not comfortable responding to client questions about PrEP. Based on these results, we will provide a 2-hour in-service training on the topic during the next staff meeting.

WHAT TABONO CBA CAN DO FOR YOU:

- Support implementation of high impact prevention activities into your programs
- **Design monitoring & evaluation tools to support your efforts HIP strategies**
- Capacity Building Assistance for retention and recruitment strategies
- **Design monitoring & evaluation tools to support your efforts to implement retention strategies**
- Provide more in-depth training and facilitation for your organization on cultural competence
- **Design monitoring & evaluation tools to support your efforts to increase cultural competence**
- For more information – get in touch: tabono@etr.org / 1-866-CBA-2580 / www.etr.org/tabono

Questions?



Please join us for the final webinar in our
Monitoring and Evaluation (M&E) series!

**FROM “LIKE THIS” TO “LOVE THIS”:
Tips for Evaluating the Impact of Facebook and
other Social Media on your HIV Programming**
February 13, 2013, 11-12pm PST



THANK YOU!

If you have any questions about the information presented in this webinar, or other Capacity Building Assistance questions, give us a call!

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