

# How to Reach the Hidden: Strategies for Recruiting HIV-Positive Transgender Women

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**INDIANA UNIVERSITY**

**SCHOOL OF NURSING**

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# Objectives

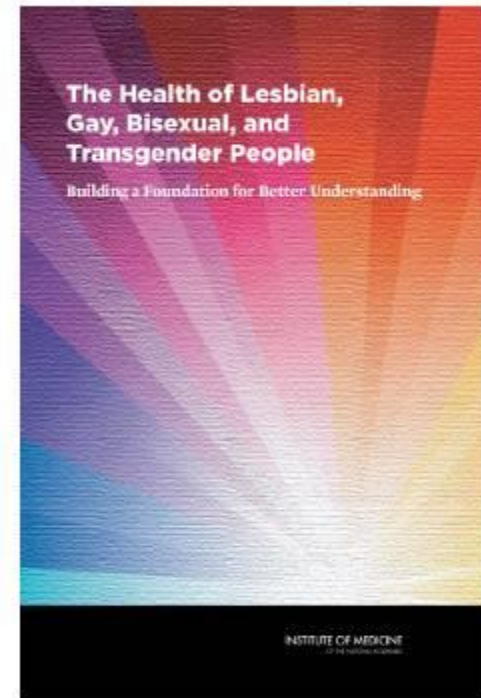
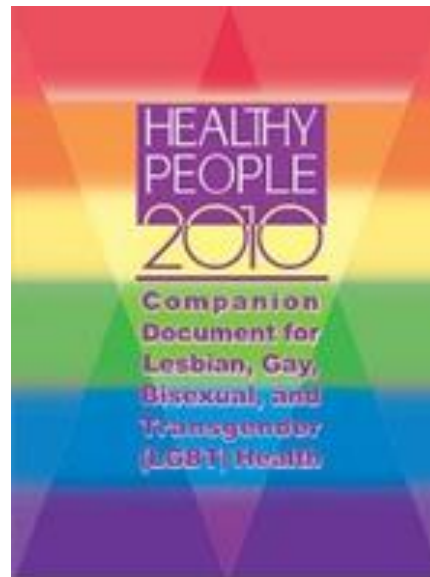
- Study overview
- Discuss recruitment strategies
- Describe recruitment challenges
- Outline lessons learned
- Propose new strategies for recruitment

# Transgender Research

*Has been limited*

*Included in the broader scope of LGB studies*

*Policy makers have called for greater emphasis on transgender health*



# Study Overview & Aims

## Research Priorities:

Social and structural influences on healthcare

Inequities in healthcare access

Transgender specific health needs

- Using a grounded theory approach and qualitative interviews, this study will explore:
  - Social network influences on healthcare utilization
  - Patterns of healthcare use
  - Quality of healthcare encounters



# Transgender Women

- Transgender women (TGW)
  - Biological men who live their lives as women.
  - Most marginalized of all gender and sexual minorities
  - Increased risk for violence and discrimination.



I like staying in shape, listening to Adele, and shopping in Friendship Heights with my mom and sisters.

I'm a **transgender woman** and I'm part of DC.

Please treat me the way any woman would want to be treated: with courtesy and respect.

Discrimination based on gender identity and expression is illegal in the District of Columbia. If you think you've been the target of discrimination, visit [www.ohr.dc.gov](http://www.ohr.dc.gov) or call (202) 727-4559.

Office of Human Rights  
DISTRICT OF COLUMBIA



# Transgender Women and HIV

- High rates of HIV prevalence
- High rates of morbidity and mortality
- Least likely to establish and remain engaged in HIV care



# HIV-Related Stigma

- HIV remains one of the most stigmatizing illnesses
- HIV positive TGW especially face social marginalization and stigma related to their gender identity and HIV status





# Pilot Study Aims

- Test recruitment strategies and appropriateness of interview guide
- Recruit 5 HIV-positive TGW using purposive and snowball sampling

# Pre-recruitment phase

Recruitment/Collaborating Sites	Number of HIV+ TGW (served in previous 12 months)
Indiana State Department of Health (ISDH)	34*
Marion County Public Health Department (MCPHD)	32*
Wishard Infectious Disease Clinic	12
IU Health Life Care Infectious Disease Clinic	10
Community Infectious Disease of Indiana	~5
The Damien Center (AIDS service organization( ASO)	17
Brothers United of Indianapolis (ASO)	68**

\*Represents unique and non-overlapping TGW

\*\*Includes both HIV+/- TGW

Data as of 1/2012



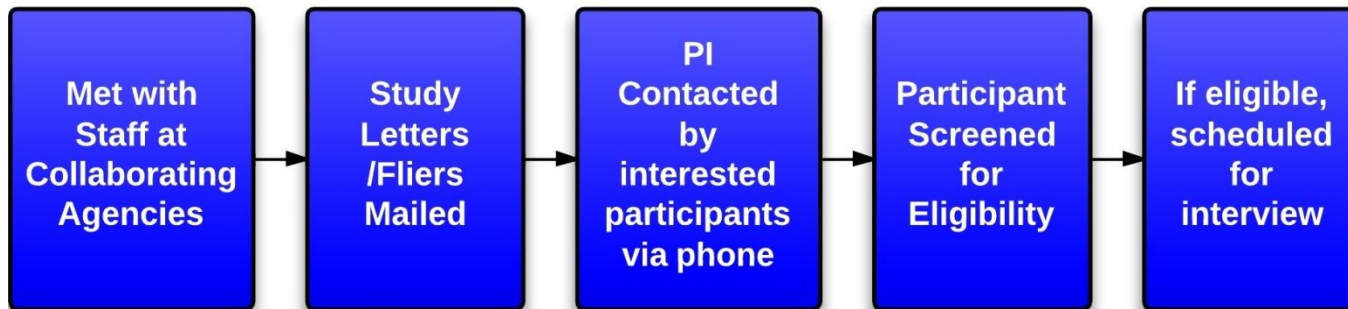
# Recruitment

- Phase I

- Introductory letters and study flyers were mailed to HIV + TGW
- Flyers posted at collaborating clinics and ASO.

- Phase II

- Held information meetings with staff at collaborating agencies
- Posted recruitment flyers in areas designated by staff



# Other Recruitment Strategies



Indy Gay PRIDE



Talbott Street Night Club



Indiana AIDS Walk



Black PRIDE Festival

# Recruitment Timeline, Activities & Outcomes

Date	Activity	Number of recruitment flyers distributed	No. letters returned	Number of successful interviews scheduled
8/11/12	Attended Indy Black PRIDE	8	NA	0
8/17/12	Study overview and recruitment meeting-- state health department	10	3	0
9/14/12	Study overview and recruitment meeting transgender peer contact	5	NA	1
9/25/12	Study overview meeting with local pharmaceutical representative	3	NA	0
9/27/12	Study overview and recruitment meeting- - county health department	5	0	1
10/10/12	Study overview and recruitment meeting- Life Care clinic	14	0	1
11/5/12	Study overview and recruitment meeting- Damien Center	7	0	0
		52		N=3

# Recruitment Flyer



Are you a transgender woman who is:  
Living with HIV/AIDS and at least 18  
years or older?

If you answered yes to the questions above you may be able to take part in a study about the experiences of seeking, entering, and staying in HIV care. Information from this study will increase knowledge and awareness of transgender women's HIV health needs and improve the HIV healthcare experiences of transgender women.



Call Dana H. RN, MSN  
Indiana University School of Nursing  
at **(317) 759-3885** for more information

Please note that all eligible participants will be asked to take part in a one-on-one 60-90 minute interview. Interviews will be held in private location. Your name and personal information are not required to participate. A gift card will be given to all women who complete the interviews.

# Lessons Learned

- Opt-in recruitment
- Recruitment through the state health department
- Community events
- Community gate-keeper (transgender peer)
- Phone calls versus letters

# Lessons Learned

- Face-to-face interviews preferred
- “I am a woman, just like you”
- Include incentives on recruitment flyer
- Employ less restrictive inclusion criteria
- Include question about other strategies for recruitment



# Next Steps/New Directions

- Form a transgender advisory board
- Respondent driven sampling
- Increase recruitment incentive from \$25 to \$50
- Include incentive on recruitment flyers
- Include question about best strategies for recruitment in interview



# Contact Information

## Research Team

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