

AIDS Vancouver  
Education Department Year End Report  
April 1, 1996 - March 31, 1997

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## Overview

The past year has seen the solidification of programming within the Education Department building based on the experience of the recent past as well as an increase in the number of individuals using our programs as a result of changing and challenging epidemiological trends. In addition, the XI International Conference on AIDS represented a seminal event for our programs and we are proud to say that we contributed to the Conference's success through our direct collaboration, and through partnerships with groups and organizations involved. The building of new partnerships and the nurturing of existing ones continued to be one of the most important themes over the last year. Through the many efforts of both dedicated volunteers and staff, the Education department at AIDS Vancouver continues to be able to effectively respond to the increasing demand for services.

The many new operational system structures which were introduced to the department last year have allowed us to review our programs regularly and modification of program activities occurs on an ongoing basis. The department meets on a regular basis to review our programs and update our colleagues. We completed our annual strategic planning in order to coordinate and complement programs and services within the department and throughout the organization. Through ongoing evaluation we are now in a better place to plan our programs and services in the context of a health promotion and community development framework. With a more concentrated emphasis on documenting the work that is done in the department, new directions in our programs have emerged. The directions within each program suggest the following trends in programming over the last year:

- The need to address the growing number of individuals accessing our programs and services;
- The tracking of current epidemiological information in order to develop focused and responsive programming, and;
- The need to develop even greater collaborative programming through community partnerships.

In the *Women's Outreach* program an integrated peer education and peer support program was developed at BCCW (the federal/provincial correctional facility for women) with staff and inmates. The program has been so successful that referrals are coming from women in the Downtown Eastside when they know a friend will be sent

to BCCW. The peer educator positions are now paid, and BCCW is looking at formally implementing this program to become part of the institution's long-term programs.

The *PARC Library* has one of the largest collections of materials available to the public on HIV and AIDS in Canada and continues to serve a growing number of diverse users. The PARC Library also serves as an important partner in the Canadian HIV Resource Centre Network (CANNET). CANNET provides collaborative links between established HIV resource centres in Canada and skills building opportunities for agencies in smaller communities. Provincially, the PARC Library assists other community-based groups and health organizations to access information which can be used to address their local needs. For example, in 1996, the second print version of the PARC Library Video Catalogue was produced in conjunction with the provincial Ministry of Health's STD/AIDS Video Library for distribution to health units and AIDS service organizations throughout BC.

The *Helpline's* team of approximately 40 highly motivated volunteers continued to meet the challenge in what proved to be an interesting year due in part to the XI International Conference on AIDS, as well as the introduction of new HIV treatment therapies in BC. The Conference served to raise public awareness around HIV/AIDS and the large number of calls handled over the summer months reflected this increased interest. The introduction of protease inhibitors and the reported success of triple-combination therapy also affected the types of calls coming into the Helpline, and volunteers rapidly found themselves becoming "experts" on new treatments and technologies such as viral load testing.

The launch of the AIDS Vancouver website was a highlight of the activities in the *Community Outreach* program with over 2895 website visits in the first 8 months. The program also expanded its activities and in addition to outreach tables at community events it also successfully coordinated a number of community forums during the XI International Conference on AIDS and one for the lesbian community. In the Community Outreach program we also saw the gelling of a dedicated and talented team of volunteers whose hard work allowed the program to address some gaps in our overall programming.

Another highly successful community partnership occurred between the *Training Institute* and the XI International Conference on AIDS in the form of the Conference Education Program. The Training Institute coordinated the program which delivered 56 training sessions to hospitality employees and the police department between May and July of 1996. This represents a total of 2481 participants and is the largest public education project undertaken in Canada to date. The Training Institute also succeeded in developing and implementing a cost-recovery plan which will contribute to its ongoing sustainability.

The *Man to Man* program developed and implemented a number of innovative initiatives in its programming. One was a user-friendly prevention pamphlet called the Pocket Guide designed to suit the needs of a target population (men who have sex with men). It was designed to fit into the user's pocket for easy access and was written in simple, user-friendly language. The Victor Vancouver Campaign was another innovative approach to providing information by the Education department. The Victor Vancouver Campaign uses an interactive cartoon for stimulating a safe dialogue for men who have sex with men about a variety of issues related to HIV/AIDS. Information and feedback from individuals who read the cartoon is compiled to help identify the issues and concerns that need to be addressed in programming for men who have sex with men.

The *National Health Promotion Project*, a two year project investigating health promotion in HIV work, was completed in December of 1996. The project resulted in the development of a manual entitled, "Taking Care of Each Other: Field Guide", a primer on health promotion for AIDS Service Organization. In addition, a series of local, provincial and national workshops were successfully coordinated as a way of piloting and evaluating the material presented in the Field Guide.

Over the next year we expect to see the continuing development of programs and a more focused department as a whole. As programs become stronger, we can concentrate on facilitating more collaboration between programs in the Education department, between departments within AIDS Vancouver and between other community groups and organizations. Through strong and focused programming we will be in a better position to face the increasing challenges associated with the diverse issues and concerns of the people we serve.

## **Mission Statement**

Using a holistic and feminist framework, Women's Outreach works to raise awareness and understanding of HIV/AIDS in women's lives. As HIV is one of many inter-related problems that affect women's lives, this program incorporates analysis and confrontation of the personal, social and political barriers to women's health, and seeks to promote healthy safer living for all women.

## **Program Goals**

The Goals of Women's Outreach are:

- Raise awareness and understanding of HIV/AIDS in women's lives;
- Provide information to women, and explore with them their potential for HIV risk, risk reduction strategies & reduction of illness progression, including social & political factors which increase risk;
- Provide general health information specific to women marginalized by poverty, incarceration, abusive relationships, sex trade work, literacy, and alcohol and drug use, and whose access to HIV prevention and support information is thereby limited;
- Improve services to women living with risk of HIV infection and illness progression, and inter-related health issues.

## **Program Objectives**

For 1996/97, Women's Outreach focused on the following areas:

- Provide one-to-one outreach at women's centres in the Downtown Eastside;
- Provide one-to-one counseling and medical accompaniment ;
- Provide training and support of HIV peer educators at Burnaby Correctional Center For Women;
- Provide workshops and training to service users and providers at women's centres, including shelters and alcohol & drug facilities;
- Network and organize with other health service organizations to improve services to women;
- Develop and deliver resource materials relevant to HIV and women's health.

## **Program Activities/Accomplishments/Highlights**

The following list highlights some of the main accomplishments during 1996/97:

- Collaborated with VIDUS Project in providing on-call support to newly-diagnosed project participants;
- Invited to join the VIDUS Community Advisory Board:

- Continued facilitation of workshops at shelters and women's centres in the Downtown Eastside, as well as at alcohol and drug recovery houses;
- Presentations given at the First Nations Health and Healing Conference, and the 11th International Conference on AIDS;
- Supervision of a UBC School of Social Work student (on practicum at Vancouver Native Health);
- Outreach services continued at three women's centres in the Downtown Eastside. This outreach service is now well-integrated with the outreach work of Project Sustain staff, for the purposes of referral to support services.
- Numerous talks and trainings given for service providers;
- Continued to serve on the Oaktree Steering Committee;
- New pamphlets completed and distributed this year:
- Women Who Have Sex with Women, Women Who Have Sex with Men and Women's Sexual Health;

An integrated peer education and peer support program was developed at BCCW (the federal/provincial correctional facility for women), with staff and inmates. An example of this project's success is that referrals are coming from women in the Downtown Eastside when they know a friend will be sent to BCCW. The peer educator positions are now paid, and BCCW is looking at formally implementing this program so it becomes part of the institution's long-term programs.

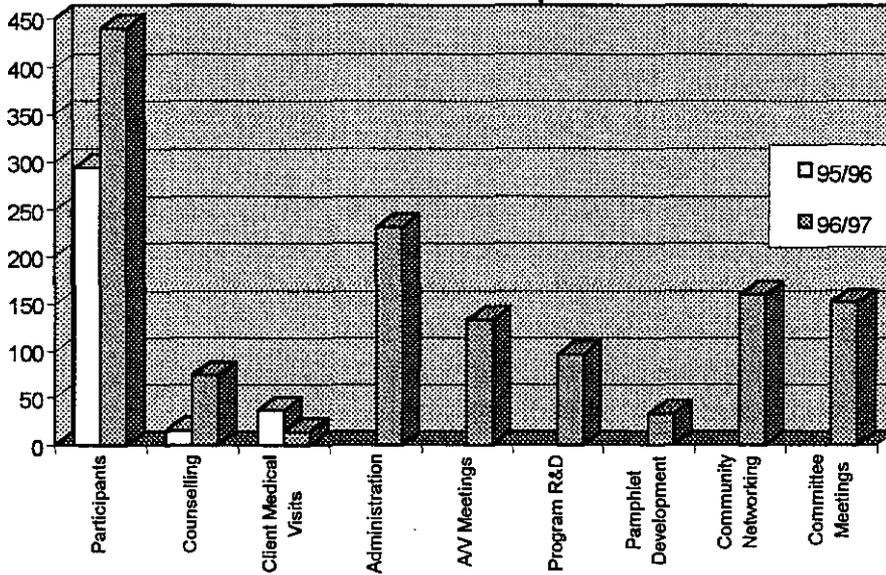
### **Program Partners**

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| VIDUS Project                    | Positive Women Network                |
| WISH                             | Oaktree Clinic                        |
| Downtown Eastside Women's Centre | BCPWA Treatment Information Project   |
| Powell Place Emergency Shelter   | Burnaby Correctional Centre for Women |
| Greater Vancouver Mental Health  | Alcohol and Drug Treatment Centres    |
| Recovery Houses                  |                                       |

### **Program Statistics and Quotes**

- |   |     |
|---|-----|
| • Number of hours of outreach in women's shelters:        | 290 |
| • Number of workshops in women's shelter/recovery houses: | 42  |
| • Number of workshop participants:                        | 440 |
| • Number of workshop hours:                               | 82  |

**Women's Outreach Activities - Comparison of 1995/96 and 1996/97**



*"Thank you for providing such an informative workshop... delivery of the information was done in a respectful way which created a safe place for both staff and residents to ask questions and be open."*

*"I liked the openness and frankness about the terminology, and that it was a presentation geared to women and the different forms of protection in sexual activity we can use."*

*"I learned so much! It's been really helpful because I am a high risk person."*

**Number of pamphlets requested from the Resources Department:**

- Making a Move to Change - 1940
- Sex and Sexuality - 2452
- Knowing our Health - 2517
- Women and Addiction - 2747
- Women and Abuse 3464
- Women - Sex - Women - 3070
- Women - Sex - Men 4410
- Bookmarks - 717
- Postcards - 1566
- Posters - 326

## Program Directions for 1997/98

The theme of last year's program was to develop continuity of contact with women. Women living on the street, with alcohol and drug addiction, involved in sex trade work, are in frequent contact with women's centres in the Downtown Eastside, alcohol and drug treatment centres, and the prison system. By establishing outreach links in all three areas, there is opportunity for repeated contact with women who would often have little other access to infection and illness prevention information.

*"Indeed the crossover of women between these three locations has proved higher than I hoped. Regardless of where a woman may be in her relationship with her spouse (living in a shelter), her substance use (staying at a treatment centre), or the legal system (living in prison), I have opportunity to reconnect with her. And as I found last year, my presence in all three locations gives new women a chance to watch me and hear about me, be introduced by friends or a trusted staff person, so that they feel reassured regarding trust and confidentiality."* Margreth Tolson, Coordinator, Women's Outreach

This coming year is one of solidifying the success indicated by last year's experiments; building on last year's foundation to increase stability of not only the program, but also the availability of support and information to women.

## Mission Statement

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

## Program Goals

The goals for the PARC Library for 1996/97 were:

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

## Program Objectives

In 1996/97, the PARC Library goals were:

- To increase access to HIV/AIDS information through books, journals, videos;
- To raise awareness of the Library services and collection;
- To strengthen and maintain the diversity of the Library collection;
- To continue to support other programs and services in AIDS Vancouver;
- To continue to respond effectively to the information needs and concerns of persons living with HIV.

## Program Activities/Accomplishments/Highlights

- Established the health promotion kiosk - "Healthy Living Centre", in June 1996;
- Reclassified over 125 videos (or one quarter of the collection) and catalogued to recognized standards;
- Increased the number of journal titles indexed in the Library;
- Targeted promotion of PARC Library services - Library bookmarks were distributed at information tables and community events by students and teachers during in class-presentations;
- Produced a print version of the PARC Library Video Catalogue;
- Identified potential areas of corporate sponsorship and designated donations;
- Internet access is currently used for developing the Library collection. The Library will continue to develop On-line access to HIV/AIDS databases by patrons into the Summer of 1997;

- Comprehensive review and modification of the subject headings for journals indexing, providing greater precision in search & retrieval; Expansion of the classification scheme and the revision of the subject headings for cataloguing;
- With funding support from the Challenge 1996 Summer Student Program, we were able to hire a Conference Resources Coordinator who was responsible for processing and cataloguing materials (books, papers, journals, videos) collected during the XI International Conference on AIDS;
- Increased the acquisition of materials in Languages other than English & provided better access to these materials
- The PARC Library has one of the largest collections of materials on HIV/AIDS in Canada. In 1995, the Librarian was selected to continue participating in the National Working Group, Canadian HIV Resource Centre Network (CANNET); the Librarian also assisted with the training provided by CANNET in a Skills Building Workshop on Resource Centre Management at the XI International Conference on AIDS
- In 1996, the second print version of the PARC Library Video Catalogue was produced. In conjunction with the provincial Ministry of Health, STD/AIDS Video Library, the PARC Library Video Catalogue was distributed to health units, public and academic libraries and AIDS service organizations throughout BC. The joint mail out of the two catalogues has made it easier for patrons to find appropriate educational materials and to assist the staff of the libraries to develop complimentary video collections to meet a wide variety of needs.

## Program Partners

PARC Library partners for 1996/97 included:

- Individual programs within PARC organizations (e.g. BCPWA Treatment Information Program, AV Women's Outreach, PWN Outreach);
- AIDS service organizations and community groups outside PARC (e.g. ASIA, Healing Our Spirit, BC Health Units and many ASO's throughout BC);
- Educators (e.g. UBC Nursing program, Langara Early Childhood Educators);
- Other Libraries and Community Groups (e.g. The Canadian Trials Network, The Centre, The Gathering Place; STD/AIDS Video Library);
- CANNET, the Canadian HIV Resource Centre Network.

## Program Statistics

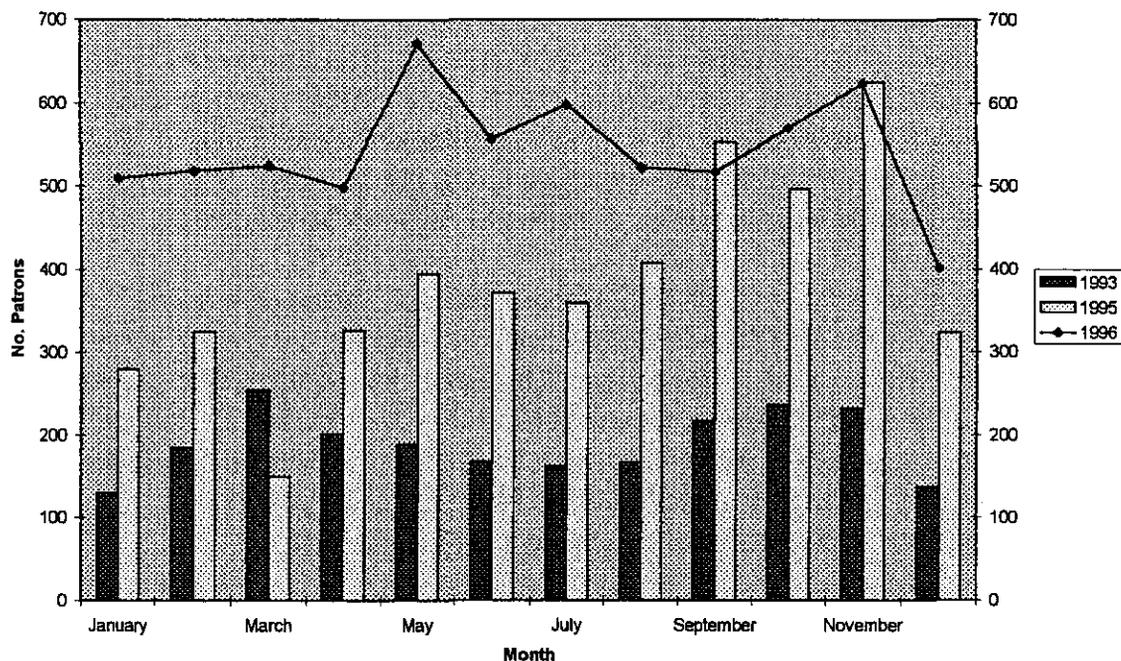
### Library Usage

Registered borrowers:	2385
Number of new patrons issued Library cards April 1996 to March 1997:	410
Number of patrons served April 1996 to March 1997:	6799
Number of patrons served April 1995 to March 1996:	5411

*make a graph to compare*

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

Growth in Library Usage, 1993-1996



## Packages

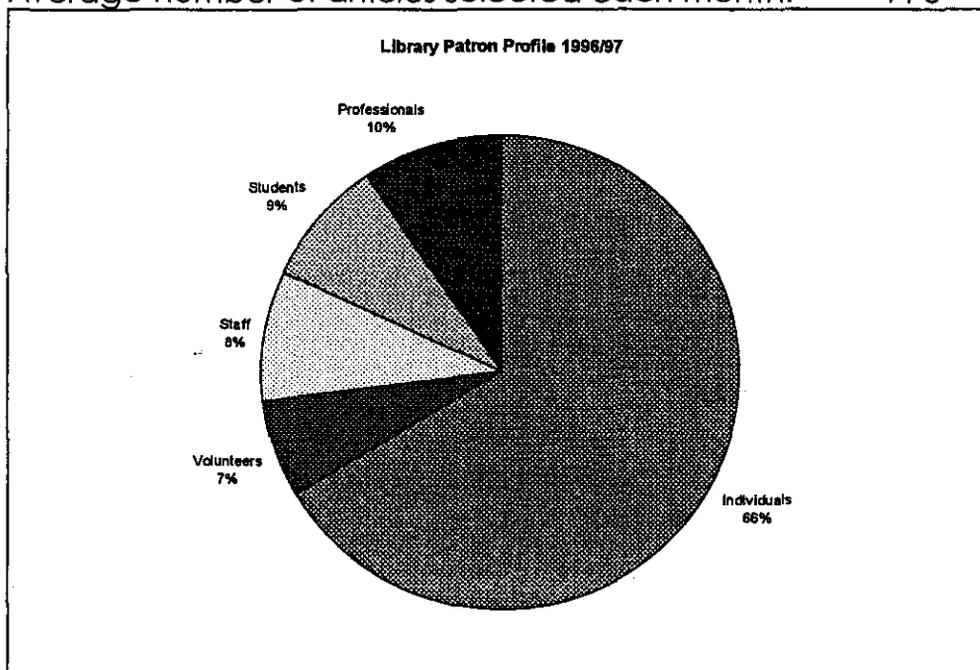
For the period April 1996 to March 1997, 228 packages of specialized information tailored to individual needs were sent out. Requests come from students, educators, community groups and health professionals via telephone, fax, E-mail and Canada Post. Geographic breakdown of requests is as follows:

Vancouver	28%
Lower Mainland	37%
BC	26%
Other	9%

## Healthy Living Centre

The Healthy Living Centre is a collection of articles & newsletters on living with HIV for people to gather relevant information based on their individual needs. The service is provided in a user-friendly environment and includes approximately 70 articles plus local newsletters, lists of support groups, and over 20 information packages contributed by BCPWA Treatment Information Program. The most popular items are those which are based on health promotion principles of long-term planning for self-managed care. A good example of this is the topic of Nutrition, which was the most popular subject area. Information about Viral Load & Protease Inhibitors continues to be very popular. This information is complemented by articles on how to manage side effects. There was a sharp increase in the number of articles selected for Women Living with HIV in the December to March period.

Total number of articles selected by patrons June to November 1996:	4574
Total number of articles selected by patrons December 1996 to March 1997	<u>3104</u>
Annual Total 1996/1997	7678
Average number of articles selected each month:	776



### Program Quotes

*'My stop by your place was very useful for finding some clippings and other assorted stuff on costs and funding that is not indexed well elsewhere. Thank you!*

--HIV/AIDS Research Librarian

*Many thanks; this has been a good video providing information in an open, honest & humorous way.*

--Provincial Health Unit employee

*Thank you so much for that information you provided for me for Monday evening's presentation. It was so helpful. Those at the Richmond Hospice were incredibly grateful. Every piece of information I had was quickly gobbled up by the group. They were really impressed with the [Care Team] manual....and there were some really great pamphlets. They were particularly impressed with the pamphlet, 'When a Friend has AIDS'...tells you some encouraging things...very much common sense things that we forget about...they thought it was so great...how helpful it was for all persons they help with life threatening illnesses...it went really well...you really saved my neck...thanks...*

—PWN member/volunteer

*I have just received the package of materials on AIDS in rural areas and Canadian epidemiology info. Thank you so much, it looks excellent!....I'm off to read!*

—Student, Master of Nursing Program, University of Calgary

*Thank you so much for sending out all that wonderful information. I really appreciate it. I'll also be mailing to you a little donation for all of the wonderful work that you're doing over at the PARC Library.*

—Early Childhood Education instructor

*Thank you so much for your help and service; it was much appreciated. I wanted to let you all [at PARC] know that you're doing an excellent job! Thanks again!*

—Post-secondary student

*Thank you for sending me the YouthCo video. We are looking at buying it but are uncertain if it's feasible at this point in time. It was helpful for us to view it first. Sorry it's a little late. Thanks again!*

—AIDS Educator, ASO in British Columbia

*I wanted to say thank you to the person who was helping me with a database search on safer sex education for immigrant and ethnic communities...the information I got gave me a good start.*

—Researcher & Educator, Faculty Member, BC Post-secondary institution

*A big thank you [for] the info. on Homophobia. I will be looking at a variety of articles and hopefully put something together for the college.*

—Faculty Member, BC Post-secondary institution

*Thank you so much for sending me these videos. I have found them both very moving and very helpful to my project on autobiography.*

—Post-secondary student of English Literature

## Volunteer Participation

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

Total Volunteer Hours, April 1996 to March 1997	1525.5
Average number of Volunteer Hours/Month	127

## Size of the Collection

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

Book Titles	2,922
Video Titles	612
Subject Files	300
Journal Subscriptions (approx.)	50
Newsletters (approx.)	125
Journal articles indexed	6909

## PARC Bibliographies

The PARC bibliographies were updated and republished as two brochures to be used as promotional tools. This has proven to be more cost-effective and environmentally friendly. Bibliography #1 covers the subjects of nutrition, alternative therapies, life affirmations, living with HIV and caregiving. Bibliography #2 includes resources on women and AIDS, children's materials, information for youth, partners, family and friends.

## Program Directions for 1997/1998

Program activities planned for 1997/98 address the department goals. The number of people using the PARC Library continues to expand. During 1996/97, the PARC Library provided services to over 6799 patrons for an increase of approximately 20% from the previous year (5411). In addition, as the population infected and

affected with HIV continues to change, the information needs of the library patrons have also become more diverse. The activities in this program have been designed to meet the demand for increased services and to address the information needs of diverse populations.

## Helpline

### **Mission Statement**

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

### **Program Goals**

The Helpline's mandate is to provide information to callers with questions regarding HIV and AIDS. For the 1996/97 fiscal year this guiding principle was complemented with the addition of three specific goals:

- to ensure the accuracy and integrity of Helpline information services;
- to improve accessibility to Helpline services;
- to increase awareness of Helpline services,

### **Program Objectives**

- to develop a system to streamline the way in which Helpline information is gathered, stored, accessed, and maintained;
- to strengthen partnerships with other agencies in order to improve the quality, consistency and visibility of Helpline services in various communities;
- to develop a systematic approach to the promotion of Helpline services;
- to maintain a pool of knowledgeable and well-trained volunteers in order to provide service for all current and future hours of operation;
- to ensure that on-going educational and training opportunities are available to the Helpline volunteer team.

### **Program Accomplishments/Activities**

1996/97 was an active and interesting year for the Helpline program. The XI International Conference on AIDS, held in Vancouver in July, served to raise public awareness around HIV/AIDS related issues, and the large number of calls logged over the summer months reflects this increased interest. The introduction of Protease Inhibitors and the reported success of triple-combination therapy also impacted on

the types of calls handled; volunteers rapidly found themselves becoming 'experts' on new treatments and technologies such as viral load testing.

Highlights of the year included:

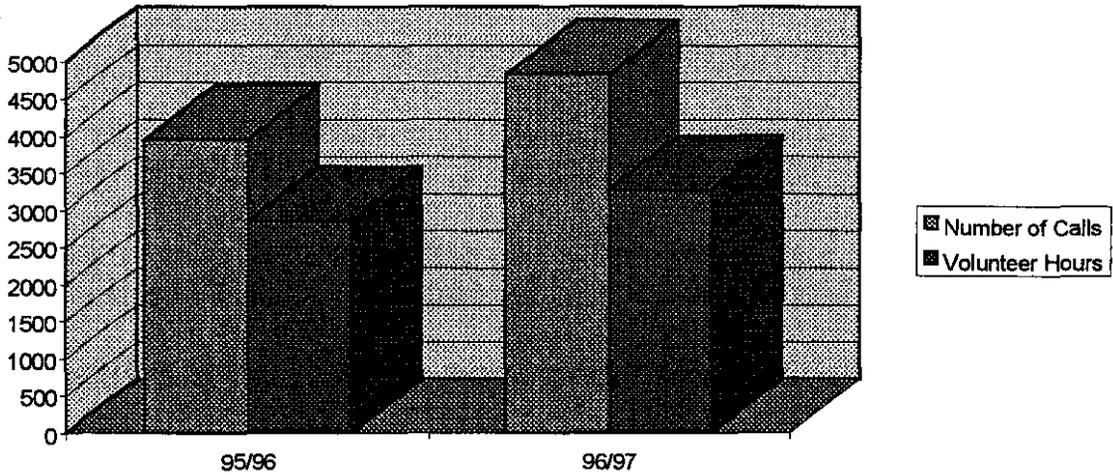
- a consistent and motivated team of approximately 40 volunteers;
- expanded hours of service;
- e-mail service with a direct connection to the AIDS Vancouver home page;
- a new, solid partnership with SOS (Storefront Outreach Services) to support the Spanish Helpline;
- a simplified and easy-to-access system for storage and retrieval of print information;
- promotional mail-outs of Helpline postcards to Secondary Schools, Colleges and Libraries;
- promotion of the TTY Helpline service through postcard distribution, and presence at deaf community events;
- 3 specialized Helpline training sessions;
- in-service training opportunities covering TTY operation, Hepatitis, and STDs;
- quarterly Helpline team meetings to discuss initiatives and new information;
- volunteer recognition events including a picnic and a Christmas luncheon;
- new BC Tel equipment.

## **Program Evaluation and Statistics**

Volunteers and staff in the Helpline program assisted 4827 callers in 1996/97, which represents an increase of about 22% over last year's total of 3953. Approximately 60% (2910) of the callers were male, and 40% (1917) were female, which remains fairly consistent with the gender ratios from previous years.

Helpline volunteers staffed the lines for a total of 3280 hours in 1996/97. This was up from the 1995/96 total volunteer hours of 2864.

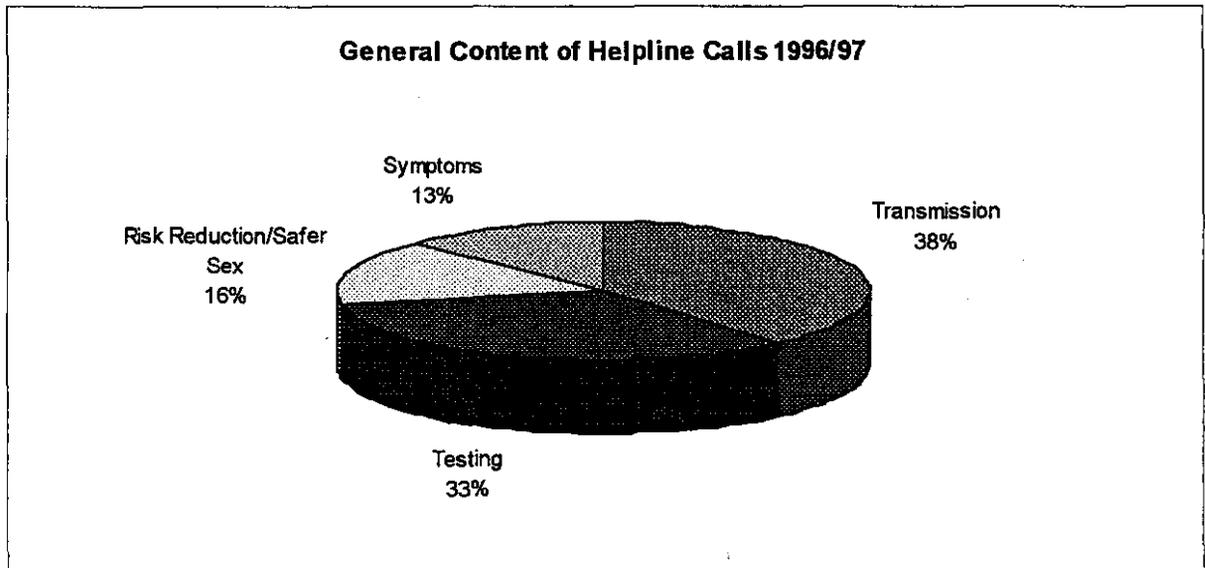
## Comparison of Helpline Calls and Volunteer Hours for 1995/96 and 1996/97



Approximately 24% of Helpline calls allowed the volunteer to assess what type of sexual contact the caller was concerned about. The breakdown for 1996/97 was as follows:

- 68% (1011) contact with opposite sex
- 28% (429) contact with same sex
- 4% (67) both sexes

Although the Helpline volunteers addressed a variety of topics, the four main topic categories can be broken down as follows:



In about 45% of all calls, a referral was suggested to the caller. Approximately 30% (666) of these referrals were to an individual or program within AIDS Vancouver, and about 70% (1523) were to outside agencies.

Helpline Statistics	1994/95	95/96	96/97
Total Number of Calls	3794	3953	4827
<b>Gender</b>			
Male	2273	2331	2910
Female	1521	1622	1917
<b>Sexual Contact With ...</b>			
Opposite Sex	1037	903	1011
Same Sex	339	316	429
Both Sexes	32	47	67
<b>Concerns</b>			
Testing	1227	1164	1751
Transmission	1364	1632	1500
Risk Reduction/Safer Sex	652	604	704
Symptoms	428	506	555
<b>Referral</b>			
Internal Referral	385	509	666
External Referral	1365	1078	1523

## Program Partners

- PARC Library & Reception
- AIDS Vancouver's Client Intake, Resource Distribution, Man to Man (Victor Vancouver), and Training Institute programs
- BCPWA's Treatment Information and Advocacy departments
- Storefront Outreach Services
- Greater Vancouver Mental Health Service Society
- ASIA
- YouthCO
- the Positive Women's Network
- Vancouver Crisis Centre
- X-tra West

## Program Quotes

*"When our students can access the most up-to-date information, they can better educate themselves, and each other. Thanks again, both for the information, and the tremendous service you provide to everyone!"*

- Corrine Tamelin, SHSS, Castlegar April 15, 1996.

*"I want to say thank you for being so kind to me on the phone this week. You were able to answer my questions, and I felt a great deal of warmth and understanding from all of you."*

- "Ross" March 8, 1997.

*"The role that the AIDS Vancouver Helpline plays in our community is invaluable. The opportunities for information dissemination over an anonymous phone-line are immense and requisite, given the nature and of the issues surrounding HIV and AIDS."*

- Christopher Buchner, YouthCO April 7, 1997.

## Program Directions

In the coming fiscal year, Helpline staff and volunteers will strive to improve accessibility to services and the accuracy of information. Promotional efforts will also continue. Planned activities will include:

- print ads promoting Helpline service in various community publications such as X-tra West, Terminal City, and Spanish & Cantonese publications;
- continued systematic distribution of Helpline cards to community agencies and educational organizations ;
- mail-outs of Helpline cards to Spanish and Cantonese agencies ;
- investigation of a toll-free province wide number for the Helpline;
- new recruitment strategies to ensure that an adequate number of active volunteers is consistently available, including those who speak Cantonese and Spanish;
- a series of regular volunteer in-service workshops;
- a formal volunteer evaluation process and form for individual evaluations;
- 3 specialized Helpline training sessions;
- quarterly Helpline volunteer team meetings.

## **Mission Statement**

The Community Outreach program, in partnership with other community based organizations, promotes HIV/AIDS awareness and advocates for the adoption of health promotion principles within diverse communities, in forms that are socially and culturally appropriate.

## **Program Goals**

Independently and in partnership with other community based organizations, Community Outreach works to promote awareness and discussion of the range of HIV and AIDS issues to emerging communities infected and affected by HIV/AIDS.

## **Program Objectives**

- To build program system structures that promote program sustainability;
- To increase networking and cooperative outreach with various community agencies;
- To increase AIDS Vancouver's presence through computer technology;
- To promote interactive, thematically appropriate formats at outreach events;
- To provide relevant and accessible information to targeted communities.

## **Program Target Profiles:**

Prior to an outreach event, the program coordinator identifies the profile of the targeted community, tailoring the outreach format and methodology to the audience. Based on the community's response and Community Outreach volunteer input, the coordinator assesses the success of the outreach event. This assessment then informs the direction of future outreach to that community. This system allows AIDS Vancouver to enter into new communities and develop greater community networks while maintaining outreach sustainability. The focus of all outreach continues to be providing education on health promotion and risk reduction strategies, as well as information of the programs and services of AIDS Vancouver.

## **Program Accomplishments/Activities/Highlights**

Activities pursued by Community Outreach staff and volunteers included:

- Website Outreach;
- Health and Social Service Outreach;
- Educational Institution Outreach;
- Community Centre Outreach;
- Special Event Outreach;
- Community Forums during the XI International Conference on AIDS;
- Resource Development.

## **Community Agency Partnerships:**

The community partnership opportunities for this program are key. Current partners include local AIDS service organizations, programs and services located at various colleges and universities, community centers across Vancouver, and businesses and public spaces throughout Vancouver and the Lower Mainland. As this program expands, new community links, including those on the internet, will be identified and cultivated as partners for programs and services at AIDS Vancouver.

## **Program Quotes and Statistics**

In 1996/97, the staff and volunteers of the Community Outreach program attended 45 Outreach events for a total of 534 volunteer hours. The resource materials distributed at these events included 8295 print items, 4717 condoms and 918 package of lubricant.

The launch of the AIDS Vancouver website was a highlight in the Community Outreach program for 1996/97 with over 2895 website visits in the first 8 months (website started functioning in September 1996).

## **Program Directions for 1997/98**

In the upcoming year, Community Outreach will continue to provide outreach to diverse communities on a per request basis which in the past has included invitations from colleges and universities, community-based organizations, and professional conferences.

The program has expanded its goals and objectives for the upcoming year in two ways:

- 1) to maintain a diverse, engaged and active volunteer base to assist in outreach activities, which includes develop community-based workshops; and
- 2) to address outreach to targeted communities at risk, including women who partner with women; survivors of childhood sexual abuse; men who inject drugs; and parents.

## **Mission Statement**

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

## **Program Goals**

For 1996/97, the goals of the Training Institute were as follows:

- Lower Mainland and Provincial Trainings - To continue to develop training programs for professional groups and community agencies, including Prison Outreach;
- Conference Education Project - To develop and deliver training to hospitality industry employers and employees in conjunction with the 11th International Conference on AIDS;
- Resource Development - To develop comprehensive, standardized resource training materials;
- Internal Trainings - To participate in the professional development of staff and volunteers.

## **Program Objectives**

The Training Institute objectives for 1996/97 included:

- To continue to offer the Training Institute courses in the Lower Mainland and throughout the province of BC;
- To increase HIV workplace education and policy development.;
- To provide an opportunity for basic HIV education to individual service providers;
- To develop and employ a marketing strategy for the Training Institute courses.;
- To continue to be responsive to internal volunteer and community training needs.

## **Program Accomplishments/Activities/Highlights**

- XI th International Conference Trainings
- Home Support Worker Trainings
- Correctional Services Trainings
- AIDS Vancouver Volunteer Trainings
- Training Institute services marketing plan

# Program Evaluation and Statistics

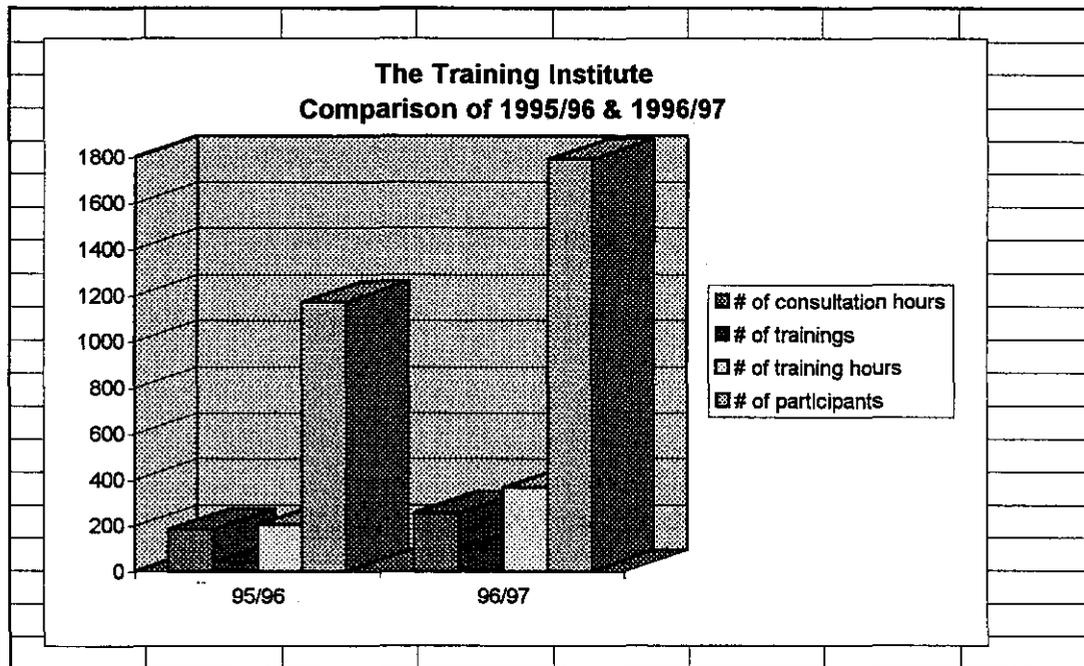
Training Institute for 1996/97:

average # of trainings : 8.1 per month
average # of participants: 18 per session
average # of training hours: 4.0 per session

*compare to 95 in 2nd part paragraph*  
1750  
97.2

XI International Conference Community Education Project	
Number of trainings 56	Number of training hours 130.5
Number of participants: 5481	

*619  
6579*



## Program Partners

Various community as well as professional organizations are involved as partners with the Training Institute. The Institute is in direct contact with most of the AIDS service organizations in the province as well as partnership with a variety of organizations such as the Justice Institute, BC Coalition of People With Disabilities, BC Centre for Excellence, National Health Promotion Project and Vancouver Community College.

## Program Quotes and Qualitative Reports/Statements

*... the quality, energy and human impact of the training resulted in volunteers to demand more training from AIDS Vancouver!*

- Tracy Manrell, Coordinator, Volunteer Resources, Vancouver Hospital

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*Some of [the home support workers] are not comfortable at all to serve HIV+/AIDS clients, however, after they attended your inservice meeting, they found answers for their questions/concerns.*

- Gladys Chiu, Coordinator, St. James Home Support Services

*Bringing in a highly knowledgeable, yet informal, speaker makes this topic more accessible to our target clientele... the service provided by the Training Institute is invaluable...*

- staff of Parents and Children for Education and Employment

## **Training Institute Program Directions for 1997/98**

In 1997/98, the Training Institute will continue to respond to requests for training from the community, and strive to increase partnerships to develop training initiatives on a systemic level;

examples including Drug and Alcohol Programs, Corrections Canada, Ministry of Human Resources. The Training Institute will continue to in the development of training resources, and the development and implementation of financial and marketing plans.

## **Mission Statement**

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

## **Program Goals**

The overall goal of the Man to Man Program is to provide trusted, relevant and accessible information using current HIV health promotion techniques to assist gay/bi men and men who have sex with men in making choices about HIV and sexual/social health. Man to Man has become part of the socio-cultural life of the Vancouver community of gay/bi men and men who have sex with men. We are given access to gay community venues and events; we have ongoing partnerships with many groups and organizations in the gay community; we are called upon to participate in the life of the community; we are linked to gay/bi men in many Vancouver communities (West End, Downtown Eastside, Van. South), Fraser Valley communities and throughout BC. Our volunteers come from a diversity of communities and backgrounds.

Although seroconversion rates, particularly within the population of young gay men, continue to be unacceptably high, the Man to Man Program is well positioned to continue with activities that will assist the gay community in managing HIV and its related sexual health issues.

Man to Man continues to provide advocacy and information to a community vulnerable to HIV, sexually transmitted diseases, human rights violations, marginalization, poverty and drug use.

## **Program Objectives**

The objectives for the Man To Man program for 1996/97 included:

- To ensure that Man to Man program activities and materials on HIV and social/sexual health are accessible and relevant to diverse target profiles within the population of men who have sex with men;
  - To promote supportive social environments for HIV+ gay/bi men;
  - To provoke community dialogue and action on issues that affect the health and safety of gay, bisexual and men who have sex with men;
  - To provide information and opportunities for community involvement in the program through thematically appropriate outreach events. Our outreach activities emphasize strategies that are peer based, face-to-face and interactive;
- To maintain a pool of knowledgeable and well-trained volunteers in order to provide outreach services.

## **Program Activities/Accomplishments/Highlights**

Target specific information and materials on HIV/AIDS and sexual health were developed and distributed to the Information Centre Display sites located at local gay/bi male venues on a weekly basis. Information on AIDS services and advocacy issues was provided to gay community media.

The Man to Man Program launched the Victor Vancouver Campaign in 1996/97: a multi-media health promotion campaign targeted at young gay/bi men. We also supported and participated in the development and delivery of Vancouver's Lunch Club: a weekly social support network for persons living with HIV or AIDS.

The Man to Man Program at AIDS Vancouver is recognized as a leader in the development of men who have sex with men programming on the local, provincial and national levels. Man to Man participated in numerous consultations with AIDS service organizations and research studies.

We participated on the local advisory committee for the 11th International Conference on AIDS. At this conference, Man to Man also presented a poster on a Man to Man initiative entitled, "Living Proof: supportive environments for HIV positive gay/bi men."

Through the ongoing development of our Volunteer Program, Man to Man volunteers contributed over 966 volunteer hours, attended 122 events and distributed over 12,000 resource items including condoms, lube and educational pamphlets to community members. We continue to recruit and train volunteers from the target community.

## **Program Activities/Accomplishments/Highlights**

In 1996/97, activities Man to Man participated in included:

- Bathhouse outreach;
- Special events outreach;
- Workshops and public forums;
- Information Centre Display Sites;
- Sidewalk outreach;
- Condom blitzes;
- Man to Man Pocket Guide: a guide about having fun and staying safe;
- Website Development;
- The Lunch Club: weekly drop-in social lunch program for HIV+ men; a Man to Man supported, community-based initiative;
- Victor Vancouver Campaign: multi-media health promotion campaign with storyline involving HIV+ young men modeling behaviours for sexual/social health;
- 11th International Conference on AIDS Community Forum on Gay Men and Oral Sex;

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- participated on community radio programs to discuss Victor Vancouver Campaign and issues identified by campaign;
- campaign in gay community media raising awareness about HIV, services and related issues
- other materials on gay bashing, anal health and STDs;
- Skills development and program evaluation techniques for community outreach (ie. sidewalk, bathhouse outreach, bar outreach);
- Monthly Man to Man volunteer meetings;
- Monthly Victor Vancouver volunteer meetings;
- Monthly agency-wide volunteer inservices.

## Project Evaluation and Statistics

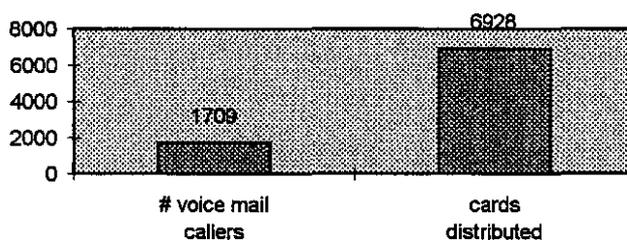
The Man to Man Program collected information and data from all its activities, including monthly program reports with resource distribution and program statistics; feedback on program activities from participants, volunteers, AIDS Vancouver staff, staff from other agencies, focus groups, advisory groups and key individual reviews of program activities, and event participation feedback.

With the launch of Victor Vancouver, a systematic approach to data collection was developed and is being compiled; The Man to Man Program has data on the first 26 weeks of the Victor Vancouver Campaign. This data will be compiled, analyzed and delivered back to the community after 30 weeks.

The Victor Vancouver Campaign collects the following data:

- Voice mail responses (number of responses to voice mail question and qualitative messages left on voice mail);
- Number of Victor Vancouver cards distributed;
- Quantity of HIV/AIDS related materials distributed;
- Qualitative analysis of information gathered from community partners.

**Victor Vancouver Stats 96/97**



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Lunch Club: evaluation data has been collected and will be analyzed at the end of six months

- Number of people in attendance, volunteer participation, information provided;
- Qualitative responses from participants.
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