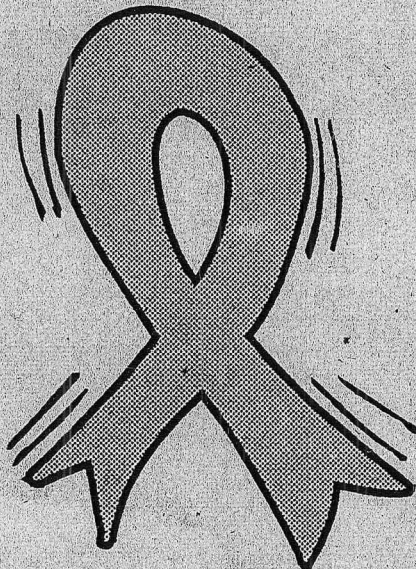


AIDS VANCOUVER

TAKING CARE OF EACH OTHER

Education Department
Year End Report
1995/96



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1996

AIDS Vancouver
Education Department Year End Report
April 1, 1995 - March 31, 1996

OVERVIEW

The past year has seen many changes in the Education Department at AIDS Vancouver. Along with a new Director of Education, seven new staff have started with the agency - five of which are new positions for AIDS Vancouver.

With these changes in staff, many new operations and system structures have been introduced to the department. As a department we meet twice a month to review our programs and update our colleagues. As well, we have established one of the meetings as a forum where we can talk about the issues and challenges that we face and to seek assistance and support from fellow staff. We have established an annual retreat for the education department in order to coordinate and complement programs and services across the department. All outreach and training activities are now reported on as discrete items in order to evaluate effectiveness and provide suggestions for modifications and changes to the program activities. In this way we learn from our mistakes and build upon our strengths. Education and prevention strategies and programs are constantly being evaluated in order to determine their effectiveness and to place the program or service in the context of health promotion and community development. With a more concentrated emphasis on documenting the work that is done in the department, we are able to see what works and what does not. This in turn leads to a better "value for money" analysis that is so very important in the current fiscal climate.

Changes in other parts of the agency have also impacted the education department. With strong leadership in Fund Development, all of the staff in the department have recognized how they can play a part in securing the financial and community support for the work of the agency. All the staff realize that no matter how important and comprehensive the work may seem to us, it is the community that must recognize and support the work of the agency for the work to be able to continue. One of the ways the community shows their support is through donating to a charity that they feel does good work. The staff are key in providing the best programs and services possible - not only for the agency's survival but for the survival of our community.

One of the changes that has occurred in the agency is the introduction of a new "look" or image for the agency. An image that reflects the energy and commitment to our work and places the programs and services within the community - not only as an agency that serves a community. These images are designed by a local Vancouver artist - John Ferrie, with six of the programs and services at AIDS Vancouver highlighted into original pieces of art. This re-vitalization has spawned a slogan for AIDS Vancouver - Taking Care Of Each Other which now serves as our vision statement as well, and is incorporated into the new logo in the John Ferrie script. It is a challenging time for AIDS work in Canada and locally we are faced with our own unique situation. With a new image, new staff, and a new outlook - we are better positioning the agency to respond to an ever changing crisis.

1995/96 Education Department Staff

Terrah Keener
Director of Education

***Brent Allan** ext. 227
Director of Education

***Alison Ivan** ext. 237
Education Assistant

Ken Burke
Education Assistant

***Gregg Brown** ext. 228
Trainer, Training Institute

***Micheal Vonn** ext. 230
Trainer, Training Institute

Ann Bradbury
Trainer, Training Institute

***Paul Perchal**
Project Trainer, Training
Institute

***Margreth Tolson** ext. 229
Coordinator, Women's
Outreach

***Phillip Banks** ext. 241
Resources Coordinator

***Shane Borley** ext. 233
Man To Man Outreach
Educator

***Greg Eades** ext. 238
Man To Man Outreach
Coordiantor

Henry Koo
Man To Man Outreach
Coordinator

***Maria Stanborough** ext. 266
Community Outreach Educator

***Janice Linton** ext. 248
Librarian

Linda Neumann
Resources Sharing Project
Assistant

***Stephen Smith** ext. 235
Library Assistant/Helpline
Coordinator

***Rodney Kort**
National Health Promotion
Project Coordinator

***Terry Trussler**
National Health Promotion
Project Leader

* on staff as of April 1, 1996

Community Outreach

Mission Statement

Community Outreach Education, in partnership with other community based organizations, promotes awareness and discussion of HIV and AIDS issues to diverse communities in forms that are socially and culturally relevant.

Program Goals

- Community Outreach began as a program at AIDS Vancouver at the end of October 95. Independently and in partnership with other community-based organizations, Community Outreach works to promote awareness and discussion of the range of HIV/AIDS issues. The program promotes a supportive environment in the general public for PLWHIV/AIDS.

Program Objectives

- To educate the general public about HIV/AIDS through information tables, public forums, and computer technology.
- To discuss and provide resources on racism, homophobia, sexism, misogyny, classism, and seropositive status as they relate to HIV/AIDS.
- To contact outreach personnel at community-based organizations to develop partnerships and collaborative initiatives.
- To develop resources that are socially and culturally relevant to diverse communities.

Program Accomplishments/Activities

The BC AIDS Conference was the first event attended by Community Outreach. It was a highly successful debut as it was the launching of the John Ferrie images and the new look of AIDS Vancouver. Since then Community Outreach has been present at venues ranging from the Vancouver Art Gallery on World AIDS Day to UBC's Sexual Health Fair; and the Kingsgate Mall with the Black AIDS Network (during Black history month) to the BC Winter Games in North Vancouver.

Public inquiries vary depending on the venue. At public events, such as the BC Winter Games, people ask basic questions about HIV transmission and statistics. Generally, and at the Winter Games especially, there is also a need for information on support for family and friends -- a reminder to the extent of hurt and loss people are feeling from the AIDS epidemic.

At colleges and universities, Community Outreach finds that there tends to be a focus on questions about sex, specifically oral sex. At UBC's Sexual Health Fair, BCTV was in attendance and interviewed AIDS Vancouver specifically on the issue of safer sex.

In March '996, Community Outreach launched AIDS Vancouver's homepage on the World Wide Web. Electronic communications offers AIDS Vancouver the opportunity to "meet" with people who might never walk into PARC. Our homepage invites people in, with the electronic mail addresses of all the programs available to the browser.

Program Evaluation and Statistics

During the first five months of Community Outreach's development the program has been at a total of 20 events. At these events we have distributed a total of 4096 printed materials, 2038 condoms, 398 water-based lubricant, and 102 dental dams.

Program Partners

- Programs within AIDS Vancouver
- BCPWA
- Positive Women's Network
- Black AIDS Network
- Asian Support AIDS Project
- YouthCO
- International Conference on AIDS

Program Quotes

Community Outreach is bringing AIDS Vancouver into the public where it may never have had a presence before. Guy Matthews, an AIDS Vancouver volunteer, was at the BC Winter Games and remarked how receptive the public was to the AIDS Vancouver's presence. "I have never talked to so many different people about sex in a public space," remarked Guy.

Program Directions

The future continues to be busy for Community Outreach. From April '96 to March '97 Community Outreach will continue developing its calendar of events. And as the pool of volunteers expands, Community Outreach hopes to bring AIDS Vancouver to even more venues, and in contact with more communities.

To meet community needs, Community Outreach also intends to develop material on safer sex for straight and bisexual identified individuals.

The upcoming year will also see Community Outreach actively involved with the International Conference on AIDS, at the Conference itself and through the development of six public forums taking place during the conference.

1996-'97 will be our chance to see how many people are coming to visit AIDS Vancouver through the internet system, and what information is being sought by the general public. The upcoming year for Community Outreach looks to be a be a dynamic year of development and focusing program priorities.

AIDS Vancouver

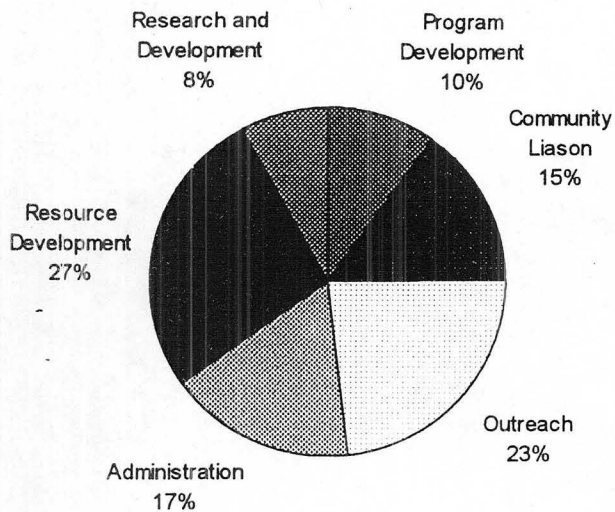
Taking Care of Each Other

1995/96 Education Department Year End Report



1995/96 Program
Statistics

Outreach Services - Community Outreach Time Allocation

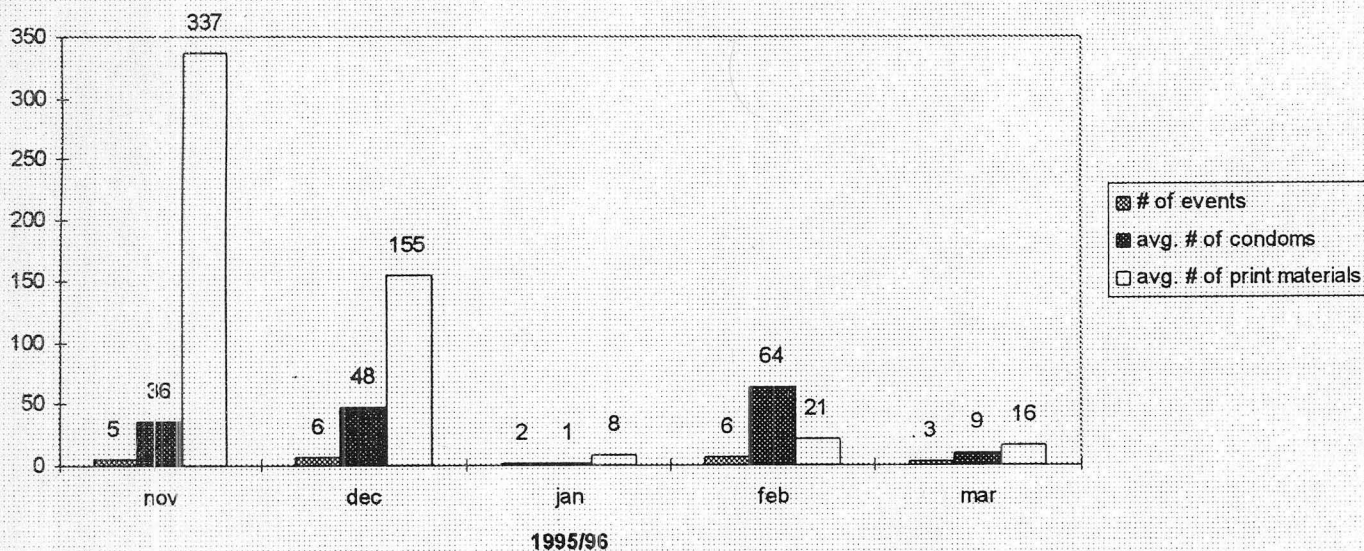


Education Services

Outreach Services Branch

Community Outreach

Outreach Services - Community Outreach



Women's Outreach

Mission Statement

Using an holistic and feminist framework, and including the principles of health promotion, Women's Outreach works to raise awareness and understanding of HIV/AIDS in women's lives.

Program Goals

- To reduce risk of HIV transmission in women
- To create a more supportive social and political environment for women living with HIV
- To confront personal, social and political barriers to women's health
- To explore the impact of these barriers, including increased risk of HIV transmission and progression of HIV-related illness
- To provide accurate, non-judgmental education relevant to women's diverse health needs

Program Objectives

- To provide workshops and training on issues of women and HIV
- To develop and deliver resource materials relevant to HIV and women's health
- To network with community agencies to develop partnerships and collaborative initiatives
- To participate in public events, such as information tables and marches, to educate and raise awareness

Program Objectives 1995/96

For 1995/96, Women's Outreach focused on five areas of development:

- Outreach in the Downtown Eastside
- Community Development
- Workshop Facilitation in Women's Centres
- Volunteer Coordination
- Print Resources Development

Outreach in the Downtown Eastside

Major Accomplishments

The former coordinators of Women's Programs wished to develop outreach in the Downtown Eastside (DTES) of Vancouver, due to the concentration of high risk activity in this neighbourhood. The Coordinator of Women's Outreach met with women in agencies throughout the DTES to assess the best method of providing preventative information to women living with HIV/AIDS.

Activities implemented included:

1. informal drop-in services at established women's centres,
2. medical accompaniment and brief-solution oriented counseling
3. HIV prevention workshops at various shelters and agencies, for staff and clients

Community Development

Major Accomplishments

1. In collaboration with staff of Carnegie Centre, a support and action group for women front-line workers was developed and facilitated, culminating this year in a retreat for 50 women.
2. In collaboration with women from various agencies, an advocacy group, Core Women Care, was started to raise awareness of issues specific to the DTES. This advocacy group is taking its research, and results of a health forum with professionals, to New Directions and the Community Health Councils.
3. The steering committee for the Oaktree Clinic (for HIV positive women) invited Women's Outreach to join as a permanent member, providing consultation regarding outreach to women in the DTES.
4. Strong links were maintained with the Positive Women's Network, proving most useful to both agencies, and crucial to the clients' sense of continuity of relationships with staff from both agencies.
5. A coordinated HIV prevention and treatment project was initiated at BC Correctional Centre for Women (BCCW, the provincial and federal jail for women) by Women's Outreach, Positive Women's Network and BCPWA.

Program Evaluation and Statistics

Women's Outreach was highly successful in building a strong foundation of support for its activities with women's centres in the DTES, and contributing to the growing awareness of women's health needs in this neighborhood. Due to enthusiastic response from BCCW, we will be continuing and expanding this project (see Program Directions for 1996/97).

Workshop Facilitation

Major Accomplishments

Continuing with programming developed in the previous year, Women's Outreach facilitated HIV prevention workshops at men's and women's alcohol and drug recovery houses, women's shelters and transition houses, women's centres, BCCW and Balaclava House (a half-way house for women ex-cons). In partnership with the Training Institute, Women's Outreach participated in workshops for staff at various agencies.

Volunteer Coordination

Major Accomplishments

Volunteer activities this year included bar outreach, a new activity for Women's Outreach. Through the initiative of volunteers, club owners were contacted and information tables set up at events for both lesbian and heterosexual women.

Due to the need for Women's Outreach to concentrate and focus its activities in 1996/97, volunteer coordination will be handed over to the Community Outreach Educator for facilitation and support. It is hoped that activities initiated this past year will continue to grow and expand.

Print Resources Development

Major Accomplishments

Two new pamphlets were developed and printed this year: Women, Addiction and HIV and Women, Abuse and HIV.

Both pamphlets utilize harm reduction philosophy, acknowledging how these issues increase women's risk of HIV infection. Practical methods of reducing risk of HIV infection are discussed, in simple language, relevant to the context of women's lived experience. A third pamphlet, Women Who Have Sex With Women, is currently being written for publication in the Fall of 1996.

Pamphlets were mailed out to over 200 agencies across Canada and are used in workshops in women's centres. Response has been most favorable, both locally and nationally. Women, Abuse and HIV is to be featured in a national magazine, VIS A VIS, this Spring.

Program Partners

- Positive Women's Network
- Oaktree Clinic
- BCCW
- Core Women Care
- WISH
- Downtown Eastside Women's Centre
- Powell Place
- Sheway
- Florence Apartments
- Carnegie Centre
- Aurora House
- Homestead Recovery House
- Female Health Company (Chicago, IL)

Program Quotes and Qualitative Reports

Outreach with Marginalized Women

The informal nature of drop-in outreach presents special challenges with regard to quantitative and qualitative evaluation. In working with women marginalized by issues of skin color, poverty, violence and low literacy, intense 1-1 work is required before a trusting relationship is developed to the extent that women will discuss issues of sexuality, relationships, drug use and death. Particularly in a neighborhood where anyone representing a service agency is not trusted, it is a challenge to have meaningful contact with people. It is within this context that some examples from case notes are presented, to demonstrate the model of 'success' by which we measure our effectiveness. Although to some they may not seem noteworthy, they are significant examples of educating street-involved women:

- A woman approaches the outreach worker in a single mothers' drop-in centre and mentions casually she "knows a woman whose baby might have HIV." The worker passes her a piece of paper under the table, with the phone number of Oak Tree Clinic. Few words are exchanged. The woman leaves.
- Two women come to the women's centre to find the outreach worker. A friend of theirs' has discovered she is HIV+, but refuses to see staff at any agencies. They want information on HIV and available services that they can take to her and explain, without worker intervention. The three talk for a half hour, going over the information in detail.

- A woman at the shelter sits beside the outreach worker during a regularly scheduled drop-in visit. Unknown to the worker, an argument occurred in the shelter the previous night about HIV infection, and in response, the woman starts asking in a loud voice about shingles and contagion. The woman knows the answers, but wants others in the shelter to hear it from an 'expert'; the woman and worker engage in an animated dialogue about HIV transmission and related health issues.

Program Directions for 1996/97

Women's Outreach staff have observed a high crossover of women between the Downtown Eastside, BCCW, and alcohol and drug recovery houses. By focusing the program more specifically on these areas, there is increased opportunity for repeated contact with women. The consistent presence of Women's Outreach builds trust in and credibility of AIDS Vancouver in this hard-to-reach population.

- **Outreach in the Downtown Eastside**

Drop-in will increase from three women's centres to four, to include WISH, an evening drop-in for sex trade workers. Networking with and workshops for various women's centres will continue.

- **Workshop Facilitation in Recovery Houses**

This activity will continue and be expanded to include more alcohol and drug recovery houses.

- **BCCW**

An HIV peer education project will be implemented with inmates at the correctional centre this year. This is a new program at BCCW, comprising support from AIDS Vancouver Women's Outreach (peer education), BCPWA (peer counseling) and the Positive Women's Network (community Liaison).

- **Print Resources Development**

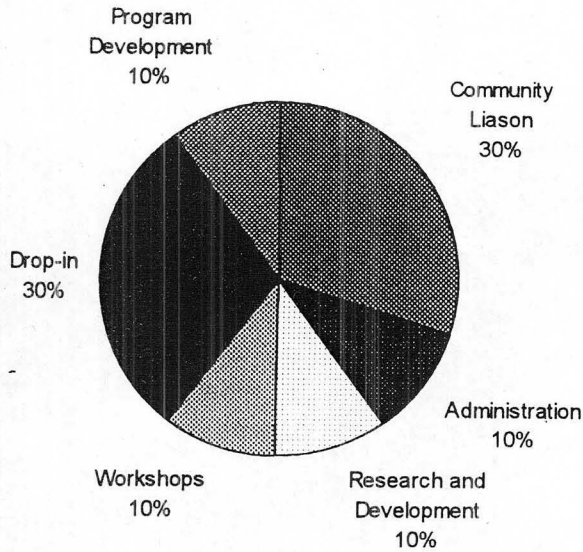
Two new pamphlets will be developed and distributed this year:

Women Who have Sex with Men

Women's Sexual Health

We will continue to utilize harm reduction philosophy in these materials, and language that is sensitive to literacy issues.

Outreach Services - Women's Programmes Time Allocation

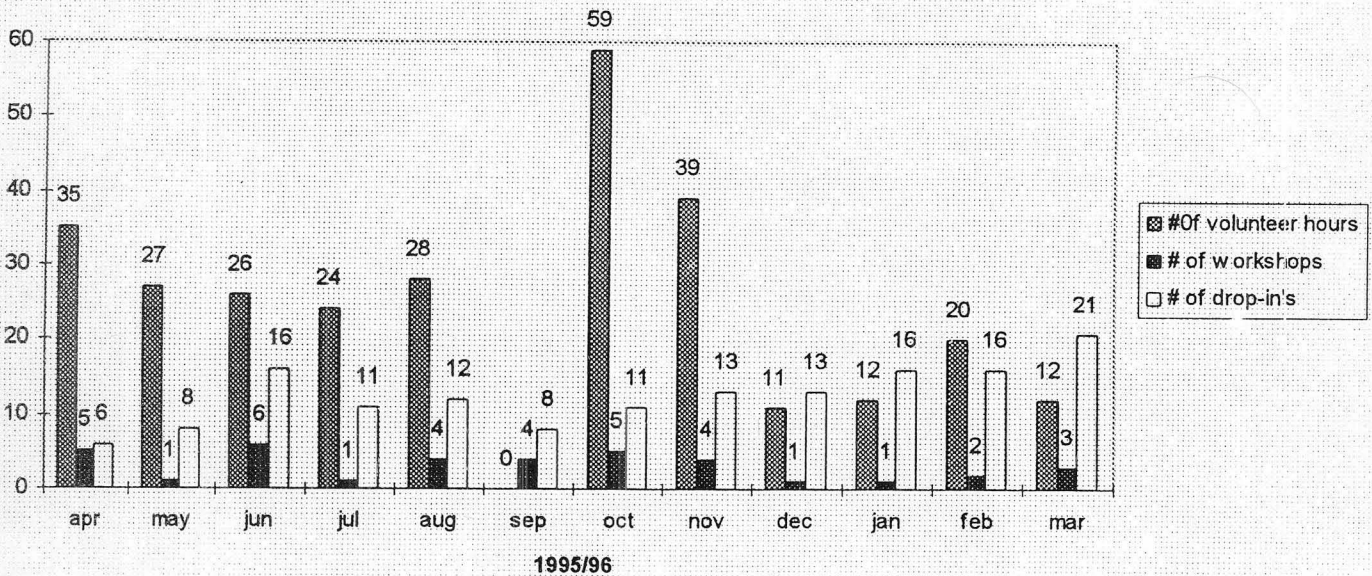


Education Services

Outreach Services Branch

Women's Outreach

Outreach Services - Women's Programs



Training Institute

Mission Statement:

The Training Institute delivers professional development courses that utilize the principles of Health Promotion and Adult Education to increase knowledge of HIV and AIDS and enable individuals and organizations to create supportive and responsive social, work and care environments for people living with HIV and AIDS.

Program Goals

- Lower Mainland Trainings - To continue to develop training programs for professional groups and community agencies, including Prison Outreach and workplace trainings.
- Regional Trainings - To provide training to regionally-based AIDS educators and service providers throughout the province.
- Hotel Education Project - To develop and deliver training to hotel staff in conjunction with the 11th International Conference on AIDS.
- Resource Development - To develop comprehensive, standardized resource training materials.
- Internal Trainings - To participate in the professional development of staff and volunteers

Program Objectives

- Targeting initiatives to select groups and developing programs through advisory committee processes (groups include social workers in hospitals, counselors and therapists working with street-involved youth, provincial AIDS service organizations);
- Continue to provide trainings to previously targeted groups including home support workers and staff of recovery and transition houses;
- Formalize partnership with the Workplace Coalition on AIDS and continue to offer training and consultation to the business and labour community;
- Hire a project trainer for Hotel Education Project and develop curriculum for training;
- Develop resource training manual and standardized course agendas;
- Continue to facilitate and/or consult on trainings for volunteers and staff of AIDS Vancouver.

Program Accomplishments/Activities Highlights

- Part of focus group working on the Fieldguide of the NHPP;
- Series of forums presented for counselors and therapists working with street-involved youth;
- Brochure and marketing materials developed and distributed;
- Instigated development of agency "position statements" document;
- Presentation at the First National Conference on AIDS in Prison;
- Presentation at the BC AIDS Conference;

Program Evaluation and Statistics

# of Training Sessions	39	Average # of sessions per mo.	3.25
# of Participants	1172	Average # of participants/session	30
# of Training Hours	205.5	Average # of training hours/session	5.3
# of Preparation Hours	182.5	Average # of prep hours/session	4.7

Evaluation summaries:

Average scores

Gage: 1 = strongly disagree; 5 = strongly agree

The content is useful and practical : 4.74

There was enough time to cover all the material: 3.53

I received satisfactory answers to all my questions: 4.65

The facilitator seemed to have adequate knowledge and skill to conduct the training: 4.83

Program Partners

- Workplace Coalition on AIDS
- The Justice Institute
- Vancouver Community College
- Correction Services Canada
- BC Coalition of People with Disabilities
- 11th International Conference on AIDS
- BC Centre for Excellence
- National Health Promotion Project
- Volunteer Vancouver
- Various provincial ASO's and CBO's.

Program Quotes and Qualitative Reports/Statements

"I think that this is the first time that [Home Support Workers] felt reassured by the information offered and really integrated that information for themselves. They have been offered the basic information before but somehow this time it all clicked."

Mary C. Hickman, Director, Home Support

"A lot of the information I knew about HIV was outdated... everything I learned today was important and extremely informative. I will strongly recommend this course to anyone."

Germaine Sterritt, Ministry of Indian Affairs

"I was given excellent ideas on how to teach youth and the rest of the community... in the last while I lost motivation to continue on [educating in HIV]. Now it's back even stronger."

Workshop participant, South Central Health Unit Kamloops, B.C.

Program Directions

- Have provincial trainings culminate in a Regional Workshop to be held in the interior
- Develop a course calendar program of trainings available to individuals throughout the year;
- Continue to provide trainings on the basis of community request and to priority groups listed in objectives
- develop targeted initiatives for secondary school educators, immigrant services workers, staff of housing and tenant organizations.

AIDS Vancouver

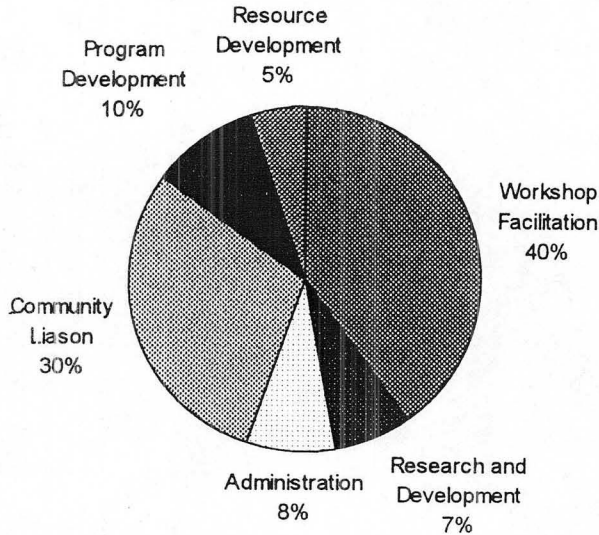
Taking Care of Each Other

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1995/96 Program
Statistics

Training Services - Training Institute Time Allocation

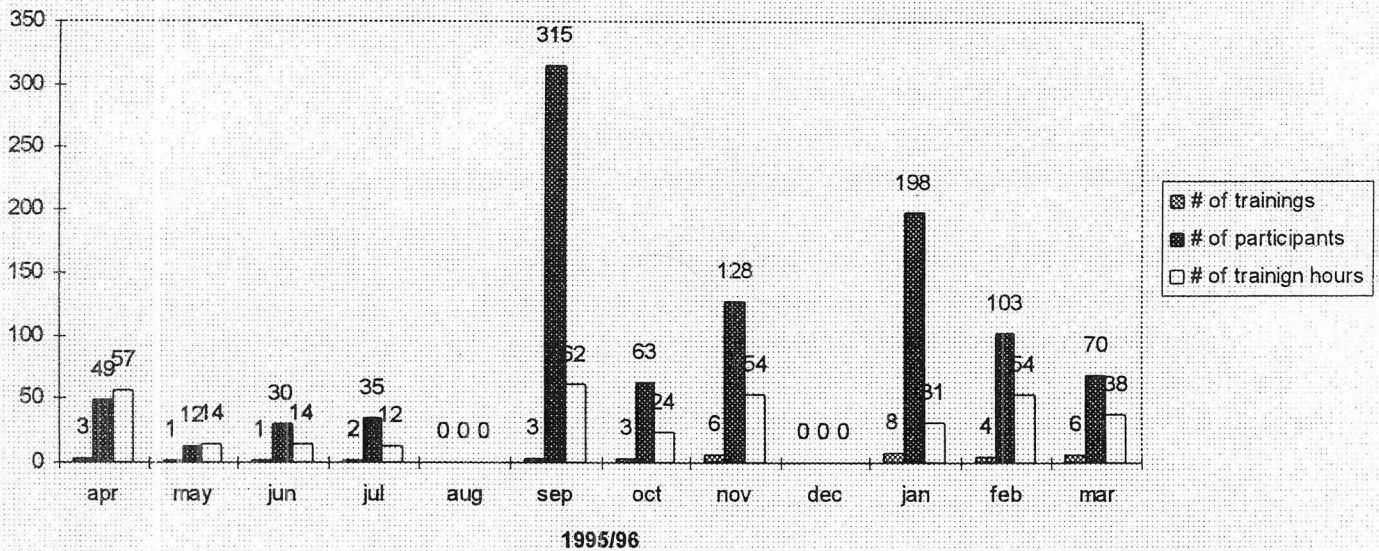


Education Services

Training Services Branch

Training Institute

Training Services - Training Institute



Mission Statement:

Man To Man is a volunteer based outreach program that is committed to assist gay men and other men who have sex with men to develop a self-directed plan to stay healthy.

Program Goals

- To increase self-esteem in gay men and to encourage HIV risk reducing behavior.
- To develop a healthy, sex positive culture.
- To strengthen the social ties between the gay and AIDS communities.
- To increase access to straight men who do not identify as gay.
- To strengthen Man to Man's internal structure.

Program Objectives

- Become a social change agent.
 - address social and psychosocial determinant factors that hinder, or assist, HIV intervention such as homophobia, culture conflicts and low self esteem
 - carry out more public initiatives
- Strengthen the social link between gay and AIDS communities.
 - affect the larger gay identified community by involving the community in educational programming through community development and partnership building strategies.
 - address homophobia and AIDS - phobia.
- Include educational needs of HIV+ MSM
 - assess the educational needs of HIV+ MSM
 - develop a supportive environment for sero-discordant couples
- Access MSM communities that do not identify with being gay.
 - carry out a needs assessment of MSM communities
 - initiate outreach into this population.
- Maintain a level of awareness and outreach.
 - maintain one to one outreach.
 - continue to develop print resources.

Program Accomplishments/Activities Highlights

- Organized AIDS Vancouver's participation in Gay Pride Parade
- Designed and implemented the "fight fag phobia" print campaign, along with a community discussion around homophobia
- Participation in the Stonewall festivities
- Participated in the walk for AIDS
Organized and implemented "Living Proof" event
- Ongoing delivery of bar and bathhouse outreach, including outreach in other social environments. This work is important for reaching the diversity of gay men and men who have sex with men.
- Weekly shifts staffed by volunteers at local bathhouses providing patrons with condoms, lubricant, peer education and support. Volunteers also assisted the program in at least 12 bar blitzes.
- Monthly maintenance and updating of the AIDS Vancouver Information Centres, information boards providing a range of print materials at 13 gay friendly locations throughout the city
- Organized and implemented the first "park clean - up"
- Organized the first sidewalk outreach event
- Coordinated the first local outreach into the Eastside at Harry's off Commercial

Program Evaluation and Statistics

30 volunteers donated over 1000 hours of peer sexual health education and support to members of the gay community and to men who have sex with men. Through community initiatives in the bars, at events and in bathhouses, volunteers distributed over 15,000 condoms and 6000 lubricant, and over 5000 print materials.

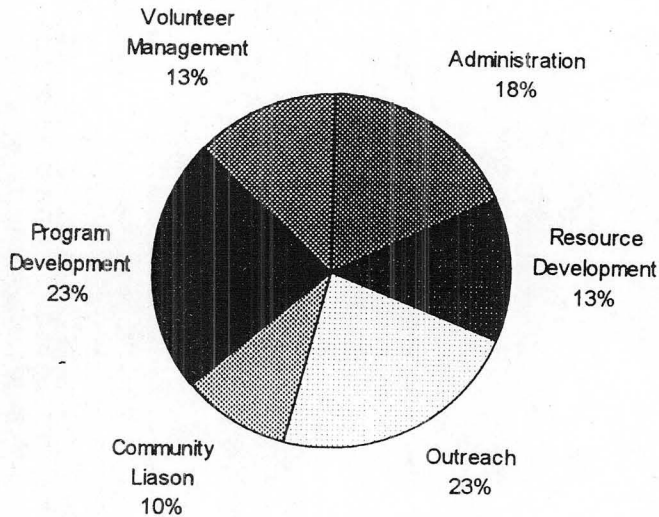
Program Partners

- The Gay and Lesbian Centre
- The Gay Men's Business Association
- Vanguard Project
- A.S.I.A.
- YouthQuest
- YouthCO
- GLBUBC
- BCPWA
- December 9th Coalition
- Black AIDS Network
- Healing Our Spirit
- VLAS
- ATISH

Program Directions

Man to Man will continue to focus on educational outreach initiatives that invite gay, bisexual and men who have sex with men to adopt practices that promote sexual and community health.

Outreach Services - Man To Man Time Allocation

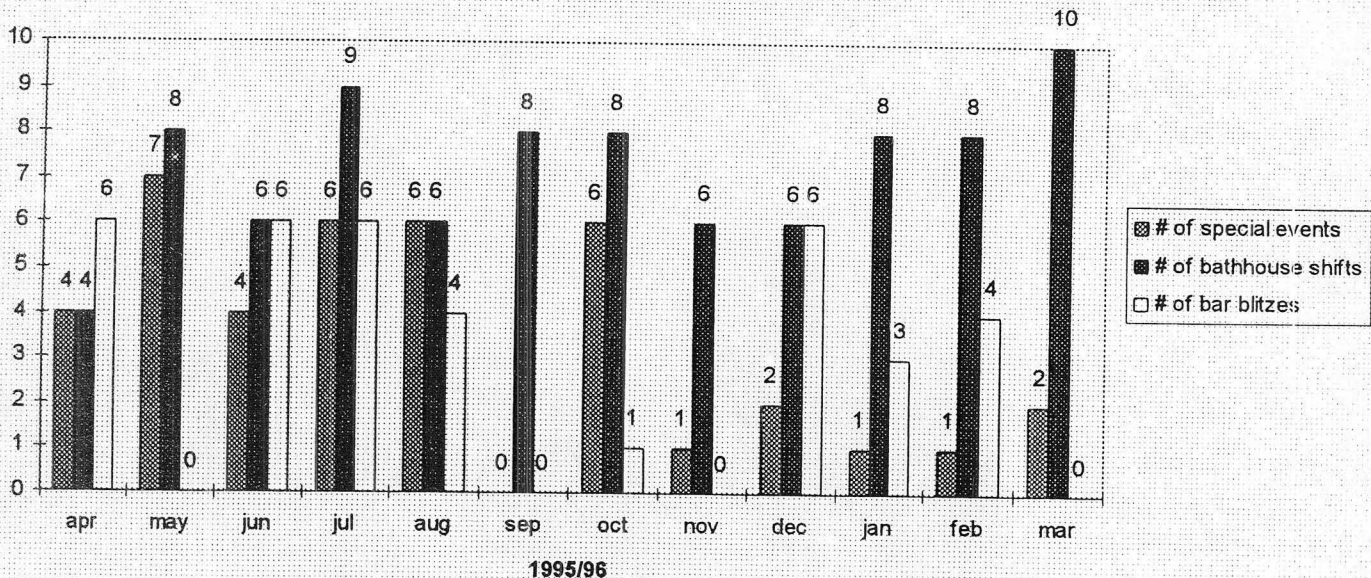


Education Services

Outreach Services Branch

Man To Man

Outreach Services - Man To Man



Mission Statement

The Helpline is a confidential and anonymous telephone service providing accurate and timely information about HIV and AIDS, and appropriate referrals. The program strives to be accessible and seeks to enable callers to make informed decisions and choices regarding their health.

Program Goals

The Helpline's mandate is to provide information to callers with questions regarding HIV and AIDS. For the 1995/96 fiscal year, this guiding principle was complemented with the addition of two specific goals:

- to provide up-to-date and accurate information and referrals
- to address the specific needs and issues of a diverse group of callers

Program Objectives

- To maintain accurate information resources through the development of coordinated and integrated services based on collaborative partnerships with other programs in PARC, such as the Library and the Treatment Information Project. This would result in systematic acquisition and dissemination of the latest and most relevant information available.
- To communicate and collaborate with other agencies in order to develop effective referral resources.
- To develop and incorporate volunteer management practices standardizing the delivery of information and ensuring that the volunteers on the Helpline are able to convey an accurate and appropriate message to callers.
- To target promotional campaigns in order to increase awareness of the Helpline service to specific portions of the general population such as women, high school students, and the gay & lesbian community.

Program Accomplishments/Activities

In 1995, the Helpline was re-located to the PARC Library to establish a comprehensive information center. Outside of providing the Helpline with a bright, comfortable and private space, the relocation afforded staff and volunteers the opportunity to review and revise information sources, and to develop the volunteer work stations to facilitate the effective organization of frequently used resource materials.

In October of 1995, a new part-time Helpline Coordinator was hired. A staff presence has helped to motivate and focus the Helpline volunteers. With assistance and input from other staff and volunteers, the Helpline coordinator initiated:

- the recruitment of 26 new Helpline volunteers
- 3 specialized Helpline training sessions

- consistently scheduled Helpline team meetings
- regular quantitative and qualitative measurement of Helpline activity
- the re-design of forms to track statistical data
- a review of the operation of TTY/TDD equipment and protocols
- the implementation of E-Mail Helpline service

Early in the 1995/96 fiscal year, local artist John Ferrie was commissioned to design an image to promote the Helpline service; the resulting work was reproduced on postcards and refrigerator magnets for promotional distribution. In 1995/96 over 10,000 cards were distributed at events such as Gay Pride Day, mailed out to service organizations such as those assisting the hearing impaired, and distributed individually from various locations such as the PARC Library and HMV Music. The Helpline card is now in its second printing, and has benefited from the addition of simple, readily accessible information about the Helpline service on the reverse side.

Program Evaluation and Statistics

The Helpline assisted 3953 callers in 1995/96, slightly more than the previous year's total of 3794. Approximately 59% (2331) of the callers were male, and 41% (1622) were female, which remains fairly consistent with the gender ratios from previous years.

Approximately 32% of Helpline calls allowed the volunteer to assess what type of sexual contact the caller was concerned about. The breakdown for 1995/96 was as follows:

- 71% (903) contact with opposite sex
- 25% (316) contact with same sex
- 4% (47) both sexes

The actual content of Helpline calls tended to focus on four general subject areas:

Transmission	41%
Testing	29%
Risk Reduction /Safer Sex	15%
Symptoms	13%

In about 40% of all calls, a referral was suggested to the caller. Approximately 32% (509) of these referrals were to an individual or program within AIDS Vancouver, and about 68% (1078) were to outside agencies.

Helpline volunteers staffed the lines for a total of 2864 hours in 1995/96.

Program Partners

- PARC Library
- PARC Reception
- AIDS Vancouver's Resource Distribution, Training Institute and Client Intake programs
- BCPWA's Treatment and Advocacy Departments
- ASAP
- Grupo Vida
- KeeperKard
- Positive Women's Network
- ATISH
- Healing Our Spirit
- Planned Parenthood
- AIDS Committee of Ottawa
- AIDS Vancouver Island
- Greater Vancouver Mental Health Society

Program Quotes and Qualitative Reports/Statements

"I'm so grateful that this service exists. I just didn't know if anyone was going to be able to help me. Thank you for answering my questions. Everything seems clearer now."

- female caller to the Helpline, January 10, 1996.

"I just wanted to thank you people at the Helpline. I've been going through a really rough time lately, and I really appreciate having someone to talk to, and who can answer my questions. My test result came back today and it was negative. You helped me through a really difficult time. Thanks again."

- message left by male caller on March 11, 1996.

Program Directions

In the coming fiscal year, Helpline staff and volunteers will strive to improve accessibility to services and information. Measures to directly improve the accessibility and quality of service will include:

- maintaining a pool of knowledgeable, well-trained volunteers from a variety of backgrounds
- ensuring that volunteers have access to on-going training opportunities that will build on their knowledge and skills
- new strategies for maintaining and retrieving resources
- expanding the hours of Helpline service to include 4 weeknights and Saturdays
- Continuation of work with Helpline partners to provide consistent service in Cantonese, Mandarin and Spanish
- investigation of a 1-800 service to all of British Columbia

Expanding the awareness of the Helpline's existence and services will also continue to be a focus in the coming year. This will be addressed with an increase of targeted mailouts of Helpline cards to various communities and community groups. In addition, the mailouts will be systematically evaluated to gauge their effectiveness as a promotional tool. As the year progresses, other promotional methods and opportunities will be explored with an eye to

reaching a greater number of individuals, both in Greater Vancouver, as well as British Columbia as a whole.

Helpline Statistics - 1990-1996

	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994/95</u>	<u>1995/96</u>
Total						
Calls	8138	7987	9563	6860	3794	3953
 Gender						
Male	5219	5035	5741	4036	2273	2331
Female	2919	2952	3822	2824	1521	1622
 Sexual Contact With ...						
Opposite						
Sex	1737	1791	2275	1887	1037	903
Same						
Sex	494	756	747	695	339	316
Both						
Sexes	408	123	107	93	32	47
 Concerns						
Testing					1227	1164
Transmission					1364	1632
Risk Reduction/Safer Sex					652	604
Symptoms					428	506
 Referral						
Internal Referral						
	1118	1434	1473	835	385	509
External Referral						
	1266	2052	2534	2424	1365	1078

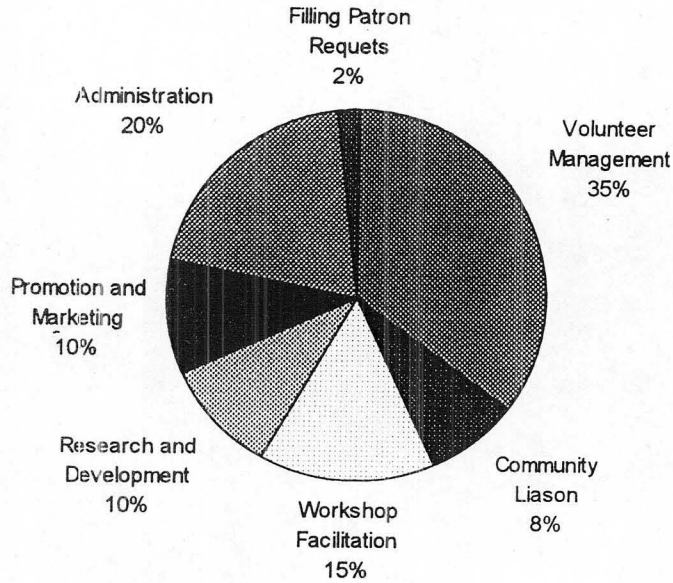
AIDS Vancouver

Taking Care of Each Other

1995/96 Education Department Year End Report



Information Services - Helpline Time Allocation

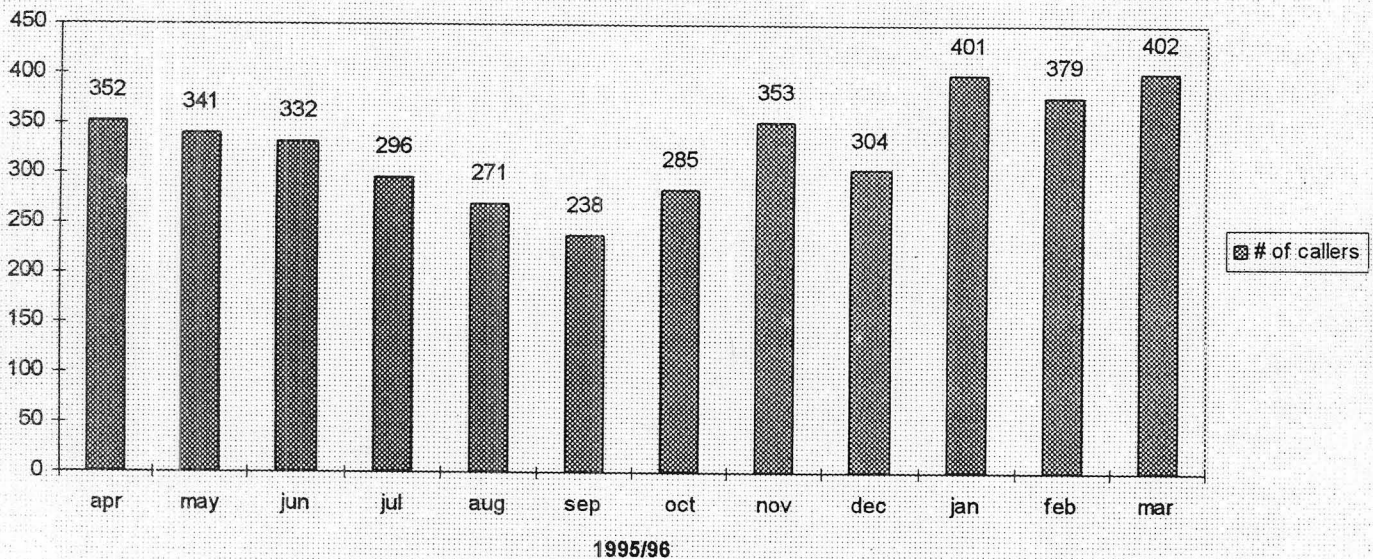


Education Services

Information Services
Branch

Helpline

Information Services - Helpline



Mission Statement

The Resource Distribution and Development program increases awareness and understanding of HIV/AIDS and related issues through the development and distribution of quality informational resources.

Program Goals

- To reduce the risk of HIV transmission.
- To reduce the fear and stigma often associated with HIV/AIDS.
- To raise the level of knowledge and awareness of HIV/AIDS issues, including AIDS Vancouver's programs and services.
- To ensure the delivery of accessible and relevant risk reduction and health promotion information to general public and target specific communities.

Program Objectives

- Improve the distribution system
- Make program cost effective
- Evaluate current list of print resources
- Develop print resources for women, gay men, and persons living with HIV/AIDS

Program Accomplishments/Activities

- Database Development

The development of a database to list clients and track order histories, monitor inventory, and identify distribution patterns will enable the program coordinator to reduce the disproportionate amount of time spent in the distribution role and spend more time in development. The database, when up and running, will allow for greater volunteer involvement in the program. At this point the development of the database has begun, but it has not been completed. This will continue next year.

- Cost Recovery system

The program now has a cost recovery mechanism in place. Previously there were no means to track which invoices had received payment and which had not. The database will include an invoicing system which will allow the resource program to more effectively track the receipt of payments for materials, and locate payments not received.

- Evaluate current list of print resources

AIDS Vancouver previously acted as a mini clearinghouse for the distribution of provincial and federal government materials. This year, by means of an on-going evaluation of materials, it was decided that A/V should no longer maintain large inventories of other organizations materials, except for those needed to meet the information needs of A/V programs. Instead, AIDS Vancouver will refer clients to specific organization directly. This will allow the Resources

Coordinator to spend less time stocking other organizations pamphlets and using limited storage space while still providing AIDS Vancouver and clients access to information developed by other agencies.

- Develop resources for women, gay men, and persons living with HIV/AIDS Resource Development and Distribution in currently in various stages of design and development of materials required for programs with AIDS Vancouver. A comprehensive list of pamphlets and the rationale for their development follows:

The need for AIDS Vancouver to re-write our AIDS Basic pamphlet became obvious after a review. This new AIDS Basics pamphlet will combine transmission, testing, and the HIV continuum. It was decided that this combination would reduce the cost of providing the information rather than having three separate pamphlets.

Project Sustain produced 11 new pamphlets this year. The Resources program was responsible for laying out the text and getting them printed. This was a large job, but the ability to get the pamphlets laid out internally greatly reduced the cost of design and production.

A new Volunteer Resources pamphlet was designed externally. The job was coordinated by the Resources Coordinator.

A new AIDS Vancouver pamphlet has been produced with the layout responsibilities remaining internal.

The new Man 2 Man Pocket Guide was laid out in the Resources program after being written and designed in the M2M program.

The first draft of The Care and Maintenance of your Asshole, a pamphlet targeting anal health for gay men, is completed and currently under review by AIDS Vancouver staff.

Program Evaluation and Statistics

Materials Distributed from April 1995 to March 1996

# of requests	330	
# of samples sent out		68
# of orders	262	
Total Number of print items distributed		60,148
Total number of condoms distributed		29,672
Total number of lube packages distributed		13,974
Total number of dental dams distributed		461
Total number of red ribbons distributed		2885

Program Partners

- British Columbia Persons with AIDS Society
- AIDS Disability Action Project
- YouthCo
- Black AIDS Network
- Asian Support AIDS Project
- AIDS Committee Toronto
- National AIDS Clearinghouse
- Canadian AIDS Society
- Northwest AIDS Foundation
- The Gay and Lesbian Centre
- Carter Products
- Can-West Lamination
- Banacom Signs

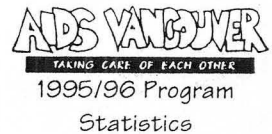
Program Directions

For the first time, this program has a full-time staff person attending to the needs and concerns of the community, other AIDS service organizations and various branches of public health and social services. By developing and distributing materials through this program, AIDS Vancouver is able to ensure that the level of knowledge and awareness of HIV/AIDS issues including programs and services at AIDS Vancouver, is accessible and relevant to various communities. This program will continue the process of developing system structures that track and monitor materials inventory, assist in the creation of policies that govern the production of new materials, ensure effective and accurate cost recovery mechanisms are in place, and systems that allow for timely responses to requests.

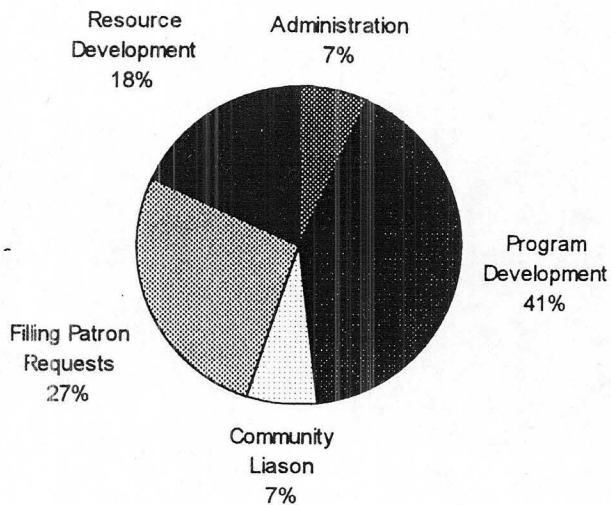
AIDS Vancouver

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Information Services - Resource Development and Distribution Time Allocation

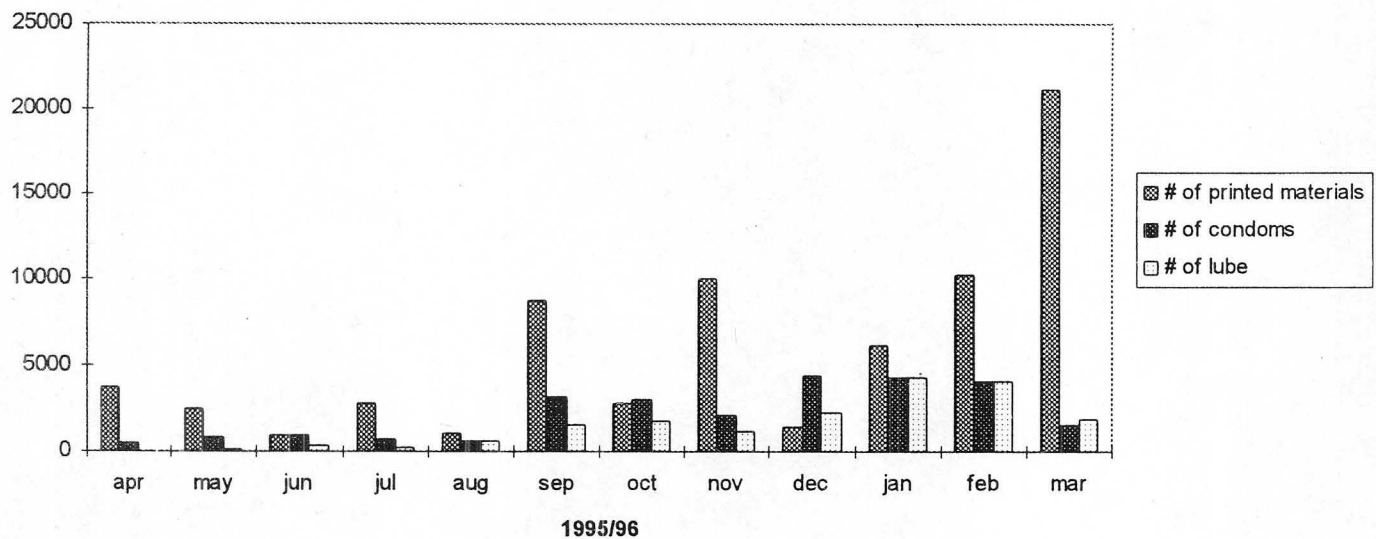


Education Services

Information Services
Branch

Resource Development and
Distribution

Information Services - Resource Development and Distribution



Mission Statement

The Pacific AIDS Resource Centre Library is a community-based, publicly accessible, specialized collection of information on HIV and AIDS. The Library provides access to a variety of resources in a supportive environment to people living with HIV and AIDS, the community at large, and the partners of PARC.

Program Goals

- To make the PARC Library more accessible and user-friendly for patrons
- To increase information sharing between the PARC Library, programs within member organizations of PARC, other resource centres in the region and across Canada.
- To develop materials for and promote the services provided by the PARC Library

Program Objectives

- Renovate and expand the PARC Library to provide more room for an increasing library collection and make facilities more physically accessible to patrons through improved design and layout of library.
- To develop a system which provides the tools for the development of an efficient, cost-effective collection of resources that would be user-friendly and easy to manage and be used as a model for other organizations developing and managing collections.
- Participation in the National working Group, Canadian HIV Resource Centre Network (CANNET).
- To develop a printed version of the PARC Library Video Catalogue
- To develop a consistent and recognizable PARC Library logo and appropriate promotional material

Program Accomplishments/Activities

- The PARC Library was renovated to provide additional space for the increasing library collection and to accommodate the AIDS Vancouver Helpline and BCPWA Treatment Information Project. The increased space and new layout of the library offers greater accessibility for patrons who are physically disabled, makes more journals easier to access and the vertical filing system has been expanded to keep pace with the abundance of new information on HIV and AIDS.
- The Resource Sharing Project was developed to assist other HIV/AIDS resource centres in the Pacific region to build core collections of materials to serve their local needs. The project was developed in response to the many requests regularly received from smaller AIDS Service Organizations for assistance from the PARC Library in acquiring and managing resources on HIV and AIDS. Four groups had contacted the PARC Library for such assistance early in 1995 and a survey was developed to determine their individual

needs. A Library and Information Studies student was hired to administer the project with the help of the federal government's Challenge Student program.

- The assistance provided by the PARC Library to the four organizations included the distribution of many books and periodicals, the development of bibliographies and resource guides, as well as practical assistance in how to develop and maintain a good collection of educational materials on HIV/AIDS and resources of value to people living with HIV.
- The PARC Library has one of the largest collections of materials on HIV/AIDS in Canada. In 1995, the Librarian was selected to participate in the National Working Group, Canadian HIV Resource Centre Network (CANNET). Phase I of the project was research into the feasibility of establishing an HIV/AIDS information sharing network under the direction of the National AIDS Clearinghouse, Canadian Public Health Association. This included the development of a capacity needs assessment survey of almost 200 resource centres. Results of the survey showed that most centres wanted increased resource sharing. The proposal for Phase II of this project includes plans for a series of workshops for assisting staff of community organizations in managing their collections and accessing more information from other centres.
- In 1995, the first print version of the PARC Library Video Catalogue was produced. In conjunction with the provincial Ministry of Health, STD/AIDS Video Library, the PARC Library Video Catalogue was distributed to health units, public and academic libraries throughout BC. The joint mailout of the two catalogues has made it easier for patrons to find appropriate educational materials and to assist the staff of the libraries to develop complimentary video collections to meet a wide variety of needs.
- Bookmarks have been designed using the image developed by artist John Ferrie to promote the Library's services. To date, the bookmarks have been sent out to AIDS Vancouver volunteers, PWA members, school groups and bookstores throughout Lower Mainland.

Program Evaluation and Statistics

LIBRARY USAGE

Registered borrowers to date	1975
Number of new patrons issued Library cards April 1995 to March 1996	618

Many Library patrons become registered borrowers and are issued a Library card; others use resources in the Library or contact us for information to be picked up or mailed out. Library patrons include volunteers and staff providing AIDS education and support services, students, community groups, educators and a wide range of professionals interested in various aspects of HIV and AIDS.

Number of patrons served (1995/96):

April	327	November	626
May	394	December	323
June	371	January	510
July	359	February	519
August	407	March	525
September	553		
October	497	Total=	5411

Packages

For the period April 1995 to March 1996, 211 packages of specialized information tailored to individual needs were sent out. Requests come from students, educators, community groups, and health care professionals via telephone, fax, e-mail and Canada Post. Geographic breakdown of requests is as follows

Vancouver	27%
Lower Mainland	32%
BC	30%
Outside BC	11%

Program Quotes and Qualitative Reports/Statements

This is just a small sample of the great comments we received from our patrons--

'Thank you once again for your help. I have presented 4 workshops on HIV & Childcare & they have all seemed quite successful' [Early Childhood Educator]

'This is a little letter to thank you for sending me some information on AIDS...the information you sent me helped a lot. My presentation and essay went very well thanks to you'.
[Secondary School Student]

Thank you for all your help. Your Library is great' [Health Care Professional]

Thank you so much for your help in retrieving articles on the efficacy of condoms. You were a life saver. The articles arrived just before one on Wednesday. My client was very pleased.' [Health Care Professional]

'I really appreciated your help--received an A+ on my course with UVIC as a result of the presentation of First Nations AIDS issues. Thank you very much for your help!' [Post-Secondary, Distance Education Student]

Many teachers refer their students to the PARC Library for information on HIV/AIDS and other STDs. Many of our patrons are students who have difficulty accessing comprehensive information on AIDS from other libraries and many refer their friends to the Library and Helpline. The Library provides information to meet the needs of a wide range of students, including elementary, secondary and post-secondary students, as well as ESL and students with disabilities.

Volunteer Participation

Many volunteers assist the Library staff to provide quality service to people seeking information on HIV/AIDS and local services for PWAs. Under the guidance of the Librarian, volunteers provide information and referrals to patrons, process new materials, develop bibliographies, provide cataloguing and indexing services, and do data entry. Overall, the volunteers help to organize the collection and make the Library a warm and inviting place where people can feel comfortable in accessing information to meet their needs. The Library appreciates the dedication and support provided by the many volunteers who devote their time on a regular basis to helping people access information.

Total Volunteer Hours, April 1995 to March 1996 1393.5
(includes projections for March 1996)

Average number of Volunteer Hours/Month 116

SIZE OF THE COLLECTION

The books, videos and journal articles are searchable using the Library's automated system of holdings. Subject files provide easy access to information in a number of specialized areas. The books and videos are classified using an in-house classification system developed especially for the PARC Library's collection. In 1995, the reclassification of all books according to this system was completed. The result is a collection of books which is well-organized and useful for browsers, making it easier for patrons to find the information they need.

Book Titles	2,678
Video Titles	567
Subject Files	280
Journal Subscriptions (approx.)	50
Newsletters (approx.)	125
Journal articles indexed	4,651

Volunteers have provided greater access to current information on HIV/AIDS since indexing of the PARC Library journals was begun in 1992. Number of journal articles indexed and available in the Library to date is 4,651.

1990	42
1991	59
1992	842
1993	809
1994	1238
1995	1450
1996 to date	211

PARC Bibliographies

In 1995, 9 new bibliographies were developed to assist patrons in finding the resources they need. Bibliographies were developed in the following subject areas:

- Materials for Youth
- Materials for Children
- Nutrition
- Alternative Therapies
- Living with HIV
- Partners, Family & Friends
- Caregiving
- Resources for Women

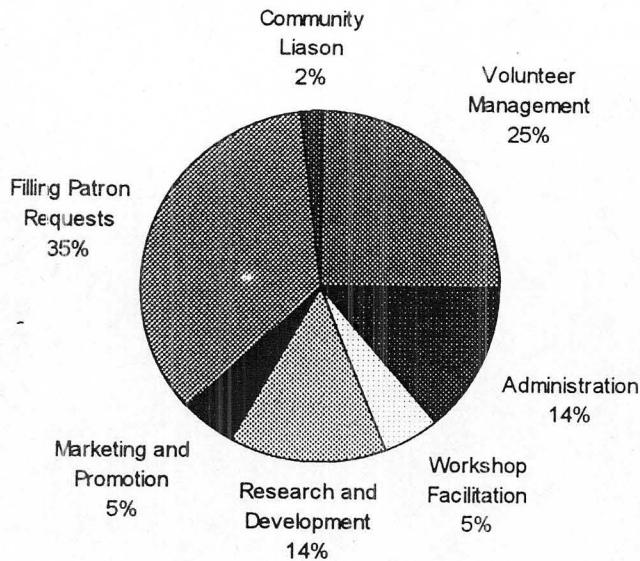
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1995/96 Education Department Year End Report



Information Services - Library Time Allocation



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