Clinical Adaptation of Community PROMISE (Peers Reaching Out And Modeling Intervention Strategies) The New York City Experience

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INTRODUCTION
- Objective: to track active distribution of the Clinic-Based PROMISE
- HIV care settings provide a promising environment to connect with PLWHA

PROJECT
- Peer advocates
- Evaluation
- Community PROMISE uses role model stories and peer advocates from social networks to reduce HIV risk behaviors and increase engagement
- Strategic revisions were made to adapt Community PROMISE for the clinical context (Table 2)

PATIENT SUCCESS STORIES
- Stories were developed and evaluated in the clinic's waiting room
- Exposure to Success Stories
- Discussion of Sexual Behavior with Providers and Peers
- Patient surveys were used to assess the feasibility of implementing a clinical adaptation of Community PROMISE

EVALUATION RESULTS
- The clinic reported 1291 stories distributed to 831 patients
- 64% (n=40) of exposed patients reported reading the story
- 7% (n=5) of exposed patients did not recall receiving the story
- 20% (n=13) of exposed patients did not recall reading the story
- 40% (n=25) of exposed patients reported feeling more comfortable discussing sexual behavior with a peer
- 80% (n=51) of exposed patients reported that the questions were appropriate within the context of the conversation

DISCUSSION
- All patients in the EMR data showed that the patient success story distribution was widespread
- Process and evaluation data on implementation of Clinic-Based PROMISE indicated feasibility but with some challenges to address:
  - Motivating the peers to engage with patients was a challenge. Peers may require more intensive training specific to the intervention.
  - Self-referral of a patient to peers did not occur. A greater emphasis on increasing the patients' comfort with engaging in conversations about safer sex with peers was needed.
  - Although our patients engaged in conversations, they may not have fully realized the potential of their peers to help them with their care. We would also like to thank the CDC’s Capacity Building Branch team and our patients for their invaluable participation in this pilot.

Acknowledgements
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Table 1. Core Elements of Community PROMISE

Table 2. Key Differences Between Community PROMISE and its clinical adaptation: Clinic-Based PROMISE

Table 3. Patient Attitude Overall by Reporting Read Success Story

Figure 1. Clinic-Based PROMISE Success Story: Jax

Figure 2. Patient Recall of Exposure Success Story (n=365)

Figure 3. Relatability and Utility of Clinic-Based PROMISE Success stories

Figure 4. DISCUSSION

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