

# Ambassadors to Promote Sexual Health in Diverse Communities in Baltimore

## ***Breaking Barriers, Building Healthier Communities TOGETHER***

Interim evaluation report | June 1, 2025 through May 2026 current-to-date

Metric	Current value
Event-detail attendance	1,957.0
Events documented	27
Survey responses	124
Average event rating	4.8 / 5
Quotes coded	112

## Model and Evaluation Story

RnD Associates provides sexual health training and follow-up support to youth, youth service professionals, returning citizens, barbers and beauticians, and faith leaders to strengthen community education and referral pathways. RnD Associates delivers PrEP and syphilis prevention sessions for LGBTQ+ community members.

## Performance Snapshot

**Number of community education sessions held:** 25 of 6.0 (416.7% of target, Exceeded)

**Number of people attended community events:** 1957.0 of 1000.0 (195.7% of target, Exceeded)

**Number of theatre performances:** 2 of 2.0 (100.0% of target, Met)

**Number podcasts:** 8 of 9.0 (88.9% of target, Watch)

**Number of social marketing materials promoting sexual health:** 34 of 7.0 (485.7% of target, Exceeded)

**Number of barbers and beauticians' shops piloting PrEP:** 4 of 3.0 (133.3% of target, Exceeded)

**Universities enrolled:** 4 of 3.0 (133.3% of target, Exceeded)

**Faith-based programs enrolled:** 3 of 2.0 (150.0% of target, Exceeded)

**Youth programs enrolled:** 8.0 of 9.0 (88.9% of target, Watch)

**Health Centers enrolled:** 1 of 1.0 (100.0% of target, Met)

**Churches enrolled:** 10 of 2.0 (500.0% of target, Exceeded)

**Number of people screened for HIV/STIs:** 30 of 100.0 (30.0% of target, Needs attention)

**Number of people referred to PrEP:** 130 of 100.0 (130.0% of target, Exceeded)

## Qualitative Findings

### General learning: 39 coded quotes

“I learned the early warning signs of teens that may be involved in inappropriate conversations and interactions.”

“The way to start an open conversation with youth when it involves learning about their own body.”

### HIV/STI knowledge: 29 coded quotes

“The data connected to Syphilis was new for me. While I’ve worked in Public Health for a lengthy amount of time, there aren’t a lot of answers or statical representation to give much insight on this.”

“PrEP (Pre-Exposure Prophylaxis) is a highly effective daily pill or bi-monthly injection for HIV-negative individuals to prevent HIV infection, reducing risk by over 90%.”

### PrEP/PEP awareness: 22 coded quotes

“I learned that a lot of married people should also get tested because of the rates of infidelity. I learned that Prep can be administered a few times a year via a shot. I think that’s awesome.”

“Contrary to what was recommended before we don’t have to use latex condoms. Just condoms are sufficient. The PrEP injections are given 4x per year in the abdomen or buttocks”

### Ambassador model: 15 coded quotes

“I learned that no matter what the need of the community is there are resources and everyone can take advantage of especially like the resources that were prevented at this symposium”

“I learned about pronouns and the LGBTQIA community biases, biases of parents caregivers how to avoid those biases and how to be a support safe space for our youth”

### Prevention behaviors: 13 coded quotes

“I learned that we need to be more mindful of how we teach our teenagers about sexual awareness and teenage pregnancy and we need to be more inclusive and more understanding of what their needs and emotions are and we need to keep the communication lines open”

“Contrary to what was recommended before we don’t have to use latex condoms. Just condoms are sufficient. The PrEP injections are given 4x per year in the abdomen or buttocks”

### Data and disparities: 11 coded quotes

“The data connected to Syphilis was new for me. While I’ve worked in Public Health for a lengthy amount of time, there aren’t a lot of answers or statical representation to give much insight on this.”

“I learned that a lot of married people should also get tested because of the rates of infidelity. I learned that Prep can be administered a few times a year via a shot. I think that’s awesome.”

### Healthy relationships: 10 coded quotes

“Emphasis on repeated points of contacts build a relationship and confidence & trust with our stakeholders. Stigma is a barrier to using mobile STI testing vans”

“you can use prep before having sex to prevent contracting HIV and that all of the dimensions of wellness is connected to a healthy sexual relationship”

### Testing motivation: 6 coded quotes

“I learned that a lot of married people should also get tested because of the rates of infidelity. I learned that Prep can be administered a few times a year via a shot. I think that’s awesome.”

“Emphasis on repeated points of contacts build a relationship and confidence & trust with our stakeholders. Stigma is a barrier to using mobile STI testing vans”

## Recommendations

### ***Make testing conversion the next improvement target***

Evidence: STD testing was reported as available for 24.2% of survey responses, but only 7 respondents reported being tested. The screening performance measure is at 30.0% of target.

Next step: Add a standard testing prompt, warm handoff script, and post-event testing follow-up workflow for events where testing is available.

Metric: Track tested / testing-offered rate by event and ambassador host.

### ***Turn PrEP/PEP curiosity into navigation follow-through***

Evidence: PrEP referrals reached 130.0% of target, and 22 participant learning quotes mention PrEP/PEP.

Next step: Use a simple referral tracker that records education, interest, warm handoff, appointment scheduled, and appointment completed.

Metric: Track referral completion stage by month and by event type.

### ***Close the remaining knowledge gaps by topic***

Evidence: Learning rates are strongest for sexual health, statistics/data, and healthy relationships, while condoms, contraception, HPV, syphilis, and HIV have lower yes-rates.

Next step: Create a rotating mini-module library so each event covers one priority knowledge gap in addition to PrEP/PEP.

Metric: Track pre/post topic confidence or learned-something-new rate by topic.

### ***Strengthen youth-program reach and segmentation***

Evidence: Youth programs enrolled are at 88.9% of target while the model identifies youth, college-age young adults, and trauma-exposed adolescents as priority populations.

Next step: Separate youth, college, and youth-serving staff events in tracking so programming can be tailored to each pathway.

Metric: Track youth events, youth attendance, and youth survey outcomes as separate dashboard segments.

### ***Institutionalize ambassador learning loops***

Evidence: Event data show many hosts and formats, but improvement decisions will be stronger if each ambassador can see their own reach, topics, and participant learning themes.

Next step: Send each ambassador a quarterly one-page feedback brief with attendance, quote themes, referrals, and one suggested improvement experiment.

Metric: Track ambassador-specific action items completed and changes in survey outcomes over time.

### ***Tighten source-data consistency before the final award report***

Evidence: The workbook now aligns the headline attendance total to 1,938; future updates should keep scorecard, event detail, and survey event names synchronized.

Next step: Adopt a short data dictionary and monthly reconciliation checklist before exporting public data.

Metric: Track unresolved data-quality flags at each monthly reporting close.