



Illinois Wesleyan University
Digital Commons @ IWU

John Wesley Powell Student Research
Conference

2018, 29th Annual JWP Conference

Apr 21st, 2:00 PM - 3:00 PM

The Effects of Gender Norms on Hiv Contraction and Treatment in the Hispanic-American Population

Madeline Gibson
Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/jwprc>



Part of the [Education Commons](#)

Gibson, Madeline, "The Effects of Gender Norms on Hiv Contraction and Treatment in the Hispanic-American Population" (2018). *John Wesley Powell Student Research Conference*. 15.

<https://digitalcommons.iwu.edu/jwprc/2018/posters2/15>

This Event is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at The Ames Library at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

The effects of gender norms on HIV contraction and treatment in the Hispanic-American population

El papel de los roles de género en la contratación y el tratamiento del VIH en la comunidad hispanoamericana

Madeline Gibson and Carolyn Nadeau*

Department of Hispanic Studies, Illinois Wesleyan University

Introduction/Introducción

Though the Hispanic population represents only 18% of the US population, they comprise 25% of HIV cases in the US. Studies have shown that cultural gender norms of *machismo* and *marianismo* are partial causes of this disparity. Here, a new method for HIV education centered around the positive reinforcement of cultural beliefs is proposed, which could potentially increase the rate of HIV prevention and treatment in the Hispanic population.

Aunque la gente hispana sólo forma 18% de la población de los EEUU, representa 25% de los casos del VIH. Los estudios investigativos han mostrado que los roles de género tradicionales (el machismo y el marianismo) son algunas causas de esta disparidad. Aquí se presenta un método posible para mejorar la tasa de la prevención y el tratamiento del VIH en la comunidad hispana. Este método se centra en el apoyo positivo de las creencias culturales.

Methods/Métodos

In order to investigate culture-specific methods to improve HIV treatment and prevention, a literature review was conducted and coupled with observed clinical practices. These together helped to generate a novel method of education targeted towards the Hispanic population.

Para investigar los métodos de la prevención y el tratamiento del VIH para los grupos culturales específicos, se hizo una investigación de los artículos académicos. Esto fue combinado con las observaciones de las interacciones en una clínica para crear un nuevo método de educación dirigido a la población hispana.

Literature Cited/ Literatura citada

“HIV/AIDS: HIV Among Hispanics/Latinos.” *Centers for Disease Control and Prevention*,

Brooks, RA, et al. "Preventing HIV among Latino and African American Gay and Bisexual Men in a Context of HIV-Related Stigma, Discrimination, and Homophobia: Perspectives of Providers."

Acknowledgments/Agradecimientos

Special thanks to Professor Nadeau and the staff of the Community Health Care Clinic.

Effects of gender norms on HIV contraction and treatment/Los efectos de los roles de género en la contratación y el tratamiento del VIH

Machismo
Machista beliefs have been shown to correlate with increased likelihood of having unprotected sex and multiple partners. It has also been shown to correlate with decreased compliance with antiretroviral treatment for HIV, due to fear of being stigmatized as homosexual.

Se ha mostrado que hay una correlación entre las creencias machistas y la posibilidad de tener sexo sin protección, o múltiples parejas sexuales. También se ha mostrado que el machismo reduce la tasa de la adherencia al tratamiento antirretroviral para el VIH, a causa del miedo de ser estigmatizado como homosexual.

Marianismo
Marianismo is associated with higher risk of HIV primarily because women do not feel as if they have enough power to negotiate contraception. They may also choose not to seek treatment for fear of the stigma and loss of honor.

El marianismo se asocia con un riesgo alto del VIH, principalmente porque las mujeres no sienten que tengan suficiente poder para negociar la anticoncepción. Pueden rehusar a buscar tratamiento para el VIH a causa del miedo del estigma y la pérdida del honor.

**It is worth noting that there have been no significant findings in regards to HIV prevalence and treatment in the Hispanic gender non-conforming population. This in itself is problematic, as it shows that this group is overlooked even in the field of scientific research.

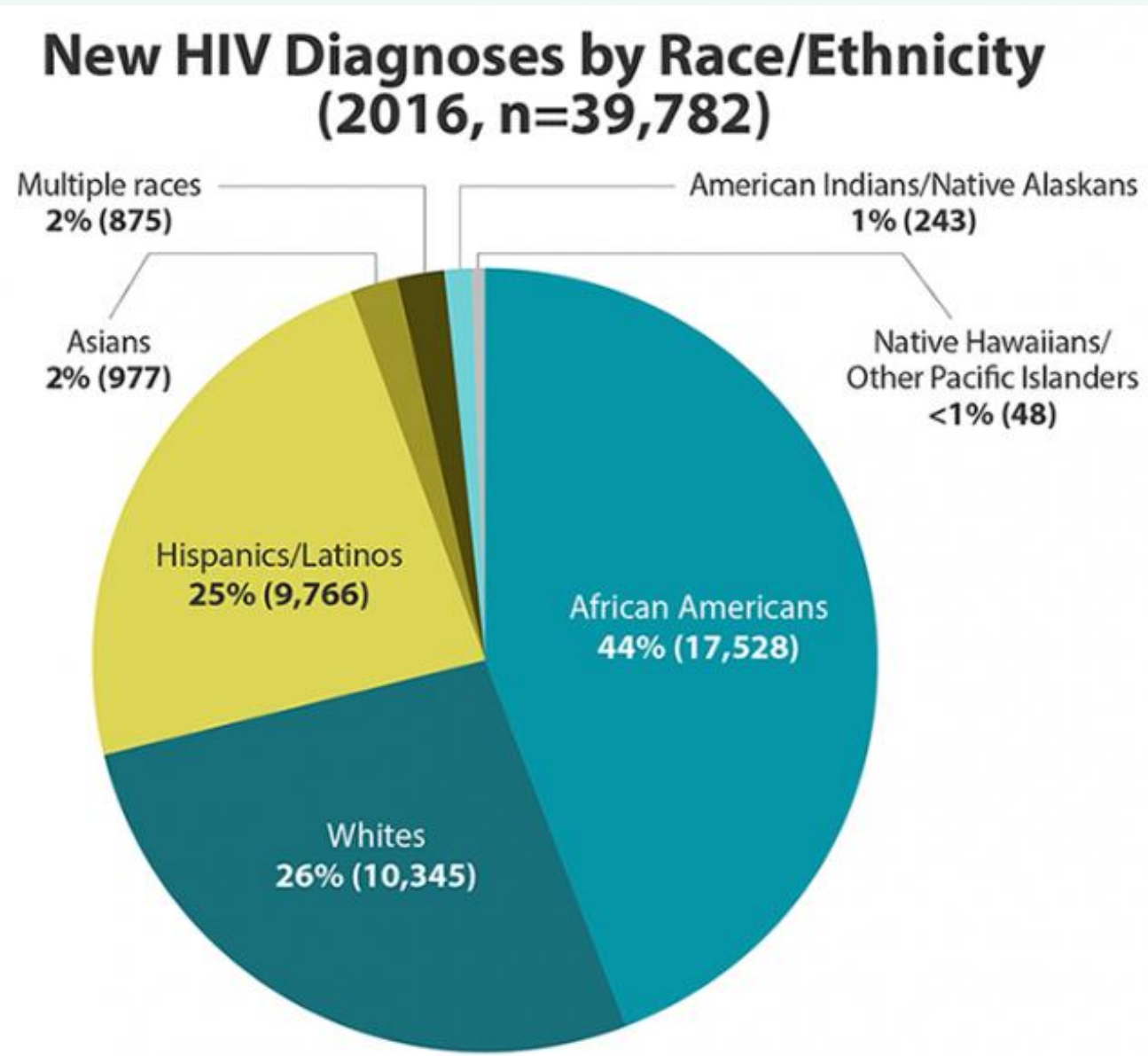


Image: Centers for Disease Control and Prevention

Culture-specific education/Educación específica para la gente hispana

Education about HIV prevention and treatment should be considerate of cultural norms and beliefs in order to have a larger effect. Some potential strategies for educating the Hispanic population include:

- Using someone of Hispanic descent to deliver information
- Separating men and women into different rooms
- Addressing potential negative affects of *machismo*

Perhaps the most effective option is re-enforcing positive aspects of *machismo* and *marianismo* in order to encourage treatment. Emphasizing the cultural norms of the man as the protector of the family and the woman as the caregiver could incentivize them to maintain their health in order to fulfill their respective roles.

La educación sobre la prevención y el tratamiento del VIH deben tener en cuenta las normas y las creencias culturales para tener un efecto más grande. Algunas estrategias para educar a la población hispana incluyen:

- Una presentación dada por una persona hispana
- La separación de los hombres y las mujeres en diferentes salas
- El reconocimiento de los efectos negativos del machismo

Quizás la opción más eficaz es el enfatizar los aspectos positivos del machismo y el marianismo para fomentar el tratamiento. El enfatizar la norma cultural del hombre como el protector de la familia y la mujer como la madre podrían incentivar el mantenimiento de la salud para cumplir con estos roles.