

# **The Meeting of Minds:**

## **Integrating Collaborative and Anthropological Evaluation to Improve the Lives of Men who Sleep with Men (MSM) of Color in Tampa, Florida**

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# Disclaimer

- The themes and topics covered in the presentation are may include reference to sexual themes, and curse words.
- This project is meant to provide real data directly from the participants, we will not limit their truth



# The Evaluand: Community Based Organization



- Founded in 2006
- Funded by Centers of Disease and Prevention
- Uses Many Men, Many Voices
  - The human immunodeficiency virus (HIV) epidemic remains a critical health issue for men who have sex with men (MSM), but the situation is even more grave for MSM of color.  
(Kennedy, 2003)

# The Evaluand: Community Based Organization

- Focused on building positive social networks to increase safe sex behaviors
- Provides
  - outreach
  - support groups
  - HIV/STI testing



# 3MV Information

# Core Elements of Many Men, Many Voices (3MV)



Modified from  
DEBI, 2010)

**Statement of Problem:** What is needed to implement the *Many Men, Many Voices (3MV)* HIV & STD prevention intervention program? How does this intervention work?

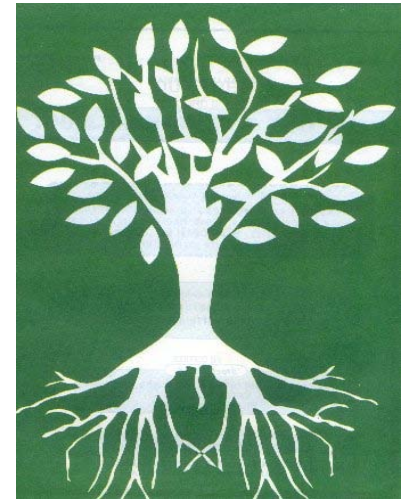
Planned Work*		Intended Results	
Resources/Inputs →	Activities →	Outputs →	Immediate, Intermediate & Long-term Outcomes
<p><i>Resources needed to operate your program and conduct activities</i></p> <ul style="list-style-type: none"> <li>• Knowledge of and skills related to the intervention, group facilitation, program planning, prevention theory &amp; science, sexually transmitted infections, and the target population, etc.</li> <li>• Existing data</li> <li>• Funding</li> <li>• Staff</li> <li>• Trainings</li> <li>• Intervention Box with materials like the intervention manual, the implementation planning tool, posters and flyers for recruitment, budget worksheet.</li> <li>• Technical assistance (planning, tailoring/adaptation, evaluation)</li> <li>• Space to run group sessions</li> <li>• Agency commitment</li> <li>• Community partners like the population at risk and population in need of intervention services, support from agency, health department and community leaders.</li> </ul>	<p><i>To address problem or asset, activities conducted</i></p> <ul style="list-style-type: none"> <li>• Schedule 3MV group intervention consisting of 6 - 7 sessions</li> </ul> <p>See <u>core elements</u> and tasks and activities listed on the <u>agency planning tool</u> for conducting the 3MV intervention</p> <ul style="list-style-type: none"> <li>• Educate clients about risks and sensitize clients to risk</li> <li>• Develop risk reduction strategies in group</li> <li>• Coach participants regarding capacity for change</li> <li>• Train participants in partner selection, communication and negotiation</li> <li>• Provide support and relapse prevention</li> </ul>	<p><i>As a result of activities conducted, evidence of service delivery, examples:</i></p> <ul style="list-style-type: none"> <li>• Six or seven (3) hour group sessions conducted</li> <li>• STD and HIV knowledge increased, risk information conveyed, perception of risk enhanced, options for risk reduction selected, risk reduction skills built.</li> <li>• Written Implementation plan, tailored to target population, including measurable program objectives</li> <li>• Written process/procedures to integrate 3MV into flow of agency services and programs</li> <li>• Written 3MV recruitment process</li> <li>• Evaluation plan including tools, evaluation data, data analyses, and summary reports with interpretation</li> <li>• Documentation of regular program monitoring and program improvement in accordance with monitoring plan</li> <li>• <u>Example program monitoring (program objectives met) and process evaluation indicators, examples:</u></li> <li>• % of planned # of clients recruited/approached for 3MV in [timeframe]</li> <li>• % of planned # 3MV sessions held in [timeframe]</li> <li>• % of planned # of participants in each 3MV sessions in [timeframe]</li> <li>• % of planned # of participants in [timeframe]</li> <li>• % of planned # of 3MV participants who satisfy target population characteristics [risk group or demographics] in [timeframe]</li> </ul>	<p><i>As a result of outputs (service delivery), expected changes in target population in specified period(s) of time</i></p> <p><u>Immediate Outcomes</u> (e.g., immediately after intervention, within 1-2 weeks of intervention)</p> <p><u>Knowledge, skills and attitudes, examples:</u></p> <ul style="list-style-type: none"> <li>• Increase in # participants' about transmission of HIV and STDs by % in [timeframe]</li> <li>• Increase in # participants' knowledge about risk reduction for HIV and STDs by % in [timeframe]</li> <li>• Increase % participants able to realistically assess their personal risk for HIV/STDs in [timeframe]</li> <li>• Increase % of participants' intention to obtain condoms in [timeframe]</li> <li>• Increase % of participants' intention to use condoms regularly in [timeframe]</li> <li>• [Insert site or program specific outcomes]</li> </ul> <p><u>Intermediate Outcomes</u> (e.g., 1, 3, or 6 months after intervention)</p> <p><u>Behavior impacted, examples:</u></p> <ul style="list-style-type: none"> <li>• Decrease in % of participants' repeat STD infections in [timeframe]</li> <li>• Increase in % of participants' requesting/ obtaining HIV/STD testing services in [timeframe] (optional)</li> <li>• [Insert site or program specific outcomes]</li> </ul> <p><u>Long-term Outcomes</u> (e.g., 6, 9, or 12 months after intervention)</p> <p><u>Long term changes in knowledge, skills and behaviors, examples:</u></p> <ul style="list-style-type: none"> <li>• Increase % of participants' regular use condoms in [timeframe]</li> <li>• Decrease in % of participants' repeat STD infections in [timeframe]</li> <li>• Increase in % of participants' requesting/ obtaining HIV/STD testing services in [timeframe] (optional)</li> <li>• [Insert site or program specific impact]</li> </ul>

# Approaches and Epistemology



# Foundational Terms

- Context
- Critical Evaluation
- Inequity
- Anthropological Evaluation
  - Evaluation which values the demonstration of the worth of programs as parts of cultural systems operating to achieve culturally valued ends to tell the story of (their) development, efficacy, and impact”.
  - This type of evaluation takes into account the “holistic understanding of the impact of interventions into social problems” (Henry et al., 2007 p 316).






# Rationale for Integrated Approach



Management  
Oriented: Grant  
Objectives



Collaborative: HIV  
Prevention for MSM of color  
is closely tied to cultural  
norms, the organization is  
composed of MSM color .

# Evaluation Objectives

1. To examine the efficacy and effectiveness of a Centers of Disease Control and Prevention evidence based intervention (3MV) aimed toward lowering HIV/STI rates among Men Who Sleep with Men (MSM) of color (Hispanic and African American).
2. To add to the corpus of evaluation knowledge.
3. To improve the functionality of evidence based intervention for marginalized populations.

# Evaluation Standards





Evaluation Question	Evaluation Approach	Data Collection Method
<p>1) Is the number of men using the services or attending events satisfactory?</p> <p>A) Consistent with stated goals B) Conforming to requirements of grant stipulations</p>	Management	<p>Overall: Grant Data Provided</p> <p>Defensible criteria used to understand if the CBO is reaching its goals and objectives</p>
<p>2) How can the CBO's functioning and operation be improved?</p> <p>A) Ways to improve current services B) Possible new services to introduce C) Relative importance of improvement suggestions to stakeholders, including members</p>	Management/ Collaborative Combined	<p>Overall: Two fold</p> <ol style="list-style-type: none"><li>1. Focus groups with Participants of the CBO</li><li>2. Surveys with Participants of the CBO</li></ol> <p>Special Note: The focus group was facilitated by a MSM of color to create rapport among participants</p>

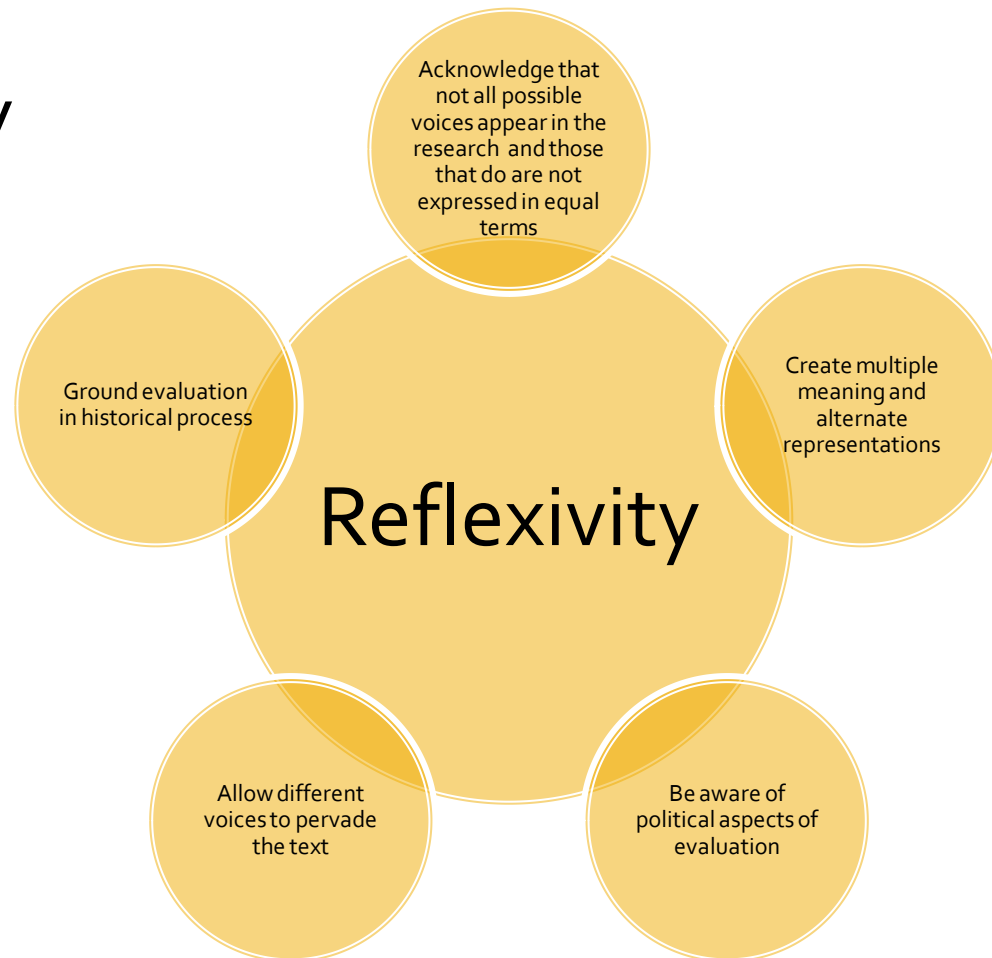


# Data Collection Methodology

- All data were anonymous
  - No names or signatures on surveys
  - Participants identified by number when focus group recording was transcribed
- Focus groups held in the evening, moderated by a group member (collaborative component) trained in qualitative methods
- Questionnaires were handed out after outreach/support groups

# Qualitative Rigor

- Transparency
- Reflexivity



# Results for Evaluation Question 1: Organization's Performance for Group Attendance

Previous Year (2008-2009): **129 Participants** required by grant  
→ **100% accomplished**

2009-2010 Group Attendance; Yearly Goal of 129 Participants

MONTH	# GROUP PARTICIPANTS	CUMULATIVE TOTAL	% OF DESIRED YEARLY TOTAL	MONTHLY PERFORMANCE
Oct-09	9	9	6.98%	-16.28%
Nov-09	11	20	15.50%	2.33%
Dec-09	8	28	21.71%	-25.58%
Jan-10	12	40	31.01%	11.63%
Feb-10	12	52	40.31%	11.63%
Mar-10	9	61	47.29%	-16.28%



# Results for Evaluation Question 1: the CBO's Performance for HIV/STI Testing

Previous Year (2008-2009): **300 Tested** required by grant  
→ **110% accomplished** (331 tested)

2009-2010 Tested for HIV/STIs; Yearly Goal of **400** Participants

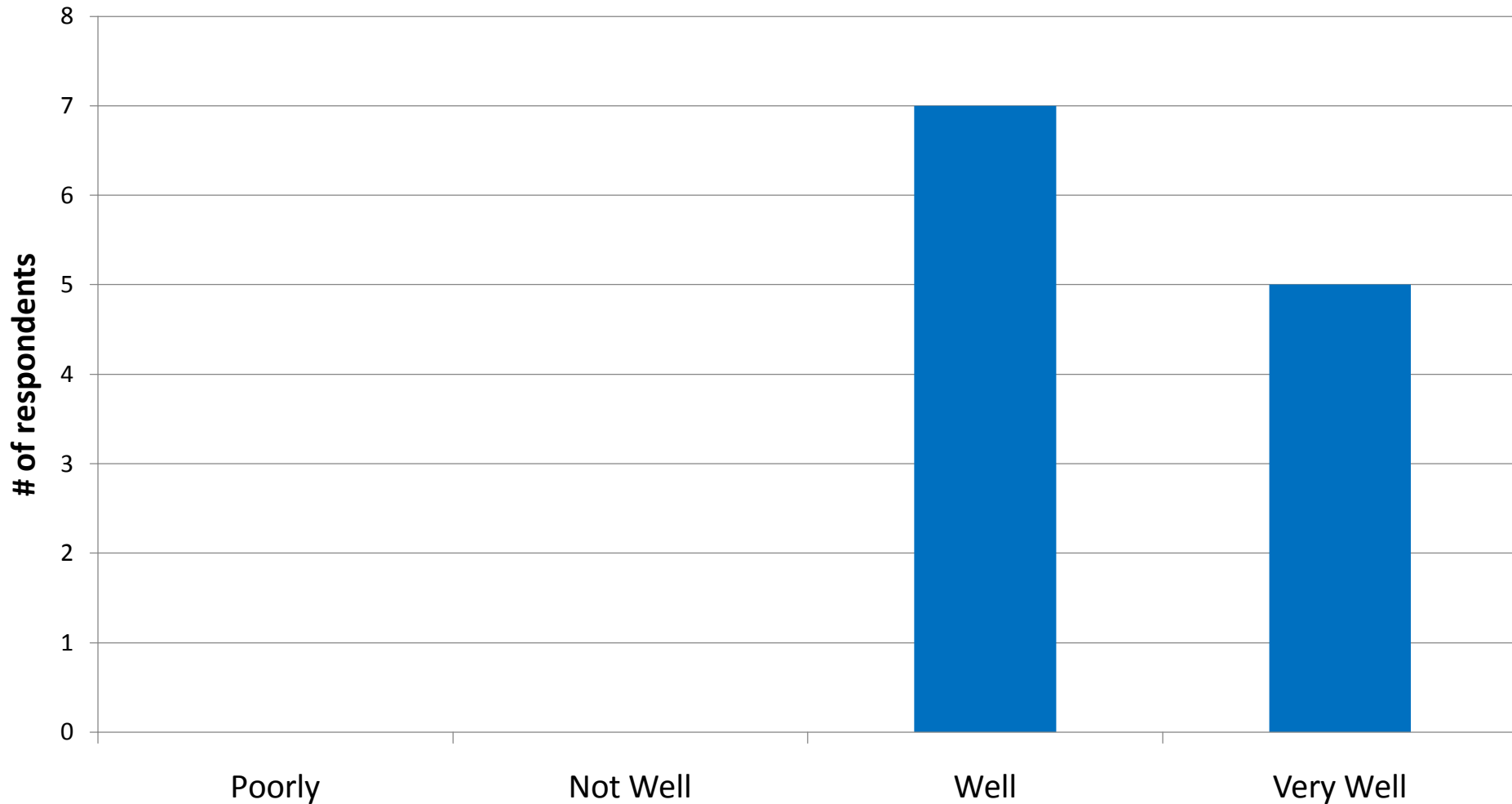
MONTH	# TESTED	CUMULATIVE TOTAL	% OF DESIRED YEARLY TOTAL	MONTHLY PERFORMANCE
Oct-09	34	34	8.50%	2.01%
Nov-09	22	56	14.00%	-33.99%
Dec-09	28	84	21.00%	-15.99%
Jan-10	27	111	27.75%	-18.99%
Feb-10	32	143	35.75%	-3.99%
Mar-10	38	181	45.25%	14.01%

# Survey Data Collected for Evaluation Question 2

- Confidential, no names or signatures
- Designed to assess the effectiveness of the CBO's groups/programs in meeting member's needs and educating about HIV, STIs, and safe sex practices
- Distributed to groups in February and March 2010
- Low group attendance in those months + moderate response rate (57%) yielded small sample (n=12), but represented ~9% of annual group participants

# Survey Results: Participants' Assessment of Program (Item #1)

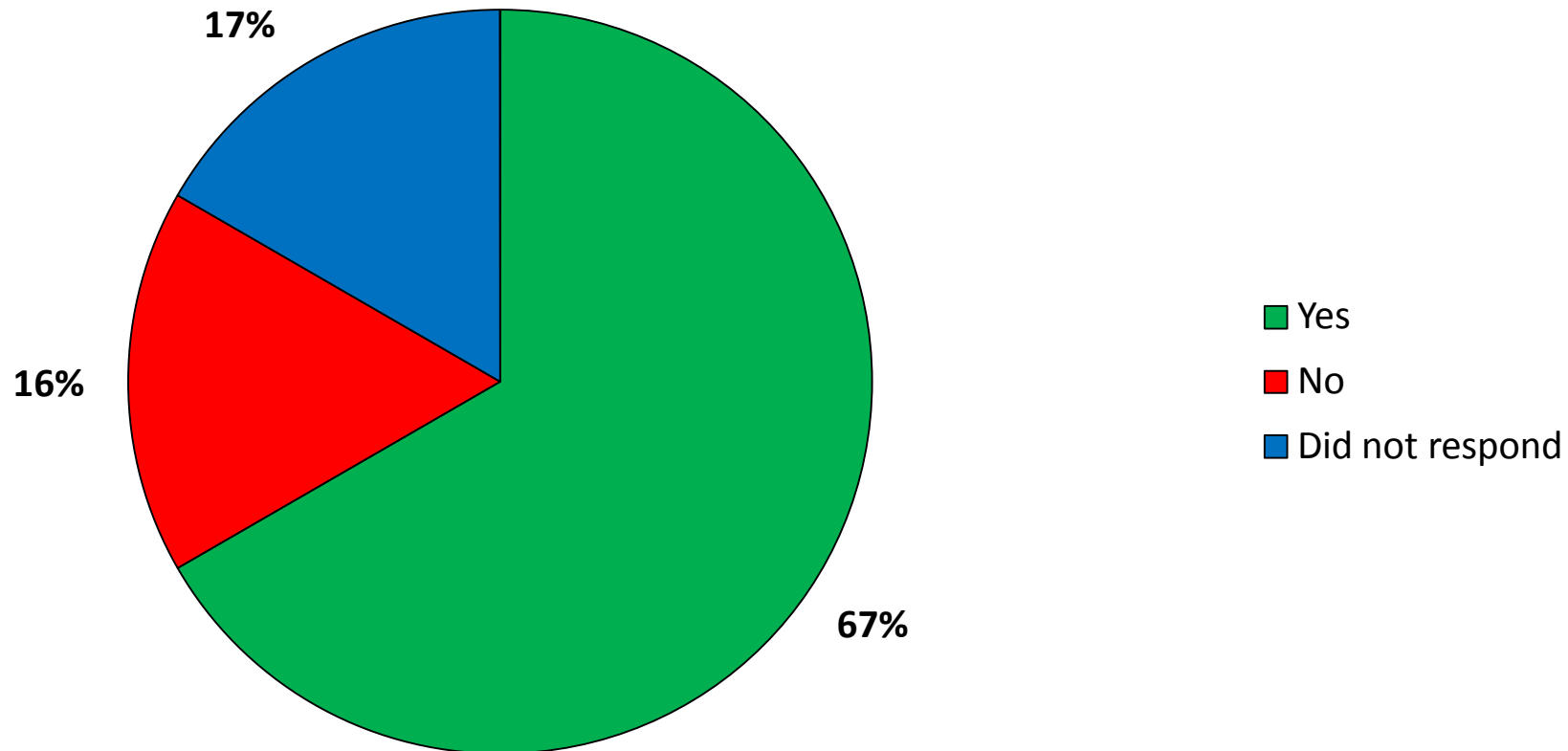
How well is the program addressing your individual needs?





# Survey Results: Improvement in Communication with Partner About Contraception Use (Item #3)

**I have become more confident in asking my partner(s) to use protection**



# Focus Group Findings

- Outreach
  - Increasing Diversity
    - Geographic Location (type of venue)
      - i.e. nightclub, schools, other venues
    - Type of population (trade, transgender)
    - Type of outreach worker



# Focus Group Findings: Stereotypes



- I think there are a lot of negative stereotypes out there in terms of about how we're perceived and how we're trained in a certain way to act as a gay black men, which I find I have a lot of problems with a lot of them so.. an organization like this helps dispel a lot of those stereotypes and I think that's very positive.  
- Participant 3

# Focus Group Finding: Knowledge

- .. But when I got with the CBO or when I came through the program it put a lot of things in perspective, like I didn't know a lot of this s\*\*\*.  
-Participant 2
- I think it raised awareness of different STDs and epidemics that are attached to the black community  
-Participant 6





# Improvement Areas: Question 2A



# Focus Group Findings: Communication

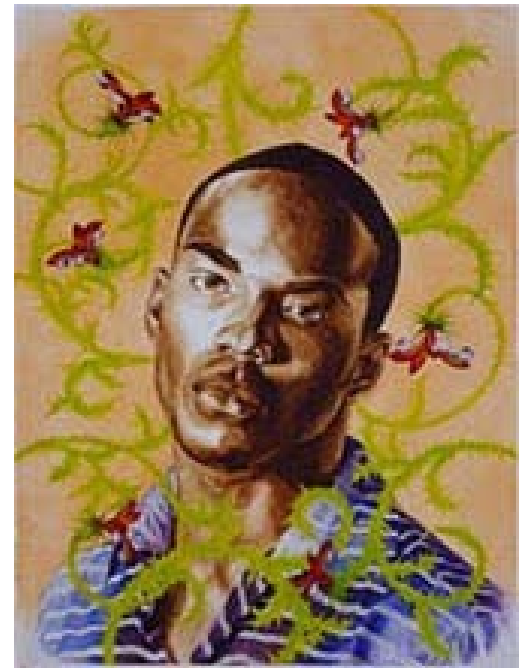


- Communication
  - Improvement of communication with advertising for events and providing clear details (time, place) for events.
- There's no communication point blank
  - Participant 2
- the weakness of promotion would be a weakness of the group
  - Participant 1
- The thing about it is, not a lot of follow through.. even when there were meetings, like things that did happen, those things were not executed. Because if you gonna bring these people together, and take the time to listen to them, hear them out, taking their views and opinions, but then you not gonna do anything with it then what's the point of bringing them together
  - Participant 8
- Request for more social support

# Focus Group Findings: Advice On Expanding the CBO's Audience

- I think that the CBO, how do I put this nicely, the CBO targets the gay youth in the club scene-type youth, I don't think they target, the masculine, normal, well not "normal" but everyday masculine man, , but they're still not getting some people

-Participant 6



# Focus Group Findings: Advice On Expanding the CBO's Audience

- There's not a lot other transgenders who come to the organization they need a little bit more input, I understand (men is in the title) , but like I said they need put more emphasis on trans.... You know there out there God Bless them, fu\*\*\*\* everything in the world, half of them don't use protection That's why I come, to show that I am trans, that I am here, cus my thing is that they don't see one of them there, they are not gonna come no if's and's or but's about it, I guess tryna get more other people

-Participant 7





# Program Assessment, Discussion and Recommendations

# Program Assessment

- Strengths of the program
  - Strength in meeting grant goals
  - High client satisfaction
- Limitations of the program
  - Struggle to reach the other facets of the MSM community
  - Need to Improve rapport with clients

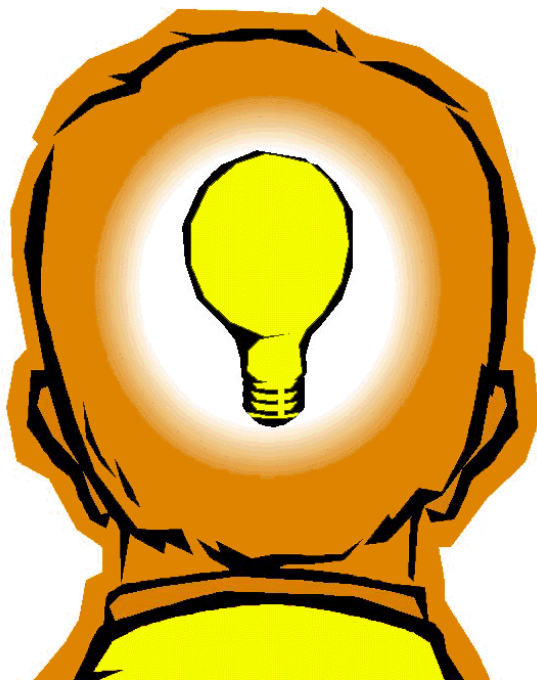


# Discussion

- Reframe Diversity
  - Masculinity Performance
- The importance of relevance
  - Linguistic Trends
  - Keep applicable
- Culturally relevant social support



# Recommendations



- Expansion of the CBO's services
  - Emergency Phone Line
    - Get Volunteers to Man the Lines
  - Peer Counselling
  - Drop- in Center
- Better Communication
- Envisioning Participant as the Customer Rather than Beneficiary
- Increased Diversity

# References

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