

# Sin Vergüenza

## Season II

Presented by **AltaMed**

# Objectives

- Demonstrate how culturally appropriate videos can be effective in educating the Latino community about HIV transmission, treatment, and prevention.
- Discuss the impact videos and video sharing sites have in reaching a broad Latino audience with public health messages.



# About the Producer Organization



The largest independent Federally Qualified Community Health Center in the U.S.

Delivering more than 930,000 annual patient visits through its 43 sites in Los Angeles and Orange Counties

# AltaMed HIV Services

## 5 HIV Treatment Sites

Los Angeles & Orange County  
1,700 HIV positive clients

## 2009 Opt-out HIV screening

2011 Systemize routine HIV testing in all clinics

Screen all persons 13-64

## 1986

Founded with Substance Abuse Treatment

Expanded Care now includes

- Medical & Oral Health
- Psychosocial Services
- Prevention Services

## HIV Testing

Over 5,000 HIV targeted tests annually

Over 30,000 Opt out HIV tests annually

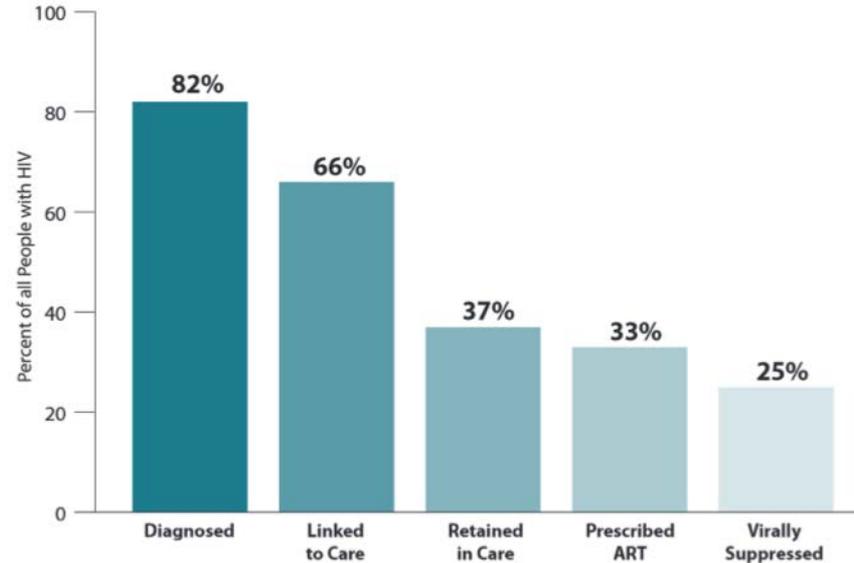
- Over 70 HIV+ persons identified annually

# HIV in the US

Centers for Disease  
Control and Prevention  
(July 2012)

Released the Stages of  
Care, a comprehensive  
analysis showing that only  
25% of the 1.1 million  
Americans living with HIV  
have their virus under  
control

**OVERALL: Of the 1.1 million Americans living with HIV, only 25 percent are virally suppressed.**



# About the Series

Created in 2012, the series encourages people to seek HIV testing by featuring character stories highlighting the impact HIV has on Latino families.

- 7-episode Telenovela web series
- Bilingual: English and Spanish

**Available on**  
**SVseries.com**



# Purpose

- Develop a culturally competent education tool to:
  - Address health disparities Latino communities related to HIV.
  - Disseminate HIV prevention messages in an innovative, nontraditional, accessible manner
  - Engage communities in conversations about HIV

# Sin Vergüenza = Without Shame

## ***SHAME***

Informs you of an internal state of inadequacy, unworthiness, dishonor, or regret about which others may or may not be aware.

Another person, circumstance, or situation can trigger shame in you, but so can a failure to meet your own ideals or standards whether or not they are perfectionist

(Lamia, 2011)

# Meet the Salazars



**Adriana**



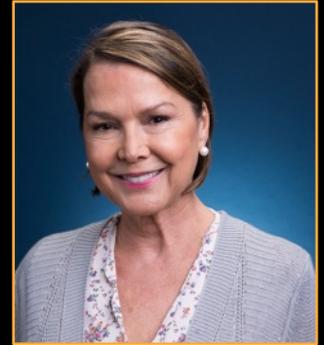
**Cesar**



**Enrique**



**Christina**



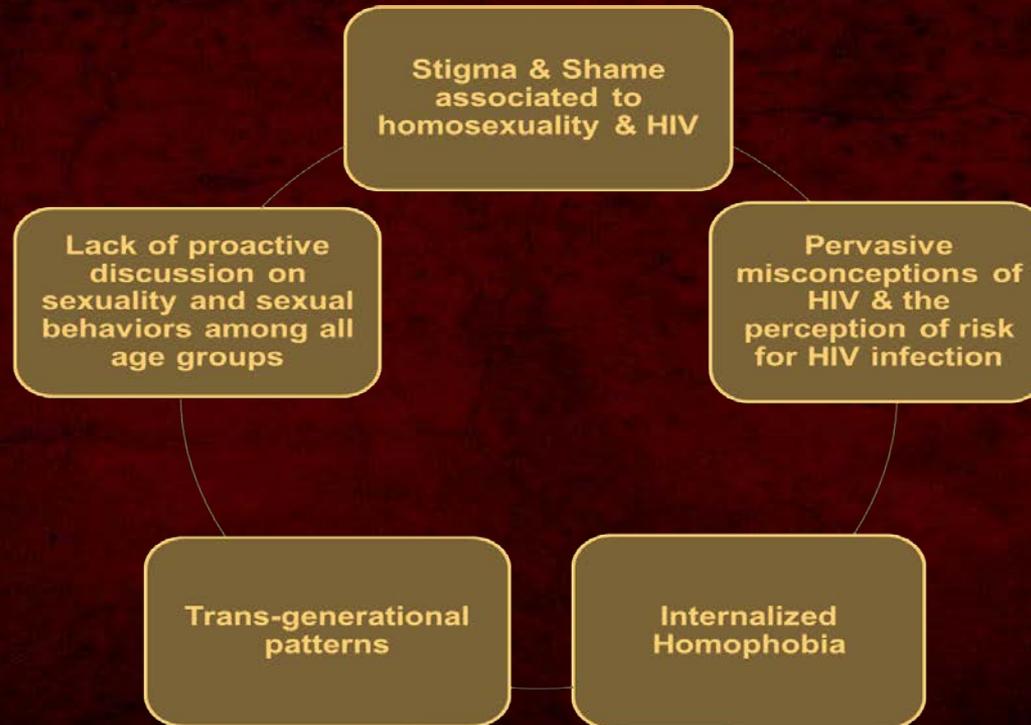
**Esther**

# Season I Messages

## HIV AFFECTS US ALL

- Routine HIV Testing targets all individuals regardless of risk factors.
- Benefits: testing individuals who may not suspect they are risk:
  - Normalizes HIV testing
  - Diagnosing them at early stages of HIV

# Themes/Contributors of Risk



# Sin Vergüenza

## Season II



# Season II Messages

## TREATMENT AS PREVENTION

- Importance of HIV Medical Care and Treatment
- Combating Stigma and Shame tied to HIV
- Prevention methods to reduce Mother to Child transmission
- PrEP is an effective prevention method

# Season II Themes

## TREATMENT AS PREVENTION

- Addressing barriers to care
- LGBT Care
- Stigma & Shame
- Fear
- Homophobia
- Substance Abuse



# Community Response



Season I ~ 188,000 views  
Season II ~ 203,000 views\*  
**Total 392,000 views!**

# Sin Vergüenza

## Season II

**Sin Vergüenza**

Season II

**FAMILY SECRETS**

**SECRETS**

**HOPE**

**FEAR**

Watch Now

**SVseries.com**

Presented by **AltaMed**

## DISTRIBUTION

- YouTube
- Google Search
- Partnerships
- Community Presentations
- Social Media Postings

# Media Coverage



# Sin Vergüenza Season II

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