Joteria Mentality: A Social Media Strategy to Clap Back at COVID 19

Alejandro Chavez, Project Empowerment Supervisor, AltaMed HIV Prevention Services

Carlos Delira-Zepeda, VP Health Education Supervisor, AltaMed HIV Prevention Services
Clap Back Presenters

**Alejandro Chavez** - “Love what you do and do it with love” Working in the field of HIV for over 15 years in different capacities, this is the work that he is passionate about. Currently serving as Supervisor for Project Empowerment, funded by the State Office of AIDS (SOA), this project focuses on PEP, PrEP, HIV testing, access into care and a training component that is geared towards training medical providers on all things PEP/PrEP related.

**Charlie Delira-Zepeda** has been active in the HIV field for over 18 years, and his passion for the field comes from his dedication to mentoring young queer men. He is currently the Supervisor for the Vulnerable Populations grant funded by DHSP, focusing on queer men of color 15-29. He understands the importance of being innovative and creative with social media, in order to educate and inform the Latinx community about issues that affect them directly.
Clap Back: Presentation Overview

- COVID and the impact of service delivery
- Strategizing/Engagement methods
- IG Live Sessions & Website
- Clap back to COVID- findings
COVID and the impact of service delivery

- Obstacles: In March 2020, COVID-19 changed the way life functioned, and all in-person healthcare practices halted due to the pandemic.
- Objective: Continue engagement, retention, recruitment utilizing a new platform
- Strategy: Created a social media strategy to maintain prevention activities.
- Target population: Latinx and Black population living in East LA and community at large with emphasis in LGBTQ+ communities.
- **Joteria (Queer) Mentality**- an empowering name chosen by both staff and our Consumer Advisory Board
IG Live Sessions: The beginning

Quarantine and Chill
- Join us live on Instagram!
- Get the tea on "Miss Rona" aka COVID-19
- Follow us @Joteria_Mentality
- Q&A with Sarah Campbell, RN
- Wednesday, March 25th 2PM - 3PM

93 Views

Mental Balance
- Simple ways to deal with stress
- Q&A with Ray Fernandez, AMFT
- Thursday, March 26th @ 2PM

96 Views

HIV 101
- Skittles presents
- Wednesday, April 1st 2pm

194 Views
Clap Back - IG Live Sessions

161 Views

153 Views

205 Views
Clap Back- IG Live Sessions

977 total views
(3 part series)

526 Views

2,465 total views- 2 parts
(Sex, Love/Lust, Understanding, Trust)
Feature Friday’s

Highlighting our young rising leaders and active members of the community.
VOTE Campaign
Clap Back gets louder - Company IG Takeover

Tuesday, December 1

Help Us Smash the Stigma

12:00 p.m.
Testing
12:30 p.m.
PrEP and PEP
3:00 p.m.
Undetectable = Untransmittable

3:30 p.m.
Living Positively
6:00 p.m.
Moment of Remembrance

Let's get tested for HIV!

Since March 2020:
350 HIV Test
6 Positives Identified
PrEP Campaigns

1394 Reached through series “Certified Freak, 7 days a week”

686 Likes
1,113 Views (IG & FB)
1 Referral

7,460 Views
Instagram, Facebook, TikTok, Twitter & SnapChat
3 DM’s
The Clap Back: Virtual Events

JANUARY 7, 14, 21, 28
5PM - 7PM

203 Participants since March have enrolled and completed our virtual intervention workshops

Bettering Our Youth Socially
This program offers an opportunity to volunteer and teach your friends about HIV and sexual health through our core group "FRESH OUT OF THE CLOSET" or join our Mgroup workshops. The Mgroup is a standalone workshop that focuses on HIV education and sexual health awareness. BOYS was designed to address the needs of queer men of color 16 – 29.

For more information please email Ermiranda@AltaMed.org or text (323) 400-6399

Funded by the Center for Disease Control and Prevention (CDC)
Our Clap Back- HIV Testing Outcomes

HIV Tests Conducted in 2020

- March: 18
- April: 18
- May: 25
- June: 23
- July: 88
- August: 55
- September: 41
- October: 28
- November: 29
- December: 42

Legend:
- HIV Tests
- Positive Result - Linked to Care
Clap Back Conclusions!

• By creating easily accessible content that covers topics relevant to our community, we have demonstrated that HIV Prevention education and outreach can be integrated with other topics and increase access to services.

• Joteria Mentality has been essential in linking community members into online HIV Prevention workshops, online leadership workshops, in-person HIV Testing, linkage to care, and PrEP/PEP services.

• Joteria Mentality’s unique approaches have allowed our HIV Prevention Services to continue during the COVID-19 pandemic, serving the community at large.
Follow us and Help Clap Back!

@Joteria_Mentality

Joteria Mentality

SCAN ME
THANK YOU!

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