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AIDS VANCOUVER

EDUCATION SERVICES

DEPARTMENTAL REPORT, 1992

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EDUCATION SERVICES

RICK MARCHAND, MANAGER

**ACTIVE VOLUNTEERS,
DEPARTMENT TOTAL: 151**

EDUCATION SERVICES

Department Manager's Annual Report, 1992

1992 was a year of change and expansion for Education Services; it was a year spent developing a new vision for AIDS education. We assessed our community involvement, and strengthened our commitment to supporting the gay community. We collaborated with persons living with HIV and AIDS to provide more direct educational and training opportunities for an increasingly diverse HIV population. We made a commitment to provide more effective education services for women. We shared our resources and experience with representatives from Asian, Latin and Deaf communities. In this year of reevaluating our direction and priorities, health promotion emerged as the guiding influence for our program planning and delivery.

Health promotion gives us a way of understanding the role of education in treatment and prevention. Access to relevant and appropriate information and experience provide the basis for individuals to manage their own health. We want to renew our emphasis on community development and action. Individuals are looking for opportunities that enable them to have more personal control over their lives. For many, education can provide a pathway to empowerment.

A decade ago, the gay and lesbian community founded AIDS Vancouver as a community-based organization to address an emerging epidemic that most of society preferred to ignore. Gay men were successful in making an impact on that epidemic because they acted as a community and worked together. Our future success as an effective education department remains in sustaining a community-based approach to health.

In recent years, we have seen many Canadian, community-based AIDS organizations come under the influence of public health, the traditional medical model and top-down professionalism. Chronic underfunding of community groups has kept us isolated and preoccupied with crisis management. Public health's emphasis on trying to control the epidemic through prevention strategies of blame and fear, the medical model's patriarchal approach to health, and the directives of professional groups have all helped to reinforce the social cofactors of HIV: homophobia, racism and sexism. Community AIDS organizations will only be effective in addressing HIV if our voices represent the communities we serve.

AIDS Vancouver has special challenges in this region of the country. Vancouver has the highest per capita rate of AIDS in Canada. Years of Social Credit government have helped to maintain the wall of denial that exists in the corporate world and in BC's workplaces, central arenas in the development of supportive environments for persons living with HIV. Too few resources exist in rural and small city areas for HIV/AIDS education and support. Too few dollars go to creating healthy gay communities. And homophobia still prevails through much of the health care system.

Education efforts in the community are further hindered because we still have no provincial strategy for addressing AIDS education in this province; the Ministry of Health's bureaucracy remains poorly organized for dealing with AIDS issues in a comprehensive, sensitive manner. Governmental commitment to restructuring, and to working in partnership with the community remain critical points for advocacy work at AIDS Vancouver.

In 1992, the Education Department at AIDS Vancouver recognized its role as a health promotion, community-based initiative. The organizational evaluation that took place in 1992 permitted time to reflect, plan and take action. Our assessment: prevention and treatment education efforts must emphasize both the enablement of individuals and the development of the community.

EDUCATION DEPARTMENT STRUCTURE:

At the beginning of the year, our staff complement consisted of 4 full-time and 4 part-time positions: a full-time manager of education; a part-time education assistant, whose responsibilities included distribution of print information; a coordinator of our gay community services -- the Man to Man program; a part-time assistant for Man to Man; a full-time Speakers' Bureau coordinator; a part time Helpline coordinator; a Librarian at 10 hours per week; and a part-time Communications coordinator located in the Education Department, but working for the whole organization.

As of December 1992, Education Services was organized into 10 full-time staff and 151 active volunteers:

Administration and Program Development:

- Manager
- Administrative Assistant

Core Education Programs and staff positions:

- Resource Centre: Librarian
- Helpline: Program Coordinator
- Speakers Bureau: Program Coordinator
- Man to Man: Program Coordinator, Education Assistant
- Women's Programs: Outreach & Training Coordinator, Resource Development Coordinator

Education Projects:

- AIDS in the Workplace Project: Project Coordinator
- Deaf Outreach Project: Placement Student/various staff
- AIDS Awareness Week/World AIDS Day: Coordinator (6 months -- UI Section 25)/various staff
- Asian-Support AIDS Project: volunteers
- VIDA (Latin Community): volunteers
- Health Promotion Education Project: various staff

Education Services had 2, 2-day planning meetings in March and October of 1992 to review program goals and objectives, to discuss issues and take action. The Department also had several working meetings with organizational evaluators Steve Goldberg and John Collins, who helped us to identify departmental and program goals and objectives. The evaluators' recommendations to the Department will be the basis for planning in 1993. Also in 1992, education staff worked with the Board of Directors in setting the Department's mandate and its primary objectives.

In the fall of 1992, I was involved in a Manager's Planning Retreat; out of this session came our new organizational structure for Education Services: Core Programs and Projects. Programs form the Department's foundation for provision of services to various communities from a health promotion perspective. Projects are either in developmental stages, or are time-specific.

PROGRAM OVERVIEW:

- **HelpLine:** The HelpLine Coordinator went from being a part time position to full time in October, 1992. The HelpLine remains the foundation of HIV/AIDS education, providing anonymous information, lay counseling and referrals to the general public, and to specific target groups, such as the newly diagnosed individual. The program prepared itself, this year, for providing services to Asian communities, Latin communities, and the Deaf. Planning for 1993 includes a 1-800 service for the provincial mainland.
- **Library-Resource Centre:** A full time Librarian was hired to oversee the development of the AIDS Vancouver Library/Resource Centre, and to work with the PARC Library Advisory Group in

bringing together our collection with the PWA Library. The Pacific AIDS Resource Centre (PARC) Library represents the largest collection of HIV/AIDS resources outside of Toronto. Since access to information is the basis of empowerment and health promotion, the Library will develop into the centre-piece of information services at PARC, providing resources to member groups, staff, volunteers, Boards of Directors; as well as, professionals, students, affected communities and positive individuals, both locally and around the province. In addition, the Library was restructured in 1992 to handle most of the incoming requests for printed material mail-outs.

- ***Speakers' Bureau:*** The Speakers' Bureau Coordinator continues to train and support volunteers to respond to the growing numbers of requests for workshops on HIV/AIDS. Our workshops are not didactic presentations of information, but interactive sessions that respond to audience needs. Training has become a major activity of the program, although many requests for basic HIV/AIDS sessions still come to us. Volunteers are also trained to cover AIDS issues in the workplace, and issues specific to women. In addition to challenging individual attitudes and behaviours, this program seeks to create supportive social environments for people living with HIV/AIDS.
- ***Man to Man:*** This program is targeted to gay and bisexual men, and to men who have sex with men but do not self-identify as gay. The program aims to provide services to men who have tested positive, who are negative, or who have not yet been tested. AIDS Vancouver remains committed to serving the needs of the gay community, which has been devastated by this epidemic. Through our Tri-City Project, the program maintains working relationships with gay community educators in Toronto and Montreal. Staffing for the Man to Man program increased from 1.5 to 2 full-time positions during 1992.
- ***Women's Programs:*** Formerly the Vancouver Women and AIDS Project, this program joined AIDS Vancouver in July, 1992. The organization is committed to providing better services for women. Women's Programs has two staff positions: an Outreach/Training Coordinator for community outreach work and the provision of training to AIDS Vancouver volunteers on issues of sexism, women's sexuality, and HIV issues with respect to women; and a Resource Development Coordinator, who ensures that women have the necessary resources for understanding HIV. This program works closely with PARC's Positive Women's Network.

PROJECT OVERVIEW:

Several projects are developing with the support and guidance of the Education Services Department.

- ***AIDS in the Workplace Project:*** From January, 1992, to June, 1992, this project, then sponsored by the Canadian AIDS Society, was mandated to provide training to community AIDS organizations from Manitoba to BC on workplace issues. Since July, through federal and provincial funding, we have turned our attention locally to creating better workplace conditions for people living with HIV/AIDS through workplace education, consultation and advocacy, stepping up our attempts to penetrate the wall of denial that exists in corporate BC.
- ***AIDS Awareness Week & World AIDS Day:*** For the past few years, AIDS Vancouver has utilized a government employment program to hire someone for six months to coordinate work on these two events. As the AIDS Awareness Week Coordinator, this individual motivates groups to organize activities for the Week in October, and then assists them to promote scheduled events. After the completion of AIDS Awareness Week, the position shifts to become the Media Coordinator for the Vancouver World AIDS Group to promote World AIDS Day events. Overviews of these two events are provided in the Annual Report proper.

- **Asian-Support AIDS Project (ASAP):** In 1992, Gay Asians of the Vancouver Area (GAVA), a group that has been doing AIDS awareness work in the community, approached AIDS Vancouver for assistance in writing a funding proposal and developing a program. The group's funding initiative was successful. ASAP's coordinator will be hired in 1993.
- **Health Promotion Education Project:** Health promotion has been recognized as the philosophical foundation for all of Education Services' programs. This project seeks to provide education specifically to persons living with HIV/AIDS. Our aim is to have the project become one of AIDS Vancouver's core education programs. In 1992, we worked with the Vancouver PWA Society as part of a joint Health Promotion Education Project at PARC, and were successful in obtaining seed money to begin activities in the treatment education area.
- **Deaf Outreach Project:** Several initiatives were begun in this area during 1992, and there is currently a placement student assisting AIDS Vancouver in launching the project. Please refer to the DOP review in the Annual Report proper.
- **VIDA:** This Latin American community AIDS project is run by volunteers, many of whom are also volunteers at AIDS Vancouver. Using AIDS Vancouver for resources and support, the group is moving toward requesting funding for resource development.
- **Lesbian Needs Assessment Project:** Working with Women's Programs and the Education Manager, this project surveyed the HIV/AIDS needs of the lesbian community. For more information, refer to the Women's Programs Report.
- **Communications:** We began 1992 with a part time Communications Coordinator, then hired a full-time coordinator for 9 months. The communications functions within the organization were then restructured: senior staff at AIDS Vancouver made the decision to contract out communications activities to several individuals, removing the need for a specific position at this time.

PROGRAM DEVELOPMENT ACTIVITIES:

I was successful in completing several funding grants for the Education Department, and for the organization:

- \$150,000 for Women's Programs from the Federal ACAP (AIDS Community Action Program) Program;
- \$120,000 for core education staff from the Federal ACAP Program;
- \$23,000 for the Health Promotion Education Project from the Provincial Ministry of Health, to be shared with the Vancouver PWA Society;
- \$120,000 for the AIDS in the Workplace Project from the Federal and Provincial governments;
- \$7000 for AIDS Awareness Week promotion from the Provincial government;
- 10 project positions for community AIDS organizations in Vancouver through the Section 25 Department of Employment Program: 4 positions at AIDS Vancouver, 2 of them in Education; project positions with the PWA Society, the Positive Women's Network, the BC Mental Health Association, DEYAS-Needle Exchange, and the Vancouver Native Health Society.

As mentioned above, I worked with the Asian-Support AIDS Project in assisting them to put together a funding proposal. The Project was successful in receiving approximately \$85,000 from the Provincial and Federal governments. I also worked with VIDA, the Latin-American Community group, and we will be working together on a funding proposal in 1993.

OUTREACH COMMITMENTS:

As the manager of Education Services, and as a representative of AIDS Vancouver, 1992 has been a year of increasing participation in provincial and national work in order to develop more effective services and to raise the profile of education and support issues. An outline of these commitments follows:

- ***Provincial***
 - community representative on the BC AIDS Conference Planning Committee. AIDS Vancouver has been successful in opening up this conference to community issues and concerns;
 - planning committee member for the BC Coalition for People with Disabilities' (BCCPD) AIDS & Disabilities National Conference;
 - participation in the BC Information Exchange and the BC AIDS Network;
 - organizational assistance to the Clinical Trials Network, Pacific Region.

- ***National: The Canadian AIDS Society (CAS)***

As a CAS Board member, the majority of my activities have focused on lobbying for increased Federal funding for the National AIDS Strategy in Canada.

 - January to July, 1992: Pacific representative on the National AIDS Awareness Week Committee;
 - August, 1992 to present: Pacific representative on the CAS Prevention and Education Committee;
 - May, 1992 to present: CAS Pacific Regional Director (2 year seat);
 - CAS Board Committee: Members' Issues;
 - CAS Safer Sex Guidelines Review Committee;
 - CAS Men's Survey Advisory Group.

- ***Conferences & Working Meetings***
 - January, 1992: delegate at the National Prevention and Education Consensus Conference to develop national education strategies and priorities;
 - May, 1992: presenter at the National HIV Research Conference;
 - July, 1992: attended the International AIDS Conference, Amsterdam;
 - October, 1992: attended the Outrights Conference.

THE PACIFIC AIDS RESOURCE CENTRE

The Department's 1992 report would be incomplete without reference to the Pacific AIDS Resource Centre, and to the organizational life and culture that has developed there. I was involved before the move with the AIDS Resource Centre planning committee. For the first time, representatives from the Vancouver Persons with AIDS Society, the Positive Women's Network and AIDS Vancouver came together to look at how we could organize ourselves under one roof. The concept was to be a kind of one-stop shopping venue, a marketplace for AIDS/HIV services and resources.

We moved into PARC in July, 1992. What followed were months of working out our day-to-day existence. Everything from toilet paper to joint strategic planning had to be addressed.

PARC has enabled the Education Department to work more collaboratively with our colleagues at the Positive Women's Network and the Vancouver Persons with AIDS Society. This has meant a more responsive approach to finding solutions to the enormous number of problems still to be solved with respect to HIV and AIDS in BC.

What follows are the annual reports on Program and Project activities in the Education Department.

PROGRAM REPORTS

RESOURCE CENTRE

GWEN BIRD, COORDINATOR

ACTIVE VOLUNTEERS: 15

AIDS VANCOUVER LIBRARY REPORT 1992

Events

There were several significant developments in the Library in 1992.

- 1) The AIDS Vancouver Library worked with the PWA Library to plan for consolidation of the two collections into a unified PARC Library. After moving into the PARC building in July 1992, plans to merge the two collections into a single PARC Library continued. As the collections have grown up differently and have historically served different needs, it is anticipated that the unified collection will be quite comprehensive. The AIDS Vancouver collection is strong in the areas of education, counselling, social and political aspects of AIDS. The PWA collection focuses more on living with HIV, self-care, and treatments. The PARC Library will therefore benefit from past histories of different collection policies, and will be the largest HIV/AIDS collection open to the public in Western Canada. Renovations in 1993 will allow for the physical consolidation of the collections.
- 2) A full-time position was created in the Library, beginning in July 1992. Coordinating the consolidation of PWA and A/V Libraries, training and working with Library volunteers, and handling the distribution of printed materials from AIDS Vancouver are part of the Librarian's job description.
- 3) A comprehensive catalogue for the video collection was compiled by a Challenge '92 student. Abstracts on the video cases and in the printed catalogue enable library users to get an idea of video contents while browsing. Use of the video collection has been significantly enhanced by this project.
- 4) A computer and printer were purchased for the Library. Access to the Library's databases and day-to-day office operations are simplified, and an online catalogue for the PARC Library can be implemented in 1993.

Finances

\$1475.57 was spent on library acquisitions

Books:	\$458.57
Videos:	\$194.64
Journals:	\$822.26

A grant for funding by the Leon and Thea Koerner Foundation was submitted and rejected. Further sources of funding will be sought in 1993.

AIDS VANCOUVER INFORMATION SERVICES REPORT 1992

Summary

Information Services responds to requests for print information throughout the year. Material available includes pamphlets on HIV/AIDS, STDs, safer sex and the programs and services of AIDS Vancouver, posters to support displays or presentations, and information packages for students, caregivers, family members and others. Volume orders from Health Units, schools, businesses and community groups are also filled.

Responsibility for filling requests for printed material was shifted in 1992 from the Education Assistant to the Librarian. This move allows in-depth requests to be answered with use of reference material from the Library, and is a step toward integrating the internal and external information-providing functions of the Education Department. Materials are reordered and new material sourced by the Education Assistant.

The majority of requests come in from the HelpLine. The remainder are taken directly by the Education Assistant responsible for Information Services, the Librarian, or are referred from other AIDS Vancouver programs or Coordinators.

Volunteers play an active role in Information Services, averaging approximately 30 hours of service per month. They are involved in generating form letters to mail out with requests, filling most routine requests, and in stamping, folding, and organizing supplies of materials.

Statistics

Total requests filled: 614

Monthly totals

Jan:	60
Feb:	60
Mar:	79
Apr:	76
May:	54
Jun:	32
July:	50
Aug:	40
Sept:	64
Oct:	37
Nov:	38
Dec:	24

Geographic Distribution of Requests

Lower Mainland	403	(of these, 180 are from within City of Vancouver)
Vancouver Island	22	
Northern B.C.	30	
Southern/Interior B.C.	31	
Outside B.C.	128	

Cost Recovery

A total of \$1542.25 was recovered by invoicing to cover large orders of pamphlets, photocopying, and postage.

HELPLINE

GARNET MCPHEE, COORDINATOR

ACTIVE VOLUNTEERS: 88

Submitted by: Garnet C. McPhee
Co-ordinator

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Goals and Objectives: In 1992, the goals and objectives for the Helpline program were established in conjunction with Education Services.

Full time co-ordinator: In October '92, the position of full-time co-ordinator was established for the Helpline program. That decision was consistent with AIDS Vancouver's intent to include the Helpline program as a "core program". A job description was also redrafted in accordance with these developments.

Volunteers: The Helpline program was served with the enduring dedication of its corps of volunteers. In December '92, the Helpline registered 88 active volunteers. Their contribution accounted for over 7000 volunteer hours of service in 1992. Helpline shifts are covered with two volunteers. This is now the rule.

Systems: There was some adjustments to the hours of operation for the Helpline. Saturday shift was changed from 10-6 pm to 11-3 pm. The Friday evening shift was cancelled. The Saturday shift will continue to be monitored to observe whether these are the most effective hours.

Promotion: The Helpline is now listed in the Community Services section of the Telephone Directory. The Helpline number is advertised on all AIDS Vancouver materials. Condomania uses the number with its materials throughout the campaign.

Resources: A Helpline Manual was compiled and made available as a major resource for the volunteers. The Manual is extensive in its content. It is anticipated that the manual will go through a second major revision in '93.

The Doctor's Referral Manual was also updated with a clearer delineation of female doctors. As well, dentists, psychiatrists, and lay counsellors are now listed in this manual. The physicians offices are called each quarter to confirm that they are still taking new patients. New additions are included from time to time and after a discussion with PWA. This year, there was a notable increase in requests for physicians in areas outside Vancouver, i.e. White Rock/Surrey, Langley, Mission. Health Units and Hospitals in these areas were canvassed for this information.

The **Communications Binder** was introduced and utilized for bringing critical articles to the attention of the volunteers.

The **Memo Book** continues to be a resource for AIDS Information updates and procedural changes.

AIDS' statistics quarterly updates from the Province and Ottawa are available to callers wanting this information. The BC Stats are received with more consistency and regularity.

[A policy re: stats was clarified, namely, we do not give out stats about the accuracy of the antibody test, progression from HIV to AIDS etc. The Helpline is here to provide clear and accurate information about HIV/AIDS. We are not here to debate statistical conundrums, or supply the research for student projects or papers.]

The format for the **Daily Log sheets** (call record form) was revised for easier record keeping. The number of calls per shift was monitored. Those results are indicated in the stats report for 1992.

Training:

Two training sessions were held in 1992 with respect to the projected needs of the Helpline compliment of volunteers. The training was expanded to include:

1. an introduction to working with **newly-diagnosed HIV+ callers**, that is, assessment, issues, strategies.
2. a workshop dealing with **suicide** with a representative from SAFER. This is now a standard part of Helpline training.
3. a module on **TESTING** which is extensive in identifying the major issues and concerns surrounding calls about testing.

Some effort was made to introduce new volunteers to advanced material on the HIV illness continuum. In my judgment, the subject matter was too overwhelming in this training context. I would probably re-introduce this material in a different context and only after volunteers have had some exposure on the Helpline. Some volunteers may not understand the disease continuum. Issues on treatment, opportunistic infections etc. presume some familiarity with HIV and infection.

I am not yet satisfied with the training. I have had some discussion with Scott Robertson re: the modules that I would like to see presented. I would like to see more collaboration with other training offered in Education services and will be asking for an education meeting devoted to training. With regards to training, I am convinced that we can and must be more efficient with our resources, personnel and time. We continue to train

would-be speakers through the Helpline. Those speakers who have gone this route are enthusiastic in their endorsement and many of them continue to work on the Helpline in addition to their work with the Speakers Bureau.

General Comments: Until October 1992, my role with the Helpline Program was one of maintenance. With the limited time available to me because of the excessive demands of my work with Support Services, I was unable to pursue many of the plans and ideas envisioned for the development of the program. Through all the constraints and administrative responsibilities, I made the nourishment and sustenance of the volunteers my priority though I was always mindful of a fuller agenda. That agenda will hopefully be addressed in the months ahead. It includes:

HIGH PRIORITY

- submitting a proposal for 1-800 line
- restructuring and creating a work environment with appropriate resources.
- defining a public promotion campaign.
- Introducing a new system of scheduling. Volunteers who are only available in the evenings have difficulty securing a shift. This has always been a dilemma for us. I anticipate moving to a new system which would have all scheduling being done internally. This would allow for rotation of volunteers so that there would be a greater equity of shift availability. This will be done in stages beginning with the evening shifts.
- publishing a Resource directory
- working with ASAP to develop a telephone line for Chinese speaking community including training.
- working with VIDA to develop a telephone line for Spanish Speaking community including training
- working with the Deaf Outreach Project to develop a TTY/TDD line including training for all Helpline volunteers
- refining the specialized training program.
- identifying a model for evaluation and quality assurance

Helpline Program Activity.

Year end 1992

Charts:

- A. General Monthly summary for 1992.
- B. Frequency of Calls per shift. The four-hour period from 10 am to 2 pm consistently had the most calls. The number of calls on any weekday was always greater than the number on Saturday. Caller response to the Helpline was affected by promotional activities (AIDS Awareness Week, World AIDS Day etc.) and media events (from Oprah and Phil to hard news). While we have not attempted to calculate the hourly rate of callers, we have noted from volunteers remarks and our observations that "lunch time" callers suggest a clear pattern.
- C. Summary of Callers 1992. This chart illustrates the percentage of calls that were answered by volunteers and those which were recorded on our answering machine (27.58%). "Answered by volunteer" calls would include, Male (33.83%), Female (22.52%), hang-ups/crank calls, wrong numbers (5.82%), staff calls (10.26%)
- D. Male and Female Callers 1990, 1991, 1992. The proportions of male and female callers remain approximately the same for the past three years. We have not yet considered any design protocol for collecting or determining the age of the caller.
- E. Referrals - In-house, Community. A significant function of the Helpline is to refer callers to community resources for assistance. Since these referrals are directly related to callers' concerns, consequently, referrals to ATEC (see chart E.) ranked highest. In-house referrals are tracked, for more detailed reporting, by the respective programs.
- F. Testing - Queries and referrals. Caller's requests for information on testing facilities indicated a preference (in the main) for clinic facilities rather than doctor's offices.
- G. Total Calls to the AIDS Vancouver Helpline. - 1990, 1991, 1992.
- H. Executive Summary

CHART A General Monthly Summary

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Morning	396	439	448	488	377	363	328	341	350	359	348	356	4593
Afternoon	275	300	365	362	343	268	241	249	240	251	254	240	3388
Evening	117	165	128	155	103	103	99	81	112	92	89	78	1322
Machine calls	349	342	480	450	637	439	200	436	309	320	339	379	4680
Staff calls	179	210	212	134	147	164	144	114	151	145	75	66	1741
Hang ups/Crank calls	132	109	94	133	89	79	77	70	59	72	29	44	987
Sex of caller													
Male	700	509	527	574	491	427	431	417	424	386	406	449	5741
Female	445	356	404	387	335	294	251	285	263	307	275	220	3822
SEX WITH...													
Opposite sex	243	198	183	233	211	181	197	193	144	176	151	165	2275
Same sex	97	63	71	97	54	50	50	62	56	47	61	39	747
Both sexes	12	11	6	6	10	3	8	14	6	15	14	2	107
CALLER IS..													
Enquirer/Public	726	640	656	678	545	481	498	557	500	527	542	507	6857
Family/Friend/Partner	80	59	60	83	58	37	42	53	64	42	53	37	668
PWA/HIV+	66	71	68	52	48	60	31	33	31	29	40	36	565
Newly diagnosed HIV+	0	0	0	0	4	11	6	8	11	2	10	5	57
Medical/Social Service	33	24	18	19	18	24	7	19	18	20	17	12	229
Blood recipient	1	1	3	7	1	2	3	1	1	0	1	4	25
Repeat	13	5	4	12	4	1	2	2	0	1	6	5	55
Other	44	29	23	39	43	15	22	17	14	17	8	11	282
CONTENT													
Helpline support	78	102	100	125	84	68	69	61	80	87	66	78	998
Testing	272	247	232	284	226	203	202	221	212	227	215	217	2758
Transmission	380	272	293	309	250	239	243	248	253	260	261	280	3288
Risk reduction/Safer sex	258	120	132	173	124	124	121	117	116	131	106	144	1666
Symptoms	131	103	86	102	78	75	124	63	80	104	68	88	1102
Treatment	26	34	27	17	21	22	19	13	38	34	26	19	296
AV Support Services	81	86	55	59	60	67	29	4	64	53	43	42	643
Volunteering	33	22	57	37	25	27	31	15	35	19	20	17	338
Donations/Fundraising	9	15	15	13	10	15	5	6	17	8	11	16	140
Business	14	22	28	36	31	26	24	23	23	14	14	11	266
Others	146	131	141	125	120	95	93	100	92	80	105	83	1311
OUTSIDE REFERRAL													
HIV antibody testing	264	149	111	157	125	88	68	106	97	100	104	105	1474
Support groups	42	32	25	27	24	24	12	25	24	29	27	22	313
PWA Society	38	42	43	36	30	36	31	24	32	28	28	33	401
Doctor/Dentist	49	17	17	43	30	21	11	15	24	37	42	40	346
Health Services	17	10	20	23	6	10	11	7	20	21	23	18	186
Aboriginal Groups	4	0	2	2	0	2	0	1	1	0	1	2	15
Other	37	24	22	24	23	22	15	17	20	18	17	20	259
IN-HOUSE REFERRAL													
Client Intake	67	54	58	48	52	51	31	24	33	37	29	23	507
Buddy Program	5	5	6	7	5	2	1	2	2	0	4	3	42
Printed materials	34	26	39	35	17	23	10	18	15	19	17	15	268
Speaker's Bureau	11	9	11	15	13	3	6	3	7	7	5	3	93
Library/Resource	33	21	12	19	13	8	8	4	8	9	20	22	177
Women & AIDS	7	2	6	1	1	1	5	1	5	1	3	4	37
Man to Man	0	1	3	4	0	0	2	1	0	2	2	0	15
Volunteer Info Night	40	17	37	31	26	21	16	5	10	25	9	9	246
Sexual Safety Support	3	6	0	2	1	4	0	0	0	2	3	2	23
Other	11	12	9	26	13	11	15	0	14	11	3	5	130

CHART B Frequency of Calls per shift

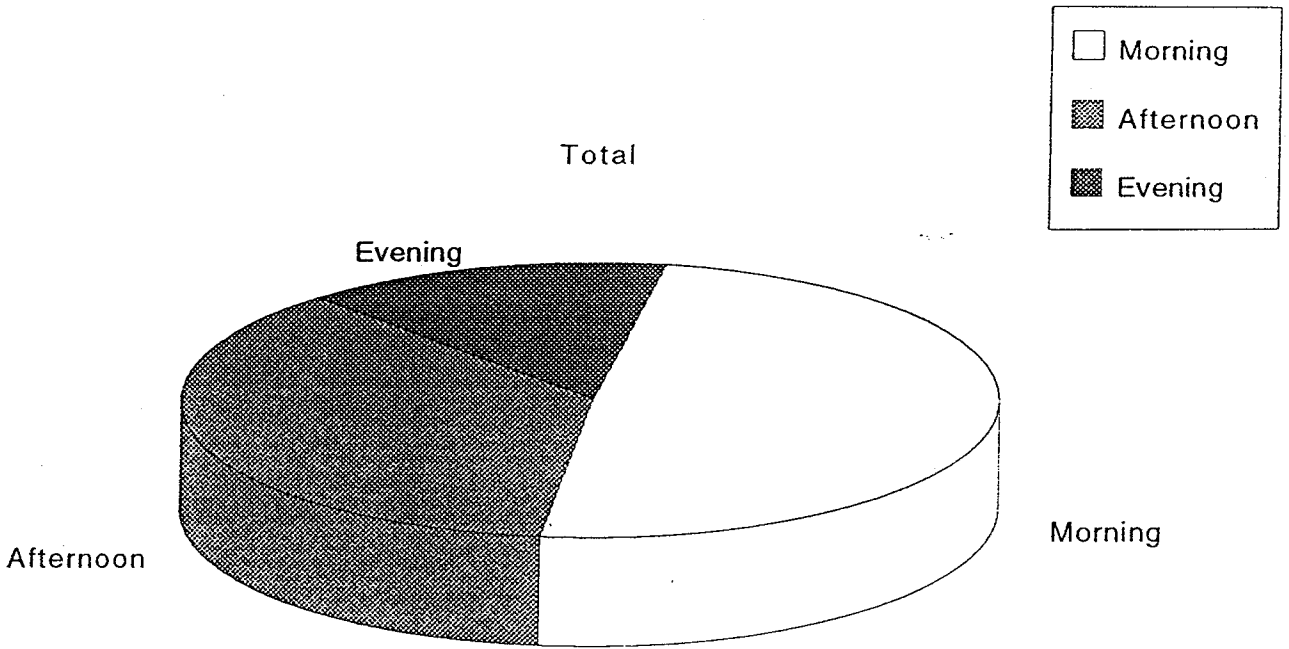


CHART C Summary of Callers 1992

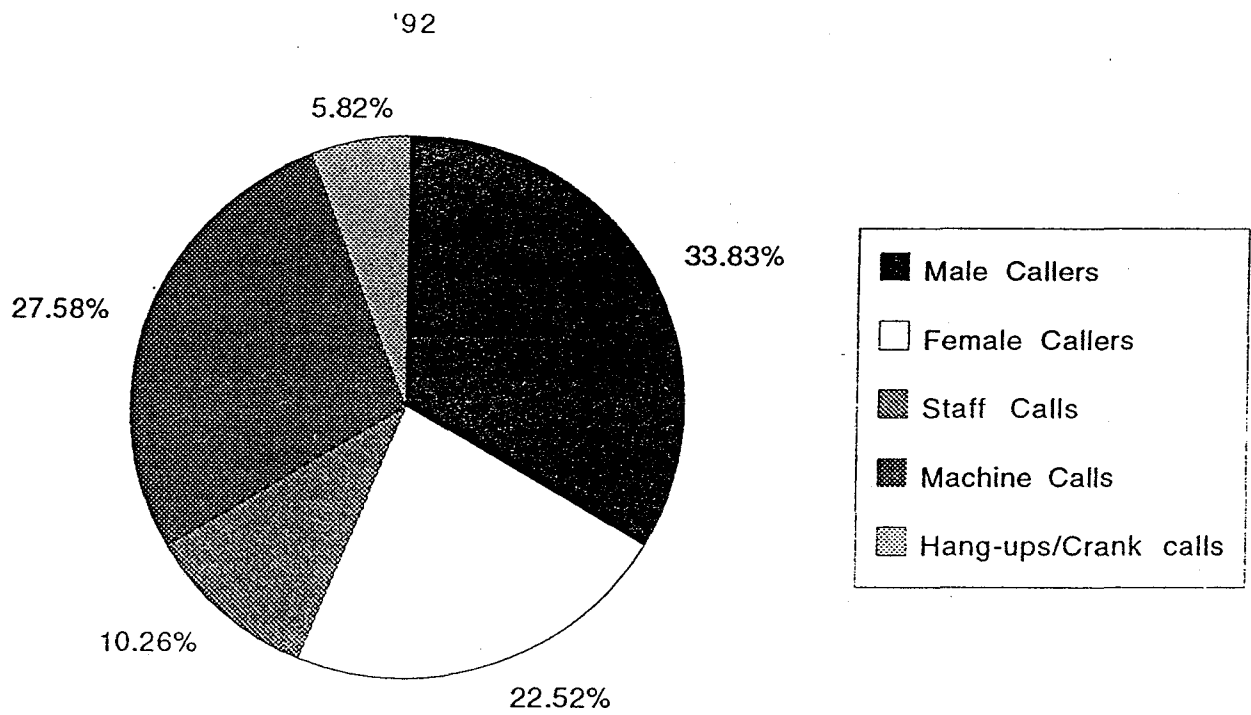


CHART D Male and Female Callers

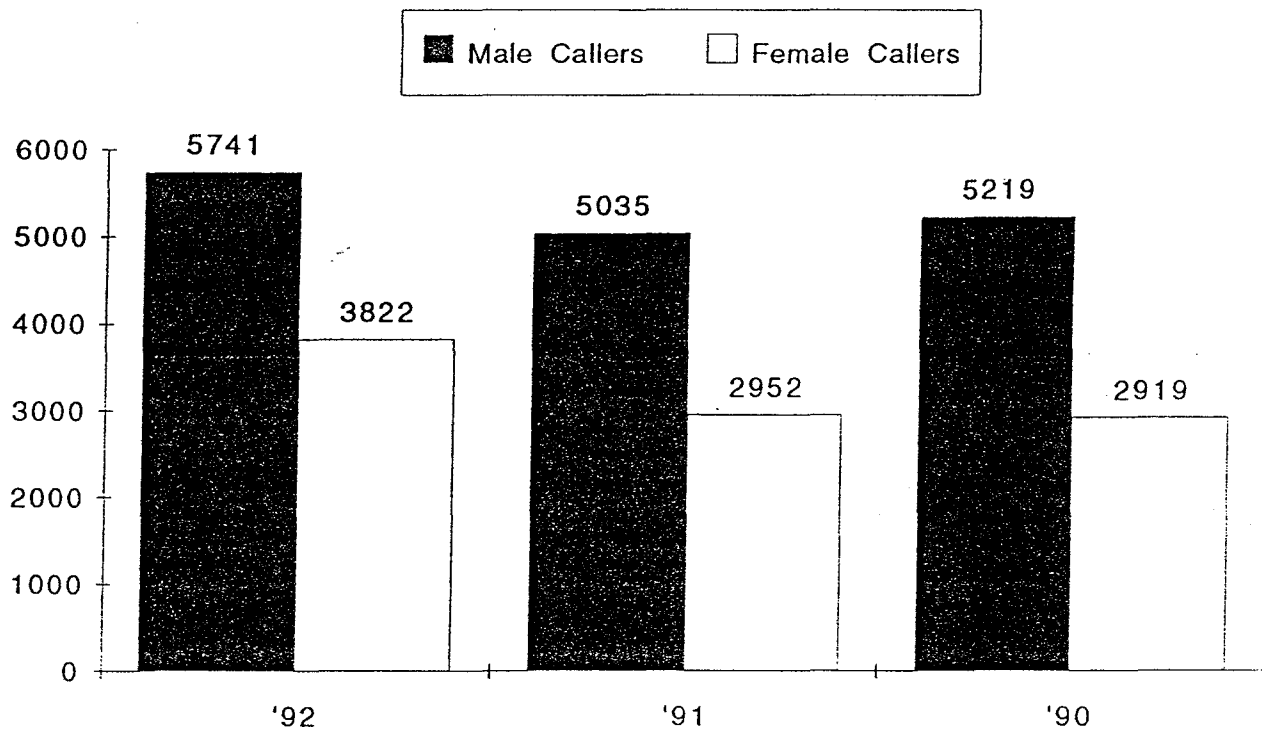


CHART E Referrals

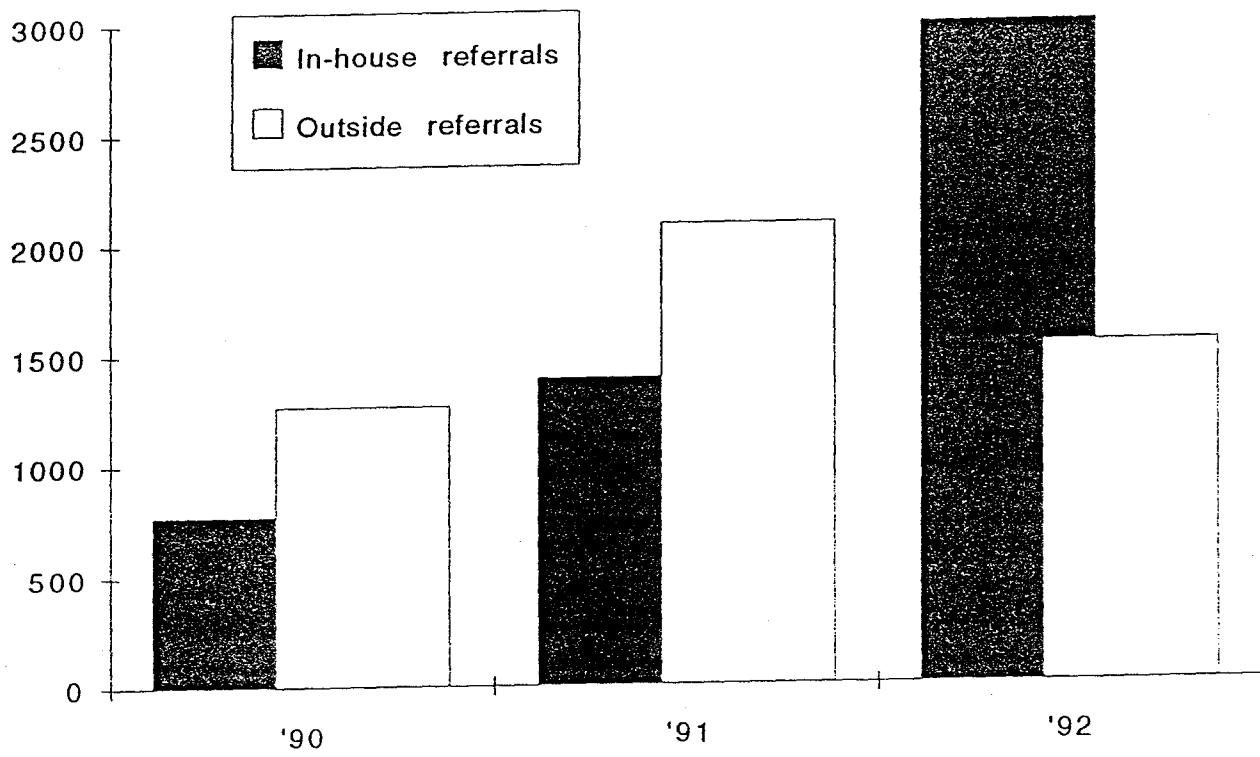


CHART F Testing - Queries and Referrals

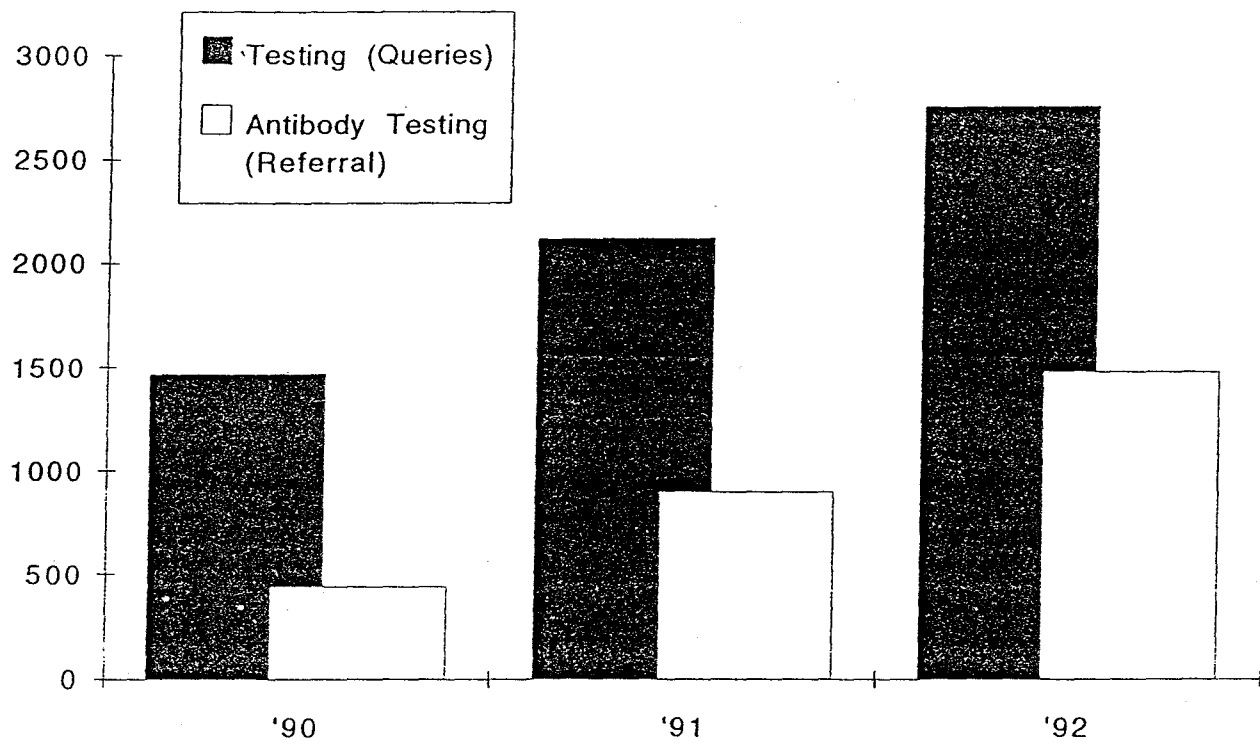


CHART G Total Calls to Helpline

Total Calls

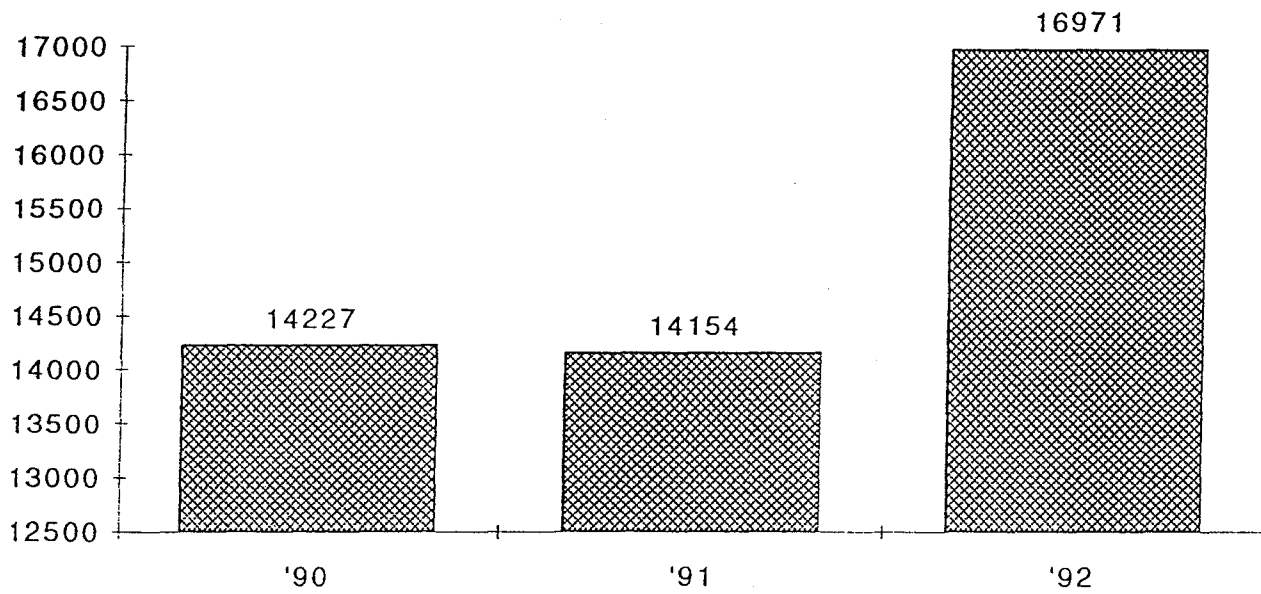


CHART H Executive Summary

Summary of Totals			
	'90	'91	'92
Male Callers	5219	5035	5741
Female Callers	2919	2952	3822
Staff Calls	1570	2441	1741
Machine Calls	3603	3036	4680
Hang-ups/Crank calls	916	690	987
Total	14227	14154	16971
Opposite sex	1737	1791	2275
Same sex	494	756	747
Both sexes	408	123	107
Testing (Queries)	1469	2118	2758
Antibody Testing (Referrals)	442	896	1474
In-house referrals	772	1390	2994
Outside referrals	1266	2083	1534
Transmission	1768	2720	3288
Risk reduction/Safer sex	538	1016	1666

SPEAKERS' BUREAU

ANN BRADBURY, COORDINATOR

ACTIVE VOLUNTEERS: 15

SPEAKERS' BUREAU

1992 Year End Report

The Speakers' Bureau provides the general public and selected target groups with workshops and presentations which aim to dispel inaccurate and misleading information on HIV/AIDS. Our main concern is the prevention of HIV and the enablement of individuals to increase control over their health. The program reaches a variety of individuals and groups.

Goals and objectives were established for the program early in '92. They include maintaining our ability to respond to requests from the community, to train new volunteers and offer training to other community workers, to examine the effectiveness of the program and to represent AIDS Vancouver in community projects and initiatives. It has been a year of maintaining and balancing my community involvement with my commitment to the speakers' program. This report will outline program specifics and my community involvement.

PROGRAM SPECIFICS

- **Overview**

In 1992, we completed 187 requests from the lower mainland of BC, some throughout the province and one in the Yukon. In total we reached approximately 6,000 people. Cost recovery for the program in '92 was \$10,165.

Volunteers who work with the bureau contributed 1,084 hours, which is the equivalent of 2 full-time staff. The program's volunteers represent a diverse range of skills and experiences. To participate in the program, volunteers receive extensive training and skill development. Throughout the year, in-services were held on heterosexism, sexuality education, pediatric AIDS, AIDS in the Workplace, and Women and AIDS.

Statistics indicate that most of our requests have come from youth groups, health care workers, recovery houses and government agencies. A breakdown reveals that 41% of our workshops were presented to youth groups, which include high schools (70%), youth programs such as life skills, work orientation programs and street youth programs (17%); and colleges and universities (13%). Thirty three percent of our workshops took place in workplace settings, such as CN Rail, the BC Securities Commission and Business and Professional Clubs. Home Support Agencies and health care workers account for 15% of our requests, and recovery houses represent 7% our total number of presentations in 1992. The majority of home support workers are women, and most of the recovery homes were homes for women.

- **Volunteer Support and Recognition**

Support meetings are held monthly. Here, speakers have the opportunity to debrief with the group and to discuss their experiences in the field. Social opportunities for speakers are in the form of potluck dinners held at volunteers' houses. Two took place in '92. Several speakers are also involved in HelpLine social events, and all were invited to the volunteer picnic.

- **Volunteer Training**

A training occurred in June of '92, with approximately 20 participants. Among the group were 5 people from the PWA Society, 5 from the HelpLine, one person from intake and 2 from the Greater Vancouver Home Support Society. Michael Aze and I co-facilitated the week-end, and experienced speakers presented various components.

A second training was planned for November '92, but was postponed due to demands on my time for World AIDS Day events and date changes for Core and HelpLine Trainings.

Speakers presented at the AV buddy training and Core Training.

Training Manual:

The manual for the speakers' training, which was developed in November '91, was significantly expanded and revised. Feedback from speakers indicates that it is very useful as a resource.

- **Workshop Development**

In-process:

- workshop outline for high school presentations;
- workshop modules specific to issues faced by home support workers;
- a communication module;
- personalizing risk;
- Speaking to your children about AIDS/HIV*, by Deb Eagleson Pepper (volunteer speaker);
- Language Labels and Lying*, by Evelyn Hildebrand (volunteer speaker);
- Presenting to Elementary School Children*, Stephen Williams (volunteer speaker).

Currently, I'm working with the PARC Training Project to assist in content development for modules appropriate to training sessions, such as group facilitation and diversity.

Evaluation:

We conduct ongoing evaluation and reflection on the effectiveness of each aspect of the program. We monitor program activities by keeping statistics on the requests for program services. We conduct evaluations with all program participants and encourage participant evaluations during our workshops.

- **Conferences, Media, & Provincial Presentations**

Conferences:

- BC Association of Community Care (BCACC), Vancouver, a co-presentation with Faye White for provincial home support workers and directors;
- BCACC, Okanagan, a full day workshop for home support workers; their first exposure to AIDS education;
- Yukon AIDS Program, Whitehorse BC; Evelyn Hildebrand and Beth Easton presented at a conference on support, and while in Whitehorse they presented to several high school students;
- UBC AIDS Conference, where I participated in a panel discussing issues for women regarding sexuality and HIV to an audience of health care workers.

Media:

- White Rock Shaw Cable Teen Phone-In Show;
- CFOX Sound Off (twice)during AIDS Awareness Week;
- CHRX (4 spots);
- CFOX, Z95.3 FM;
- CKNW Radio (60 minute spot).

Provincial Presentations:

- Fraser Home Support, Chilliwack;
- Ferndale Institution, Mission;
- Mission Prison, Mission;
- Matsqui Prison; Abbotsford;
- WOW Youth Program, Powell River;

- Saltspring Community Centre, Saltspring Island;
- University of Victoria, Victoria;
- Yukon AIDS Program, Yukon;
- BCACC Okanagan, Kamloops.

Promotion:

A brochure will be completed by May of '93.

- **Issues For the Year**

High schools/Youth Programs:

Our experiences throughout Vancouver, Richmond, Surrey, Burnaby, Princeton and the Yukon have revealed inadequacies and inconsistencies in the quality of sexual health education being offered in high school curricula. Students who have had some sexual health education are unclear on the basics of anatomy, birth control and sexuality issues. Many teens are dealing with tremendous denial around HIV/AIDS. Other issues we hear of include using HIV testing as a substitute for safer sex, and believing that serial monogamy reduces the risk for contracting HIV.

Presently, I'm involved on AIDS Vancouver's Youth Committee at PARC and will be presenting a health promotion model of HIV/AIDS education for teachers attending a Directorate of Agencies for School Health (DASH) conference in May '93.

Home Support:

Issues on confidentiality and the "right to know" the status of clients are still common in presentations. We often confront a lot of fear around transmission. Each agency varies in confidentiality policies.

Prisons:

Some issues for inmates include access to condoms, lube and needle exchange programs. At Matsqui, inmates are forced to steal bleach from cleaning staff; if caught, they're charged with contraband. This impacts tattooing, a very common activity in prisons.

Confidentiality: prisons guards want to know which inmates are positive because they are concerned about blood spills during fights. Guards are also concerned about needle pokes during body searches. There are no significant support programs for HIV+ inmates. I've had little contact within the women's prison.

Xavier (a volunteer) and Steve Martindale from the Man to Man program are working together on gaining access to prisons. Last December, they facilitated a workshop for staff at Mission Prison.

- **Summary**

Overall, the issues we face during our workshops are varied and complex. We are constantly dealing with denial of risk, issues around sexuality, homophobia, sexism, racism, abuse, AIDS related issues for women (isolation, violence, poverty, abuse) and irrational fear.

COMMUNITY INVOLVEMENT

Vancouver World AIDS Group

AIDS Vancouver has been represented at VWAG since 1989. My involvement began in January '92. The first half of the year involved planning for Dec 1, World AIDS Day 1992. The outcome of the year's activities are outlined in the attached report.

In January of '93, I participated in an evaluation process of VWAG which completed my involvement with the group. Steve Martindale from the Man to Man program has agreed to represent AV for '93.

Deaf Outreach Project

My participation with the Deaf Outreach Committee began in the late fall of '91 when I was approached by Lori Dalecki from the Greater Vancouver Mental Health Services Society. Representatives from the deaf community, the Vancouver Person's with AIDS Society, the AIDS and Disability Action Project, the Greater Vancouver Mental Health Services Society and AV formed a working group to establish priorities for a deaf initiative. Over the year we determined a network of groups and individuals and hosted a working meeting with individuals from the AIDS Committee of Toronto's Deaf Outreach Project (DOP). To conclude the meeting, we held an open house at AV for community workers and members of the deaf community. In December of '92, Scott Robertson facilitated a planning meeting that enabled the committee to establish a mandate, goals and objectives. Colin Briscoe is currently on a placement with the HelpLine. He has agreed to chair the committee and develop a TTY training for HelpLine volunteers.

Home Support

In January of '92, I was invited to participate in a meeting with representatives from the Vancouver Health Department, Home Support Agencies and community AIDS organizations to discuss the training of home support workers. From this, I was asked to represent AV on a working committee of representatives from the city health department, home support agencies and representatives from PWA. We established priorities in education for home support agencies. Last fall, Scott Robertson joined our final meeting in which we confirmed PARC's role in facilitating a three hour session on AIDS/HIV for home support workers at Vancouver Community College. Our first session has been booked for May 6th, 1993. This access to VCC could possibly be expanded to include other programs from AV.

Puppets Against AIDS

I worked closely with Oxfam, Oxfam Global Health Project and the Public Dreams Society (a local life size and giant size puppet theatre group) to coordinate the Vancouver segment of the African Research and Educational Puppetry Program's Canadian Tour. AREPP is a community based trust that provides HIV/AIDS education through street performances in rural and urban communities of South Africa, Namibia, Zambia and Zimbabwe. In September of '92, I assisted with AREPP's tour of the Kootenay area, their participation in the Walk for AIDS and various street performances with the Public Dreams Society around Vancouver.

I coordinated a two day cultural exchange workshop with participants from community AIDS organizations, local artists and arts groups government agencies and development organizations. As a result of the workshop a group of individuals is interested in writing a proposal to coordinate a provincial tour of high schools.

Condomania

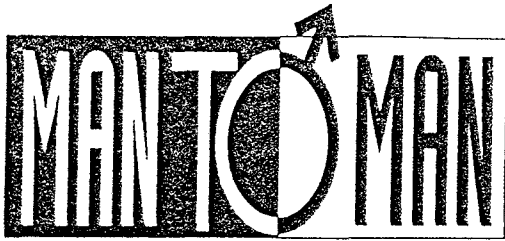
This is the first year that AV was represented on the Condomania campaign. Contingent with our involvement, however, was my request for information on the campaign - its rationale, and reports from previous evaluations. This information was not made available to me, making my own involvement unclear. I addressed my concerns to the Education Department, which supported me in writing a letter to request clarification. These concerns were expressed, but with little visible outcome. Garnet McPhee and David Richardson are now working with Condomania.

MAN TO MAN

DAVID RICHARDSON, COORDINATOR

STEVE MARTINDALE, ASSISTANT

ACTIVE VOLUNTEERS: 16



Update

Spring 1993

A publication of AIDS Vancouver's Man to Man program

Vol. 2 No. 1

1992: The Year in Review

What is Man to Man?

The Focus:

Since its inception in 1983, AIDS Vancouver has remained committed to the development of a variety of education and support projects geared toward gay and bisexual men.

Man to Man is AIDS Vancouver's safer sex education program for gay and bisexual men. Man to Man's target group includes all men who have sex with men, the community of men who define themselves as gay or bisexual, as well as those men who have sex with other men but who do not consider themselves either gay or bisexual. The regional focus of the project is the Greater Vancouver area.

The Philosophy:

Man to Man's activities are based on several philosophical principles. The first suggests that before any work can begin within the community that is to be served, every effort must be made to assist in the affirmation, validation and

empowerment of that community. Secondly, Man to Man operates under the understanding that there exists a variety of learning needs within the target communities and that these needs must be reflected in the work of the project.

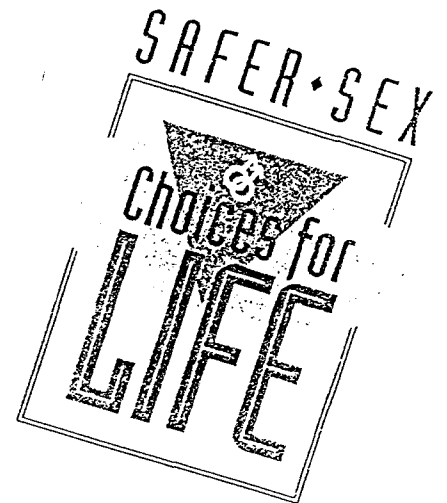
Thirdly, in order for Man to Man's initiatives to be successful, they must be developed in consultation with the communities being served. This means that representatives from the communities are involved in all phases of the work.

Finally, in order to encourage safer sex and wellness and health in general, there needs to be a consistent long-term commitment to programming within the communities.

The Strategy:

The overall strategy of Man to Man is reflected in the project's flexibility to respond to changing needs within the target communities.

Programs and materials are developed according to the assessed needs of individuals as they progress along a continuum of behaviour change. At one end of this continuum are those individuals who have little knowledge of the activities which put them at risk for contracting HIV. At the other end of this continuum are those people who



have acquired a working knowledge of HIV transmission and who have translated this information into a lifestyle based on a permanent and sustained emotional, social and sexual commitment to health and wellness.

Inside:

Print Campaign

Special Events

Outreach

Workshops

Sex

Print Materials

A major in-house print campaign: 'Safer Sex: Choices for Life', was developed by Man to Man early in 1992. The campaign features three brochures and corresponding posters. *Safer Sex: The Choices We Share*, gives frank, direct information about how to make sex safer. *Choices: Man to Man* highlights various aspects of the Man to Man program, including our workshops, outreach activities and print materials. *Safer Sex: From Tops to Bottoms*, specifically targets members of the S/M and leather communities.

The brochures were distributed through AIDS Vancouver Info Centres

as well as through speaking and other public events. In addition, requests for samples of Man to Man's brochures and posters have been received from across North America.

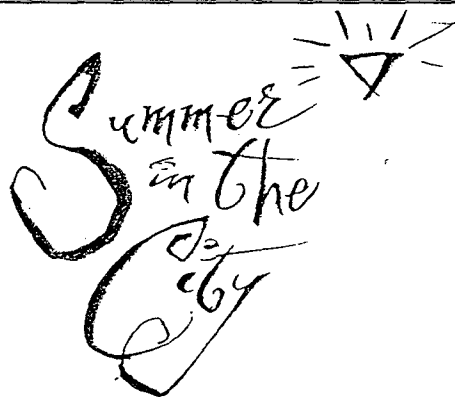
In addition, as part of this campaign a transit ad was developed and displayed for the months of March and April in 1,000 B.C. Transit buses. With the caption: 'Gay, Bisexual or Straight - It Doesn't Matter Who We Are', this ad spoke directly to gay and bisexual men, in particular those who have no contact with the local gay community.

A condom packet featuring the Man to Man logo and the AIDS Vancouver Helpline number was also included as part of this campaign. The package gives clear information on the use of condoms.

Other print projects undertaken by Man to Man in 1992 include a Gay

Bashing brochure modeled after a similar one produced by the Village Clinic in Winnipeg.

In the fall of 1992 the Survey '91 research project initiated by the Man to Man program in the summer of 1991 was produced in published form. The survey represents a quick 'snapshot' of the knowledge, attitudes and behaviours around HIV and AIDS in the Greater Vancouver area. The publication of the Man to Man Survey '91 represents an ongoing commitment to research as a component of the Man to Man program.



During the Canadian AIDS Conference in April, 1991 in Vancouver, the idea emerged that there were specific circumstances and needs which the gay Communities in Canada's three largest cities shared in common. Discussions between representatives from Toronto (ACT), Montreal (CSAM) and Vancouver (AIDS Vancouver) continued long distance through the summer and in September we met in Toronto to further investigate our shared difficulties, successes and failures working within gay communities in our respective cities. The purpose of these discussions was to formulate a joint plan of action.

Thus the Tricity Initiative was formed with the objectives: a) to identify issues specific to HIV/AIDS

education for gay men in large urban environments; b) to consider the needs of educators working within these environments, and; c) to work together in targeting gay men in Montreal, Toronto and Vancouver with a consistent, community-based safer sex message.

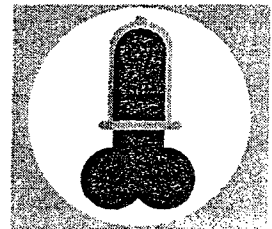
The 'Summer in the City - Spread Safety Around' summer print campaign was the first time Canada's three largest cities worked together in

developing, producing, distributing and evaluating a safer sex campaign aimed at gay men. The campaign included a poster and three postcards depicting a summer scene from each of the three cities. All materials were made available in both official languages. The materials were well received in all three cities. A second Tricity campaign is planned for the summer of 1993.



Communities

Man to Man is part of Vancouver's gay and bisexual communities. Direct contact is maintained with as many community groups and organizations as possible. A database of all community groups, businesses, associations etc. is maintained. Mailouts of new materials are conducted regularly, and a supportive relationship encouraged.



Condom Blitzes

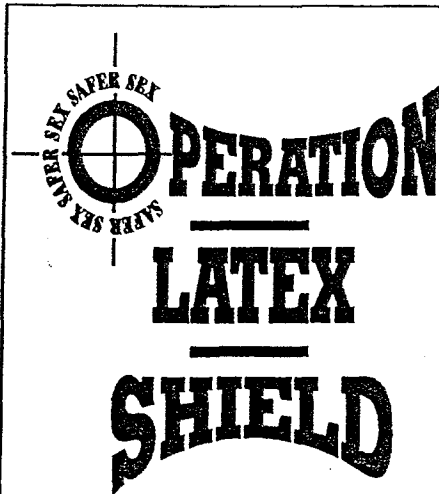
Man to Man's volunteers make regular visits to bars, dances, and community events. Arriving en masse, volunteers distribute condoms while at the same time providing a safer sex presence at each event. In 1992 more than 10,000 condoms were distributed at 25 local condom blitzes.

Condoms were also made available to various community groups for special events. All condoms distributed by Man to Man were packaged with instructions for proper use, and many were packaged in keeping with the theme of each event.

anonymous, one-to-one basis.

In 1992, 11 volunteers spent approximately 480 hours visiting public sex environments as outreach workers. Several hundred condoms were distributed and many questions asked and answered. Issues of common concern included questions about testing, the risk factors involved with oral sex, and a variety of specific concerns about sexually transmitted diseases in general.

Volunteers report that they are well received when working at the baths, beaches, or parks. People sometimes presume that Operation Latex Shield was created to "police" sexual activity in public places. When it is explained that Man to Man supports the concept that HIV/AIDS is the problem and not sex or people, most of the program's contacts feel more comfortable discussing their own issues.

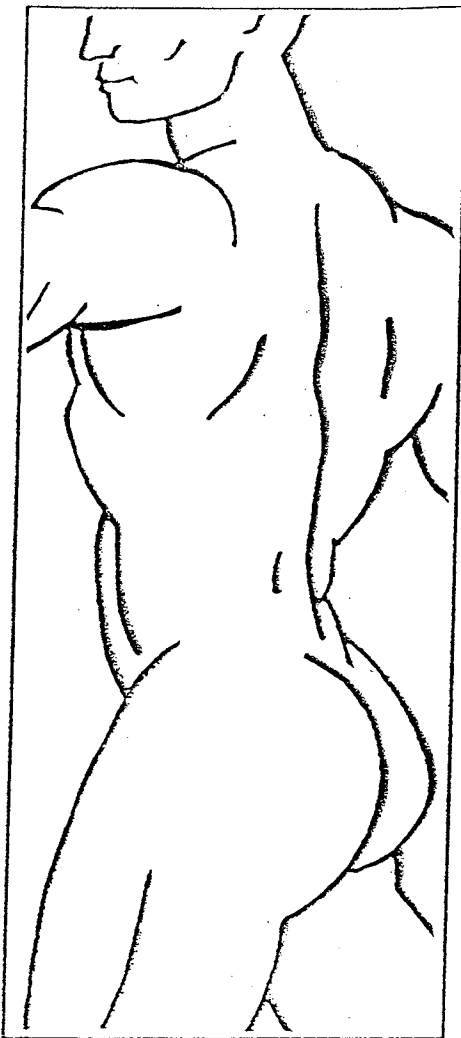


Operation Latex Shield is the name of Man to Man's outreach project in public sex environments (bath houses, beaches, parks, etc.) Trained volunteers make regular visits to popular cruising areas to distribute latex and lubricant, as well as provide information, support and counselling on a variety of issues relating to sexual health and wellness on an

Info Centres

Man to Man is responsible for the production and maintenance of AIDS Vancouver's sixteen Info Centres. These bulletin board/display rack units are installed in most gay venues (bars, baths, bookstores) throughout the West End and downtown Vancouver. The Info Centres act as a point of contact between Man to Man and the gay community.

Relevant print materials such as our Choices for Life brochure, Gay Bashing brochure etc. are available at each Info. Centre, as well as posters and handbills announcing various community events. Condoms are also distributed through the Info Centres. More than 13,000 of our Choices for Life brochures were distributed through the Info Centres in 1992.



Workshops

RubberWear is Man to Man's safer sex workshop designed to improve participants' comfort level using latex. In the comfort of a host's home, volunteers encourage discussion about safer sex,

sexuality and latex with small groups of men invited by the host. RubberWear parties or workshops are casual as well as being responsive to the particular needs and interests of each group.

1992 was a busy planning year for Man to Man. Much of the research and preparation for an expanded series of workshops aimed at improving sexual safety took place in 1992. Look out for details of new workshops early in 1993.

ARIES

...men becoming sexually safer together...

Man to Man is the local sponsor of the Aries Project, a group counselling program developed by the University of Washington School of Social Work. This

innovative program uses a 1-800 telephone line to connect men who continue to engage in high risk sex with each other. They can discuss anonymously the factors and issues which contribute to their risk

taking activity. The program is free of charge. Further details about Aries are available at any Info Centre, or at AIDS Vancouver.

Man to Man Men

The faces around Man to Man changed during 1992.

Christopher Koth, who founded the program in 1990 and who coordinated its activities since then, left AIDS Vancouver at the end of June to pursue other interests. David Richardson was hired as Coordinator in July.

Craig Barron, who had been with the program since October 1991, also left his half-time position with Man to Man late in 1992 in order to further his writing career. Stephen Martindale was hired to take over Craig's duties as well as to develop and coordinate workshops and support groups.

Man to Man's volunteer corps continued to grow in 1992. Currently there are 25 volunteers who work in various areas of the program.

Man to Man Update:

Editor/Layout: Craig Barron

Man to Man Update is a publication of AIDS Vancouver's Man to Man Education program for Gay and Bisexual Men.

Man to Man
AIDS Vancouver
Pacific AIDS Resource Centre
1107 Seymour Street
Vancouver, B.C.
V6B 5S8

Are you interested in sex?

If you answered SAFER sex, AIDS Vancouver needs your help.

Volunteers are need for:

- outreach work in public sex environments
- health promotion workshops/groups
- condom distribution.

Support your community!

Call David or Steve at 893-2210, or the AIDS Vancouver Helpline at 687-AIDS (2437) for more information.

WOMEN'S PROGRAMS

**BETH EASTON, OUTREACH & TRAINING COORDINATOR
MYLO RILEY, RESOURCE COORDINATOR**

ACTIVE VOLUNTEERS: 14

Women's Programs

1992 Annual Report

Program Background

Women's Programs began in July 1992, building from the work of the initial *Women and AIDS Project*. Our mandate is to raise awareness and promote action about women's needs and experiences. The heart of our work has been the goal of realizing human rights for women. Through the feminist strategy of collective action, we have aimed to support women in accessing, determining, and realizing our own best health promotion solutions.

Mission Statement

We work from the Health Promotion model to enable women to live fulfilling, healthy, and safer lives. We act to prevent HIV transmission in women and promote a more supportive social environment for women living with HIV. We aim to raise awareness about the diversity of our needs and experiences, advocating that the realization of healthy, safer living for all women is our human right.

Strategy Philosophy

Recognizing that HIV/AIDS is one of many complex, interrelated social issues that impact and qualify women's lives, Women's Programs address HIV/AIDS from a holistic social framework. Both women's risks of infection with HIV, and our experiences living with the virus continue to be denied and left inadequately addressed; our abilities to act, therefore, and to live to our full, safer, and self-determined potentials remain diminished. In response, our health promotion strategies consider such issues as self-esteem, assertiveness, violence, racism, sexism, economics, health, substance use, and sexuality. We explore how these factors contribute to women's increased risk of HIV transmission, and how they diminish the vitality of women's lives. In our work, we seek to lessen women's disempowering isolation, while increasing support and access to suitable information. By providing women's voices a forum in which to be heard and by gaining the opportunity to work together, we strive to communicate to women, and the society in which we live, the strength and value of our selves. We attempt to empower women to act. And we challenge individuals, organizations, and institutions to support women's efforts and to integrate women's unique and diverse issues into their action agendas.

Specific Strategies Completed

- ~workshops with women based on our "Safer Sex and Empowerment " peer education facilitation guide;
- ~trainings and inservices with AIDS Vancouver volunteers and staff;
- ~trainings and inservices with women who work with women in diverse fields.
- ~consultations and trainings to women who are beginning to incorporate women and HIV/AIDS issues into their established mandates;
- ~advocacy and consultation around women's needs and experiences with aim to promote their integration into other HIV/AIDS health promotion strategies;
- ~community outreach to women of diverse socio-economic, and cultural backgrounds, including women who are street-involved, drug and alcohol dependent, in rehabilitation, in transition, incarcerated, pregnant, and parenting;
- ~workshops to mixed groups of teens in high schools, addressing issues of peer pressure, power differentials between women and men and boys and girls, sexual diversity, reasons for being

- sexual, sexual activities and HIV/STD transmission risk, and the safer sex continuum;
- ~we planned and facilitated a working retreat for 26 HIV positive women and 16 community workers with aim to: provide a space for women to get together and discover that we are not alone; provide support to women living and working with HIV; create a community of women living and working with HIV; increase the number of women able to provide applicable and effective women -and -HIV/AIDS information and support; develop additional health promotion strategies for women; identify information and the support needs of women living and working with HIV/AIDS;
- ~provision of women-and-HIV/AIDS print resources [the manual we published last spring as well as articles and pamphlets] to individuals, organizations, and institutions locally, nationally, and internationally;
- ~a "Women Who Have Sex With Women" survey to gather information about women's knowledge, attitudes, and behaviours around HIV/AIDS and sexuality;
- ~presentations on women and HIV/AIDS at the Yukon AIDS Conference, and Women's Health Across the Life-span Conference [U.B.C. Department of Gender Relations];
- ~we planned and participated in the "Women Talking About Sex" panel at the B.C. AIDS Conference;
- ~day long consultations to 25 women working with women and HIV/AIDS issues in Winnipeg, Manitoba;
- ~a two-and-a-half day training to staff, board members, and clients of a transition house and rehabilitation house in Nanaimo B.C.;
- ~twenty-two pro-active and responsive contacts with local and national broadcast companies and print media;
- ~we attended the National Gay and Lesbian Health Conference, B.C. AIDS Conference, and the Yukon AIDS Conference.

In-Process

- ~development of a four pamphlet/poster resource series which will target women and care-givers and communicate the value of women and our lives; specific topics will address setting limits and communication needs to partners, care-givers, and families; seeking support when in transition from abuse, drugs, alcohol; sexuality and HIV; preventative health and HIV; and how HIV is different for women;
- ~final report and evaluation from the Working Retreat which will be distributed widely, with press release;
- ~analysis of data from the "Women Who Have Sex with Women" survey and written report to be distributed widely with press release;
- ~planning for consultation session with HIV positive women and community workers in Victoria;
- ~contacting and exchanging resources with women around the world doing the work in this area.

Our Work in the Last Six Months Has Reinforced and Taught Us...

- ~women work and act both together and alone in ways that are unique and valuable, and the recognition, honouring, and promotion of this is key to the empowerment of women and the success of our work;
- ~we need to do health promotion with women at two levels to best ensure women's ability to act and have our actions received in a responsive social environment which both supports and promotes our actions at the personal level, where strategies will emphasize assertiveness and self-esteem and raise awareness about our inherent value and our collective commonalities [we are not alone or crazy], for it is from this fundamental foundation of self-worth and knowing that we can be best poised to act and react in healthy ways; at the societal level, where strategies will raise awareness and provide visibility and voice to the diverse individual and to the common realities

- of our lives, realities which promote our value, unlike the unrealistic stereotypes that most commonly represent and diminish us;
- ~women need more opportunities to be with and learn from one another so we can remember the lost knowledge of our bodies, lives, and souls;
 - ~women know and can realize our own best health promotion solutions, we only need to be supported in identifying and actualizing them;
 - ~women need more transition facilities and emergency beds to get us and our children out of abusive environments;
 - ~women need more treatment beds in drug and alcohol rehabilitation centres;
 - ~women need more HIV/AIDS rest and treatment beds;
 - ~women need individuals, organizations, and institutions to provide childcare and transportation as part of their support and care services;
 - ~sexual, physical, emotional, and substance abuses are key factors impacting on our abilities to live safer, healthier lives both with and without HIV;
 - ~men can be our great allies, and to best do this they must first listen, ask questions, and then act;
 - ~men wanting to support women around these issues can be most effective when working in accordance with the peer education model, which means working with other men.

Some Issues We Are Struggling With...

- ~a position on "duty to inform" in relation to health and service providers of HIV positive men and their female partners;
- ~the paradox of confidentiality with respect to the protection and promotion of women's invisibility, isolation, and denial -- how can we ensure the former while overcoming the latter?
- ~the issue of "voice" -- speaking with, or speaking about;
- ~what best role will volunteers play in our work;
- ~lack of consistent and comprehensive protocol regarding treatment, care, support, and follow-up with women who are sexually assaulted;
- ~the inadequacies of health care professionals regarding women's needs;
- ~the resistance of health care professionals to work with and learn from community-based educators.

We Need Research: These Questions Are Not New, Data And Answers Would Help To Make Women Safer and More Healthy...

- ~the prevalence of intravenous drug use; available information focuses on "addicted" individuals, what about "casual", or "occasional" users?
- ~perinatal transmission; when is it occurring, how, and why is it different in different women?
- ~why, specifically, are women 12 to 20 times more likely to get HIV from a man during unprotected intercourse?
- ~what is the concentration of virus in menstrual fluid?
- ~what are the real dangers/benefits of short and long term breast feeding to children and HIV positive women;
- ~are women who are presenting with possible HIV-related symptoms accurately responding to HIV tests? [anecdotal evidence indicates that many may not be];
- ~what are women's HIV related symptoms? comprehensively? what else is going on for HIV positive women that is not currently being recognized as HIV related? breast cancer?
- ~transmission risk of oral sex?
- ~how does use of nonoxynol-9 affect vaginal health in the short term? long term?
- ~what effects, short term, long term, does an HIV positive woman's serostatus have on HIV negative children, born to her when positive?
- ~what is the prevalence of HIV transmission resulting from incest? sexual abuse?
- ~are menstruating women more vulnerable to HIV/STD transmission? if so, specifically why?

- ~what is the prevalence of HIV transmission through individuals unaware of status in situations where others are aware of individual's status? [hemophiliac youth];
- ~are young women more susceptible to HIV infection? if so, how is this related to gynaecological development in young women?
- ~what is the prevalence and nature of heterosexual-identified, male homosexual experience? and what role are these behaviours playing in women becoming HIV positive?
- ~what is occurring when women seroconvert? anecdotal evidence indicates that there are gynaecological manifestations at the time of seroconversion i.e. a temporary disruption of menstruation.

**Please, Lets Be Real And Say It Like It Is...
This Will Help Women Be Safer and More Healthy**

- ~women are becoming HIV positive through "heterosexual contact" -women are getting HIV from their boyfriends and husbands;
- ~women are becoming HIV positive because they are "partners of IVDU's" -women are getting HIV from their boyfriends and husbands;
- ~"heterosexual contact" -sex in all its' diversity with all the possibility;
- ~"just say no" -men should listen;
- ~"just say no" -men won't take no for an answer;
- ~"wear a condom" -men wear condoms;
- ~"know your partner" they don't tell us the truth;
- ~"talk to your partner" -some don't listen, we aren't necessarily safe, we may not have permission, we may not have a language, we may not have skills;
- ~"women are primary care-givers" -women are single parents;
- ~"lesbians are at the least risk for AIDS" -lesbians are women who can engage in a diversity of risk behaviour;
- ~"trauma" -violence, abuse, assault, you pick;
- ~"women; a special interest group" women are not a special interest group, do we have to say it again... "women are over fifty percent of the population";
- ~"women's issues" -human rights.

Looking Forward...

- ~trainings with specific key target groups, i. e. health care professionals and public school educators;
- ~action around women's access to unobstructed, non-judgemental testing;
- ~more comprehensive incorporation of alcohol, drug, emotional, physical, and sexual abuse issues into our workshop and training model;
- ~develop of a comprehensive women and HIV/AIDS outreach training model;
- ~participate in the AIDS Committee of Toronto women and HIV/AIDS working meeting;
- ~work to have a national meeting for women living and working with HIV/AIDS;
- ~work to have women and HIV/AIDS be a plenary session at B.C. AIDS Conference, 1993;
- ~develop non-print resource[s];
- ~develop and implement a system by which women can access on-going support regarding their efforts to practice safer sex, and self-care;
- ~act at various levels to influence social, government, and health policies which affect women in relation to women and HIV/AIDS and health promotion.

PROJECT REPORTS

AIDS IN THE WORKPLACE

MICHAEL AZE, COORDINATOR

AIDS IN THE WORKPLACE PROJECT

1992 REPORT

BACKGROUND:

The AIDS in the Workplace Project began as an initiative between the Canadian AIDS Society and AIDS Vancouver. From January of 1992 until June, 1992, Michael Aze was the Western Canada workplace coordinator, responsible for organizing training sessions with community AIDS groups on workplace education issues and policy development.

AIDS Vancouver was successful in getting funding for its own workplace project beginning in July, 1992. Michael Aze continued on as coordinator. Our local initiative began with surveying the whole workplace field to see what was being done, and where we could be most effective. What follows give you an overview of activities from July, 1992, to December.

ACT NOW:

During the year, 48 copies of ACT NOW were sold, and 5 copies of the Managers' Guide. Total revenue from these sales was \$3001.

Contra-Deals:

The Chateau Whistler offered AV services worth approximately \$2000.

Enquiries / Consulting:

There were contacts with a total of 56 employees or employers.

Workplace Education:

19 educational sessions were given in workplace situations to a total of 583 employees. Revenue is currently running at \$150 per session.

Specific Workplace Interventions:

Of the many, the following are of special interest.

- City of Burnaby -- as a result of initial consultations, that city has now introduced a draft AIDS policy and introduced it to senior staff at a one-day seminar devoted to human rights issues, at which a presentation was made.
- BC Hydro -- following some lobbying, that company agreed to turn its attention to AIDS policies and staff education in the Spring of 1993.

Regional Activities:

Visits were made to Winnipeg, Regina, Calgary (twice) and Edmonton to facilitate train-the-trainer workshops during the year ending June, 1992. Those attending were principally staff, volunteers and board members of ASOs, with a couple of representatives of employers and a couple of health care workers, for a total of 37. AIDS Saskatoon participated in the Regina workshop. Whitehorse and Victoria were approached.

In addition to these sessions, there was one visit to Jasper to address staff of the hospitality industry there, and a separate visit to Edmonton to consult with the committee planning their AIDS in the Workplace initiative.

The regional activities were part of the first year's activities.

Media:

We have had some success in placing articles in the Vancouver Sun, securing interviews on TV and radio, including CBC, Radio Canada (twice) and CKNW. Our initial hope was that we could secure Kim Campbell to speak to the issue at the Vancouver Board of Trade. Although we received some lukewarm support from the latter, Kim Campbell always proved to have an availability problem.

Training in Vancouver:

Three train-the-trainer workshops were held in Vancouver, serving a total of 13 participants. Two of these workshops were for representatives of the BC AIDS Network, and one was specifically for corporate participants.

A start was made on the preparation of training modules to be used by both volunteers and professional trainers. The principal focus will be the train-the-trainer and the workplace modules.

Management:

UBC's Department of Commerce and Business Administration has agreed to include "AIDS in the Workplace" on its list of seminars for top-level management. We developed a proposal for funding of this project, and received partial funding from one of several foundations.

Leadership Vancouver, an initiative of the Vancouver Board of Trade, is a vehicle for managers in the corporate world to involve themselves in various community issues. One of the team took "AIDS in the Workplace" as a project and ran into some road-blocks in their advocacy with senior management. This project finished without meeting its objective of identifying a corporate spokesperson for AIDS issues, but it had a very high profile in the Leadership Vancouver project. Members of the committee are continuing their involvement informally, and are working toward obtaining funding for a possible video for the business community.

A direct mail shot went to the CEOs of 100 of the largest BC companies, and letters went to managers responsible for employee health at another 100 companies. The response rate was 3%, who ordered copies of "ACT NOW."

Conferences:

BC AIDS Conference;

The plenary session on the conference's first day was devoted to workplace issues. Michael Aze moderated a panel, which was actually the most informative and lively part of the afternoon; Michael also facilitated a workshop on how health care workers could tackle education.

Outrights Conference;

A joint presentation was made with the Vancouver PWA Society at this conference.

Government:

We have embarked on a campaign to persuade the BC government to pass legislation making AIDS policies and education mandatory in the workplace. Informal consultations with key people in the community revealed that there was a base of support for the idea, and we have now drafted legislation which was reviewed by the Vancouver PWA Coalition and the BC Coalition for People with Disabilities. In the process of gauging grassroots support, we have had several positive contacts with the labour movement, including the BC Federation of Labour. The proposal was discussed with senior civil servants, prior to an attempt being made to bring it on to the political agenda.

We have targeted the provincial government office responsible for staff policy making, in order to impress on them the importance of employee education. Strategy for educating provincial government employees was discussed with Dr Rekart and with senior management at the Government Personnel Services division, which led to an invitation to address the Technical Advisory Committee for Occupational Health and Safety.

In a separate move, we have initiated a campaign to sensitize Financial Aid Workers at the Ministry of Social Services to AIDS issues, asking the Ministry to re-assess policy and embark on a thorough training program. In conjunction with PWA, several meetings with MSS resulted in an agreement by the Ministry to deliver trainings for FAWs and District Supervisors, as well as many improvements to service delivery.

On the federal level, a presentation was made to the personnel managers of all the federal departments in BC, again with the object of widespread employee education.

Hospitality Industry:

We have targeted this industry because of the numbers of people passing through their doors, because many of their employees are in intimate contact with the public (housekeeping staff), and because hotels have already encountered HIV/AIDS among their staff.

Three of the major Vancouver hotels have approached us; in two cases, we have provided workshops for staff. The BC and Yukon Hotels Association was successfully lobbied: they ran two lengthy articles in their newsletter focusing on food handling.

Emergency Workers:

This is also a target group for the immediate future, owing to misconceptions and attitudinal barriers. Our first target has been the Justice Institute of BC, where police, fire fighters, ambulance workers, paramedics, court and correctional institute employees receive their training. Interviews were conducted with the training coordinators at the Police Academy, Fire Academy, and Courts Academy to assess the degree to which AIDS is being addressed.

Professional Groups:

Presentations have been made to a number of professional associations, including the Employee Assistance Professionals Association, Vancouver Cultural Alliance, International Facilities Management Association, and the Association of Neighbourhood Houses. A nation-wide mailing to the Canadian Pensions Conference has resulted in a number of requests for "ACT NOW." The Human Resources Management Association has been repeatedly approached, but remains impervious to our requests to convey information to their membership. Specific interventions were made to the BC Funerals Association after complaints were received. In response to our lobbying, BC Funerals Association gave a half-day seminar on AIDS for members, at which AIDS Vancouver was invited to present.

Educational Institutions:

Not a great deal has been achieved yet in this area. Persistent efforts secured a meeting of key people on the UBC campus, but the prevailing impression is one of complacency. In our search for models in this area, we may have more success with colleges, such as Capilano College.

On two occasions, we were able to address members of the Vancouver Elementary Schools Association, our objective being to put pressure on the Vancouver School Board to improve their AIDS policy and to come to grips with AIDS education in schools on a regular basis. Much remains to be done in this area.

Associations:

In an attempt to reach as many people as possible through "high leverage" approaches, we have approached some professional associations, including the Business Council of BC, the Health and Labour Relations Association, the BC Health Association, and the BC Bar Association. In some cases this has resulted in articles in their newsletters. Recently, we have been able to attract a small number of volunteers, and they will be targeting trade and professional associations as a specific project. Rotary clubs have also been approached, and have proved a very resistant group, even after exposure to "The Los Altos Story" video.

A mailing was done to 32 trade and professional associations, inviting them to place an AIDS article in their newsletters. Particular emphasis was placed on specially prepared articles for the hotels and the restaurant sectors. Telephone follow-up to the recipients of the original mailing revealed that a second mailing would be necessary. An attempt was made to target rotary clubs.

Initial discussions took place with member organizations of the United Way to investigate a joint workshop-development project.

As a follow-up to an AIDS workshop facilitated several months ago at the Vancouver Cultural Alliance, dialogue has been taken up with some of Vancouver's arts organizations, to assess how they can best address the issue of AIDS.

In collaboration with PWA, we nurtured an initiative at the Mission Institution as a pilot project where inmates hope to disseminate AIDS information to their peers.

Other Initiatives:

We have started to become aware of the kinds of difficulties which PLWHIV/AIDS are receiving at the hands of insurance companies, and in cooperation with the Vancouver PWA Society, we hope to be able to do advocacy and educational work with management in this uncharted territory.

We have started to investigate the possibility of a short video produced specifically for senior managers. Our greatest need is a core of "peer models" who can speak to this issue, and who will also be prepared to sponsor some of our initiatives in the future. Some work was done this year in pursuit of business sponsors, and this remains a target.

**DEAF OUTREACH
PROJECT
COLIN BRISCOE, PLACEMENT STUDENT**

DEAF OUTREACH PROJECT

ANNUAL REPORT, 1992

Progress in the development of HIV/AIDS programs for the deaf and hard of hearing in the Lower Mainland was rich in consultation; the deaf community is a difficult one to reach, however, and for a variety of cultural and linguistic reasons, basic issues such as participation have presented stumbling blocks.

In November, 1992, two members of Toronto's Deaf Outreach Project (Ray and Dianne) were brought to Vancouver to share their experiences with the Advisory Committee that oversees AV's initiative. They were very helpful and valuable as sources of information; the three days spent with them was the highlight of our work in 1992. It became clear from their presentations that Toronto's deaf community is rather different from our own; much work still remains to properly identify the local deaf populace and to create relevant program initiatives.

Shortly after Ray and Dianne's visit, an open house was held at AV to introduce the idea of a Deaf Outreach project to the local deaf community. Largely due to the indeterminate nature of the project at that time, it was not well attended (deaf people are reluctant to spend time on less-than-concrete affairs, particularly in the summer -- a very busy social time for the deaf).

The year was instructive in underlining the work yet to be done, and in making explicit the required commitment to achieve a workable project. An abortive attempt to hire a deaf individual through the Section 25 program was a set-back; in hindsight, however, we were fortunate to be able to identify political relationships in the community that could have been counter-productive. Problems with interpreting costs and committee structures contributed to our struggles. These issues have largely been resolved.

In January, 1993, Colin Briscoe joined the Deaf Outreach Project, working two days per week as a practicum student from UBC's School of Social Work. Colin has begun developing training materials for HelpLine volunteers toward extending HelpLine services for the Deaf. We purchased a TTY machine for the HelpLine. This work is on-going and the TTY service will begin in April.

AIDS AWARENESS WEEK

KELLY BENZ, COORDINATOR

AIDS Awareness Week 1992 Report

AIDS Awareness Week Approach

AIDS Awareness Week was approached, by this co-ordinator, as an no-holds barred, nothings impossible week of awareness. Therefore, to begin, I made a list of all facilities that could help me do that. AIDS Service Organizations throughout the provice, Radio, Theatres, Campuses, Dance/Comedy groups, Art Galleries, Community centres/highschools, Bars/Clubs, fitness facilities, and special interest groups were outlined and sent an AIDS Awareness Week brochure. The majority did not respond.

Therefore, I got on the phone and started calling nightclubs and radio stations, matching enthusiastic parties with the same in similair target markets. It was after the personal calls that event ideas started to happen and momentum began to build.

Some organizations did respond to the brochure and sent me information on their in-house event.

Doug McKay at PWA began putting together their seminars through their Treatment Information Project.

Some national ideas came to head, especially to do with media (radio) but, we did not pursue in respect of CAS expected work in that area. Also, other plans, getting Labatts or Molson to put AIDS Awareness Week on the reverse of their beer coasters (They issue new coasters every time the debut a new label). It was a good idea, but approached to late. They need six months notice. This was common in dealing with large organizations.

The cut-off date for events notification was September 15, therefore, I was still meeting with interested parties to iron out details well into September. See Chart #2 for final event details.

Response From The Local Communities

I was overwhelmed at the immediate response from the straight community (if there is such a thing). More specifically, the straight bars and clubs Richards on Richards, Big Bam Boo and 86 Street Music Hall all wanted to be involved from the get-go. There was never any hesitation from their management that AIDS did not affect their clientele or themselves. Lenny at Big Bam Boo was especially enthusiastic, at one point, attempting to get Colin James in for an AIDS Awareness Week event.

Richards' on Richards also tried to focus on one activity, but chose to allow our volunteers in for three nights in a row to occupy an AIDS awareness table. 86 Street Music Hall did the same.

Needless to say, the straight community welcomed AIDS Awareness Week activities into their lives and clearly were interested in educating themselves.

Strangely enough, it was usually the men who approached the AIDS awareness table and many women pulled away from information, as though we were there handing out the disease, not condoms.

In all instances, it was one individual that had been touched by HIV/AIDS or simply needed to educate themselves that instigated their organizations involvement.

As for the gay community, Carl at Celebrities was as enthusiastic as anyone else, but beyond that, no other clubs jumped at the idea of an AIDS Awareness Week event. The management at Little Sisters told me that they do AIDS awareness all year around, so why should they do something special for one week. I had no response to that. After all, that's what we want. Shouldn't AIDS Awareness Week be a catalyst for urging people to do AIDS Awareness year around?

Media

By mid-August Paul Levine, AIDS Vancouver's Communications Manager and I had met with the Acting Managing Editor of the Vancouver Sun, the Assignment Editor of U.TV News, the City Editor and Managing Editor of the Province Newspaper, and had meetings lined up with the producer of the Dr. Peter Show on CBC and one of CBC News' senior Producers. I also had a call into BCTV news assignment editor. All these people were approached by phone and presented with a proposal for feature stories, during AIDS Awareness Week. See Example #1.

The first Media Advisory (See Example #2) was sent out August 1st. The West End Times picked up the story for their August 12 issue.

The following is a list of Vancouver's media coverage for AIDS Awareness Week:

Print media:

The Vancouver Sun: Reporter - Kevin Griffin

Stories: Multiculturalism and AIDS
 The Buddy Program
 The AIDS Vancouver Helpline
 Women and AIDS - a personal story
 Coverage of the Oct. 5th Rally

The Province Newspaper: Reporter - Charlie Anderson

Stories: The Palliative Care Unit at St. Paul's Hospital - a
 two page pull out
 The Women and AIDS Project at A/V
 AIDS in the Workplace
 Coverage of the Oct. 5th Rally

Vancouver Step Magazine:

Printed the AIDS Awareness Ribbon on
the cover for their October/November
issue

Various coverage by smaller community newspapers.

Electronic Media:

- BCTV - Coverage of the Oct. 5th Rally
- U.TV - Coverage of the Oct. 5th Rally
Anchors wore the AIDS Awareness
Ribbon throughout the week.
- Rock 101 CFMI: Ran 30 sec. PSA's written by Stephen
Williams of A/V throughout AIDS
Awareness Week.
- CFOX: Sound Off - host - Bruce Allen
A 60 minute blitz on AIDS simulcast
across the country on Sunday, October 4th.
Guest speakers: Stephen Williams
and Claudia Brabazon.
- Z95.3 FM: Sex, Lies and Audiotape: Host - Rona
Raskin.
10 minutes with phone in guest
Claudia Brabazon on Monday, Oct. 5th
- CHRX: Morning Show - Host: Russ Hamilton
two 60 second spots with A/V guest
speakers in September gearing up to AIDS
Awareness Week.
- CKNW: Rafe Mair Show
10 minutes on Monday, Oct. 5th with
guest, Dr. Joel Epstein to promote
dentistry and AIDS seminar.

Involvement with Canadian AIDS Society

Through many phone calls throughout the preparation for AIDS Awareness Week, I had requested a breakdown on what was happening in other cities, to no avail. Grant McNeil phoned me to get a further breakdown of activities from me for the press kit. Even though he already had my list that I had faxed to Michelle in September. I never received a press kit with that information.

I did, however, receive the September 4th memo suggesting we prepare our local media plan. Also, with that came the "official" press release for AIDS Awareness Week three weeks after we had already met with the local media and one month after we had already released the first media advisory to local smaller media. By September 18 we received the "official" press kit, which included nothing but copies of speeches from the poster unveiling. To put it into perspective, The Vancouver Sun had begun their five part series on AIDS Awareness week the previous day.

The speeches may have been picked up by local media in Montreal, but they were of no interest to our local media. You may have found the same with last years speeches, which were barely picked up here.

My experience showed that I got my posters on time and my brochures. But, that I really needed was a comprehensive list of activities across the country, which I never received.

Suggestions for CAS:

From all indications on this side of the country, the function of an AIDS Awareness Week co-ordinator at CAS is to distribute press kits, posters and brochures, to take in information around the country and to answer any questions other community organizers may have.

The following are suggestions for how the salary of the AIDS Awareness Week co-ordinator may be better spent:

- 1) Hire someone (or make a permanent CAS employee responsible to) distribute posters, brochures and information to people running out of ideas. This can naturally be a part time position since that persons responsibilities will cease in the beginning of October.

Suggestions for CAScontinued

2) Hire a full time person with media and promotions experience in March to begin working on a national level with national media and corporations to promote AIDS Awareness Week. This way it allows someone to contact places like Labatts or Molson, MuchMusic, McLeans, Chatelaine, CBC radio, etc. All these large national media outlets should be running AIDS Awareness Week stories, info, awareness campaigns, etc. The list is endless, but the need is paramount.

3) Also a function of the media person mentioned above to compile the larger events from across the country and let every AIDS Awareness Week Co-ordinator know of them. You see, the local media wants to be involved in national events. If they can find a local angle for a national event, it gives it that little umph of importance. More important than just saying it's a national event and having no information to back it up.

Example: We got little play in our local media regarding the October 5th petition rally. Although all the major media were there for the rally, it still seemed like a small event because there was no proof that anyone else in the country was kicking off that petition drive that day. So, our story, which should be a top story was not, because it seemed too local and small scale to make top story.

AIDS Awareness Week must not be approached as a small scale activity in communities across the country. It's imperative that it's seen as an issue for the whole nation to stand up and take notice of. We cannot be satisfied with mall displays and poster exhibits, we must look at the grander scale.

How many people knew of AIDS Awareness Week in your city? That questions must be answered for us to understand how many people we touched, how many people shattered the myths of HIV and AIDS and went beyond the stigmas to educate themselves.

It's not enough that each local newspaper picked up the stories, there must be a clear understanding that this is a national event, that HIV and AIDS effects everyone and that it's up to every individual to do something about it. Leaving AIDS Awareness Week on small, community level scale does not outline the importance of awareness and prevention.

I feel very strongly that AIDS Awareness Week should be taken much more seriously next year. I don't want to see an AIDS Awareness Week in 1995, there should be no need for one by then. However, if we continue to minimize the importance of the week on a national scale we will have to have AIDS Awareness Weeks well into the 2000's. We have the ability and resources to make sure that does not happen.

Chart #2

AIDS AWARENESS WEEK ACTIVITIES

FREE SEMINARS

Dentistry and AIDS*

Centre for Excellence*

Alternative Therapy*

HIV and Substance Abuse*

Women and AIDS

Produced by AIDS Vancouver's Women and AIDS Project

*Produced by Vancouver PWA Society's Treatment Information Project

SPECIAL EVENTS

Stepathon for AIDS Awareness

CFMI, Vancouver Step Magazine, Olympic Athletic Club and Sweat Co. the Stepathon. All Donations made participants eligible to win a Joe Average original canvas.

Wide World of Velcro

Big Bam Boo and CFMI present the first ever Vancouver evening of Velcro.

Steamy, Sweaty, Second Skin Shakedown

Presented by English Bay Waterpolo Club, Vancouver Lesbian Connection, Vancouver Gay Volleyball Association and the Vancouver Men's Chorus, Big Fannie Annie MC'd.

Outrights/Les Droits Visibles Opening Night Reception

SPECIAL EVENTS continued

Vancouver International Film Festival

Projected Illumination Show by John Anderson and DJ Michael Golf.

Vancouver International Film Festival

Special screening of the comedy "Vegas In Space", part of the Walk on the Wild Side Series.

Subsonic Thursdays

U.B.C. Alma Mater Society presents the band *State of Mind*.
The Pit, Student Union Building at U.B.C.

Laughs at Lunch

U.B.C. Alma Mater Society presents comedian J.P. Mass.
U.B.C. Sub Auditorium.

AIDS Awareness Week Panel Discussion

AIDS Vancouver Island presents and Terry David Mulligan hosts an AIDS Awareness Week Panel at UVIC.

Club 1040

Coast 1040 presents an evening of non-stop, throbbing dance music.

SPECIAL EVENTS THROUGHOUT THE WEEK

The "Coast 1040 Cruiser" was all over town from Wednesday to Sunday, showing up in a variety of locations to hand out condoms, brochures, a limited number of "Safe Sox" and provide information about HIV and AIDS. A roving team of AIDS Vancouver staff and volunteers travelled in Coast 1040's cruiser.

SPECIAL EVENTS THROUGHOUT THE WEEK continued

Admission Free:

Patrons wearing the AIDS Awareness Ribbon during AIDS Awareness Week will get in the following nightclubs free of charge (some restrictions apply):

86 Street Music Hall (October 8 only)

Big Bam Boo (From October. 5 - 9, between 7 - 9pm only)

Champagnes

Coconuts

Denman Station

Graceland (Except Saturday, October 10)

Lunatic Fringe

Maximum Blues Pub

Numbers

Railway Club

Richard's Richards (From October 8-10 only)

Roxy (From 7 - 9 pm only)

Soft Rock Cafe

The Yale

Town Pump (From October 5 & 8 only)

Yuk Yuk's (From October 7 & 8 only)

**AIDS
AWARENESS
WEEK 1992**

EXAMPLE #2

OCTOBER 5 TO 11

AIDS AWARENESS WEEK GETS ROLLING

FOR IMMEDIATE RELEASE AUGUST 17, 1992

**AIDS Vancouver
1107 Seymour Street
Vancouver, B.C.
V6B 5S8**

**Ph: 893-2210
Fax: 893-2211**

B.C. is gearing up for the Second Annual AIDS AWARENESS WEEK (Oct. 5-11), a national event sponsored by the Canadian AIDS Society (CAS).

Organizations across Canada and throughout the province are invited to support a better understanding of issues surrounding HIV/AIDS through any form of participation they see fit. Last year, some participated simply by putting up posters or distributing condoms in support of Aids Awareness Week. Others organized employee seminars, benefits, educational meetings, panels, dances, lectures, essay contests or video displays.

This year the message is "No More Fear, No More Ignorance." This theme was chosen because, in many ways, society seems to be retreating to fearful and ignorant reactions to the AIDS epidemic. Through education, our society can conquer its fears and ignorance, enabling us to effectively respond to the challenges that HIV pose.

The "No More Fear, No More Ignorance" theme also encompasses the need for everyone to effectively support those people currently living with HIV and AIDS. The better we understand the disease, the better equipped we are to react.

Call us with your ideas or any questions, concerns and queries. AIDS Vancouver can supply any information, brochures, posters or speakers that you need to organize your own event. Contact your local AIDS organization, or call:

**Kellie Benz
AIDS AWARENESS WEEK CO-ORDINATOR**

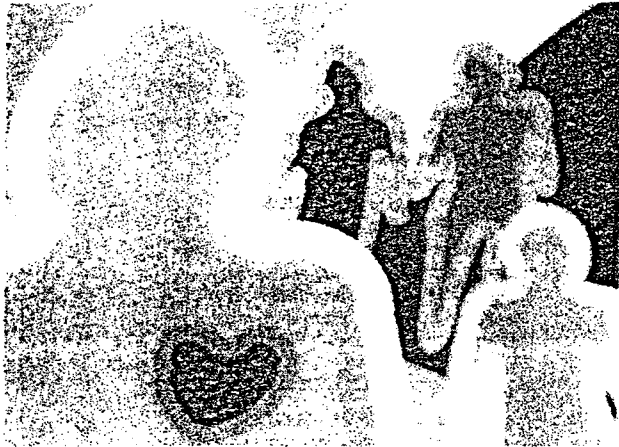
Phone: 893-2210 or Fax: 893-2211

**NO MORE
FEAR
NO MORE
IGNORANCE**

AIDS AWARENESS WEEK 1992

Sponsored by the Canadian AIDS Society

OCTOBER 5 TO 11



AIDS Awareness Week is a national event sponsored by the Canadian AIDS Society, in co-operation with the Canadian Public Health Association and the Canadian Hemophilia Society. AIDS Awareness Week is also receiving support from Health and Welfare Canada, Levi Strauss & Co. (Canada) and the Life and Health Insurance Companies of Canada. 1992 marks the second year for National AIDS Awareness Week.

Members of AIDS service organizations across the country joined forces to identify the needs and issues that needed to be focused upon for AIDS Awareness Week.

This year the theme is "No More Fear, No More Ignorance." This theme was chosen because, in many ways, society seems to be retreating to fearful and ignorant reactions to the AIDS epidemic. Through education, our society can conquer its fears and ignorance, enabling us to effectively respond to the challenges that HIV pose.

The "No More Fear, No More Ignorance" theme also encompasses the need for everyone to effectively support those people currently living with HIV and AIDS. The better we understand the disease, the better equipped we are to react.

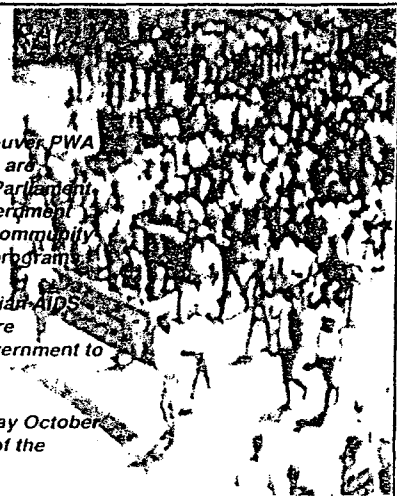
NO MORE
FEAR
NO MORE
IGNORANCE

AIDS AWARENESS WEEK
MONDAY OCTOBER 5TH.
NOON AT ROBSON SQUARE

The rally is on! AIDS Vancouver, the Vancouver PWA Society and the Positive Women's Network are organizing a rally to urge our Members of Parliament to work for a major increase in federal government funding for AIDS research, treatment and community based education, prevention and support programs.

Co-ordinating our activities with the Canadian AIDS Society and other CAS organizations, we are circulating a petition urging the federal government to increase funding for AIDS.

Show your support and come out on Monday October 5th, 12 noon at Robson Square at the foot of the Vancouver Art Gallery.



SEMINARS AND SPECIAL EVENTS

AIDS AWARENESS

FREE SEMINARS

Dentistry and AIDS

College of Dental Surgeons of B.C. present this panel headed by Dr. Joel Epstein. Topics of discussion include treating HIV positive patients, risk factors of transmission of HIV via dental techniques, proper procedure for prevention of transmission, to be followed by a question and answer session.

Presented by the PWA Society Treatment Information Project.
Hurlburt Auditorium, St. Paul's Hospital.
Monday, October 5 at 7:30pm

Centre for Excellence

Dr. M. O'Shaughnessy will be discussing the development of the Centre for Excellence which was established to inform, educate and update medical professionals on new developments in treatment of HIV and AIDS.

Presented by the PWA Society Treatment Information Project
Hurlburt Auditorium, St. Paul's Hospital.
Tuesday, October 6 at 7:30pm

Alternative Therapy

Dr. Shen, Chinese Herbal Medicine Specialist, will discuss traditional herbal medicine and its role in the treatment of AIDS.

Presented by the PWA Society Treatment Information Project.
Gordon House, 1019 Broughton Street.
Wednesday, October 7 at 7:30pm.

HIV and Substance Abuse

Kim Edwards of Vancouver Native Health, Phil Gray of the Robson Street Clinic and Dr. Jaime Smith from Psychiatry at St. Paul's Hospital will discuss the following topics: Current trends in medical treatments of the HIV positive addict, psycho-social cause/effect and male/female risk factors.

Presented by the PWA Society Treatment Information Project
Hurlburt Auditorium, St. Paul's Hospital.
Thursday, October 8 at 7:30pm.

Women and AIDS

The Vancouver premiere of the dramatic video "Fighting for our Lives - Women and AIDS" documents women working towards educating and supporting one another in the fight against AIDS. Moderated discussion will follow.

Presented by the Women and AIDS Project, AIDS Vancouver
Gordon House, 1019 Broughton Street.
Thursday, October 8 at 5:30pm.

CRUISER



Catch the "Coast 1040 Cruiser" all over town from Wednesday to Sunday, showing up in a variety of locations to hand out condoms, brochures, a limited number of "Safe Sox" and provide information about HIV and AIDS. A roving team of AIDS Vancouver staff and volunteers will travel in Coast 1040's cruiser, which will show up in locations throughout the city. If you'd like a visit from the COAST 1040 cruiser, call Kellie at 687-AIDS.

INFO

AIDS information will be set up at the week at UBC S.F.U., BCIT, and Edward Campbell College and the Lower Mainland. Also AIDS Awareness week displays by Designs at Market - 2941 West Broadway from October 5

CON

Look a Man to AIDS A Condo: downtown Octobe For mo Man to

FREE ADMISSION

Patrons wearing the AIDS Awareness Ribbon during AIDS Awareness Week will get in the following nightclubs free of charge (some restrictions apply):

- 86 Street Music Hall (October 8 only)
- Big Bam Boo (From October. 5 - 9, between 7 - 9pm only)
- Champagnes
- Coconuts
- Denman Station
- Graceland (Except Saturday, October 10)
- Lunatic Fringe
- Maximum Blues Pub
- Numbers
- Railway Club
- Richard's Richards (From October 8-10 only)
- Roxy (From 7 - 9 pm only)
- Soft Rock Cafe
- The Yale
- Town Pump (From October 5 & 8 only)
- Yuk Yuk's (From October 7 & 8 only)

NO MORE
FEAR

FOR MORE INFORMATION CALL

SS WEEK 1992

SPECIAL EVENTS

Stepathon for AIDS Awareness
 ROCK 101 CFMI, Vancouver Step Magazine, Olympic Athletic Club and Sweat Co. are joining forces to present an afternoon of fitness and facts. You are invited to collect pledges for the Stepathon (20 minutes maximum). Donations make you eligible to win a Joe Average original canvas (See Vancouver Step Magazine's October Issue). Pledge forms can be picked up through Olympic Athletic Club, Sweat Co., and AIDS Vancouver or by listening to ROCK 101 CFMI. All Proceeds go to AIDS Vancouver.

Robson Square Conference Centre (Ice Rink).
 Saturday, Oct. 10 from Noon to 4pm.
 Drop in. Donation

Wide World of Velcro
 Big Bam Boo and ROCK 101 CFMI present the first ever Vancouver evening of Velcro. Participants from local media outlets will compete to jump the highest on the Velcro Wall, wearing the special "Velcro Suit", as seen on TV's David Letterman. Audience members will be invited to jump at the velcro wall for a donation to AIDS Vancouver.
 Big Bam Boo, 1236 W. Broadway, 733-2220.
 Thursday, October 8th at 8:30pm,
 \$5 admission

Steamy, Sweaty, Second Skin Shakedown
 Presented by English Bay Waterpolo Club, Vancouver Lesbian Connection, Vancouver Gay Volleyball Association and the Vancouver Men's Chorus, Big Fannie Annie MC's this evening of exotic and Go-Go dancing. Celebrities, 1022 Davie Street, 9pm.
 Thursday, October 8th at 9pm,
 \$1 admission

Outrights/Les Droits Visibles Opening Night Reception
 This Opening Night reception kicks off the Second Annual Outrights Conference. Of interest to anyone concerned with the social and legal issues that confront the Gay and Lesbian communities. Performances by Vancouver Lesbian and Gay Choir, Vancouver Men's Chorus, Vancouver Women's Chorus, Louise Rose. Special guest Svend Robinson will be on hand.
 Great Hall, Law Courts (800 Smithe),
 Friday, October 9th at 7pm.
 Admission: by donation.



See Big Fannie Annie at the Second Skin Shakedown - October 8th

Vancouver International Film Festival

Projected Illumination Show by John Anderson and DJ Michael Golf. Vancouver International Film Festival and J & B Scotch present an AIDS Vancouver Benefit night.
 505 Hamilton Street
 Friday, October 9th at 10pm.
 \$10 admission. Tickets available at Rhythm Zone or at the Vancouver International Film Festival's kiosks.

Vancouver International Film Festival

Special screening of the comedy "Vegas In Space", part of the Walk on the Wild Side Series. Proceeds go to AIDS Vancouver.

The Ridge Theatre.
 Friday, October 9th at 11:45pm
 \$6.50 admission.

Subsonic Thursdays
 U.B.C. Alma Mater Society presents the band "State of Mind".
 The Pit, Student Union Building at U.B.C.
 Thursday, October 8th at 9:30pm,
 Students free, non-students \$2.

AIDS Awareness Week Panel Discussion
 AIDS Vancouver Island presents and Terry David Mulligan hosts an AIDS Awareness Week Panel at UVIC.
 Cinacentre in the Student Union Building, University of Victoria.
 Wednesday, October 7th from
 Noon to 1:30pm.
 Free

Laughs at Lunch
 U.B.C. Alma Mater Society presents comedian J.P. Mass.
 U.B.C. Sub Auditorium.
 Wednesday October 7th from
 12:30 to 1:20pm.
 Free

Club 1040
 Coast 1040 presents an evening of non-stop, throbbing dance music.
 86 Street Music Hall, Plaza of Nations
 Friday, October 9 at 7:30pm
 Admission: \$7.

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MBLITZES



AIDS Vancouver
 volunteers during
 AIDS Week -
 blitzes at
 clubs from
 7-11.
 To call
 at 893-2210

SPEAKERS

Vancouver Speakers' Bureau volunteers will be presenting workshops at various locations throughout Vancouver during AIDS Awareness Week and on an ongoing basis throughout the year. If you're interested in a workshop, call Ann Bradbury at 687-2437.

AIDS VANCOUVER AT 687-2437

NO MORE
IGNORANCE

AIDS VANCOUVER WHO ARE WE?

Introducing... **PROJECT SUSTAIN** - a new coalition of community care geared towards Health Promotion for the affected communities

Support Intake Facilitators

Support and Intake Facilitators meet with individuals seeking services in regards to financial, food, shelter, medical and psycho social care. They provide information on how to access services to meet these needs. As well, facilitators help identify and activate a sustaining support network within the individuals own community.

Buddies

Buddy volunteers work one to one with persons with AIDS or HIV infection. The goal of a buddy is to improve the quality of life of a person with HIV/AIDS by providing practical/emotional support and companionship.

Foodbank

Volunteers assist in the distribution of food bags to people living with HIV/AIDS. Drivers take people to the hospital, doctors and other appointments.

For more information on Project Sustain call Howard Engel at AIDS Vancouver

EDUCATION

Speaker's Bureau

Speakers provide information to a wide spectrum of organizations and groups (from schools, workplaces, and prisons to recovery houses, youth employment programs etc.) in the form of presentations and workshops.

AIDS in the Workplace

The workplace is one of the most effective venues for education work. We campaign for all employers to draw up AIDS policies so that the human rights of employees are protected. Volunteers will be employed in facilitating workshops as well as coordinating specific initiatives designed to increase awareness of AIDS in the workplace.

Man to Man

Man to Man is an education project for men who have sex with men. The project's aims are to reduce HIV transmission and promote wellness in Vancouver's Gay and Bisexual communities. Volunteers are employed as outreach workers in public sex environments (Operation Latex Shield), and as facilitators of safer sex workshops.

Women and AIDS Project

This is an education/prevention project for women and HIV/AIDS issues. Our aim is to facilitate women's empowerment regarding healthy sexuality. Volunteers are involved with workshops, trainings and outreach.

Helpline

The AIDS Helpline volunteers answer questions about HIV and AIDS and provides referrals to a range of organizations. The Helpline is open from Monday to Thursday from 10am to 9pm; Friday 10am to 6pm; Saturday 11am to 3pm.

Resource Library

The Library provides current information on HIV and AIDS through a collection of books, journals, videotapes and subject files. Volunteers are involved with processing new materials and ensuring information is accessible to those who request it.

Communications

Our communications department deals with media requests for information and commentary on HIV and AIDS issues, and produces printed resource materials.

The NEW Pacific AIDS Resource Centre WHO ARE WE?

AIDS Vancouver, the first organization of its kind in Canada, was formed in 1983 to provide support services to persons living with HIV and AIDS and education to targetted groups.

Some of our services include a Buddy program, lay counselling, advocacy, support groups and financial assistance. We have equipment (wheelchairs, canes and walkers) available for loan and our own food bank.

In our education department we have a speakers' bureau, workplace and gay community programs, a new women's project, a library, and communications and information services.

For more info about AIDS Vancouver call the office at (604) 893-2210. For any questions about HIV and AIDS call our helpline at 687-2437 or 687-AIDS.

The Vancouver Persons with AIDS Society, formed in the spring of 1986, is a community-based, self-help, self-care organization which provides advocacy and support to people with AIDS and HIV infection. The society is directed by and for people with this condition.

The key concept by which the society defines itself is empowerment, the belief that members must have the information and support necessary to maintain control of their lives and a sense of personal power.

Support activities and facilities sponsored by the society include weekly support meetings, peer counselling, group activities, a member lounge, a library, a monthly newsletter, a monthly medical forum, liaison with treatment facilities, and various resources and referrals.

For more info about the Vancouver PWA Society call the office at (604) 893-2250.

The Positive Women's Network, recognizing that there is a gap in services with women coping with HIV and AIDS, is designed to address the needs of HIV positive women and women with AIDS.

The Network develops support groups, provides prevention and reinfection information and resources at a local level to HIV positive women.

The PWN philosophy is to encourage women with HIV and AIDS to become involved with the organization at a decision making level and to speak on their own behalf.

Membership includes women who are HIV positive, those whose paid or volunteer work brings them into contact with HIV positive persons, as well as concerned members of the community who have a particular contribution to make in this area.

For more info about the Positive Women's Network call the office at (604) 893-2210.

NO MORE FEAR NO MORE IGNORANCE

CONTACTS...

Aboriginal AIDS Awareness Project	685-7733
AIDS and Disability Project (B.C. Coalition of People with disabilities)	875-0188
AIDS Vancouver Business Line	893-2210
Helpline	687-AIDS or 687-2437
Speakers' Bureau	893-2210 (local 232)
AIDS in the Workplace	893-2210 (local 230)
AIDS Vancouver Island	384-2366
Helpline	384-4554
B.C. AIDS Line (Ministry of Health)	872-6652
Healing Our Spirit Aboriginal AIDS Project	879-0906
Latin American AIDS Awareness Project	685-7733
McLaren Housing Society	669-4090
Native Health Society	254-9949
Needle Exchange Program (Downtown Eastside Youth Activities Society)	685-6561
North Shore Support Group	986-2127 or 926-6751
Vancouver Persons with AIDS Society	893-2250
Helpline	893-2253
Safe Company (Gay Outreach Nurse)	660-7949
Vancouver Meals Society	682-6325
Women and AIDS Project	893-2210
Positive Women's Network	893-2200
Pacific AIDS Resource Centre (PARC)	893-2210

This special supplement was produced by AIDS Vancouver.

AIDS Awareness Week Co-ordinator: Kellie Benz. Layout and Design: Paul Levine

WORLD AIDS DAY

ANN BRADBURY, AIDS VANCOUVER REPRESENTATIVE

1.0 INTRODUCTION

1.1 Organizational Profile

The Vancouver World AIDS Group (VWAG) was founded in 1988 by three local non-government organizations (NGOs) concerned about the impact of AIDS on global development - United Nations Association, Oxfam Global Health Project and by one local AIDS Service - the Vancouver Persons with AIDS Society. Since 1988 VWAG has used the United Nation's World AIDS Day to program public education activities aimed at profiling AIDS as a global development issue.

VWAG has grown considerably since its inception. Today the coalition has evolved into a unique and dynamic alliance of diverse groups. Current members include representatives of:

- community based AIDS service and education organizations
- international development NGOs
- Latin American, Asian and First Nations community ASOs
- cultural organizations
- religious groups
- municipal and provincial government departments

As the only coalition of its kind in North America, VWAG presents a working model for cross-sector collaboration and community commitment. For four years, the community member agencies have pooled their resources and expertise to raise awareness and support for HIV/AIDS education, prevention and treatment initiatives North and South. As the most visible agent World AIDS Day programming nationally, VWAG has acted as a catalyst for new and emerging coalitions across Canada.

World AIDS Day 1992 activities were made possible with the generous support of a variety of government, private sector and non-government sources including: the British Columbia Ministry of Health, Vancouver Health Department, Canadian International Development Agency, Canada Employment and Immigration, London Life Insurance, ***realtor, Tom Lee Music, ***other(businesses), and through private donations and contributions of member agencies.

1.2 Project Review

Each year the World Health Organization suggests a theme for World AIDS Day. In 1992, the WHO theme "A Community Commitment" recognized the important role of communities in the fight against HIV/AIDS. As a coalition of community based organizations, VWAG took the opportunity of WAD'92 to profile the work of its partner organizations. We did this by highlighting the community responses to HIV/AIDS locally and globally, educating Canadians about HIV/AIDS as a global development issue, facilitating the exchange of ideas, information and strategies between community-based ASOs in Canada and in the South, and

inspiring new community commitment within sectors not yet working with HIV/AIDS issues.

Specifically, VWAG designed a multi-media programme aimed at reaching a broad range of sectors and constituents. The programme included:

an intensive public awareness campaign which included:
targetted distribution of 3,000 full-colour WAD posters,
20,000 WAD brochures,
400 t-shirts,
15,000 red ribbons, and
50 storefront drapings;

the organization of a local and national media strategy;

the mounting and launching of an international exhibition of AIDS posters in Vancouver;

a series of visual arts programmes in recognition of a Day Without Art;

the coordination of the municipal and provincial World AIDS Day proclamations;

launching of the community mural project.

By working with the provincial and municipal health departments and with arts groups throughout the province, VWAG was able to broaden the impact

2.0 OBJECTIVES, ACTIVITIES AND EVALUATION

VWAG's goals for World AIDS Day were achieved through the implementation of the following objectives and activities:

2.1 Objective 1: to focus media attention on the accomplishments of ASOs and community-based organizations as the leaders in the global AIDS pandemic

Activities: Media Strategy
Public Awareness Campaign

2.1a Media Strategy

Target Audience: the general public
decision-makers

rural communities

national, regional and local television,
radio and print
formal and informal communication NGO and
health networks

Beginning in November, VWAG launched a local and national media strategy targeting audio, broadcast and print media. 500 media kits were compiled and disseminated to provincial and selected national contacts and one half page and one full advertisement was taken out in a local daily. Follow-up media advisory sheets, press releases and PSAs were faxed throughout the lower mainland and face-to-face strategy sessions were held with major television and print personnel.

One week prior to World AIDS Day, VWAG hired a Communications Consultant to augment efforts to raise the profile of World AIDS Day within the national media. VWAG worked closely with the Interagency Working Group on AIDS and Development in a coordinated national strategy.

The targeted media strategy included profiling the work of two local community groups - Grupo Vida, a Latin American community ASO and Asian Support AIDS Project (ASAP), and the work of Don Degagne, a well-known international AIDS activist who resides in Vancouver and works with of the International Network of People Living With AIDS.

The general media message focussed on recognizing AIDS as a development issue, outlining the differential impact of HIV/AIDS on Southern countries and encouraging local groups to make a community commitment in the fight against AIDS.

Through the efforts of Media Coordinator Kelly Benz, VWAG was able to secure a half-page free advertisement in the Vancouver Sun three days prior to the launching of our International Poster Exhibition. On December 1, the Vancouver Sun issued a full page announcement acknowledging World AIDS Day. The Vancouver Sun is the most highly regarded provincial daily with a circulation of over *****. The two advertisements represented an in-kind contribution to VWAG of \$16,000.

Evaluation:

Overall the media coverage for World AIDS Day was encouraging. In communication with national media contacts, it was clear that Vancouver was the focal point in Canada for World AIDS Day activities. Local broadcast, radio and print media responded to media advisories with features on the Asian Support AIDS Project, Don Degagne, the International Poster Exhibition, Day Without Art activities and several local HIV/AIDS education and treatment initiatives.

Although there was some recognition of AIDS as a development issue, this year's coverage tended to pivot around local issues. This was due to a number of factors: (i) the lack

of representation from Southern ASOs in the lead-up and during WAD events; (ii) the lack of understanding of AIDS in its international context by the individuals responsible for communicating the WAD message to the media; (iii) a reluctance on the part of the provincial media to focus on anything but the local angle; (iv) absence of a good spokesperson capable of articulating AIDS as a development issue; (v) lack of a coordinated national media strategy; (vi) a theme which did not lend itself easily to educating on international issues but rather tended to focus ideas on local community efforts.

The following is a breakdown of the qualitative impact of the media strategy:
broadcast audience: direct

	indirect
print audience: direct	
	indirect
radio audience: direct	
	indirect
media kit: 400 disseminated provincially, 100 to selected community groups nationally	

2.1b Public Awareness Campaign

Target Audience: Health professionals and health care workers
AIDS service organizations, volunteers and
People living with AIDS and with disabilities
businesses, trade unions, social service
groups, ngos, multicultural and First Nations
groups
Arts groups, community centres, and educators
decision-makers

The Public Awareness Campaign consisted of disseminating information about World AIDS Day, mobilizing businesses and community groups to actively show their support for WAD by purchasing and wearing a red ribbon, selling t-shirts or draping their storefront entrances with the official WAD logo, providing information and referral to groups calling the World AIDS Day hotline and taking out a half-page and one full-page advertisement in the Vancouver Sun.

VWAG produced the following:

- a full-colour poster (5,000)
- a brochure (20,000)
- media/public awareness kit (500)
- t-shirts (400)
- red ribbons (15,000)
- storefront drapings (100)
- 1/2 page advertisement (Vancouver Sun)
- 1 full page advertisement

VWAG also used World AIDS Day to launch the distribution of the bi-lingual English/Spanish resource guide on AIDS and Human Rights which was compiled in recognition of last years WAD forum on human rights.

Volunteers and staff of VWAG member agencies also attended the B.C. AIDS Conference and hosted a World AIDS Day table. Over 80 individuals requested information about WAD and the Vancouver World AIDS Group during this four day conference.

The purpose of the poster, pamphlet, media kit, t-shirts and drapings was to promote World AIDS Day and the issue of AIDS as a global concern as well as to challenge groups, individuals and agencies to examine their role in helping to fight AIDS in their own community. Demand for the poster and brochure was constant in the week preceeding WAD. The VWAG World AIDS Day brochure was so popular that a second run was printed.

The poster which was designed for VWAG by local artist, Richard Tetrault, provided a beautiful visual image which gave testimony to the diversity in community responses to the AIDS pandemic globally. The poster was distributed by mail throughout the province and to targeted groups nationally. With the assistance of volunteers we were able to reach each community centre in the lower mainland. An additional 300 posters were posted in public places throughout Vancouver.

Evaluation:

Given the tight timeline, we were very pleased with the material and resources we produced. We were flodded with requests for additional posters and further information particularly from groups from outside the lower mainland area. Unlike the national World AIDS Day poster which was a reprint of an earlier AIDS poster, the VWAG poster was an original piece which focussed specifically on the 1992 WAD theme. This poster which is still visible on the walls of many community centres and offices has also been added to the University of London international exhibition of AIDS posters.

We also received numerous calls complimenting us on the format and content of our brochure. Although we are largely a Vancouver-based coalition we attempted to ensure that the information we were desseminating was relevant to groups from all parts of the province. We are satisfied that we were successful in reaching out to new groups as the dessemination of our material extended well beyond our target groups.

Quantative Impact:

The following is a breakdown of poster and brochure distribution:

The following is a sample of some of the groups which contacted us for further information:

2.2 Objective 2: to reach individuals unfamiliar with HIV/AIDS as a global development issue using creative and popular education techniques

Activities: A Day Without Art
Red Ribbon Campaign

2.2a A Day Without Art

This year's A Day Without Art was coordinated by the Vancouver Cultural Alliance, an active member of VWAG. A Day Without Art began as an initiative of the VISUAL AIDS Coalition in New York in response to the growing prevalence of HIV/AIDS. While it was originally conceived as a one day moratorium on visual arts, it has evolved into an event encouraging mass participation from the broader cultural community. This year, A Day Without Art took to the streets, concert halls, galleries and theatres of Vancouver. The following is a listing of the events which were hosted by the arts community in recognition of World AIDS Day 1992: ****Deborah

Time Stands Still - at the noon gun, 250 Vancouver artists and performers froze for one minute on the streets surrounding the Vancouver Art gallery. At the end of the minute of silence three large banners were released down the back and facade of the Art Gallery recognizing a Day Without Art. Brochures outlining the background of WAD and intent of the action were distributed to street and car traffic proceeding the freeze

Community Parade - the community parade was cancelled due to poor turnout at the community workshops preceding the scheduled parade

Video Screenings - the Pacific Cinemateque featured an afternoon of recent video productions from 1989 to 1991 on HIV/AIDS issues in celebration of the lives of persons living with HIV/AIDS

Lightboard Project - with the assistance of the Canada Council Explorations Grant, eight artists took part in a public art project. Central pixillated sign boards within Vancouver carried the visual images developed by the local artists on the subject of HIV/AIDS

Cost of Living - the Green Thumb Theatre Company's multi-media play about youth and AIDS performed at the Vancouver Art Gallery throughout the week leading up to World AIDS Day

Concert - a memorial concert featuring Electra, Vancouver's award winning Women's Choir and the Vancouver Men's Chorus was held at the Museum of Anthropology Sunday November 28

Evaluation:

*****Deborah

numbers reached

qualatative assessment

follow-up information requests
number of groups taking part
press coverage
etc...

2.2b The Red Ribbon Campaign

The Red Ribbon Campaign began in New York as a grassroots effort to raise awareness about AIDS treatment issues.

" The red ribbon demonstrates compassion for people with AIDS and their caretakers and support for education and research leading to effective treatment, vaccines or a cure for HIV. The proliferation of red ribbons unifies the many voices seeking a meaningful response to the AIDS epidemic. It is a symbol of hope: the hope that one day soon the AIDS epidemic will be over and that the stress upon societies and communities throughout the world will be relieved"

As a visual and simple expression of our community commitment, VWAG encouraged individuals, businesses and agencies to distribute red ribbons during the week preceeding and including World AIDS Day.

Largely through the efforts and initiative of our World AIDS Day Coordinator, Ron Parker, VWAG worked with local bar owners and merchants in profiling WAD in the bars and on the streets. Along Robson, Davie, Denman and Granville Street, merchants draped their entrance doors with an official WAD logo and a giant red ribbon. In some bars, staff sold WAD t-shirts and red ribbons to their patrons. In one exceptional case, a bar owner held a fundraiser for World AIDS Day by offering the proceeds of a specialized drink to the VWAG to offset costs in coordinating the red ribbon and public awareness campaign.

Evaluation:

Number distributed

While VWAG members recognize that the red ribbon campaign is limited to the extent of mobilizing individuals to concrete action in the prevention of HIV/AIDS, it is an important symbol for many people who are not familiar with HIV/AIDS issues. As such it provides a good introduction to the issues and a visual image which can be recognized within mainstream culture as an AIDS related symbol.

[needs work***]

In some of the bars, wearing a red ribbon was so popular that it became a regular fashion accessory during the week leading up to World AIDS Day. If VWAG can use the ribbon as an opening for further education in the popular media, the relevance and significance of the campaign may be strengthened.

2.3 Objective 3: to facilitate the exchange of information, ideas and strategies between AIDS Organizations North and South

Activity: International Poster Exhibition and WAD Launching
AIDS and Human Rights Resource Guide

2.3a International Poster Exhibition and World AIDS Day Launching

The highlight of VWAG's 1992 was the launching of World AIDS Day at the opening of our international poster exhibition entitled: "Uncensoring the AIDS Crisis". The poster exhibition, which was mounted in a downtown storefront space (renovated specifically for the exhibition), featured over 150 AIDS posters from the internationally recognized University of London collection. Curated by Dr. James Miller, the exhibition profiled the visual and artistic public education work of grassroots AIDS organizations and community-based groups North and South.

As the exhibition opened in Vancouver, portions of the exhibition opened in Amsterdam and Liverpool