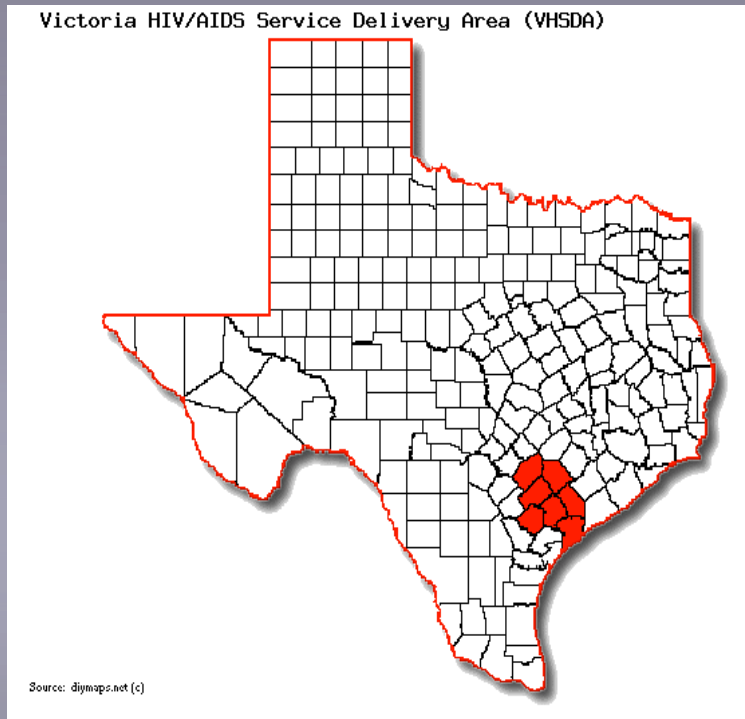


**Stereotypic Beliefs about HIV/AIDS in
Rural South Texas**
A Foundation for Population-Based Capacity Building

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Problem & Setting

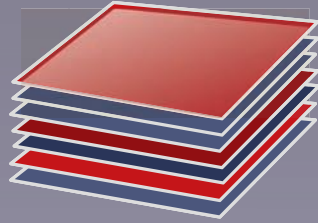


(DIYmaps.com, 2016)

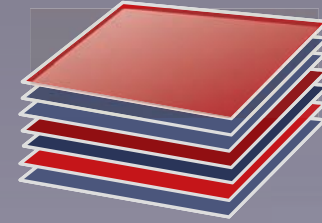
County	Population	% Rural
Calhoun	21,605	45
DeWitt	20,465	50
Goliad	7,351	100
Gonzales	20,045	65
Jackson	14,255	62
Lavaca	19,468	81
Victoria	89,269	27

(City-Data.com, 2015)





Literature Review



Successful Community Outreach (Moriarty, Manthorpe, & Cornes, 2015)

- **Arm the community with information and skill**
- **Connect the community organizations to ongoing funding and resources**

Facilitators of Engagement (Crittenden, Kaponda, Jere, McCreary, & Norr, 2015; Hallum-Montes, Morgan, Rovito, Wrisby, & Anastario, 2013; Schneider, Zhou, & Laumann, 2015; Wolfe et al., 2013)

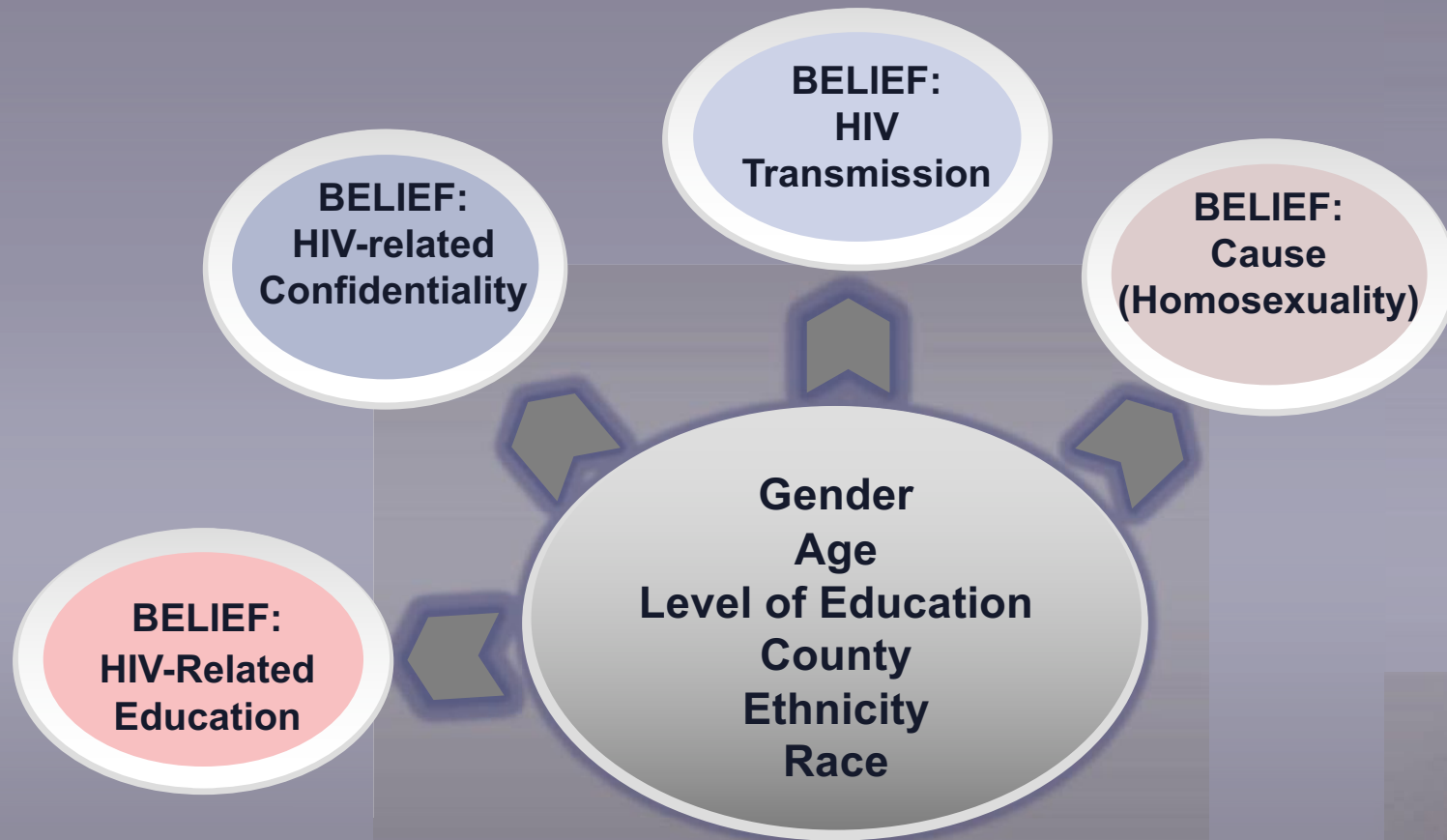
- **Peer connections within subcultures to reduce high-risk behaviors**

Barriers to Engagement (Williams, Amico, & Konkle-Parker, 2011)

- **Competing priorities**
- **Complexity of the health care system**
- **HIV health beliefs**
- **Stigma**



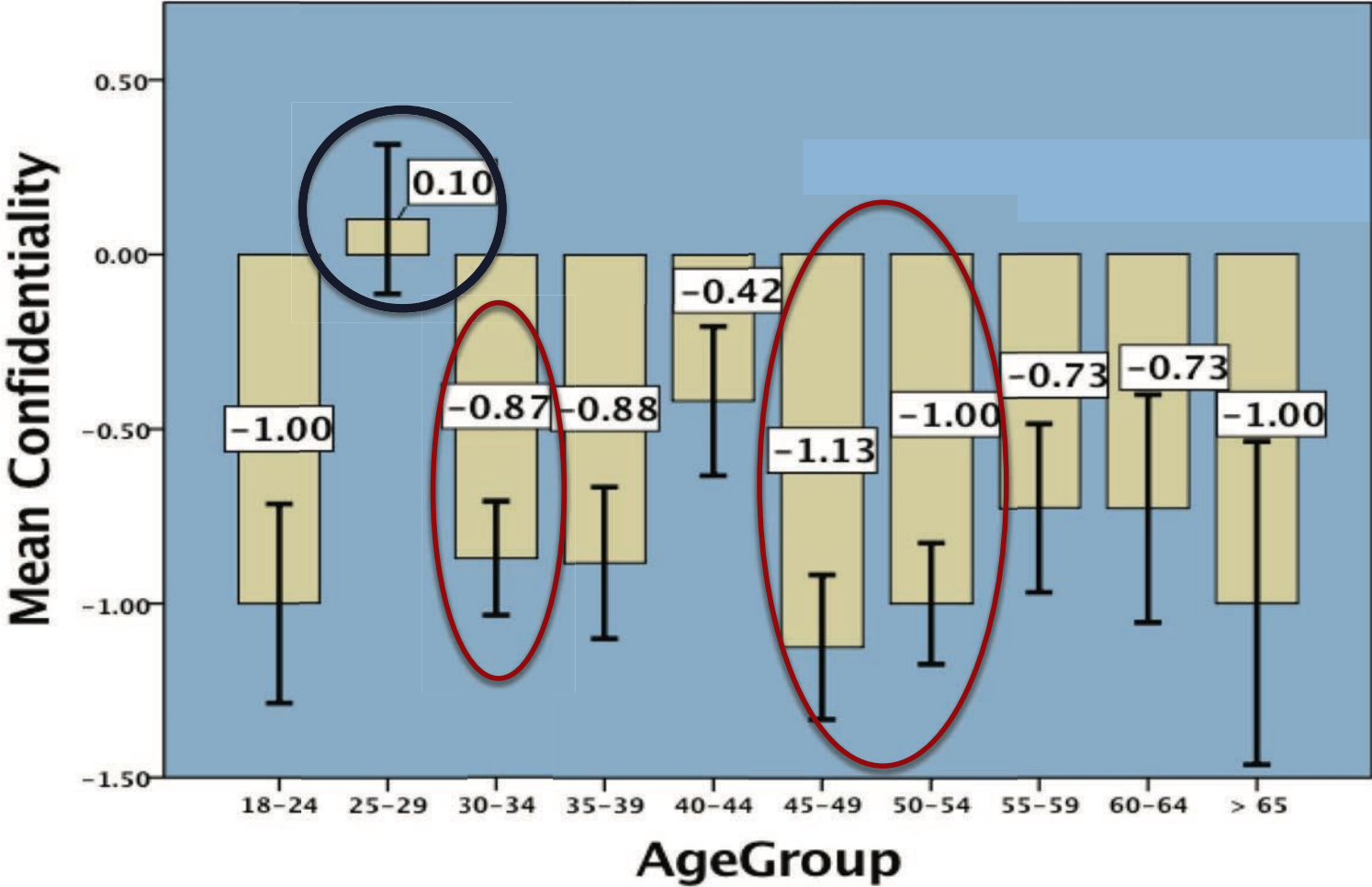
Stereotypes about HIV/AIDS Scale



(Snell, Finney & Godwin, 1991)



ANOVA: Age Group Means

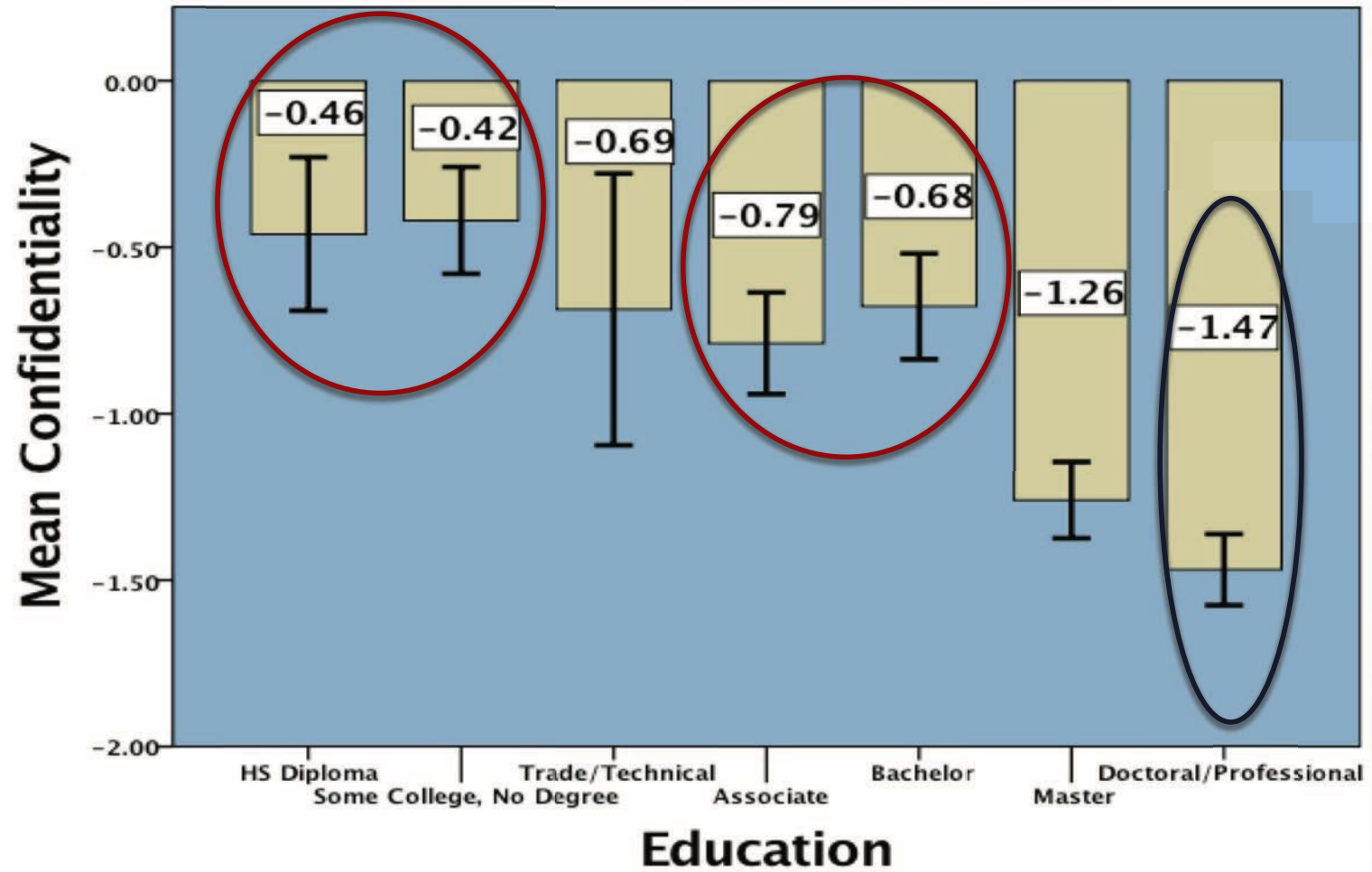


Error Bars: +/- 1 SE

p-value = .009



ANOVA: Education Level Means

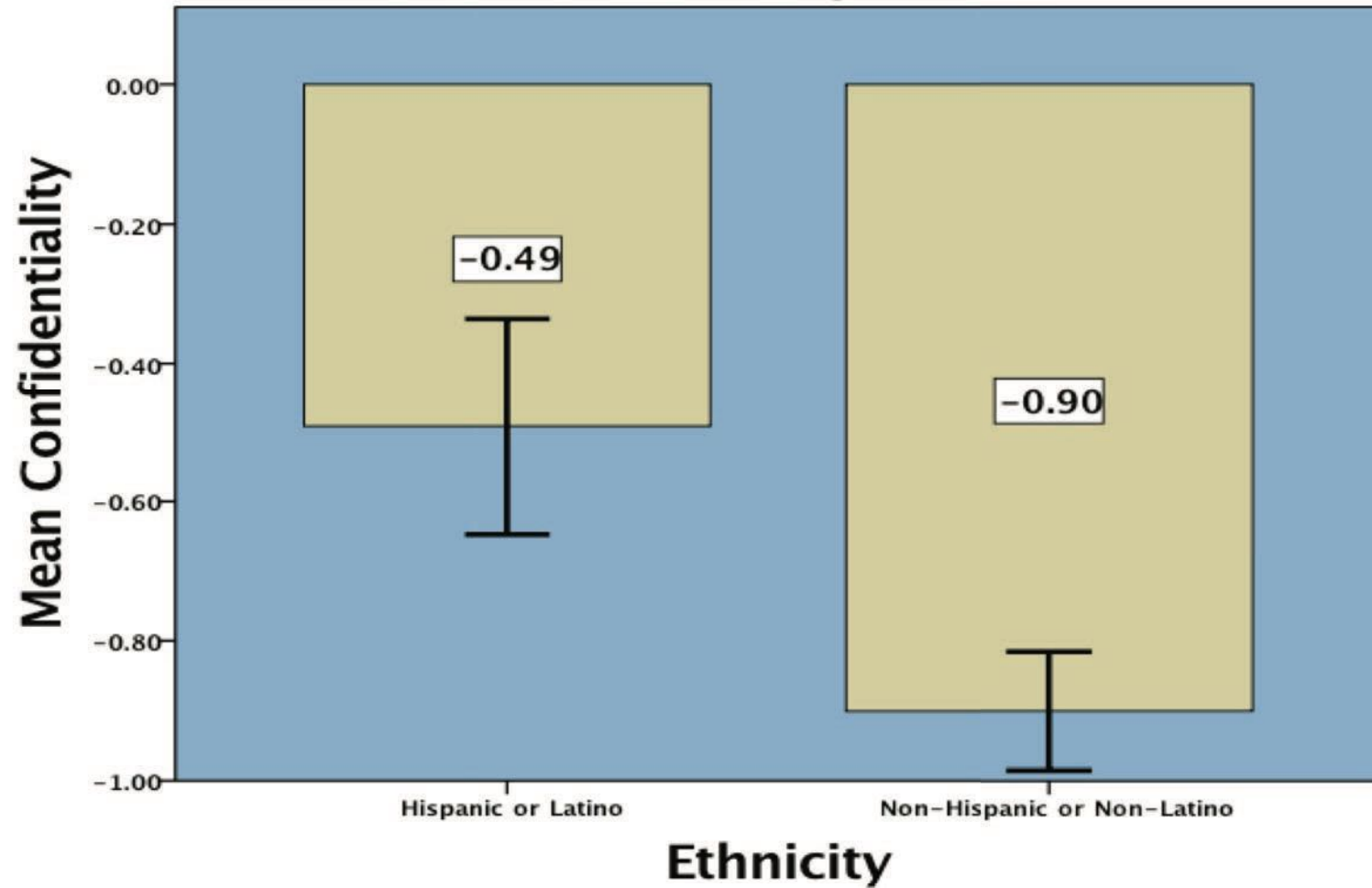


Error Bars: +/- 1 SE

p -value < .0005



ANOVA: Ethnicity Means



Error Bars: +/- 1 SE

p-value = .017



Implications for Practice



(Google Images, 2016)

**Regional Summit in Victoria, Texas
May 18, 2016**



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