

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

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Prevention Services



AltaMed

QUALITY CARE WITHOUT EXCEPTION™

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.



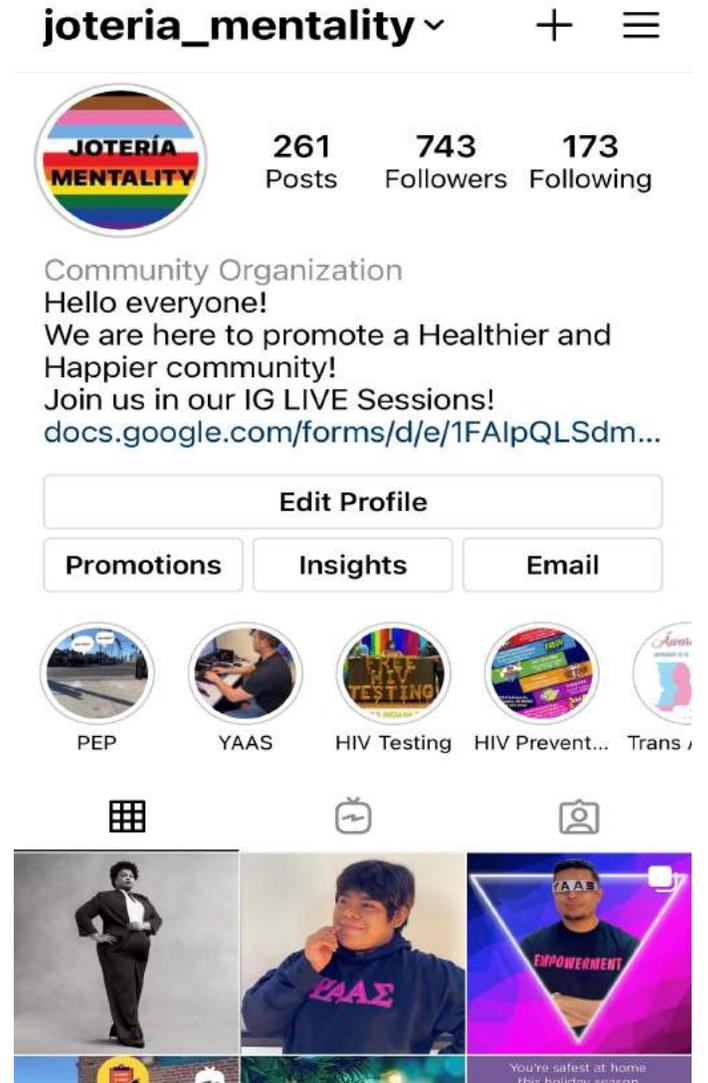
Charlie Delira-Zepeda has been active in the HIV field for over 18 years, and his passion for the field comes from his dedication to mentoring young queer men. He is currently the Supervisor for the Vulnerable Populations grant funded by DHSP, focusing on queer men of color 15-29. He understands the 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

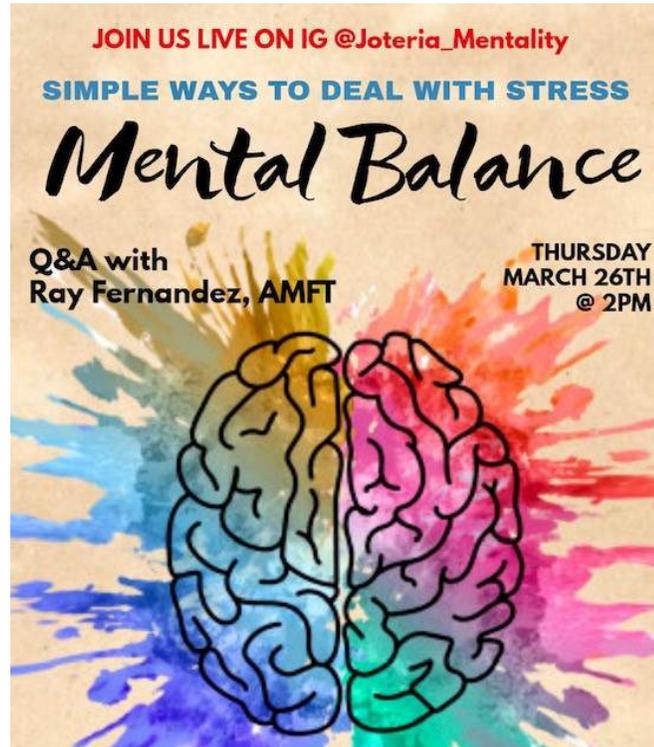
- Obstacles: In March 2020, COVID-19 changed the way life functioned, and all in-person healthcare practices halted due to the pandemic.
- Objective: Continue engagement, retention, recruitment utilizing a new platform
- Strategy: Created a social media strategy to maintain prevention activities.
- Target 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



93 Views

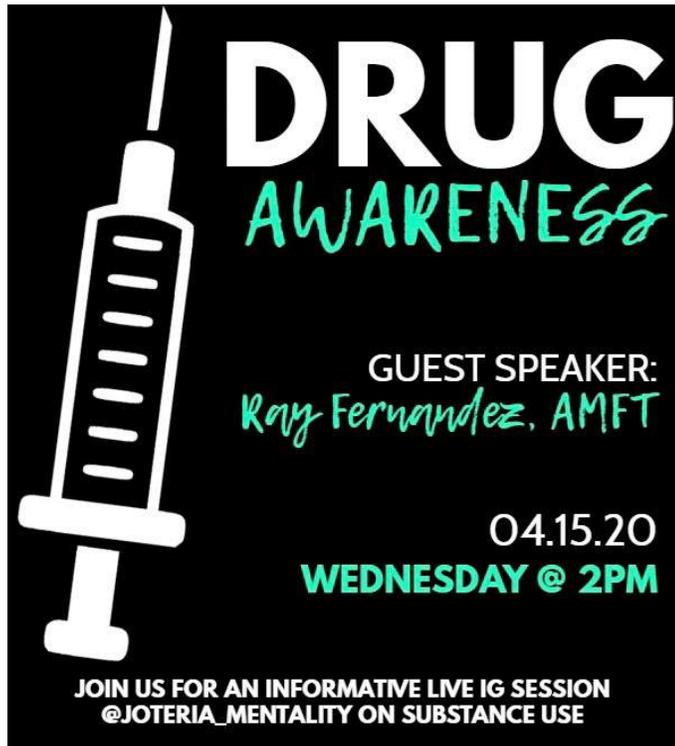


96 Views



194 Views

Clap Back- IG Live Sessions



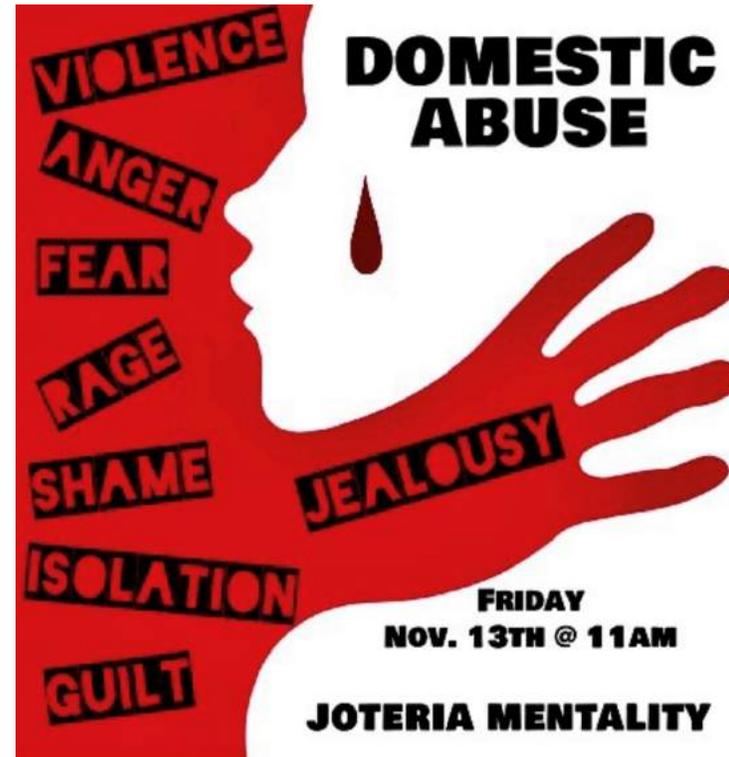
DRUG AWARENESS

GUEST SPEAKER:
Roy Fernandez, AMFT

04.15.20
WEDNESDAY @ 2PM

JOIN US FOR AN INFORMATIVE LIVE IG SESSION
@JOTERIA_MENTALITY ON SUBSTANCE USE

161 Views



DOMESTIC ABUSE

VIOLENCE
ANGER
FEAR
RAGE
SHAME
ISOLATION
GUILT
JEALOUSY

FRIDAY
NOV. 13TH @ 11AM

JOTERIA MENTALITY

153 Views



PROFESSIONAL DEVELOPMENT

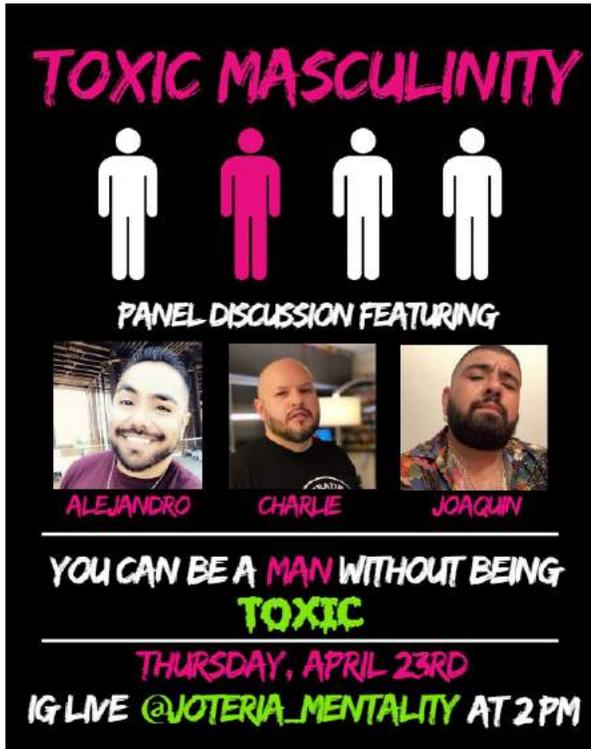
WEDNESDAY, MAY 6TH | 2PM

BE PREPARED TO GET BACK TO WORK ONCE RESTRICTIONS ARE LIFTED. JOIN US FOR THIS EDUCATIONAL LIVE SESSION WITH SPECIAL GUEST KATERI, RESUME WRITER AND FOUNDER OF @PROFESSIONAL_STORY

  @JOTERIA_MENTALITY

205 Views

Clap Back- IG Live Sessions



977 total views
(3 part series)

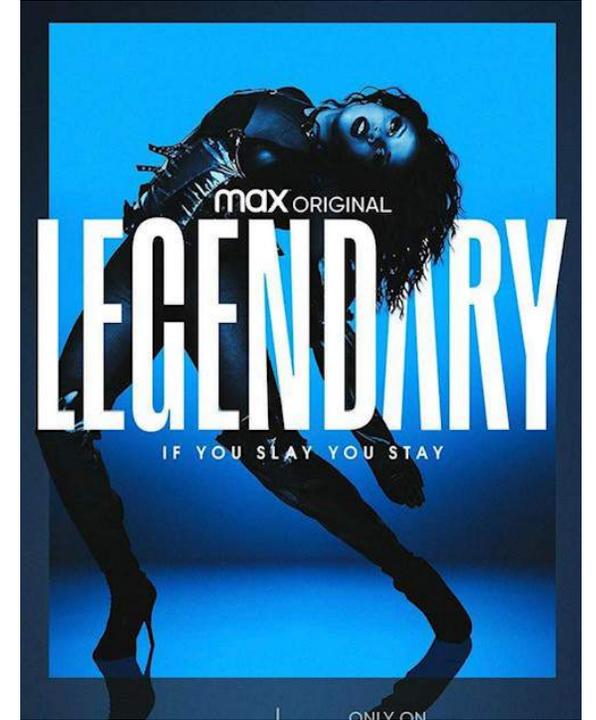


526 Views



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



WORLD AIDS DAY

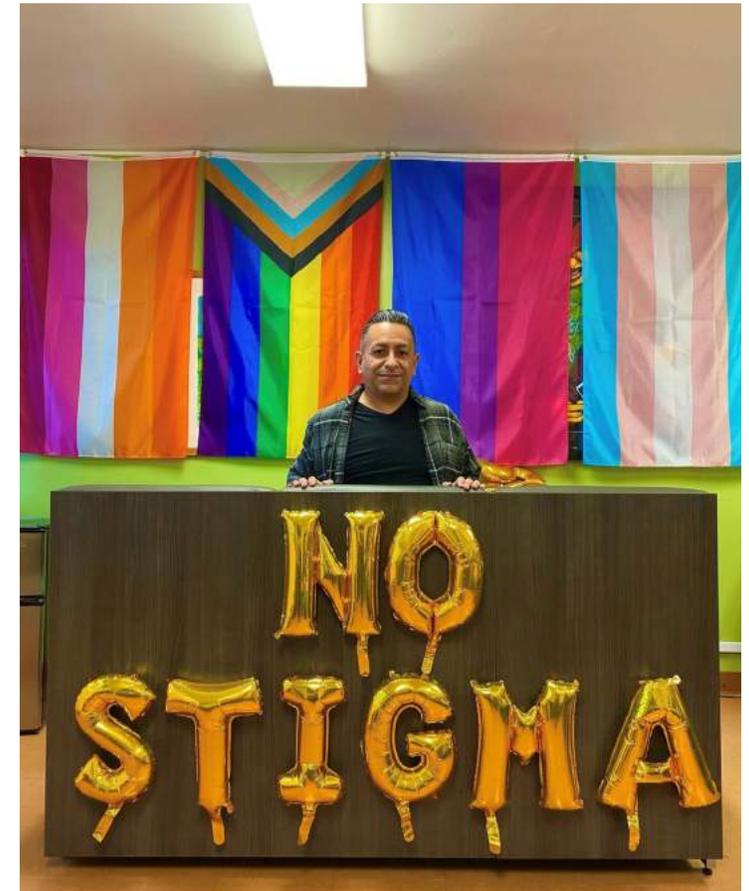
Instagram Takeover

Tuesday, December 1

Help Us Smash the Stigma

12:00 p.m. Testing	3:30 p.m. Living Positively
12:30 p.m. PrEP and PEP	6:00 p.m. Moment of Remembrance
3:00 p.m. Undetectable = Untransmittable	

@AltaMedHealthS

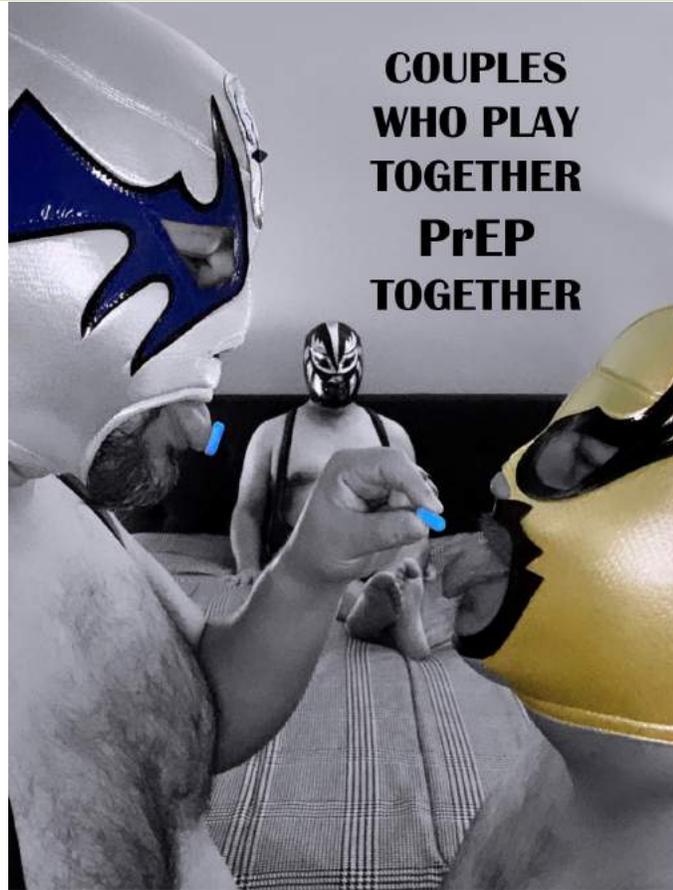


Since March 2020:
350 HIV Test
6 Positives Identified

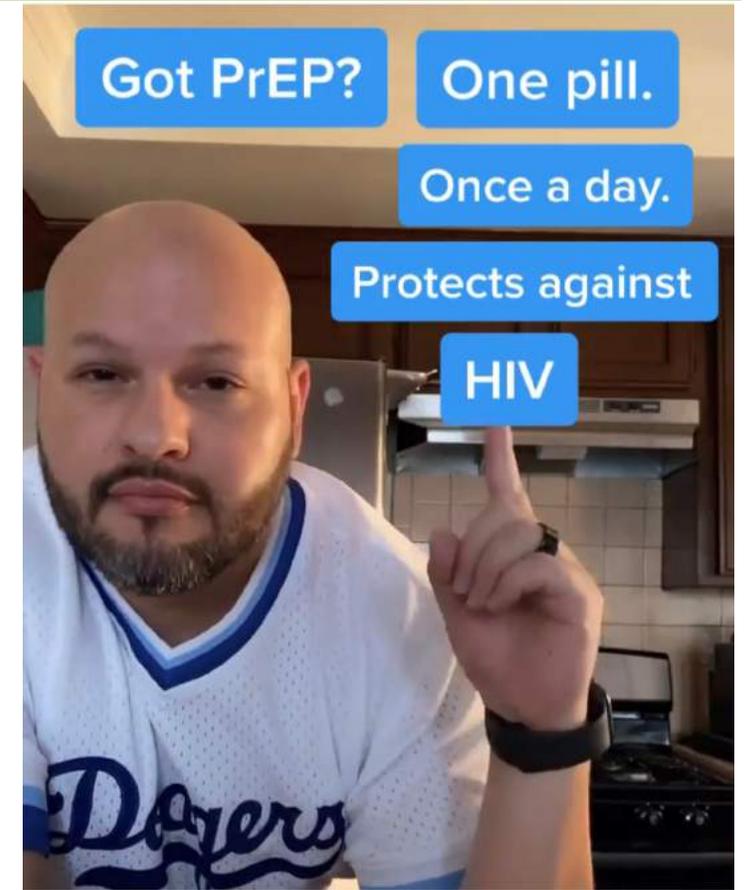
PrEP Campaigns



1394 Reached through series
"Certified Freak, 7 days a week"



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



7,460 Views
Instagram, Facebook, Tik Tok, Twitter & SnapChat
3 DM's

The Clap Back: Virtual Events

YAAAS

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

\$80 GIFT CARD

2021
EMPOWERMENT LEADERSHIP MENTORSHIP

A 4-DAY VIRTUAL LEADERSHIP DEVELOPMENT WORKSHOP FOR YOUNG QUEER MEN OF COLOR 15 - 29

BOYS!

Bettering Our Youth Socially

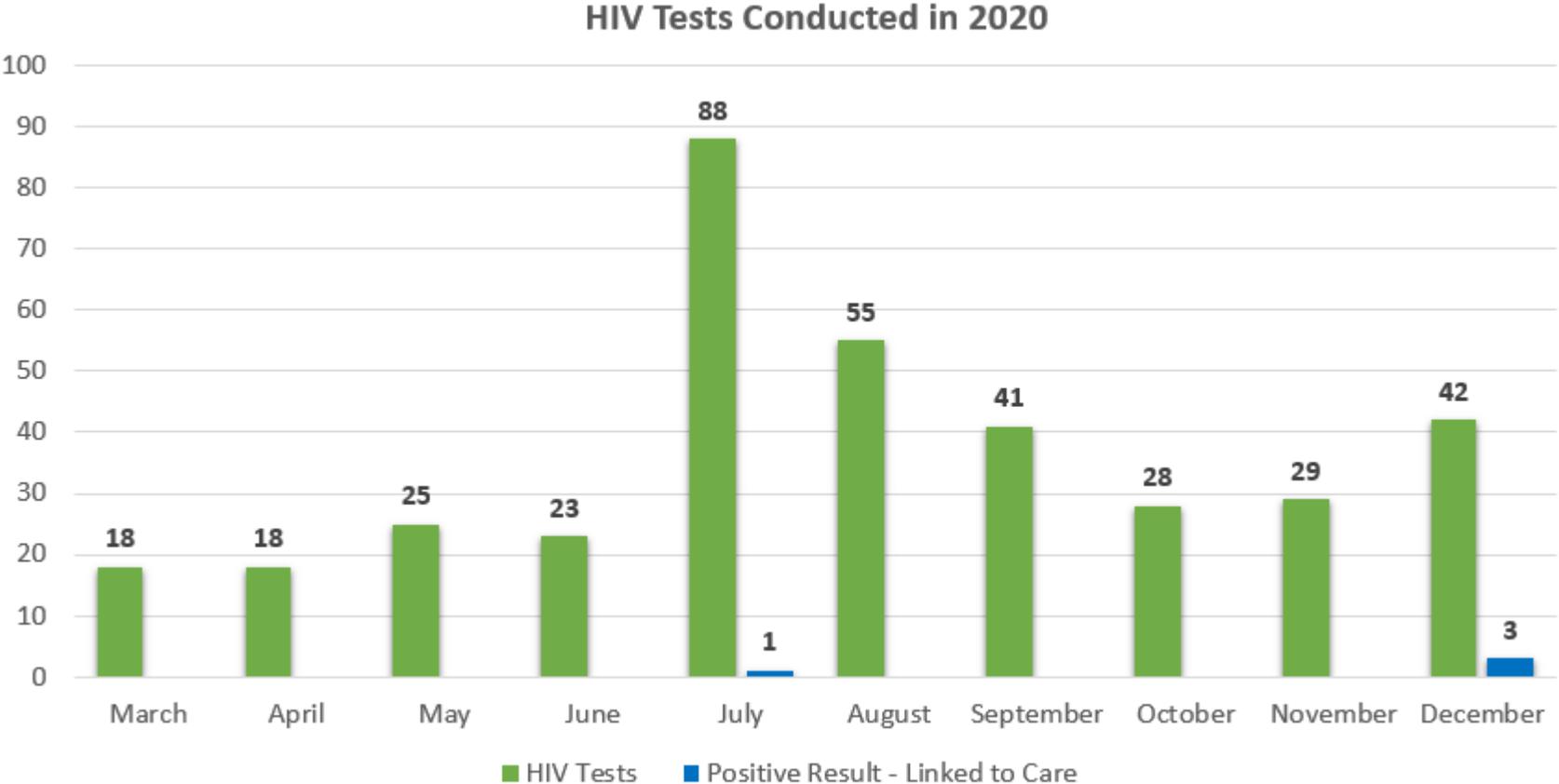
This program offers an opportunity to volunteer and teach your friends about HIV and sexual health through our core group "FRESH OUT OF THE CLOSET" or join our Mgroup workshops. The Mgroup is a standalone workshop that focuses on HIV education and sexual health awareness. BOYS was designed to address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

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

Funded by the Center for Disease Control and Prevention (CDC)

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

Our Clap Back- HIV Testing Outcomes



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



THANK YOU!

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