Minorities Are Called "Time Bomb" in AIDS Epidemic

By Perry Lang

Under the clock of night, clusters of men often lie here overclicking, the Mission District's Mission Dolores Park. The town exchanges, maybe a few words. Eventually, more talk.

Unlike their openly gay counterparts, many of these men will not seek the profit return home to their own beds. They will not return home, they are homosexuals.

This type of "make-to-meet" network is documented in the research of sociologist in some of its least, but as a rule, the "right," said Gayles.

According to the popular "streetwise outreach" campaign with the San Francisco AIDS Foundation, over 1,100 were gay men.

Such cultural identity confusion and the fear of the fight AIDS. Because these are gay men, the only possibility to be homosexual, they are often treated as gay and liberal men.

Educating ethnic minority communities about AIDS presents a formidable challenge, due to a variety of sociocultural differences that only gay men can answer. At stake is an AIDS epidemic that will leave little about an epidemic that increases with homophobia.

So urgent is the problem that the AIDS Research and Prevention Service search between AIDS among minority ethnic groups. They have been found to be gay, Asian and Mexican.

"We are still on a time bomb that is wired to cultural and medical ignorance about AIDS, and we are witnessing a cultural "neglect," said Dr. Birteer Mo, a Hispanic and African American programs of the San Francisco Department of Health.

And more and more experts believe that neither AIDS education nor research have been spending enough money. San Francisco has been among the top 10 of the lowest percentage of people of its AIDS cases.

And still, and still, those who come to AIDS have been found with the community. Being gay, Asian and Mexican.

There are only a few more AIDS screenings and education classes that have been found in the community. Even then, the few that have been found are not all gay men and women.

These gay men are important, as they are at the heart of the community. They are the ones who keep the community alive.

Organized religion, which is as much a part of the Latin American culture as any other, is also be encouraged to lead the education process.

When the San Francisco AIDS Foundation first set up its AIDS education program, it was initially oppositional. However, it has now become a part of the building's mission.

The spiritual significance is usually not to Anglican education, but to the Latin American community. They need to be encouraged to lead the education process.

The gay and bisexual Latino population is a growing group in the San Francisco Bay Area. Pioneers, among many of them, have been found to be gay men and women.

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17 February 1989

Lyn Paleo
Education Director
San Francisco AIDS Foundation
333 Valencia Street, 4th Floor
P.O. Box 6182
San Francisco, CA 94101-6182

Dear Lyn:

Enclosed please find copies of the printed titles we are considering for bulk distribution this spring.

As discussed during our last meeting, titles being sent to you are those that have gone through an initial evaluation and review process. At this point, we would strongly recommend these titles be considered for addition to the system.

However, during our Review Committee meeting the final decisions will be made.

Should you know of any titles you would like us to consider at this time, please feel free to notify me before the meeting or bring them to the Review Committee meeting on 7 March. Your input would be greatly appreciated in this area.

Please review the titles enclosed in this packet, using the review forms which we have also enclosed. Then, please send the completed forms to the Clearinghouse in the enclosed return mailer so that we can compile the results prior to our meeting. The forms should be returned to CAC by 1 March.

I think discussion of each title will be more productive if this analysis has been done beforehand.
Also enclosed with this mailing is a tentative agenda, as well as a map for the Clearinghouse. The meeting is scheduled for 7 March. It will start at 9:00 and last until 3:00.

Please R.S.V.P. to Merry Law, (800) 258-9090, by 1 March so that we can finalize lunch arrangements.

I look forward to seeing you on 7 March. Please do not hesitate to contact me if I can provide additional information.

Sincerely,

Susan C. Cooper
Director
### Tentative Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 - 9:30</td>
<td>Coffee&lt;br&gt;Welcome/Introductions&lt;br&gt;Review agenda</td>
</tr>
<tr>
<td>9:30 - 10:30</td>
<td>Update on bulk distribution activity to date</td>
</tr>
<tr>
<td>10:30 - 12:00</td>
<td>Review titles for addition to bulk distribution system</td>
</tr>
<tr>
<td>12:00 - 1:30</td>
<td>Lunch/Networking&lt;br&gt;(will be provided)</td>
</tr>
<tr>
<td>1:30 - 2:30</td>
<td>Brainstorming for CAC materials development - &lt;br&gt;fourth educational resource</td>
</tr>
<tr>
<td>2:30 - 3:00</td>
<td>Wrap up/Evaluation</td>
</tr>
</tbody>
</table>
22 February 1989

Lyn Paleo
Education Director
San Francisco AIDS Foundation
333 Valencia Street, 4th Floor
San Francisco, CA 94103

Dear Lyn:

We are looking forward to seeing you on 6 March at the Advisory Committee meeting. The meeting will begin at 10:00 and last until 3:00. I have enclosed a map to help you find your way to Scotts Valley and ETR Associates/California AIDS Clearinghouse.

A continental breakfast and lunch will be provided.

As promised in an earlier letter, please find enclosed a copy of the poster and photonovel developed by the Clearinghouse. I would like you to review these materials and bring your comments to the meeting. Review forms have been included for your use. These products will be critiqued during the meeting, along with the Directory sent to you previously.

The Clearinghouse will also be resurveying the Education and Prevention Projects later this spring. We have begun working on the survey instruments and would like to ask for your help. We have enclosed rough drafts of each survey in this letter. Please respond to each survey as if they were in final form. Then, using the evaluation forms, evaluate each survey instrument. Again, we will have a discussion of the surveys during the meeting.

Please bring the entire packet of materials sent to you to the Advisory Committee meeting. Thank you for your assistance with these requests for input. Your feedback is very important to us.

Once again, we look forward to seeing you or your representative on 6 March. Please R.S.V.P. to Merry Law by 1 March. We can be reached at (800) 258-9090.

See you soon,

Susan C. Cooper
Director
10 March 1989

Lyn Paleo
Education Director
San Francisco AIDS Foundation
333 Valencia Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Paleo:

I am sorry you were unable to attend the recent meeting of the Advisory Committee. We had a very full day and much valuable feedback was provided by those in attendance.

In order for us to share with you what transpired during the meeting, please find enclosed a copy of the minutes for the meeting as well as an info packet distributed during the meeting.

Once you've had a chance to review the minutes, please do not hesitate to contact me if you have any questions or comments.

We have scheduled the next meeting for 22 May. We hope you will be able to join us then.

Sincerely,

Susan C. Cooper
Director
Tentative Agenda

10:00 - 10:30
Coffee
Welcome/Introductions
Agenda Review/Additions

10:30 - 11:15
Clearinghouse Updates

11:15 - 12:00
Critique of CAC Publications
- Directory of Agencies Conducting AIDS Education and Prevention Projects
- AIDS Virus: A Deadly Saturday Night Special (poster)
- Saturday Night Special: A Story of Choices (photonoval)

12:00 - 1:30
Luncheon

1:30 - 2:00
Discussion of CAC Information Brochure

2:00 - 2:50
Discussion of Statewide Assessment Survey Project

2:50 - 3:00
Closing/wrap-up
- Recap discussions
- Determine date of next meeting (June)
California AIDS Clearinghouse
Advisory Board Meeting
06 March, 1989

PARTICIPANTS

Elena Alvarado Avance Human Services
Jose Aponte Santa Barbara Public Library
Lianne Chong Chong Designs Associates
Dave Gonsalves Humboldt/Del Norte Counties Health Department
Jim Jackson Multicultural AIDS Resource Center
Craig Lasha Mid-City Consortium to Combat AIDS
Dr. Milton Lee Martin Luther King Hospital
Tom Lidot San Diego American Indian Health Center
Chente Matus Mid-City Consortium to Combat AIDS
John Mortimer AIDS Project Los Angeles
Ricardo Perugorria Community Health Centers of Kern County
Erika Shatz San Diego AIDS Project
Russel Toth CAIN, Gay and Lesbian Community Service Ctr.
Sala Udin Multicultural AIDS Resource Center

MINUTES

I. Welcome and Introductions:

A. ETR and Clearinghouse staff was introduced:

Susan Cooper Director
Ana Matiella Associate Director for Materials Development
Lynn Adams Librarian
Merry Law Administrative Assistant
Elayne Cruse Support Staff
Steven Bignell Director of Marketing, ETR

B. Member introductions and updates:

Elena Alvarado - finished filming for Teatro Campesino project, is beginning to videotape teen Teatro project. Also developing curricula for school districts, expects this to be completed in March. Agency has received grant to train teachers, community, parents and students in association with the Teatro project.

Ricardo Perugorria - Received grant in December 1988 from the U.S. Council of Mayors. Money will be used to increase street outreach and hire four part-time people for street outreach in Bakersfield. State is funding a 2-year contract.

John Mortimer - State plan is due out 15 March. CAAA will publicize dates of public hearings, and will make copies of the State plan draft available at a price to member agencies when it comes out.

Jose Aponte - Field tested poster, photonovel. Teens were really excited about the publications and their involvement.
Craig Lasha - Street outreach has increased markedly from last year. Agency had 7 street outreach workers last year, has 22 workers this year. Have added a new Asian worker, and are reaching Asians for the first time. Also are now reaching South of Market district.

Chente Matus - Is talking with Red Cross about a comic book project for middle school students. A billboard firm sponsored an AIDS poster contest for teens - had great response, and the firm is donating 3 billboards in San Francisco for the winning posters.

Jim Jackson - Is creating a multicultural AIDS information database. Requested agencies to send him any multicultural materials they are producing.

Sala Udin - Is doing an ad campaign for ATS sites in San Francisco, targeting minorities. Is also doing a video project, "AIDS and Black Sexuality - Can We Talk?"

Dr. Milton Lee - Is Chief of Obstetrics, focusing on perinatal transmission. Has contract with NIADA for program with pregnant drug addicts.

Russel Toth - CAIN press is going worldwide, has received non-state funding. Is interested in health education strategies - trying to find out what strategies different organizations are using.

Tom Lidot - Agency was just funded for 88-89. Is doing videos on HIV+ Indians, focusing on community, workforce. Is doing outreach to reservation, trying to create an environment where people will hear AIDS information. Reservation sees AIDS as a "city" problem.

Erika Shatz - Has left San Diego AIDS Project. Agency has just hired an Executive Director and Director of Client Services; is replacing her position.

Dave Gonsalves - Agency is getting its first county funding. Has also received a private grant to conduct a clinic 4 to 8 times a year, staffed by UC Davis people.

Lianne Chong - Does visual design consultations; does graphic design for AIDS brochures targeted at Southeast Asian and Asian populations.

Susan Cooper expressed her thanks for the new members and names that were referred to her, and for the agencies that sent representatives when members were unable to attend.

Susan also announced that the Names Quilt would be in Santa Cruz until 7 PM this evening.
II. CAC Updates

A. Directory

Merry Law reported that the fourth edition of the Directory of Agencies Conducting AIDS Education and Prevention Projects has been mailed out to all Education and Prevention Projects, Alternative Test Sites, and County Health Departments.

The fifth edition will be published in the fall of 1989, and will cover projects funded for the 1989-1990 fiscal year. Directory information will be based upon project surveys.

B. Guide for Californians'

The Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory is currently at the printers, and should be available 20 March. This Guide will accompany the 12/88 edition of the AmFAR Directory. New sections in the Guide include Combination Therapies, AZT Toxicity Management, and Treatments for Opportunistic Infections.

The next Guide will be produced in June or July of 1989 to accompany the 5/89 edition of the AmFAR Directory.

C. CAC Reviewer

Lynn Adams reported on the status of the newsletter. CAC will be producing five more issues of the Reviewer by 30 June 1989:

- Issue #3 March CAC-produced materials
- Supp. #3 April Materials for teens
- Issue #4 May Newly added titles
- Supp. #4 June Newly funded projects
- Issue #5 June Year in review

Next year, the Reviewer will consist of four major issues, without additional supplements.

D. AIDS Education Materials Database

Lynn reported statistics on the database as follows:

- 118 search requests since mid-December 1988
- 11 search requests per week (average)
- 830 requests for information since mid-December 1988

E. NAIC visit

Susan reported on her visit to NAIC. NAIC is less busy than they thought they would be, perhaps due to lack of publicity about their services. They currently have seven database specialists. Their AIDS education database has 2000 entries, with 6000 waiting to be
Their AIDS organization database has about the same number. NAIC's focus is on non-mainstream materials.

NAIC is also a component of America Responds to AIDS campaign. They do bulk distribution, which is picking up. Due to miscommunication about what NAIC was supposed to distribute, the Clearinghouse has been receiving calls from California agencies about NAIC's materials - these calls should be going to NAIC.

CAC is still working on accessing the NAIC database. Access is restricted to those with passwords, and CDC has set up a priority list for distributing passwords. State AIDS coordinators were not top priority, and it has taken some time for them to receive their passwords. CDC sent a password to Thelma Fraziear at the Office of AIDS in January 1989, but it seems to have been lost in the mail, and we are still waiting for access privileges.

* Comments:

Sala Udin and Jim Jackson expressed interest in getting together a conference of statewide resource centers. Various centers are developing specialized databases, and people need to know what each database is specializing in. If this information is communicated, we can avoid duplicating effort and each database can be a unique resource. Sala will pursue this idea.

F. Membership/Subscriptions

Susan reported on the status of membership/subscription development. CAC continues to get requests from out-of-state agencies, non-OOA funded agencies, schools, etc. for resource materials. Susan and Merry have met with Steven Bignell, Director of Marketing, to explore issues related to developing a subscription system, and will be meeting again at the end of March. The issue is quite complex, and CAC is currently researching pricing, fee structures, and marketing strategies. Susan hopes to have a concrete proposal by the next Board meeting.

G. Bulk Distribution

Susan reported on Bulk Distribution. In the survey CAC conducted last spring, agencies listed bulk distribution as their #1 priority. CAC is currently distributing 15 titles. The Review Committee selected seven titles last September; CAC materials and APLA Spanish versions of materials have also been added. Out of 250 eligible agencies, 133 have accounts with CAC. The service has been very popular.

CAC will be adding approximately 10 more titles related to the California media campaign conducted by Ogilvy and Mather. The Review Committee is also meeting 7 March to determine additional titles.
### STATISTICS FOR CAC DISTRIBUTED TITLES

**Original Order Quantities and Sales to Date**

<table>
<thead>
<tr>
<th>Title</th>
<th>Ordered</th>
<th>Sold</th>
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<tbody>
<tr>
<td>Should I Take the Test</td>
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<td>194,035</td>
</tr>
<tr>
<td>After the Test</td>
<td>150,000</td>
<td>156,235</td>
</tr>
<tr>
<td>AIDS: Think About It</td>
<td>10,000</td>
<td>12,735</td>
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<tr>
<td>Teen and AIDS</td>
<td>10,000</td>
<td>1,835</td>
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<tr>
<td>El Despertar de Ramon</td>
<td>25,000</td>
<td>3,575</td>
</tr>
<tr>
<td>Una Relacion</td>
<td>5,000</td>
<td>1,377</td>
</tr>
<tr>
<td>El SIDA</td>
<td>5,000</td>
<td>767</td>
</tr>
<tr>
<td>AIDS Kills Indians Too</td>
<td>1,000</td>
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<tr>
<td>Stop AIDS in Indian Country</td>
<td>1,000</td>
<td>129</td>
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<tr>
<td>Saturday Night Special: A Story of Choices</td>
<td>75,000</td>
<td>1,430</td>
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<tr>
<td>AIDS Virus: A Deadly Saturday Night Special</td>
<td>25,000</td>
<td>1,110</td>
</tr>
<tr>
<td>Debo Tomar El Examen?</td>
<td>75,000</td>
<td>3,211</td>
</tr>
<tr>
<td>Despues Del Examen</td>
<td>150,000</td>
<td>2,511</td>
</tr>
</tbody>
</table>

### H. Materials Development

Ana Matiella reported on Materials Development. The script for "Amigos y Amantes," the fotonovela for Latinos, has been edited by Ricardo Perugorria, and shooting will begin 10 March. It has been field tested at five sites already, and the Office of AIDS approved its script with no changes.

The photos will be taken in Watsonville, and Ruth Lopez, Health Educator with Salud Para La Gente in Watsonville, will be one of the actresses.

### New Material

Ana led a discussion on development of the fourth CAC material. She proposed either a wallet card or a kit with camera-ready fliers which agencies could xerox. The information would focus on condom use and cleaning your works.

*Comments:

The camera-ready kit idea was well received. Russel Toth suggested an 8-1/2 X 14" flier with a wallet card section at the bottom, so that agencies could xerox either or both sections.

Elena Alvarado noted that her agency has a strong need for low-literacy, step-by-step handouts with graphics. Condom instructions provided in condom packages require high school to college-level literacy, and are not useful to many clients.

Sala noted that information on preparing for condom use is needed in addition to "how to put it on".
Jose Aponte asked that statistics on teens/Blacks/Latinos be included so that they would recognize "this means me". This led to a general discussion on the effectiveness of "scare" tactics. Russel described a National Drug Abuse study that showed that scare tactics were ineffective; emotionally impacting or "make you think" tactics were more effective. Sala noted that different populations might react differently to different tactics. He felt the issue was more accurate vs. sensationalist information. Ana commented that the teens in her focus groups wanted factual information, even if it was scary.

IV. Critique of CAC Materials

A. Photonovel

* Comments:

Russel found the photo sequence hard to follow. Ana responded that they will number the photos next time. Erika found that it slowed her down to have text not matching the pictures.

Sala commented that the Black girl was portrayed as sexually active, while the Latina was only thinking about it. Blacks are especially sensitive to being depicted as sexually promiscuous - have been over-targeted, and may react negatively to the photonovel as a result. Sala was also interested in Black response to the items that are Latino-specific: the Calavera (no equivalent in Black culture) and the photonovel format (familiar only to Latinos).

Ana commented that her teens saw the photonovel as a new media, and liked it.

Jose commented that he liked the portrayal of Black and Latino teens working together - they were role-modeling positive behavior and the Black teenage girl was taking a leadership role.

Jose also liked the Calavera - it was effective for Puerto Rican as well as Mexican teens. He would like to see the photonovel in Spanish. It's appropriate for inner city use, but many would not be able to read English. Ana liked this idea, and also liked that it would show Black Latinos.

Elena liked that the photonovel showed the young women as the ones initiating the talk about condoms - felt this was true to life. She also commented that on pages 13 and 13 it's hard to see the package of condoms they're holding.

Tom Lidot commented that he preferred the larger pictures to the smaller ones, and also felt the photonovel was a bit long.

Erika noted that the photonovel did not discuss perinatal transmission; Sala noted it did not cover STDs. Ana responded that it was difficult to put everything into one photonovel, but that they could work as a series, focusing on different topics.
B. Directory Critique

Susan led a critique of the 1983-89 Directory.

* Comments:

Members commented that the overall appearance was much better, cleaner. They liked the ATS list on the back cover.

Members asked that we add a map of the regions, and spell out what each region is in the index.

Members asked that we consider using different colored covers - it's difficult to tell one edition of the Directory from the next.

Members asked that we add "Open and closeted lesbians" as a target population (since we have "Open and closeted gays").

Some members requested that we list all state agencies, not just those funded by the Office of AIDS. Russel stated that Ogilvy and Mather were supposed to be developing a statewide directory.

V. Member Additions to the Agenda

Russel talked briefly about subvention funding and its effect on the Office of AIDS approval process.

VI. CAC Brochure

Susan led a critique of the CAC brochure. Suggestions were as follows:

- Bullet boxes missing.

- "Information services" in introduction is vague. However, services are described fully in next section.

- Add a note at the bottom of the Advisory Board list section that "agency affiliation is for identification purposes only".

- Consider a self-mailer.

- Include a business card. CAC is developing a rolodex card.

- Consider having a "call to action" on back of rolodex card - ("Please contact us if your name/address is incorrect...")

- Replace "contribution of your knowledge will assist us" with "Send us sample materials".

The brochure will go to print sometime in April.
VII. Statewide Assessment Survey

The Survey schedule is as follows:

Week of 3/13 - Finalize survey based on Advisory Committee input
3/20 - Mail survey to all Office of AIDS funded projects
4/3 - Deadline for projects to return completed surveys to CAC

An extensive survey will be conducted in early fall.

Susan led a critique of the Assessment Survey. Comments were as follows:

Sample letter
- should describe how survey will benefit me
- should say "Thanks to your input last year, we were able to produce the Directory, etc."
- letter is too long, redundant

Survey format
- Print double-sided
- Use boxes, columns, check-off items to speed things up
- Larger margin at binding edge
- Use back side of survey pages for comments, eliminate comment lines
- Make each survey one page
- Make sure survey will get all the information that's needed
- Format is OK as is - seems clean, well laid out

Survey instructions
- Explain that 3 surveys are included: they can split them up and assign them to different people
- Specify whether they should describe only OOA funded activities or everything they do
- Tell people to give both the agency full name and acronym (if used)
Target populations
- Include "open/closeted lesbians"
- Ask them to specify primary/secondary/tertiary target groups
- Ask them to specify top 5 target groups
- Ask them to specify groups based on Scope of Work targets
- Possibly include targets that are not just high-risk groups (like religious leaders, community leaders, etc.)
- Stick to OOA high-risk target groups

Settings
- Add drug treatment centers, community recreation centers

Abstract
- Include the abstract we currently have on them, let them edit as needed.

Improving Survey Response
- Offer incentives
- Offer different incentives for different surveys
- Have a letter from Thelma requesting that the Director complete the survey
- Send Survey #3 to fewer people, perhaps sampling those who use CAC services a lot vs. those who use CAC very little
- Include "Due Date" dots

VIII. Closing
The next Advisory Committee meeting was set for Monday, May 22, 1989, 10:00 - 3:00 at the Clearinghouse.

MTRC is hosting its Advisory Work Group meeting on 21-22 March, 1989 at the Sheraton Hotel in Los Angeles. MTRC will be conducting a training on AIDS and Minority Communities on 23-24 March at the same location.
August 11, 1989

Ernesto Hinojos
San Francisco AIDS Foundation
333 Valencia Street
4th Floor
San Francisco, CA 94103

Dear Ernesto:

I hope you are having a wonderful summer. It doesn’t seem possible that we are already in August. But as we look at our calendars, we realize that we are approximately one month away from our fall Advisory Committee meeting. The meeting is scheduled for September 11, 10:00 to 3:00, at the Clearinghouse.

A complete agenda and packet of information will be sent to you a few weeks before the meeting.

In the meantime, if you have any items you would like to place on the agenda, please call the Clearinghouse at (800) 258-9090.

A second purpose of this letter is getting your input on the AIDS Education Materials Development Guide (a working title) being developed and published by CAC in fiscal year 1989-1990. The guide is intended for AIDS educators and will deal with the development, selection and use of AIDS education materials for ethnic populations.

Enclosed please find a concept paper that describes the guide as well as a questionnaire for you to respond to. The concept paper briefly describes the purposes of the book and lists the chapters and content areas that the book will cover. Keep in mind that the book is in its developmental stages and the concept paper is a summary of what the book will be. The questionnaire is intended to provide you with a format whereby you can give us the feedback we need to further develop the book.

First, please read through the concept paper and then respond to the questionnaire. Once you have completed the questionnaire, please return it to the Clearinghouse in the enclosed envelope.

A DIVISION OF ETR ASSOCIATES
P.O. BOX 1830
SANTA CRUZ, CA 95061-1830
TELEPHONE: (408) 438-4822
FAX: (408) 438-4284
A PROJECT FUNDED BY THE OFFICE OF AIDS
CALIFORNIA STATE DEPARTMENT OF HEALTH SERVICES
We would like to have the questionnaires back by August 21.

Thank you for your assistance with the first phase of development of the materials development guide. We look forward to seeing you on September 11 at 10:00 a.m.

Sincerely,

Ana C. Matiella
Associate Director
for Materials Development

ENCL
ACM:ls
AIDS Education and Materials Development Guide for Multi-Ethnic Populations (working title)

Concept: The AIDS Educational Materials Development Guide will be a collection of chapters written by experts in the field of health and AIDS education who have specialized knowledge and skill in developing educational materials and programs for multi-ethnic populations. The book uses a "how to" approach and is modeled after The AIDS Challenge (published by ETR Associates.) The overall goal in developing this book is to give tangible, specific and useful information to health professionals on how to develop effective educational materials for multi-ethnic populations. The book currently consists of 4 sections and approximately 13 chapters not counting introductions in each section and appendixes. The idea for the book came from the statewide needs assessment survey conducted by the California AIDS Clearinghouse and a literature search that indicated a book does not exist that actually provides a "how to" approach to developing culturally sensitive and effective AIDS education materials.
The current status of the epidemic in four major ethnic communities: Blacks, Latinos, Native Americans, Asians. The introduction will also include the trends or shifts in mode of infection by geographical areas. Special emphasis will be given to the diversity within the groups.

II. Health Education Models
A. Introduction
B. Traditional Health Education Overview
An overview of the characteristics of an effective health education and AIDS prevention program, how AIDS education has impacted traditional health education approaches, tying it all in with the purpose of book.
C. Health and AIDS Education and the Underserved
Addresses the shortcomings of traditional health education models in meeting the needs of the underserved. Considers the particular challenges of serving the physically challenged, the hearing impaired, the homeless. Identifies barriers and discusses the utility of a guide such as this book in overcoming some of the existing barriers.
III. AIDS Prevention and Education: Multi-Ethnic Perspectives

A. Introduction/Overview

Defines cultural and linguistic sensitivity and discusses the importance of acknowledging cultural diversity, within as well as among groups.

Each chapter in this section will address common areas of concern such as cultural beliefs and values, implications to AIDS Education, recommendations for overcoming barriers and implications for materials and program development. See attached prospectus for more information on what will be expected from this section.

B. Native Americans

C. The Black Community

D. Latinos

E. Asians

IV. Materials Development For Multi Ethnic Populations

This section will be a "how to" section, giving specific guidelines on developing and producing materials for multi-ethnic populations.

A. Introduction

B. Utilizing the Focus Group Interview to Design Effective Educational Materials

C. Developing Low Literacy Materials

D. Developing Effective Educational Materials on a Low Budget

E. Steps in the Materials Production Process

F. Criteria for Evaluating and Selecting Existing Materials

G. Distribution and Dissemination
Appendixes:
Successful AIDS Education Programs: Four Models
A description of four model programs, answering such questions as:
What is an effective AIDS education program?
What are the key characteristics? features?
In this section we will also make the point that effectively developed and produced materials are not a replacement for solid educational program development. The description of the four model programs will identify what has made them successful in educating people of color, and how they have utilized the methods that have been discussed in this book.

Bibliography / other resources and readings that could help in the development of programs and materials targeting multi-ethnic populations.
The Multi-Ethnic Perspective Section will address:

Cultural Beliefs and Values

Attitudes towards sex and discussing sex? Attitude towards condoms?

Family roles, male female communication dynamics. Disease, wellness, death and dying.

Attitudes toward at risk behaviors: homosexuality, multiple sex partners, IVDU, Prostitution,

Implications

Barriers to prevention education Implications to teaching about safe sex approaches. Who is best equipped to be the teacher?

Recommendations

Overcoming barriers, ideas on how to present delicate information,

Outreach strategies: use of community leaders, using traditional or popular culture to present ideas in a culturally normative manner Use of existing programs, resources and institutions that community is already accustomed to.

Things to consider when developing educational materials:

Examples of approaches that are inappropriate, examples of things that are appropriate, use of visuals - any cautions that come to mind, special formats or mediums that might fit well with target group values and ideas, special approaches?
WESTERN AIDS EDUCATION AND TRAINING CENTER

COMPETING CONTINUATION GRANT APPLICATION
FOR AN AIDS EDUCATION AND TRAINING CENTER
SEPTEMBER 1, 1990 - MAY 31, 1993

TO: BUREAU OF HEALTH PROFESSIONS

BY: REGENTS OF THE UNIVERSITY OF CALIFORNIA
UNIVERSITY OF CALIFORNIA, DAVIS
CALIFORNIA AREA HEALTH EDUCATION CENTER SYSTEM
I. OVERVIEW OF THE APPLICATION

The Western AIDS ETC will complete its third year of operation on August 31, 1990, having met the three goals and five objectives set forth in the May 1987 Program Guide. Those goals and objectives are listed below for context.

The ETCs will provide AIDS/HIV training for health care personnel with the following goals: (1) training community primary care providers to counsel, diagnose, and manage patients and their families; (2) training selected trainees to serve as instructors in their local area; and (3) sensitizing health professionals by improving their understanding of AIDS.

Program objectives for each Center are to accomplish the following: (1) provide education and training to primary care providers on prevention and treatment of AIDS, with particular emphasis on ambulatory settings; (2) provide guidance in the development of a multidisciplinary approach to the management of HIV infection; (3) select and provide additional training to some trainees to qualify them for extending the training to others in their community; (4) provide updates of new and timely information about HIV infection to some 1,000 primary and secondary health care providers annually; and (5) serve as the support system for area health professionals through hot line, clearinghouse, and referral activities.

The base for the Western AIDS ETC is the statewide California Area Health Education Center (AHEC) System which is a consortium of 8 medical schools with 12 affiliated schools of dentistry, nursing, pharmacy, and public health. This network has operated a statewide health professions education program since 1979 with each medical school sponsoring one or more off-campus centers. The University of California (UC) San Francisco and UC Los Angeles began their AHEC involvement even earlier with a target area in the San Joaquin Valley starting in 1972. The lead school for this consortium is the UC Davis School of Medicine, and Dean Hibbard E. Williams serves as the chairman of the Council of Deans.

Arizona and Nevada also have statewide AHEC programs based at their medical schools, and the University of Hawaii has conducted AHEC-like activities both in Hawaii and in the Trust Territories; so the California AHEC System had available to it a set of partners in the other three states of Region IX with similar interests and experience in decentralized education. This partnership also embraced some of the most renowned centers of knowledge on the HIV epidemic and had access to a rich reservoir of talented faculty members from which to draw consultants, speakers and authors. Completing this favorable climate for the development of the Western AIDS Education and Training Center (ETC) were an existing network of affiliations with teaching hospitals in communities throughout Region IX and working relationships with community groups, professional associations and governmental agencies.

This unusual set of circumstances permitted the ETC to undertake an extraordinarily ambitious program of resource building as the central
feature of its first phase of operation. Instead of concentrating the funds on a centralized faculty that would travel to outlying areas, we were determined to build centers for AIDS education in the most important communities throughout the region. Each area AIDS ETC is based in or affiliated with a teaching hospital which is likely to have a long-term role in the HIV epidemic. This strategy allowed us to accomplish several high-priority objectives:

* Involve residents and medical students and affect the curricula of both clerkships and residencies.

* Utilize faculty associated with the residencies.

* Create a focus for AIDS training in a medical education setting that would be most likely to continue to be an AIDS education resource after the termination of federal funding.

* Tap into the services of salaried educators on a part-time basis and minimize expenses, assuring a very cost-effective system.

* Involve the health sciences centers while also reaching out to the practice community.

Fifteen such centers were established in increments over the first three years, each with a faculty team consisting of at least one part-time physician, nurse and dentist. Beginning in 1989, a mental health professional was added to five of the teams and the remainder will be expanded in 1990. This is made possible by the award of a $10.3 million National Institute of Mental Health (NIMH) grant to the ETC in 1989. All of these teams received a week of clinical training at the UC San Diego Owen Clinic and a week of instructional development at the summer retreat in Asilomar. In order to foster a multidisciplinary approach, the Asilomar programs include all four disciplines. The dentists have separate clinical training, but the others also share this experience as well. Some physicians were provided longer periods of clinical training at the Owen Clinic in San Diego or the San Francisco General Hospital AIDS ward. Figure 1 is a map showing the location of the centers, and Figure 2 displays the organization. Note that two of the small centers, Modesto and Martinez, will be merged with larger neighbors to improve administration and survivability in August 1990. These figures show the new configuration.

All of the teams have been conducting training at five levels:

1. Faculty.
2. Medical residents and students.
3. Hospital-based physicians and nurses.
4. Community physicians, dentists and nurses.
5. Community orientation programs for health professionals and community leaders.

Almost all of the local physician faculty members that we train are either full-time teachers or adjunct faculty of a school of medicine, and some of the other team members hold academic appointments as well.
Figure 1

WESTERN AIDS ETC
Area AIDS ETC Locations

[Map showing locations of AIDS ETC in Western states, including major cities and areas shaded for USC AIDS ETC.]
Figure 2
WESTERN AIDS EDUCATION AND TRAINING CENTER (ETC)
HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA) PROJECT

ORGANIZATION CHART
FOR FY 1991-93

UNIVERSITY OF CALIFORNIA, DAVIS
H. Williams, MD, Dean
Principal Investigator
R. Wallace, MA
Project Liaison Administrator

CALIFORNIA AREA HEALTH EDUCATION CENTER (AHEC) SYSTEM
C. Jones
AHEC Program Director
H. Frieser, MHA
Fiscal Officer
C. Carroll
Administrative Analyst

WESTERN AIDS ETC
C. Jones
Program Director
R. Larson, MD
Medical Director
M. Reyes, MD
Assoc. Medical Director
M. Canfield, MS
Program Evaluator
L. Jordan
Information Analyst

OTHER AHEC PROGRAMS

STATE OF CALIFORNIA
OFFICE OF AIDS
(9 AA ETCs)

HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA)

NATIONAL INSTITUTE OF MENTAL HEALTH (NIMH)

NMH CURRICULUM COMMITTEE

SAN FRANCISCO AA ETC
UCSF/ San Francisco General Hosp.

SAN DIEGO AA ETC
UC San Diego/ Owen Clinic

SACRAMENTO AA ETC
UC Davis Medical Center

EAST BAY AA ETC
Alameda County Highland General Hosp.

SOUTH BAY AA ETC
Health ETC/ San Jose Medical Center

NORTH COAST AA ETC
Sonoma County Academic Foundation

CENTRAL COAST AA ETC
Central Coast AHEC

CENTRAL SAN JOAQUIN VALLEY AA ETC
San Joaquin Valley Health Consortium

PHOENIX AA ETC
University of Arizona

TUCSON AA ETC
University of Arizona

HONOLULU AA ETC
University of Hawaii

LAS VEGAS AA ETC
University of Nevada

RENO AA ETC
University of Nevada

AA ETCs are local area AIDS education and training centers.

*Includes North San Joaquin AA ETC after FY 1989-90.
**Covers Contra Costa County after FY 1989-90.
1/5/90
We were able to concentrate most of our resources on building the area AIDS ETC network because we had access to much of the curriculum and teaching materials that we needed through our contracts with the clinical research departments at the affiliated schools and with related federally funded projects such as the NIMH projects, clinical trial groups, and the like. However, we did create several curricula (such as Hispanics and AIDS and "AIDS 101") and adapted others to our needs. For our basic curriculum, we relied heavily on the series of modules produced at UC Los Angeles by Charles E. Lewis, M.D., Sc.D., under an NIMH grant. The central office provided each faculty team with a kit of common instructional materials with a core curriculum, syllabus, videotapes and slide shows. In addition, each of the area AIDS ETCs developed curriculum material for use in the affiliated residency programs and student clerkships.

The central office has developed a resource center to support the faculty teams with additional teaching materials available through various national clearinghouses and with literature searches. The central office also serves as a regional referral agency helping to meet special clinical or training needs, speaker requirements or support requests. The area AIDS etcs, in turn, served as referral centers and sources of consultation within their areas.

A progress report listing specific achievements against the objectives of the project is included as Appendix B.

The next phase of the project will emphasize several new priorities. First, is the strengthening of the decentralized network after a period of dramatic growth. We intend to consolidate the two smallest centers in California located in Martinez and Modesto with adjacent centers in Oakland and Sacramento to simplify administration and to help assure long-term continuity. During the next three years each center will be expected to improve its identity as a regional resource and to enhance it survivability. For the California centers, some funding has been obtained from the State of California Department of Health Services Office of AIDS during the past three years, and an expanded program of cooperative training programs has been planned. Each subcontractor currently makes a contribution to the program, and we expect to enhance this cost sharing in the future. We will look to the other states to follow the lead of the California Legislature in providing funds to their centers as well. The entrepreneurial activity of creating the decentralized network has consumed much of the energy of the central office staff and of the local teams as well. During the next phase, we will strengthen the existing system and focus attention on developing an expanded cadre of physicians and other providers and supporting them with more sophisticated training, consultation and information systems.

The Western AIDS ETC already has a formidable task in providing educational support to the providers who serve a population of 21 million people in four states with a cumulative AIDS caseload of 14,049 (12.5 percent of the nation's total). We also have a self-imposed challenge of maintaining the largest network of centers and the greatest number of faculty teams in the national ETC program. We now are planning
to meet the new challenges in the next three years resulting from the continued growth of the epidemic (up from 14,049 cumulative cases in our target area to 35,474 in 1992); from the advent of new treatment modalities; and from changes in the epidemic.

To illustrate the challenge, the City and County of San Francisco Department of Public Health is nearly overtaxed already in caring for over 4,000 living AIDS patients in 1989. That number is projected by the state Department of Health Services to reach 5,402 by 1992. The increase in rural areas is projected to rise from 805 in 1988 to 4,252 in 1992. This is such a rapid growth that our present health care system and our present cadre of providers stands in danger of being overwhelmed.

In addition, the state estimates that 275,000 Californians are infected but asymptomatic. Now that there is a drug available (AZT) that has been shown to delay or prevent the onset of AIDS, the motivation of persons at risk to step forward and be tested is greatly increased. Also, there is a more compelling reason for physicians and other providers to promote testing among high-risk persons. Based on current studies showing that the AZT regimen is known to be beneficial in the 58 percent of the infected persons with greatest progression of the disease, about 159,500 of this group should be enrolled in a treatment program. If only half that many actually are added to the patient population by 1992 (79,750), added to the 26,000 active AIDS cases there will be a total of about 91,450 HIV-infected persons under medical care versus 10,576 in 1988, an increase of 900 percent in California.

We do not have as detailed information available to us about the epidemic in the three other states; but by extrapolation, we estimate that in the Western AIDS ETC the number of asymptomatic HIV-infected persons will be about 173,332 in 1992. If treatment is appropriate for only 58 percent of that number and only half of that group seeks medical care, this new patient population is 50,266. If this number stays constant but is coupled with the 16,388 projected living AIDS patients in 1992, about 66,654 will be under the care of a physician in our area. That, of course, presumes that we are able to recruit and train a vast new work force to meet this extraordinary increase in demand.

In summary, the health care system for persons with AIDS (PWAs) now relies greatly on disproportionate providers, a few physicians who have heavy AIDS caseloads. Already, public health officials and the California Medical Association (CMA) are concerned about burnout among disproportionate providers. Even if the epidemic were to remain constant, we would need to be recruiting, training and supporting new providers to maintain current capacity. The certain progression of the number of active AIDS cases creates an immediate need to triple the number of providers seeing AIDS patients in the next few years. The advent of new treatment modalities adds a new dimension of urgency to the task. The crisis is at hand.

In the next phase we will respond to this challenge by:

1. Completing the expansion of teams to include a mental health professional and complete the presentation of three major blocks of
mental health training covering both psychosocial and neurologic aspects of HIV.

2. Maintaining a balance among the medical, dental, nursing and mental health professions and between the education of students and the training of practitioners.

3. Giving new emphasis to small group training, utilizing our seasoned faculty somewhat in the role of mentors with the aim of recruiting new providers—especially primary care physicians—and maintaining a supportive relationship with them.

4. Providing increased services to faculty and to the provider pool by:
   * Enrolling them in an AIDS Providers Network which will be sent quarterly mailings of newsletters, bulletins and protocols from the central office.
   * Operating an AIDS Protocol Council to screen and recommending clinical protocols for primary care providers supported by the San Francisco General Hospital and involving other sources of current treatment information.
   * Operating a Professional AIDS Consultation Service (PACS) via an 800 telephone number connected to San Francisco General Hospital consultants.
   * Expanding our Information Resource Center at the central office.
   * Developing at UC Davis in the second year a Rural AIDS Center to develop curricula and to provide special supporting services to rural practitioners in response to the explosion of rural AIDS cases projected by the state Department of Health Services.
   * Providing the nationally known "train-the-trainer" program of the CNA to the ETCs in Arizona, Hawaii and Nevada.
   * Strengthening the local faculty by adding a young physician to the teams in each area during the second and third years.
   * Offering additional clinical training for faculty at the UC San Diego's Owen Clinic and other sites.
   * Working with the local centers to publicize their programs and to broaden their funding bases.
   * Evaluating our programs.
   * Emphasizing programs in publicly funded clinics and other localities that serve high numbers of ethnic/racial minorities.

Although our annual trainee level will be about 9,000, we expect to reach about 2,000 primary care physicians per year through the more intensive and continuing contacts discussed above and to build our
II. PROGRAM DESCRIPTION

A. PROJECT RATIONALE

1. Needs of the Western AIDS ETC Four-State Target Area

The Western AIDS ETC serves a target area which has 12.5 percent of the nation's AIDS cases, as of October 31, 1989:

<table>
<thead>
<tr>
<th>State</th>
<th>Cases</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Arizona</td>
<td>886</td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>*12,294</td>
<td></td>
</tr>
<tr>
<td>Hawaii</td>
<td>446</td>
<td></td>
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<tr>
<td>Nevada</td>
<td>423</td>
<td></td>
</tr>
<tr>
<td>Western AIDS ETC Target Area</td>
<td>14,049</td>
<td>12.5%</td>
</tr>
<tr>
<td>United States (USA)</td>
<td>112,241</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

*Does not include cases in the area served by the USC AIDS ETC: Los Angeles, Ventura, Orange, Riverside and San Bernardino Counties.

This target area, in addition to being one of the hardest hit in the nation, is also one of the most diverse in geography, population and sophistication. The Western AIDS ETC target area includes San Francisco, which has an incidence of greater than 7 AIDS cases per 1,000 of its residents, and on the other end of the spectrum the area includes many counties in rural Arizona and Nevada that have not yet reported a single case. The dimensions of the target area served by the Western AIDS ETC are over 3,000 miles from east to west and nearly 1,000 miles from north to south (Figure 3, Target Area Characteristics). The target area includes the nation's greatest concentrations of Hispanic, Asian-American, Pacific Islanders, and Native American populations, and has large concentrations of African-Americans as well. In Oakland/Alameda County, the epidemic is much like that among African-Americans in New York; in San Jose, Tucson and San Diego, it is like El Paso and San Antonio; Fresno and Salinas have farm-worker problems similar to those in the Southeast. Sacramento and Reno serve rural farming and ranching areas like those of the Colorado program; San Francisco has the highest concentration of gay/bisexual men in the country, and Hawaii leads the nation in Asian and Pacific Islanders. Our distribution of area AIDS ETCs had to take into account this diversity. Figure 4 (area AIDS ETC target area map) illustrates our response to these many different subepidemics. For purposes of illustration, Figures 5 and 6 show the distribution of African-American and Hispanics in California.

As the Western AIDS ETC works to meet these diverse needs, the toll of the epidemic marches on. In the three years since the National Institute of Medicine's (NIM) landmark report,
throughout rural areas of Arizona. We plan to expand the Arizona subcontract in the second year of this application, with special emphasis on the Native American population. Programming already has begun with seminars at the Indian Health Service hospitals at the Tohono O'Odham and Apache-White Mountain Reservations.

**Arizona - Phoenix (Maricopa County) Area AIDS ETC**--This new area AIDS ETC serves the greater Phoenix area and surrounding Maricopa County in Arizona. This program will serve the largest metropolitan area in the United States that does not have a medical school. It also will provide AIDS education to the largest concentration of AIDS patients in the Western AIDS ETC outside of California. The director of the area AIDS ETC is also the director of the Service Demonstration Project administered through the Maricopa County Department of Health Services.

**Hawaii Area AIDS ETC**--This ETC is based in the John A. Burns School of Medicine, University of Hawaii at Manoa, and has clinical affiliations with the Queen's Medical Center. The Hawaii Area AIDS ETC serves Honolulu, Oahu and the neighbor islands with programs in AIDS education for health professionals. This agency also collaborates and shares staff with the NIMH-funded AIDS education program which is based at the medical school.

**Nevada - Reno Area AIDS ETC**--The University of Nevada is the subcontractor for both of the Nevada Area AIDS ETCs with the Nevada AHEC program serving as the base of operations. The Reno Area AIDS ETC serves the metropolitan area of Reno, located in Washoe County, and the 13 rural counties of northern Nevada. This new program got an early start before federal funding began in 1989 and sent its faculty teams to California to be trained at its own expense.

**Nevada - Las Vegas Area AIDS ETC**--This also is a new program started in 1989. The Las Vegas Area AIDS ETC serves all of southern Nevada, but will concentrate its programs in Clark County, where 72 percent of Nevada's AIDS cases have been reported. A special priority in this area is to expand the availability of dental services for AIDS patients. Working with the AHEC program will help both of the Nevada Area AIDS ETCs to maximize the use of their ETC budgets.

Programs already have been developed in cooperation with the faculty of the University of Nevada - Reno, the county health departments, and other health professionals to increase the number of health professionals who are prepared to provide care for HIV positive persons.

**C. GOALS AND OBJECTIVES FOR 1990-92**

1. **Goals**

   Improve access to high-quality health care for patients at risk for or infected with the HIV using educational and informational interventions.
2. Objectives

a. Maintain and strengthen a network of 13 area AIDS ETCs in communities throughout the four-state area served by the Western AIDS ETC so as to assure that high-quality, community-based, multidisciplinary AIDS education and training is available to providers serving the full range of people affected by the epidemic.

b. Through the area AIDS ETCs, provide five levels of AIDS education and training reaching at least 8,496 health care providers during each of the next three years of the ETC.

c. Provide the area AIDS ETCs' faculty teams with high-quality training and current educational materials to support their conduct of AIDS educational programs for their colleagues in their communities.

d. Assure that each area AIDS ETC continues to provide training for faculty, residents, and students at a teaching hospital and for the staffs of these hospitals.

e. In cooperation with other federal, state and local AIDS projects, assure that the ETC develops AIDS educational programs, faculty development experiences, and materials which are specific to the large minority populations of the ETC's four-state target area: Native Americans, Asian-Americans, Pacific Islanders, Hispanics and African-Americans.

f. Enroll a cadre of at least 4,000 primary care physicians who provide AIDS-related services and provide them with a regular flow of current clinical information.

g. Serve as a regional AIDS information and resource center by:

(1) Maintaining the present resource center and serving the ETC network through national databases.

(2) Creating an AIDS Protocol Council utilizing expert members and staff support from San Francisco General Hospital to screen and recommend protocols for distribution through the ETC network, including new treatment modalities and early intervention procedures.

(3) Creating a Professional AIDS Consultation Service utilizing expert physician faculty at San Francisco General Hospital to respond to inquiries from throughout Region IX through an 800 telephone number.
Developing a Rural AIDS Center at UC Davis to study the rural epidemic and prepare protocols and other information to prepare and support rural practitioners.

- Emphasize nursing education by providing the CNA's "train-the-trainer" program to the ETCs in Arizona, Hawaii and Nevada.

- In cooperation with the NIMH, develop curricula dealing with the psychosocial and neurological aspects of AIDS and integrate mental health training throughout the ETC.

- Prepare for growing demands for AIDS education by developing new, young faculty throughout the region through the Key Physician Development Program.

D. METHODOLOGY

1. The Western AIDS ETC Central Office: Centralized Functions

During its 04 Year, the Western AIDS ETC central office will continue the development of the project proposed to HRSA in 1987. As the Western AIDS ETC has developed over its first three years, the role of the central office has been to manage the development of the most ambitious network of subsidiary centers in the national ETC program. In addition to the administrative task of negotiating these arrangements, we have overseen the creation of a multidisciplinary faculty team at each site, provided both clinical training and faculty development for all of the teams, and provided them with core curricula and kits of instructional materials. In the next phase of the project, we are ready to implement some new additions to this structure, but there are some ongoing functions which must be maintained. Both kinds of activities are discussed below. Figure 11 provides an overview of the schedule of project development.

a. Ongoing Responsibilities

   **Needs Assessment:** The ETC central office is responsible for assessing the needs for AIDS-related educational programs throughout its four-state target area. This responsibility must be addressed in three separate arenas:

   - The assessment of needs for ETCs has been a continuous process with adjustments having been made each year to the original plan. With the addition of the Phoenix, Reno, Las Vegas, North Coast, and San Francisco centers in the 03 Year, we believe that the network is complete. We are still considering the interest of the University of Arizona in developing a special program to serve the Native American population in that state, but we do not know that this will require a separate center. This category of needs assessment has been particularly challenging, but we are satisfied that the basic approach
### WESTERN AIDS ETC

**SCHEDULE OF DEVELOPMENT**

<table>
<thead>
<tr>
<th>Prior Years</th>
<th>Proposed Continuation</th>
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<td>1987-88</td>
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<td>1988-89</td>
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<td>1989-90</td>
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<td>1991-92</td>
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<tr>
<td>1992-93</td>
<td></td>
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</tbody>
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**Area AIDS ETCs:**
- Sacramento
- San Diego
- San Joaquin Valley
- San Jose
- Tucson
- Central Coast
- Contra Costa County*
- East Bay
- Hawaii
- North San Joaquin**
- Las Vegas
- North Coast
- Phoenix
- Reno
- San Francisco

**Central Services:**
- Faculty Development
- Resource Center
- AIDS Protocol Council
- Nurse Train-the-Trainer Program
- Key Physician Development Program
- Professional AIDS Consultation Service (PACS) Line
- Rural AIDS Center

**California Office of AIDS Funding**

**National Institute of Mental Health Funding**

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*Will merge with the East Bay Area AIDS ETC after 8/31/90.
**Will merge with the Sacramento Area AIDS ETC after 8/31/90.
area AIDS ETCs as necessary. The Western AIDS ETC central office maintains a system of fiscal accountability for the ETC in cooperation with the UC Davis liaison office.

b. Areas of Growth--Phase II

During the next three years, the Western AIDS ETC central office will begin several important new activities and initiatives:

**Clinical Trials and Early Intervention:** The ETC central office recognizes that clinicians and informed health care consumers have a keen interest in information on clinical drug trials. This interest is based on the desire to provide and receive the best and most current treatment. In many cases, unproven drugs— which are being studied in drug trials—are perceived as the best alternative available.

The ETC has a responsibility to provide information on clinical drug trials: the therapy under investigation, the criteria for enrollment, and the research objectives. The ETC also has a responsibility to distinguish clearly between "clinical trials" and "therapy" and to assure—insofar as possible—that expectations of "clinical trials" are not raised inappropriately. This information will be reviewed by the AIDS Protocol Council prior to distribution through the ETC network.

**AIDS Clinical Protocol Information:** The AIDS Protocol Council will be established in 1990 to review, screen, and recommend for distribution to primary care providers. The AIDS Protocol Council will include representatives from the academic centers which are developing new treatment protocols at selected health sciences centers in the Western AIDS ETC and the USC AIDS ETC. The clinical treatment group at UC San Francisco, the CMA/Western Journal of Medicine, and clinical research projects will be included as appropriate. The ETC's medical director, Roger K. Larson, M.D., will chair the group; and Ronald H. Goldschmidt, M.D., director of inpatient services at San Francisco General Hospital, will be the principal staff to the AIDS Protocol Council via subcontract to the San Francisco Area AIDS ETC.

**Professional AIDS Consultation Service (PACS):** Recognizing the importance of providing AIDS clinicians with accessible, short-turn-around clinical information, the ETC will establish a consultation service aimed at primary care physicians. This service will be based at San Francisco General Hospital under the direction of Dr. Goldschmidt. Dr. Goldschmidt's work at San Francisco General Hospital and his experience in preparing protocols for the family practice literature make him an excellent choice for this role. A sample of his published work is provided in Appendix C.
In addition, collaboration with subspecialty AIDS experts in San Francisco is already ongoing so the program staff will have ready one of the richest sources of expertise in the world. The service will employ an 800 telephone number and recording equipment so that consultations may be done immediately (a "hot line") or after an interval (a "warm line"). In the first year we will develop and pilot a system for providing this personalized consultation for providers in San Francisco. Local providers will be notified of the availability of the warm line. When faculty consultants are unavailable, an answering machine will receive the calls, and faculty will call back within six hours. Following the consultation, written material will be mailed to the caller as appropriate. Data on the types of calls received will be kept and this information will be used in planning subsequent years' scope of activity.

After refinement of this pilot project in San Francisco, we will advertise its availability to the rest of the providers of the Western AIDS ETC. It is anticipated that this announcement and the advertising will occur toward the end of the first nine-month period of time. At that time we will have a dedicated 800 telephone number and bring on additional faculty to meet the expected increase in consultation requests.

The principal faculty will include Dr. Goldschmidt, Dr. Legg, Betty J. Dong, Pharm.D.; and Gay Ling Gee, R.N. Meetings will be held to establish protocols for answering questions. Subspecialists from the specialty service at San Francisco General Hospital and elsewhere will be utilized to supplement the primary faculty.

AIDS Provider Network: Each area AIDS ETC will begin to enroll physicians into our AIDS Provider Network in the 1990-91 year. Through their educational programs and community contacts they will identify providers who are seeing (or are willing to see) AIDS patients and put them on a mailing list. In addition to local information, they will receive bulletins, protocols and the newsletter from the central office. They also will be given the PACS 800 telephone number and will be invited to utilize the central office's resource center. The goals for this program are shown in Figure 12.

Rural AIDS Center: In the 1991-92 year we will develop the Rural AIDS Center by subagreement with the UC Davis Department of Family Medicine. This new program is planned in response to the particular problems associated with the HIV epidemic in rural areas and also in recognition of the dramatic increase in AIDS cases projected for the next few years.

The following table (Figure 13), taken from the California AIDS Update, Jan-Feb 1989, shows the projected rise in rural AIDS prevalence from 805 alive patients in 1988 to 4,252 in
## AIDS PROVIDERS NETWORK

### Projected Enrollment of Physician Providers

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<thead>
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<tbody>
<tr>
<td><strong>California</strong></td>
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<tr>
<td>San Francisco AA ETC</td>
<td>130</td>
<td>260</td>
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<tr>
<td>San Diego AA ETC</td>
<td>100</td>
<td>200</td>
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<td>East Bay AA ETC</td>
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<tr>
<td><strong>Arizona</strong></td>
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<td>Phoenix AA ETC</td>
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<td>Tucson AA ETC</td>
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</tr>
<tr>
<td><strong>Hawaii</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hawaii AA ETC</td>
<td>65</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td><strong>Nevada</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Las Vegas AA ETC</td>
<td>65</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td>Reno AA ETC</td>
<td>65</td>
<td>130</td>
<td>130</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>390*</td>
<td>1,980</td>
<td>1,980</td>
</tr>
</tbody>
</table>

*This program will be started during the abbreviated 1990-91 year, but will be fully implemented in the second year.*
1992. Deaths in rural areas will rise from 271 to 1,341 per year during the same period. Thus, the providers who have had little to do with this "city problem" will find themselves with a major epidemic, not only of sick patients to care for but also a huge demand for counseling of dying patients and their families.

Figure 13

<table>
<thead>
<tr>
<th>Year/Status</th>
<th>LA</th>
<th>South</th>
<th>SF</th>
<th>SF Bay</th>
<th>Rural</th>
<th>All Calif</th>
</tr>
</thead>
<tbody>
<tr>
<td>1988 Alive during year</td>
<td>3632</td>
<td>1512</td>
<td>3191</td>
<td>1436</td>
<td>805</td>
<td>10576</td>
</tr>
<tr>
<td>Died during year</td>
<td>1221</td>
<td>493</td>
<td>949</td>
<td>464</td>
<td>271</td>
<td>3398</td>
</tr>
<tr>
<td>1989 Alive during year</td>
<td>4602</td>
<td>2349</td>
<td>4002</td>
<td>1997</td>
<td>1317</td>
<td>14267</td>
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<tr>
<td>Died during year</td>
<td>1500</td>
<td>754</td>
<td>1163</td>
<td>627</td>
<td>438</td>
<td>4482</td>
</tr>
<tr>
<td>1990 Alive during year</td>
<td>5419</td>
<td>3438</td>
<td>4701</td>
<td>2608</td>
<td>2037</td>
<td>18203</td>
</tr>
<tr>
<td>Died during year</td>
<td>1696</td>
<td>1081</td>
<td>1324</td>
<td>792</td>
<td>667</td>
<td>5560</td>
</tr>
<tr>
<td>1991 Alive during year</td>
<td>5954</td>
<td>4795</td>
<td>5191</td>
<td>3223</td>
<td>3003</td>
<td>22166</td>
</tr>
<tr>
<td>Died during year</td>
<td>1762</td>
<td>1474</td>
<td>1399</td>
<td>940</td>
<td>965</td>
<td>6540</td>
</tr>
<tr>
<td>1992 Alive during year</td>
<td>6116</td>
<td>6416</td>
<td>5402</td>
<td>3793</td>
<td>4252</td>
<td>25979</td>
</tr>
<tr>
<td>Died during year</td>
<td>1669</td>
<td>1921</td>
<td>1367</td>
<td>1051</td>
<td>1341</td>
<td>7349</td>
</tr>
</tbody>
</table>

California Department of Health Services, Office of AIDS.

An article titled "Going Home to Die" in the August 1980 edition of Hospital predicts the growing demands which the epidemic will make on physicians and on rural hospitals and clinics. We see an urgent need to collect, analyze and package information for rural providers to alert them to the impending wave of patients, to develop centers of influence within rural areas to help local providers to make the needed transition in attitude, and to provide information that is tailored to their needs. Our experience in working with rural physicians over a 17-year period convinces us that they are unlikely to be receptive to generalized material. Curricular material will be generated and distributed throughout the ETC and shared with other ETCs as well. Regional and national conferences on AIDS will be hosted in the final year of this award dealing not only with clinical issues but also financial and social topics.

Key Physician Development Program: The central office has piloted a model for this program and the San Francisco Area AIDS ETC has had a similar experience. In partnership with a teaching hospital and the California Office of Statewide Health Planning and Development, we have employed a recent graduate of the family practice residency program to serve part time with the central office as a community lecturer and to conduct some studies in our behalf. The remainder of his time has been split between teaching residents and students.
### Projected Number of Trainees at Each Level

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HEALTH PROFESSIONALS AND OTHERS</td>
<td>Physicians</td>
<td>13</td>
<td>13</td>
<td>13</td>
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<tr>
<td></td>
<td></td>
<td>Nurses</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dentists</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>Primary care residents at the community teaching hospital.</td>
<td>Physicians</td>
<td>262</td>
<td>262</td>
<td>262</td>
</tr>
<tr>
<td>3</td>
<td>Training for the professional staff of the community teaching hospital.</td>
<td>Physicians</td>
<td>349</td>
<td>470</td>
<td>470</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nurses</td>
<td>444</td>
<td>590</td>
<td>590</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Allied Health*</td>
<td>370</td>
<td>495</td>
<td>495</td>
</tr>
<tr>
<td>4</td>
<td>Training for other health professionals in the area AIDS ETC's community.</td>
<td>Physicians</td>
<td>918</td>
<td>1,225</td>
<td>1,225</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nurses</td>
<td>1,518</td>
<td>2,020</td>
<td>2,020</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dentists</td>
<td>668</td>
<td>890</td>
<td>890</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Allied Health*</td>
<td>1,129</td>
<td>1,505</td>
<td>1,505</td>
</tr>
<tr>
<td>5</td>
<td>Community mobilization workshops.</td>
<td>Community Leaders, Health Professionals, Administrators</td>
<td>754</td>
<td>1,000</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td>6,451</td>
<td>8,496</td>
<td>8,496</td>
<td>23,443</td>
</tr>
</tbody>
</table>

*Includes dental auxiliaries, mental health counseling providers, first responders, human service workers, health educators, etc.
**Figure 15**

WESTERN AIDS ETC
SUMMARY OF ACTIVITIES

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>California</strong></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>San Francisco AA ETC</td>
<td>735</td>
<td>963</td>
<td>963</td>
<td>2,661</td>
</tr>
<tr>
<td>San Diego AA ETC</td>
<td>607</td>
<td>798</td>
<td>798</td>
<td>2,203</td>
</tr>
<tr>
<td>East Bay AA ETC</td>
<td>575</td>
<td>757</td>
<td>757</td>
<td>2,089</td>
</tr>
<tr>
<td>Sacramento AA ETC</td>
<td>575</td>
<td>757</td>
<td>757</td>
<td>2,089</td>
</tr>
<tr>
<td>Sqn Jose AA ETC</td>
<td>575</td>
<td>757</td>
<td>757</td>
<td>2,089</td>
</tr>
<tr>
<td>North Coast AA ETC</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td>Central Coast AA ETC</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td>San Joaquin Valley AA ETC</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td><strong>Arizona</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td>Tucson</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td><strong>Hawaii</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Las Vegas</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td>Reno</td>
<td>423</td>
<td>558</td>
<td>558</td>
<td>1,539</td>
</tr>
<tr>
<td><strong>Total Number of Trainees</strong></td>
<td>6,451</td>
<td>8,496</td>
<td>8,496</td>
<td>23,443</td>
</tr>
<tr>
<td><strong>Resource Center</strong></td>
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<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Primary Care Residencies</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Faculty Teams</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Key Physician Development Programs</td>
<td>1</td>
<td>7</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>AIDS Protocol Council</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Professional AIDS Consultation</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Service (PACS Line)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rural AIDS Center</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>
Figure 16
SAN FRANCISCO AREA AIDS ETC
ORGANIZATION CHART

PROFESSIONAL AND COMMUNITY ADVISORY GROUP

SAN FRANCISCO PROJECT DIRECTOR
Ronald M. Goldschmidt, M.D.

PROJECT MANAGER

PROJECT STAFF GROUP
Ronald H. Goldschmidt, M.D.
Project Manager
Charles B. Darke, D.D.S.
Gay-ling Gee, R.N.
Jill L. Legg, M.D.
Community Clinic Consortium Coordinator
DPH-Primary Care Network Coordinator
SFH/Residency Program Coordinator

COMMUNITY CLINIC CONSORTIUM COORDINATOR

SITE HIV RESOURCE CLINICIANS
Mision Neighborhood Hlth Ctr
South of Market Hlth Ctr
North of Market Hlth Ctr
Haight-Ashbury Free Med Clin
Native American Hlth Ctr
Lyon-Marin Womens Hlth Ctr
Women's Needs Center
St. Anthony's Clinic
Northeast Medical Services
Disproportionate Providers

DPH-Primary Care Network Coordinator

SITE HIV RESOURCE CLINICIANS
Southeast Hlth Ctr
Polkere Hlth Ctr
Tom Waddell Clinic
Health Center #1
Health Center #2
Health Center #3
Health Center #4
Health Center #5
Youth Guidance Center
Disproportionate Providers (DDS)

SFH/RESIDENCY PROG. COORDINATOR

SITE HIV RESOURCE CLINICIANS
Family Health Center
Adult Health Center
Children's Health Center
Dental Clinic
Family Practice Residency
Primary Care Med Residency
Disproportionate Providers
(M.D., R.N., D.D.S.)
4. **Equipment**

Existing resources in the central office for use by staff in support of central office, Resource Center, and faculty development activities include computer equipment for accounting, word processing, and database management functions; a modem for conducting online searches; audiovisual equipment for previewing videotape and slide-tape programs; and a copier and telefacsimile machine. Similar equipment is available for use at UC Davis for the liaison office and the Rural AIDS Center. These will be utilized to support activities funded under this grant.

San Francisco General Hospital has computer equipment available for use in support of the AIDS protocol development and distribution and PACS Line activities, but will require a modem for conducting online searches, a telefacsimile machine for quick response to inquiries, an answering machine, and lease of a copier.

Equipment to support general office activities and some audiovisual equipment is available at the decentralized area AIDS ETC sites. It is anticipated that funds from the State of California will be used in FY 1991 to purchase portable audiovisual equipment for some of the faculty teams in California to use in providing training.

5. **Discussion of Funding Need**

We recognize that the national budget for the ETC program is inadequate to meet all of the needs of all of the ETC projects. Indeed, we have a responsibility to seek other funds and not to rely exclusively on a single federal program. In fact, we have obtained some $300,000 in state funds, a $1.3 million NIMH grant, and much more in in-kind matching funds. However, we would like to present our case for an expanded share of the available HRSA ETC monies and therefore were locked into a three-year budget.

We acknowledge that the prime criterion in making grants is merit and we support that concept entirely. We also recognize that other factors such as the differing funding levels available for award from year to year affect the distribution of funds. Likewise, the government must take into account that a national program must address needs on a broad scale. Over time some projects split off from others and supplemental awards were made for special purposes. No doubt all of these factors have contributed to the current distribution of funds among the 15 ETCs. While we were fortunate enough to have been a successful applicant in the first cohort of ETCs and got a head start on our project, we also had the disadvantage of competing for a lesser amount of funds than was available in subsequent years. We also fall into the cohort of projects with the latest award date so that most of the annual budget is used up before our application is considered. The end result is the distribution of monies for FY 1989-90 among the universities that serve as prime contractors.
shown in Figure 18. Also shown is the size of the epidemic in each ETC area as measured by cumulative AIDS cases. This table reveals some startling disparities which we presume are not attributable entirely to differences in merit but to other factors. The last column shows how the distribution of a $20 million budget (which we understand is a reasonable prospect) would look if distributed in the same proportion.

**Figure 18**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Univ.</td>
<td>1,541,950</td>
<td>11.29</td>
<td>2,257,605</td>
</tr>
<tr>
<td>Univ. of Illinois</td>
<td>1,239,701</td>
<td>9.08</td>
<td>1,875,075</td>
</tr>
<tr>
<td>Emory University</td>
<td>1,227,268</td>
<td>8.98</td>
<td>1,796,872</td>
</tr>
<tr>
<td>Univ. of Mass.</td>
<td>1,144,425</td>
<td>8.38</td>
<td>1,675,579</td>
</tr>
<tr>
<td>Univ. of S. Calif.</td>
<td>1,136,590</td>
<td>8.32</td>
<td>1,664,108</td>
</tr>
<tr>
<td>Univ. of Colorado</td>
<td>1,042,623</td>
<td>7.63</td>
<td>1,526,529</td>
</tr>
<tr>
<td>Univ. of Texas</td>
<td>997,169</td>
<td>7.03</td>
<td>1,459,978</td>
</tr>
<tr>
<td>Univ. of Pittsburgh</td>
<td>923,308</td>
<td>6.76</td>
<td>1,351,837</td>
</tr>
<tr>
<td>Univ. of Cal., Davis</td>
<td>911,107</td>
<td>6.67</td>
<td>1,333,973</td>
</tr>
<tr>
<td>Univ. of Maryland</td>
<td>798,963</td>
<td>5.85</td>
<td>1,169,780</td>
</tr>
<tr>
<td>Univ. of Washington</td>
<td>775,172</td>
<td>5.57</td>
<td>1,134,947</td>
</tr>
<tr>
<td>Ohio State Univ.</td>
<td>648,769</td>
<td>4.75</td>
<td>949,878</td>
</tr>
<tr>
<td>Louisiana State Univ.</td>
<td>620,033</td>
<td>4.54</td>
<td>908,976</td>
</tr>
<tr>
<td>Univ. of Medicine and Dentistry, N.J.</td>
<td>384,513</td>
<td>2.81</td>
<td>562,974</td>
</tr>
<tr>
<td>Univ. of Miami</td>
<td>267,661</td>
<td>1.96</td>
<td>391,889</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>13,660,052</strong></td>
<td><strong>100.00</strong></td>
<td><strong>20,000,000</strong></td>
</tr>
</tbody>
</table>

Expressed another way, the "richest" awards have been made to these universities:

- **Colorado** $49.79 per AIDS case
- **Washington** 33.44
- **Louisiana State University** 29.04
- **Massachusetts** 26.43

The "poorest" are:

- **Miami** $2.85
- **New Jersey** 5.09
- **New York** 5.89
- **California** 6.49

(\textit{Western AIDS ETC})

Overall, the national budget provides $12.17 per cumulative AIDS case. It is noteworthy that of the poorest projects, Miami and New Jersey recently split away from a larger ETC. Also, both of
those projects (and New York) have relatively concentrated target areas.

This disparity has been the subject of discussion in various forms during the past year and one-half; and it has been suggested that the establishment of a common starting date will help to create a more level playing field. The point also is made that the incidence or prevalence of AIDS should not be the only measurement of need. If we are to train practitioners, then the number of providers to be trained should be considered. A case also has been made for geographic areas and numbers of jurisdictions as criteria since it is costly to make subcontracts or to travel long distances to conduct training.

To examine these factors, we have used "total population" of the ETCs as a proxy for provider population and "area in square miles" to represent long distances and multistate jurisdictions. Figures 19, 20 and 21 rank the ETCs using these different criteria.

![Figure 19: Chart of AIDS cases](image)

<table>
<thead>
<tr>
<th>Education and Training Center (ETC)</th>
<th>Cumulative AIDS Cases to 10/89 Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Univ</td>
<td>26,191</td>
</tr>
<tr>
<td>U.of Cal, Davis</td>
<td>14,039</td>
</tr>
<tr>
<td>U.of S Calif</td>
<td>10,010</td>
</tr>
<tr>
<td>U.of Miami</td>
<td>9,386</td>
</tr>
<tr>
<td>U.of Texas</td>
<td>8,130</td>
</tr>
<tr>
<td>U.of Msd, New Jersey</td>
<td>7,555</td>
</tr>
<tr>
<td>U.of Illinois</td>
<td>6,237</td>
</tr>
<tr>
<td>U.of Illinois</td>
<td>5,535</td>
</tr>
<tr>
<td>U.of Maryland</td>
<td>5,201</td>
</tr>
<tr>
<td>Emory Univ</td>
<td>5,190</td>
</tr>
<tr>
<td>U.of Mass</td>
<td>4,330</td>
</tr>
<tr>
<td>Ohio State U</td>
<td>3,933</td>
</tr>
<tr>
<td>U.of Washington</td>
<td>3,112</td>
</tr>
<tr>
<td>U.of Colorado</td>
<td>2,094</td>
</tr>
<tr>
<td>Louisiana St.U</td>
<td>2,080</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>112,223</strong></td>
</tr>
</tbody>
</table>

When AIDS cases drive the list, New York prospers while Colorado and Washington plummet. The New York project moves from the penthouse to the basement using the other two criteria, and other small ETCs with major caseloads such as Miami, New Jersey and Los Angeles also suffer severely. Using the area criterion, the Washington project rises to the top on the strength of the wide-open spaces in Alaska and Montana, followed by the Rocky Mountain and Plains areas of the Colorado project. To strike a balance among these considerations, we weighted AIDS cases as 2 points for each 1,000; population as 1 point per million; and area as 1 point per 100,000 square miles with the results shown in Figure 22.

![Figure 20: Chart of population](image)

<table>
<thead>
<tr>
<th>Education and Training Center (ETC)</th>
<th>Population of ETC (1986) Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.of Illinois</td>
<td>33,973,000</td>
</tr>
<tr>
<td>Ohio State U</td>
<td>28,420,000</td>
</tr>
<tr>
<td>U.of Pittsburgh</td>
<td>21,702,342</td>
</tr>
<tr>
<td>U.of Cal, Davis</td>
<td>20,876,586</td>
</tr>
<tr>
<td>U.of Texas</td>
<td>19,987,000</td>
</tr>
<tr>
<td>Emory Univ</td>
<td>19,737,000</td>
</tr>
<tr>
<td>U.of Maryland</td>
<td>13,182,000</td>
</tr>
<tr>
<td>U.of Mass</td>
<td>12,730,000</td>
</tr>
<tr>
<td>U.of Colorado</td>
<td>12,264,000</td>
</tr>
<tr>
<td>U.of Miami</td>
<td>11,675,000</td>
</tr>
<tr>
<td>U.of S Calif</td>
<td>11,496,414</td>
</tr>
<tr>
<td>U.of Washington</td>
<td>9,517,000</td>
</tr>
<tr>
<td>Louisiana St.U</td>
<td>9,498,000</td>
</tr>
<tr>
<td>U.of Msd, New Jersey</td>
<td>7,620,000</td>
</tr>
<tr>
<td>New York Univ</td>
<td>7,420,829</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>240,453,171</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education and Training Center (ETC)</th>
<th>Square Miles of ETC (ETC) Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.of Washington</td>
<td>982,280</td>
</tr>
<tr>
<td>U.of Colorado</td>
<td>715,946</td>
</tr>
<tr>
<td>U.of Illinois</td>
<td>358,899</td>
</tr>
<tr>
<td>U.of Cal, Davis</td>
<td>356,250</td>
</tr>
<tr>
<td>U.of Texas</td>
<td>337,257</td>
</tr>
<tr>
<td>Emory Univ</td>
<td>194,126</td>
</tr>
<tr>
<td>Ohio State U</td>
<td>152,081</td>
</tr>
<tr>
<td>Louisiana St.U</td>
<td>145,330</td>
</tr>
<tr>
<td>U.of Pittsburgh</td>
<td>93,680</td>
</tr>
<tr>
<td>U.of Maryland</td>
<td>77,699</td>
</tr>
<tr>
<td>U.of Mass</td>
<td>66,605</td>
</tr>
<tr>
<td>U.of Miami</td>
<td>58,560</td>
</tr>
<tr>
<td>U.of S Calif</td>
<td>33,332</td>
</tr>
<tr>
<td>U.of Msd, New Jersey</td>
<td>7,836</td>
</tr>
<tr>
<td>New York Univ</td>
<td>4,774</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>3,614,665</strong></td>
</tr>
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</table>
Several other formulae were tried with little difference in result except for the interplay between ETCs such as New York and Washington. The ETCs operated by the Universities of California, Illinois, and Texas, for example, moved little because they all have substantial AIDS cases, large populations and big areas.

Of course, we hope that the forthcoming grant cycle will improve our funding position because of merit. We think that we have accomplished the most difficult task of decentralization in the country while also setting a standard for high-quality faculty development; we have trained large numbers of practitioners; we have uniquely supported a systematic resident and student training program; and we have laid the groundwork for continuation by obtaining very substantial outside funding while creating a system with a good likelihood of survivability. All of this has been done without accruing a large central staff and with a relatively modest budget.

Moreover, we believe that our plans for the next three years include some new programs of great value to the national system as well as to our region. An AIDS Protocol Council, a Professional AIDS Consultation Service, a Rural AIDS Center, a comprehensive mental health training program, a far-reaching nurse education program, and a support system for AIDS providers will be laid upon the foundation of regional faculty teams and local centers which we have constructed during Phase I.

Our concern is that funding patterns, once established, sometimes acquire a certain inertia. If the current national funding pattern, having grown during a hectic period of growth and volatility, should be perpetuated it would result in serious inequities, from our perspective. The foregoing discussion is submitted with the hope that it will provide some useful considerations about this important subject.
WESTERN AIDS EDUCATION AND TRAINING CENTER
MENTAL HEALTH TRAINING PROGRAM

January 1990
### NUMBER AND TYPES OF TRAINEES TO RECEIVE MENTAL HEALTH TRAINING THROUGH THE AREA AIDS ETCs

<table>
<thead>
<tr>
<th></th>
<th>01 Year</th>
<th>02 Year</th>
<th>03 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary care residents</td>
<td>180</td>
<td>180</td>
<td>180</td>
</tr>
<tr>
<td>Staff physicians</td>
<td>450</td>
<td>450</td>
<td>450</td>
</tr>
<tr>
<td>Psychiatry residents</td>
<td>60</td>
<td>180</td>
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</tr>
<tr>
<td>Psychiatrists</td>
<td>--</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>Medical students</td>
<td>190</td>
<td>220</td>
<td>220</td>
</tr>
<tr>
<td>Nurses</td>
<td>750</td>
<td>900</td>
<td>900</td>
</tr>
<tr>
<td>Social workers, Counselors, Psychologists</td>
<td>--</td>
<td>300</td>
<td>600</td>
</tr>
<tr>
<td>Clergy</td>
<td>--</td>
<td>300</td>
<td>450</td>
</tr>
<tr>
<td>Police</td>
<td>--</td>
<td>300</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td>1,630</td>
<td>2,980</td>
<td>3,580</td>
</tr>
</tbody>
</table>
# Western AIDS Education and Training Center

## NIMH Program Activities

<table>
<thead>
<tr>
<th></th>
<th>01 Year</th>
<th>02 Year</th>
<th>03 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Curriculum Committee</strong></td>
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<td>X X X X</td>
<td>X X X X</td>
</tr>
<tr>
<td><strong>Module Development</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Neuropsychiatry of HIV Infection</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Homosexuality, Bisexuality and HIV Infection</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cultural Minorities and HIV Infection</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Faculty Development Training</strong></td>
<td>X &quot;AIDS and Mental Health: Essential Elements of Professional Practice&quot;</td>
<td>X &quot;Preparing for the Second Epidemic: IV Drug Users, Women and Children&quot;</td>
<td>X &quot;Neuropsychiatry of HIV Infection&quot;</td>
</tr>
<tr>
<td></td>
<td>X &quot;Neuropsychiatry of HIV Infection&quot;</td>
<td>X &quot;Homosexuality, Bisexuality and HIV Infection&quot;</td>
<td>X &quot;Cultural Minorities and HIV Infection&quot;</td>
</tr>
<tr>
<td></td>
<td>X MD/RNs</td>
<td>X MD/RNs</td>
<td>X MD/RNs</td>
</tr>
<tr>
<td></td>
<td>X DDS</td>
<td>X DDS</td>
<td>X DDS</td>
</tr>
<tr>
<td><strong>Decentralized Training Throughout Four-State Target Area</strong></td>
<td>Medical students, primary care residents, psychiatrists, other physicians, nurses, inpatient psychiatric staff, social workers, psychologists, counselors, community psychiatric staff, clergy, and police.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Trainees to Be Reached</strong></td>
<td>1,630</td>
<td>2,980</td>
<td>3,580</td>
</tr>
</tbody>
</table>

**Note:** Include "AIDS Update" as part of each faculty development session.

01/26/90/cc
CALIFORNIA AREA HEALTH EDUCATION CENTER SYSTEM
WESTERN AIDS EDUCATION AND TRAINING CENTER

PROPOSAL IN RESPONSE TO RFP FOR FY 1990-91
AIDS COMMUNITY EDUCATION AND PREVENTION PROJECTS

SUBMITTED TO:
THELMA FRAZIER, CHIEF
CALIFORNIA DEPARTMENT OF HEALTH SERVICES
OFFICE OF AIDS

BY: REGENTS OF THE UNIVERSITY OF CALIFORNIA
UNIVERSITY OF CALIFORNIA AT DAVIS
EXECUTIVE SUMMARY

The Primary Care AIDS Mentor Program (PCAMP) will conduct prevention and health care training for health professionals and ancillary workers in clinics and private practice settings utilizing faculty teams in each of the eight areas of the state reaching 1,000 trainees in the 01 Year, 2,250 in the 02 Year and 2,500 in the 03 Year, for a total of 5,750.

A. Education/Prevention Strategies

1. A total of 2,990 primary care physicians and 1,380 NP/PAs, RNs, or office nurses in multispecialty group practices, clinics, HMOs, and private offices and hospitals for 3 years.

2. A total of 1,380 ancillary office staff in multispecialty group practices, clinics, HMOs, and private offices for all 3 years.

B. Subcontractors

In one full year each of the subcontractors will support a faculty team including a physician, a nurse and a health educator, to conduct 10-20 small group on-site training sessions for 60 physicians, 60 NP/PAs, RNs or office nurses and 60 ancillary staff, and 1-4 noon conferences for an additional 70 physicians. Each participating subcontractor will receive $25,000 in the first year, $26,250 in the second year and $27,563 in the third year.

1. University of California at Davis School of Medicine
   Geographic Region: Area I, Northern California
   County: Sacramento, San Joaquin, Butte, Sonoma

2. University of California at San Francisco School of Medicine,
   Department of Family Practice; San Francisco General Hospital
   Geographic Region: Area II, San Francisco
   County: San Francisco

3. Central Coast Area Health Education Center (AHEC)
   Geographic Region: Area III, Monterey
   County: Santa Cruz, San Benito, Monterey, San Luis Obispo, Santa Barbara, Ventura

4. Health Education and Training Center/San Jose Medical Center
   Geographic Region: Area IV, Berkeley
   County: Santa Clara, San Mateo
5. TBA (second year)
Geographic Region: Area V, Orange
County: Orange, San Bernardino, Riverside

6. Drew Area Health Education Center/Charles R. Drew University of Medicine and Science
Geographic Region: Area VI, Los Angeles
County: Southwest Los Angeles

White Memorial Medical Center
Geographic Region: Area VI, Los Angeles
County: East Los Angeles

7. University of California at San Diego/Owen Clinic
Geographic Region: Area VII, San Diego
County: San Diego

8. San Joaquin Valley Health Consortium, Inc. (second year)
Geographic Region: Area VIII, Fresno
County: Fresno, Madera, Merced, Kings, Tulare, Kern, Stanislaus

C. Statistical Information

1. Target Group Distribution of Funds by Year

<table>
<thead>
<tr>
<th>Target Group</th>
<th>No. Targeted</th>
<th>Funding Allocation Per Target Group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>FY 90-91</td>
</tr>
<tr>
<td>Health Care Providers</td>
<td>5,750</td>
<td>$254,931</td>
</tr>
</tbody>
</table>

2. Target Group Ethnic Minority Distribution

Although we cannot provide precise demographic data on health care workers at each site, minority health care providers tend to serve minority populations. The ethnic minority distribution of physicians and nurses in the state of California are as follows:

<table>
<thead>
<tr>
<th>Physicians</th>
<th>Registered Nurses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>3.6%</td>
</tr>
<tr>
<td>Black</td>
<td>3.4%</td>
</tr>
<tr>
<td>Native American</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

3. Ethnic Distribution of Agency's Organization

Program Steering Committee:

<table>
<thead>
<tr>
<th>Program Steering Committee:</th>
<th>Hispanics</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposed Staff</th>
<th>25%</th>
</tr>
</thead>
</table>

75%
Confer with members of the Western AIDS ETC Program Steering Committee whose members include a number of AIDS experts, AIDS educators and other practitioners.

Confer with the staff of the Fresno Area AIDS ETC project which is conducting a pilot "medical office training" program during FY 1989-90 under Office of AIDS funding. All of their program evaluation materials will be reviewed. Ideally, the central project staff also will conduct informal interviews with 4-5 medical ancillary staff who participated in the pilot program to learn more about their perceived value of the program and their ideas on how it can be improved upon.

Curriculum Development. Over the past year, the resource center of the Western AIDS ETC gathered a substantial volume of AIDS-related training materials targeted to health care providers. Every effort will be made to avoid any unnecessary development of materials already in existence. Existing materials will be reviewed and revised as needed to meet the needs of the specific target population. Based upon the identified educational needs (as described in Section I.C.) of the two major target groups, the PCAMP curriculum and materials will address many of the following topics:

* **Primary Care Providers.** Primary focus: HIV patient education and risk reduction counseling; risk assessment--sexual and drug history-taking; HIV testing and test counseling; ethical and legal issues; community resources and services for patients with HIV disease; and infection control and universal precautions.

  Secondary focus: Clinical manifestations of HIV disease and basic treatment algorithms and protocols.

* **Ancillary Medical Staff.** Basic AIDS 101; HIV epidemiology and transmission; risk behaviors; HIV screening testing; ethical and legal issues; infection control and universal precautions; and community resources and services for patients with HIV disease.

2. Educational Strategies/Methodology/Interventions

a. Educational Strategies

The major premise upon which PCAMP has been developed is the utilization of local mentor teams. It is the staunch belief of the Western AIDS ETC that PCAMP will have greater acceptance and credibility among health care providers if its trainers are physicians and nurses. When working with health care providers, particularly physicians, the "messenger" is a critical factor. Each of the eight targeted Office of AIDS areas will have its own local mentor
team comprised of a community physician and nurse who have some expertise with HIV disease. (Two of the areas, Los Angeles and San Francisco, will have two teams.) PCAMP has been structured to allow for local planning, input and control by the subcontractor and its mentor team. Each mentor team will utilize a standardized curriculum to be developed by the central office staff of the Western AIDS ETC. The central staff will also have the responsibility for conducting a train-the-trainer program during which the mentor teams will be prepared to implement PCAMP within their own communities.

While the educational interventions of PCAMP have been designed to achieve the desired knowledge, attitudinal, skill and behavioral changes as stated in Section I.C., they have also been planned logistically to work within the given time constraints and work style of the targeted audience. Because primary care providers and their medical ancillary staff have busy and demanding work schedules which often prohibit them from leaving their work site for long periods of time, the proposed educational sessions of 1 to 1 1/2 hours in length are to be offered on site. After the first PCAMP session, the local mentor team will be available to return to the medical office or clinic to conduct other programs upon invitation.

An additional benefit of these on-site sessions will be the small size of each group. Small groups provide an excellent forum for not only the transfer of information but also the integration and personalization via discussion and problem solving. Peer or group support will also serve as reinforcement on the maintenance of the desired behavioral changes involving infection control practices, sexual and drug history taking, risk-reduction counseling, etc.

In addition to clinics and medical groups, we propose to take this training program to selected hospitals in each target area, concentrating on those institutions that serve high-risk populations. Of particular interest are the ambulatory clinics and outpatient clinics operated by these hospitals. Many of these hospitals staff these clinics, in part, with residents. Our extensive contacts and 17-year history in working with teaching hospitals throughout the state have equipped us with the knowledge and skills to work effectively with this important source of care. We know that the providers who work in such settings are seeing AIDS patients and are in a position to affect both care and prevention for the target populations.

b. Educational Methodologies

The educational interventions of PCAMP will utilize a number of different training methodologies within the course of each session. Each methodology has been selected for its
appropriateness to the target population, the intended objectives, and the materials to be covered.

The lecture format, being an ideal and efficient method for imparting information and dispelling myths, will need to meet all of the knowledge competency-based objectives. In combination with the question and answer period, this teaching method also stimulates thought on how this new information might change one's current way of thinking and acting.

Peer-group discussion (discussion-decision method) is the selected method or process for addressing issues that involve attitudinal and behavioral changes. As mentioned above, the small group size of PCAMP sessions will be a major contributing factor for facilitating group interaction and discussion about issues that may adversely affect one's willingness to conduct risk assessment and risk-reduction counseling, to practice infection control measures, to deal with individuals with high risk behavior for HIV, etc. The mentor team will strive to establish a safe and comfortable environment in which trainees will be able to discuss their fears, discomforts and prejudices regarding these matters. It will only be then that problem solving and the adoption and enhancement of new behaviors can occur.

Audiovisual aids (slides and handouts) will be utilized during programs to supplement and reinforce lectures covering HIV disease manifestations, treatment protocols, and other technical topics. It is necessary for practitioners to become visually familiar with the various signs and symptoms of HIV disease.

Modeling and role playing will be the two performance-oriented education methods employed in teaching the health care providers how to (1) educate and counsel patients on HIV risk-reduction behaviors and (2) take sexual and drug histories. The mentor team will begin each role-playing exercise by providing background information, followed by modeling the practice, and then providing an opportunity for each trainee to practice these newly learned skills. Modeling and role-playing exercises also serve as points of discussion from which the group and mentors can provide additional hints and suggestions on how a practice (i.e., sexual and drug histories) can be improved.

3. Consumer Participation

The primary consumer for this program is the health care provider, specifically primary care physicians, nurses and other workers in clinic and office settings. Secondary consumers are HIV-positive persons and persons at risk.
<table>
<thead>
<tr>
<th>Area</th>
<th>Program Name</th>
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<th>1991-92</th>
<th>1992-93</th>
</tr>
</thead>
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<td></td>
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<tr>
<td></td>
<td>UC Davis</td>
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<td></td>
</tr>
<tr>
<td>Area II</td>
<td>San Francisco AA ETC</td>
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<tr>
<td></td>
<td>San Francisco General Hospital</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Team A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Team B</td>
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<tr>
<td>Area III</td>
<td>Central Coast AA ETC</td>
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<td>Central Coast AHEC</td>
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<td>Area IV</td>
<td>San Jose AA ETC</td>
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<tr>
<td></td>
<td>San Jose Medical Center</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Area V</td>
<td>TBA</td>
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<td>Area VI</td>
<td>Drew AHEC</td>
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<td>Charles R. Drew University of Medicine and Science</td>
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<tr>
<td></td>
<td>White Memorial Medical Center</td>
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<tr>
<td>Area VII</td>
<td>San Diego AA ETC</td>
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<tr>
<td></td>
<td>Owen Clinic</td>
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<td>Area VIII</td>
<td>Fresno AA ETC</td>
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<tr>
<td></td>
<td>San Joaquin Valley Health Consortium, Inc.</td>
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</tbody>
</table>

### Figures

**Figure 1**

Represents program planning and development.
<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>AREA I</th>
<th>AREA II</th>
<th>AREA III</th>
<th>AREA IV</th>
<th>AREA V</th>
<th>AREA VI</th>
<th>AREA VII</th>
<th>AREA VIII</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>O1 YEAR:</td>
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<td></td>
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<tr>
<td>On-site group presentations -</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-10 sessions for 3 physicians per faculty team</td>
<td>30</td>
<td>60</td>
<td>30</td>
<td>30</td>
<td>-0-</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>-0-</td>
</tr>
<tr>
<td>5-10 sessions for 3 NP/PAs, RMs, or office nurses per faculty team</td>
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<td>-0-</td>
</tr>
<tr>
<td>5-10 sessions for 3 ancillary staff per faculty team</td>
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<td>30</td>
<td>30</td>
<td>-0-</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>-0-</td>
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<tr>
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<td>Subtotal/O1 Year</td>
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<tr>
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<td>On-site group presentations -</td>
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<td></td>
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<tr>
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</tr>
<tr>
<td>10-20 sessions for 3 NP/PAs, RMs, or office nurses per faculty team</td>
<td>60</td>
<td>120</td>
<td>60</td>
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<td>60</td>
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<tr>
<td>10-20 sessions for 3 ancillary staff per faculty team</td>
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<td>30</td>
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</tr>
<tr>
<td>1-4 sessions for a total of 35-70 physicians per faculty team</td>
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<td>70</td>
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<td>70</td>
<td>70</td>
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<tr>
<td>Subtotal/O2 Year</td>
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<td>125</td>
<td>250</td>
<td>250</td>
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</tr>
</tbody>
</table>

(continued)
### SUMMARY OF TRAINING ACTIVITIES

**Page 2**

<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>AREA I</th>
<th>AREA II</th>
<th>AREA III</th>
<th>AREA IV</th>
<th>AREA V</th>
<th>AREA VI</th>
<th>AREA VII</th>
<th>AREA VIII</th>
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<tr>
<td></td>
<td>SACRAMENTO AA ETC</td>
<td>SAN FRANCISCO AA ETC</td>
<td>CENTRAL COAST AA ETC</td>
<td>SAN JOSE AA ETC</td>
<td>TBA</td>
<td>DREW AHEC</td>
<td>EAST LOS ANGELES</td>
<td>SAN DIEGO AA ETC</td>
<td>FRESNO AA ETC</td>
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HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA) FUNDING FOR THE WESTERN AIDS ETC

(All figures include applicable indirect costs.)

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<tr>
<td></td>
<td>Cases</td>
<td>Core</td>
<td>9 Months</td>
<td>12 Months</td>
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<td></td>
<td></td>
<td>Discretionary</td>
<td></td>
<td></td>
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<tr>
<td>San Francisco</td>
<td>6,652</td>
<td>$ 172,089</td>
<td>$ 187,500</td>
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<td>1,389</td>
<td>23,328</td>
<td>48,600</td>
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<td>Sacramento**</td>
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<td>Hawaii</td>
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<td>Nevada (2 centers)</td>
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Central Activities:

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<td>Core</td>
<td>9 Months</td>
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<td>and Distribution</td>
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*Includes $10,800 in core funding for the North San Joaquin Area AIDS ETC in FY 1990.
**Includes $11,664 in core and $5,832 in discretionary funding for Contra Costa County in FY 1990.
***Included in the Central Office line.

1/29/90/cc
AGENDA

I. CALL TO ORDER

II. REVIEW AND APPROVAL OF MINUTES

III. CALL FOR ADDITIONAL AGENDA ITEMS

IV. DISCUSSION OF 04-06 YEAR PLAN

V. COORDINATION OF ETC/NIMH ACTIVITIES
   A. Overview
      Faculty Development
      Curriculum/Module Development
   B. APEP Progress Report

VI. EVALUATION

VII. OTHER BUSINESS

VIII. SCHEDULE FOR NEXT MEETING

IX. ADJOURNMENT
WESTERN AIDS ETC
PROGRAM STEERING COMMITTEE

ROSTER

Kay A. Bauman, M.D., M.P.H.
Director
AIDS Education Projects
University of Arizona
3113 East First Street
Tucson, AZ 85716

Patricia Evans, M.D.
Associate Medical Director
Department of Public Health
City of San Francisco
25 Van Ness Avenue, Fifth Floor
San Francisco, CA 94102

Diane Ford
Chief
Education and Support Services
Section
Office of AIDS
Department of Health Services
State of California
P. O. Box 942732
Sacramento, CA 94234-7320

Margaret Grade, Ph.D.
Co-Director
AIDS Professional Education Project
36 Farnsworth Lane
San Francisco, CA 94117

Patrick Harper, D.D.S.
2430 East Harmon Avenue, Suite 4
Las Vegas, NV 89121

Ernesto Hinojos, M.P.H.
Acting Education Director
San Francisco AIDS Foundation
P. O. Box 6182
San Francisco, CA 94117

Norman Kahn, M.D.
AHEC Regional Director - UCD
University of California, Davis
Regional Office
Primary Care Building, Room 2125
University of California, Davis
2221 Stockton Boulevard
Sacramento, CA 95817

Charles E. Lewis, M.D., Sc.D.
Professor of Medicine, Nursing and Public Health
Division of General Internal Medicine and Health Services Research
Department of Medicine
B-558 Factor Building
UCLA Center for the Health Sciences
Los Angeles, CA 90024

Mark Madsen, M.P.H.
Director
Department of Physician Education
California Medical Association
P. O. Box 7690
San Francisco, CA 94120-7690

Chris Mathews, M.D.
Director, Owen Clinic
UCSD Medical Center
225 Dickinson Street, H-681
San Diego, CA 92103-1990
Pat McCarthy, R.N., M.S.N.
Project Director
AIDS Education and Training
California Nurses Association
1855 Folsom Street, Suite 670
San Francisco, CA 94103

Cliff Morrison, M.S., R.N.
Deputy Director
AIDS Health Services Program
University of California
at San Francisco
1326 Third Avenue
San Francisco, CA 94143-0936

Nolan E. Penn, Ph.D.
AHEC Regional Director - UCSD
Office of the Dean, M-002
School of Medicine
University of California, San Diego
La Jolla, CA 92093

Verdie Thompson, P.H.N., P.N.P., M.S.N.
Chief of Health Promotion
Director of Public Health Nursing
Department of Health and Human Services
City of Berkeley
2180 Milvia Street
Berkeley, CA 94704

Jane Waldron, Ph.D.
Professor of Psychiatry
University of Hawaii at Manoa
Kapiolani Medical Center
1319 Punahou Street, #638
Honolulu, HI 96826

Esperanza G. Walters, R.N., M.P.H.
Director
Health Education and Training Center
696 East Santa Clara Street
Medical Arts Building, Suite 111
San Jose, CA 95112
CALIFORNIA AREA HEALTH EDUCATION CENTER SYSTEM

UNIVERSITY OF CALIFORNIA, DAVIS (UCD)
WESTERN AIDS EDUCATION AND TRAINING CENTER (ETC)

PROGRAM STEERING COMMITTEE (PSC)
Wednesday, September 27, 1989
9 a.m. - 4 p.m.

Grosvenor Airport Inn
South San Francisco, California

MINUTES

PRESENT:
Kay Bauman, M.D., M.P.H.
Patrick Harper, D.D.S.
Ernesto Hinojos, M.P.H.
Norman Kahn, M.D.; Chairman
Mark Madsen, M.P.H.
Pat McCarthy, R.N., M.S.N.
Jane Waldron, Ph.D.

UNABLE TO ATTEND:
Patricia Evans, M.D.
Diane Ford
Margaret Grade, Ph.D.
Charles Lewis, M.D., Sc.D.
Chris Mathews, M.D.
Cliff Morrison, R.N., M.S.
Nolan Penn, Ph.D.
Verdie Thompson, P.H.N., P.N.P., M.S.N.
Esperanza Garcia Walters, R.N., M.P.H.

GUESTS:
Marshall Kubota, M.D.
Robert Phillips
Nancy Rody, Dr.P.H., M.P.H.

Staff:
Candace Carroll
Clark Jones
Lynette Jordan
Roger Larson, M.D.
Maureen Rackley
Michael Reyes, M.D.

I. CALL TO ORDER, INTRODUCTIONS

The meeting was called to order by Norman Kahn, M.D., chairman of the UCD AIDS ETC PSC, at 9:15 a.m., and introductions were made.

II. REVIEW OF MINUTES OF THE MAY 18, 1989 MEETING

The minutes were approved as written.
III. CALL FOR ADDITIONAL AGENDA ITEMS

Mark Madsen, M.P.H., asked that he be given an opportunity to announce the California Medical Association's upcoming activities. Dr. Kahn added this item to the agenda.

IV. OVERALL PROJECT SUMMARY

A. REVIEW OF PROJECT GOALS AND STRATEGIES

Clark Jones noted that Charles Gessert, M.D., has departed for his new position in Wisconsin. Roger Larson, M.D., has taken over the medical director responsibilities and Mr. Jones has assumed Dr. Gessert's administrative duties. Mr. Jones introduced Candace Carroll and noted that she is in charge of the 26 subcontracts which are administered by the central office. Questions about the subcontracts should be directed to Ms. Carroll. Mr. Jones also introduced Michael Reyes, M.D., who will have teaching and evaluation duties in the central office as part of his fellowship. Both Dr. Reyes and Maria D. Canfield, M.S., the evaluator of the project, will conduct site visits in the future.

Mr. Jones announced the national ETC Directors' Meeting is scheduled for December 5-6, 1989, in Atlanta, Georgia.

He also stated that the federal government suggested a conference among the federal ETCs and related federally funded projects in the Western area in San Diego on December 11-12, 1989, since some of the demonstration projects were finding it necessary to conduct training programs which the federal government thought should be conducted by the ETCs. No additional funding was discussed for this training. The ETC will be represented at the conference by Dr. Larson and Mr. Jones.

Mr. Jones announced that the UCD AIDS ETC will not have a shortened year in 1989-90, as had been requested, so the funding will have to cover a full 12 months. It is still the government's intention to establish a common calendar for all projects, but this will likely occur in 1991.

Mr. Jones announced that the 04-06 Year application is due on December 5, 1989. He stated that the application for the 04-06 Years will be competing only with the projects up for renewal at the same time, not all of the projects.

There was discussion about the overall project strategy. Mr. Jones noted that the original plan called for a two-year limit on funding for each AA ETC with continuation to be achieved by alternate funding sources. The recent decisions to keep the first generation
contractors in the funding plan while adding new AA ETCs, coupled with our failure to get a higher funding level leaves the entire system with a thinned out funding pattern.

Dr. Kahn said that one of the things to consider for the upcoming application is whether to continue to include funding for the original subcontractors or to include a finite life for any new subcontractors. Some of the subcontractors present suggested that the central budget be reduced to provide increased funding to the subcontractors. Mr. Jones noted that the prime grantee will not subsidize the grant and that present funding is the minimum needed to fulfill the responsibilities of the principal investigator. The federal program office, in fact, has pushed the project to add central services, such as the information office. Other ways to address the problem include a reduction in administrative and reporting requirements, allowing subcontractors to give more time to training responsibilities. Beyond that, and until the funding level is increased, the alternatives are to press on through this year or for AA ETCs that feel unable to do so, to drop out. In planning for the future, the size and scope of the project need to be reconsidered.

It was the consensus of the PSC that all of the centers which are viable and have succeeded in their program goals be included in the 04-06 Year application, with the number of AA ETCs not to exceed 15. It was also concluded that $25,000 is not enough funding for even the maintenance of an AA ETC; $40,000 to $50,000 is a viable amount of funding for an existing subcontractor. The PSC recommended that the AA ETCs' administrative and reporting processes be streamlined after the 03 Year.

After discussion, Dr. Kahn summarized the consensus of the PSC:

1. Centers should exist longer than two years to establish relationships and accomplish goals.

2. To develop the centers and accomplish goals, $10,000-$20,000 is not enough; $45,000-$50,000 is a more realistic amount.

3. Too many administrative activities at the center level consume too large a portion of the centers' budgets.

4. Additional funding (i.e., improving the amount of funding per AIDS case) is needed before recommendations can be made.

B. FUTURE PROSPECTS

Mr. Jones asked for comments on the discretionary funding approach that was used in the past year. He stated that competitive funding
allows for creativity and programs directed toward individual community needs, however it is a great administrative strain.

Dr. Kahn noted that applications for approximately $250,000 had been submitted and that $86,000 had been awarded for nine competitive discretionary grants.

Suggestions for the future allocation of funds included:

1. Rather than competing for funding, each AA ETC should come up with one project for additional funding.

2. Elimination of the applications for discretionary funding.

Mr. Jones stated that competitive funding allows for creativity and programs directed toward individual community needs, however it is a great administrative financial strain.

Robert Phillips suggested that the composition of the PSC be broadened to include more subcontractors in order to assure better communication of their concerns. He also expressed some dissatisfaction with his agency's participation in the ETC program.

Dr. Kahn stated that the PSC is comprised of experts in the field who were selected by Dean Williams as an advisory board on ETC matters. The role of the committee is to review policy and make recommendations to Dean Williams, not to administer the grant. Dean Williams is fully apprised of the recommendations of the PSC.

Mr. Jones noted that the ETC project is committed to a decentralized model and that the project leadership is genuinely interested in having input into the planning process, but that the prime grantee is responsible for the conduct of the program.

Dr. Bauman asked how the funds for the UCD AIDS ETC are distributed—is there a pie chart?

Mr. Jones distributed copies of the funding sources for the AA ETCs in 1989-90 draft chart and clarified items line by line. A question was raised that AA ETC Directors need to know who is funded by the project, what they do, and how they can be contacted. Mr. Jones noted that the Central Office Personnel chart was included in the meeting packet.

V. OTHER BUSINESS

Dr. Kahn interrupted the agenda to allow time for Mark Madsen, M.P.H., to make his presentation at this time because of another appointment.
Mr. Madsen stated that the California Medical Association (CMA) is scheduling a conference for mid-February 1990 to establish an official standard of care for AIDS. A white paper will be written outlining the policy of the CMA, which will call upon physicians to offer appropriate care to patients with AIDS.

VI. NATIONAL INSTITUTE OF MENTAL HEALTH (NIMH) GRANT

A. OVERVIEW

Roger Larson, M.D., said that when the NIMH changed direction for funding AIDS projects, we applied for a grant, making use of programs already in existence such as the AIDS Professional Education Project (APEP) at UC San Francisco, to develop a program regarding mental health and AIDS and pass the findings to the ETC.

The award of funding is imminent, however official notification has not yet been received. The plan is that in the 01 Year, 5 AA ETCs will receive a core grant of $12,000 each to be extended to every AA ETC in the 02 and 03 Years, hopefully.

Mr. Jones stated that in the first year the APEP gets the bulk of funding for developmental work which declines in the second and third years. Money set aside for training increases in the second and third years. During the second and third years, all remaining AA ETCs come "on line," totaling 15 centers. It is expected that the grant will begin on October 1, 1989.

In response to a question, Mr. Jones stated that each of the faculty teams will be increased to include a mental health faculty member.

B. ROLE OF UC SAN FRANCISCO

Dr. Kahn noted that Dr. Grade had been slated to make a presentation on the role of UC San Francisco, but was unable to attend the meeting.

VII. PROGRESS REPORT/INFORMATION SHARING

A. REPORT FROM AREA AIDS ETCs

All of the centers represented at the meeting were asked to make a brief presentation on their respective centers. Mr. Jones asked the directors to indicate whether or not their teams are in place, whether or not all have received the training, and if they are conducting training in their local areas as planned.
Sacramento AA ETC. Dr. Kahn noted that there has been some turnover in the faculty team, but the team is in place, trained, and is providing training in the local area. There has been house staff training with a focus on family practice physicians, but general internal medicine house staff have been added to the training. More funding is needed to send the replacement faculty development staff members to the faculty development conference.

North Coast AA ETC. Marshall Kubota, M.D., stated that he had been told that funds would be sought to initiate his program ahead of schedule and that the failure to obtain the additional funds caused delays which generated a certain amount of distrust. However, he stated that the faculty team is in place and all have received training. The major goal of the center is to expand the training outside of the immediate geographical area since training has been going on for quite some time within the immediate area. He also noted that the dental needs had increased. Dr. Kubota asked about the boundaries of his area.

Mr. Jones responded that the North Coast AA ETC includes the coastal counties north of San Francisco to the Oregon border, and Lake County as well.

Central Coast AA ETC. Robert Phillips noted that in the Central Coast AA ETC the faculty team is in place and trained. There has been a high level of physician training over the summer, and Geraldine Taplin, M.D., has a new program beginning shortly that will be small luncheon sessions with private practice physicians. Training also will be continued for the UC San Francisco Family Practice Residency Training Program which is at Natividad Medical Center in Salinas. Training continued in Santa Cruz and San Benito Counties, with a large conference coming up soon. He noted that he had two major concerns, one having to do with questions concerning cash flow, and the second a request for training a larger team due to a high burn-out rate of trainers. Mr. Phillips noted that there is a major new push in mental health. A new grant the Central Coast AA ETC has received will focus on AIDS and mental health.

Mr. Jones said that he would look into the possibility of providing an advance of contract monies to address the cash flow problem.

Las Vegas and Reno AA ETCs. Nancy Rody, Dr.P.H., M.P.H., noted that the faculty team for the Las Vegas AA ETC is complete. The Reno AA ETC faculty team currently has only two members, but both teams are functioning even though ETC monies have not been provided. The Nevada AHEC subsidized the early training of the teams. The AA ETC has a new "road show" on counseling the HIV-positive patient.
Honolulu AA ETC. Jane Waldron, Ph.D., noted that they have a full faculty team in Honolulu which includes two nurses—one "town," one "gown," and all have been trained. The "outer island" training has been somewhat neglected, but will be the focus for the coming year with major expenditures going toward transportation for the "island hops" which are so expensive. Current training includes medical students and residents in psychology and internal medicine.

B. RESOURCE CENTER

Lynette Jordan distributed copies of resource center informational materials and explained the purposes of the center. She also asked for suggestions from the group. Suggestions included shorter videotapes to allow more question-and-answer time and a listing of the length of the videotapes which are listed in the newsletter.

C. FELLOWSHIP

Michael Reyes, M.D., the Song-Brown Fellow, explained his responsibilities with the program, including both his central office duties and his work with the Fresno AA ETC, where he is a part of the faculty team.

D. STATUS OF CONTRACTS

Candace Carroll noted that the contracts are currently in progress and should be available in a few weeks.

VIII. INTRODUCTION OF NEW TRAINING MODULES

Ms. Jordan noted that three new training modules have been obtained from the UC Los Angeles demonstration program and copies will be sent to the AA ETCs in the next few weeks. Charles E. Lewis, M.D., Sc.D., was unable to attend this meeting to introduce these modules.

IX. EVALUATION

Mr. Jones noted that with regard to monitoring performance, it is the intent of the central office to simplify this as much as possible. Ms. Canfield and Mr. Jones will be re-examining the reports to see where they can be simplified within the bounds of federal government accountability.

A. With regard to NIMH, Thomas Ficarroto, Ph.D., and his predecessor have developed a well-validated evaluation instrument called KARS--knowledge, attitude, resources, and skill--which will be utilized as part of the overall evaluation system.
B. Regarding the evaluation of training in the AA ETCs, the present procedure will be reviewed with the aim of simplifying the process.

C. It is the intent of the central office to conduct some sort of outcome evaluation, probably by counting the number of providers who are willing to see AIDS patients before the ETC program began and looking for changes that may be attributed to an educational intervention.

X. SCHEDULE NEXT MEETING

The next meeting was scheduled to be held January 18, 1990 [later changed to January 31, 1990].

XI. ADJOURNMENT

The meeting was adjourned at 3:25 p.m.
To get to ETR Associates:

- Take Felton/Big Basin exit from Hwy. 17 & bear right.
- Follow Mt. Herman Rd. for 1/4 mile; turn right onto Scotts Valley Dr.
- Follow Scotts Valley Dr. for 1 mile; turn right on Carbonero Way.
- ETR Associates is the third building on the right.
August 21, 1989

Ernesto Hinojos
San Francisco AIDS Foundation
333 Valencia Street, 4th Floor
San Francisco, CA 94103

Dear Advisory Committee Member:

We are looking forward to seeing you or your representative on Monday, 11 September at 10:00 for the Fall meeting of the Advisory Committee.

We are also expecting Phyllis Meyer, our education consultant and Marilyn Schuyler, acting chief of Education and Prevention Unit to attend the meeting.

Please R.S.V.P. to Merry Law by 1 September so that we can make arrangements for lunch. As always, if you cannot attend, please send a representative in your place.

Enclosed with this letter is an information packet containing a tentative agenda and other materials for the meeting. Please bring this packet with you on 11 September.

Once again, we look forward to seeing you on 11 September at 10:00.

Sincerely,

Susan C. Cooper
Director

SCC:sh

enclosures
California AIDS Clearinghouse
Advisory Committee
Meeting
11 September 1989
10:00 to 3:00

Tentative Agenda

10:00 - 10:30 Welcome/Introductions/Updates
Review agenda/information packet

10:30 - 11:00 Committee Additions to Agenda

11:00 - 12:00 CAC Reviewer - Subscription Policy
-National Distribution
-Subscription Rate
-Reformatting
-General Discussion

12:00 - 1:15 Lunch/Networking

1:15 - 2:45 CAC Updates
-Reorganization/Relocation
-Survey Results/Fall Survey
-Bulk Distribution System - A Policy discussion
-Directory/AmFAR updates
-California AIDS Education Campaign Distribution Process
-Database update
-Materials development update

2:45 - 3:00 Wrap-up/Closing
Set date for Winter meeting
22 December 1989

Ernesto Hinojos  
San Francisco AIDS Foundation  
333 Valencia St., 4th floor  
San Francisco, CA 94103

Dear Mr. Hinojos:

With the end of 1989 rapidly approaching, it is time to look forward to January and the upcoming Advisory Committee meeting. The meeting is scheduled for 22 January, 10:00 to 3:00, at the Clearinghouse.

I hope you, or your representative, will be able to attend the meeting. Please contact Deborah Ivie, Assistant to the Director, if you need assistance with travel arrangements. I have enclosed a tentative agenda for you. Please feel free to contact me if you have any items you would like to add.

Additional information will be sent to you before the meeting.

Have a wonderful and safe holiday season. We are looking forward to seeing you on 22 January.

Sincerely,

Susan C. Cooper  
Director

Enclosure

SCC/di
4 January 1990

Mr. Chuck Frutchey  
San Francisco AIDS Foundation  
333 Valencia St., 4th Floor  
P.O. Box 6182  
San Francisco, CA 94101-6182

Dear Mr. Frutchey:

We are looking forward to seeing you, or your representative, at the next meeting of the Bulk Distribution Review Committee scheduled for 23 January, 10:00 to 3:00 at the Clearinghouse.

During the meeting we will be reviewing titles to be dropped from the bulk distribution system, as well as selecting new titles to be added to the system.

Several titles have been sent to the Clearinghouse for consideration. Two titles are from the Novela Health Foundation; both of which are enclosed for your review. Other titles will be reviewed during the meeting.

I have also enclosed a tentative agenda for the meeting. Please feel free to add other items for discussion.

Once again, we are looking forward to seeing you on 23 January. Please contact Deborah Ivie, Assistant to the Director, so that we can make final catering arrangements, or if you need assistance with travel arrangements.

See you soon.

Sincerely,

Susan C. Cooper  
Director

Enclosures

SCC/di
Bulk Distribution Review
Committee Meeting
23 January 1990

Tentative Agenda

10:00 - 10:30  Welcome / Introduction / Updates
               Review Agenda

10:30 - 11:15  Update on Bulk Distribution System

11:15 - 12:15  Review titles to be dropped from the bulk
distribution system

12:15 - 1:15   Lunch / Networking

1:15 - 2:45    Review titles to be added to the bulk
distribution system

2:45 - 3:00    Wrap-up / Closing remarks
                Set date for next meeting
DIRECTIONS TO ETR ASSOCIATES

From Santa Cruz:
- Take Highway 17 – north toward San Jose.
- Take exit for Mt. Herman Road to Scotts Valley (exit crosses over Highway 17).
- At the second light, take a right onto Scotts Valley Drive.
- At the third light take a right onto Carbonero Way.
- The third driveway on the right is for ETR Associates. Parking for guests is in front of the building.
- Hint: if you cross over the bridge on Carbonero Way, you have past ETR Associates.

From San Jose:
- Take Highway 17 – south toward Santa Cruz.
- Take exit for Granite Creek Road toward Scotts Valley (do not follow Granite Creek Road or you will be going away from Scotts Valley).
- Turn left on Scotts Valley Drive.
- Turn left on Carbonero Way.
- At the third driveway on the right is ETR Associates. Parking for guests is in front of the building.
- Hint: if you cross over the bridge on Carbonero Way, you have past ETR Associates.
California AIDS Clearinghouse
Advisory Committee Meeting

22 January 1990
10:00 to 3:00

TENTATIVE AGENDA

10:00 - 10:30 Welcome / Introduction / Updates
Review Agenda / Information Packet

10:30 - 12:00 CAC Updates
- Staff Changes
- Resource Materials Update
- Survey Results
- Bulk Distribution
- Scope of Work, FY 1990 - 1991

12:00 - 1:30 Lunch / Networking

1:30 - 2:30 Materials Development Guide - An Update

2:30 - 3:00 Wrap-up / Closing Remarks
Set date for next meeting
ADVISORY COMMITTEE MEETING
22 January 1990
10:00 to 3:00

AGENDA

10:00 to 10:30
Welcome/Committee member introductions and updates
Review agenda and information packet

10:30 to 11:30
CAC Updates including:
staff changes; update on CAC Reviewer, Directory and Guide for Californians; Needs assessment survey update; and review of Bulk Distribution System

11:30 to 12:15

12:15 to 1:30
Luncheon/Networking

1:30 to 2:15
Update on the AIDS Education Materials Development Guide "Getting the Word Out"

2:15 to 2:45
Committee Additions to agenda

2:45 to 3:00
Wrap-up/Closing remarks
Set date for next meeting
# APPENDIX B - NEEDS ASSESSMENT SURVEY

RESPONSE RATE for ATSS, EPPs and CHDs by REGIONS

as of 31 December 1989

<table>
<thead>
<tr>
<th>REGIONS</th>
<th>ATSS</th>
<th>#</th>
<th>%</th>
<th>EPPs</th>
<th>#</th>
<th>%</th>
<th>CHDs</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>2/21</td>
<td>9.5%</td>
<td>14/29</td>
<td>43%</td>
<td>5/17</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>II</td>
<td>0/2</td>
<td>0</td>
<td>2/10</td>
<td>20%</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>2/14</td>
<td>14%</td>
<td>6/12</td>
<td>50%</td>
<td>0/1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>3/15</td>
<td>19%</td>
<td>17/28</td>
<td>61%</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>6/15</td>
<td>40%</td>
<td>5/11</td>
<td>45%</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VI</td>
<td>2/10</td>
<td>20%</td>
<td>13/36</td>
<td>36%</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VII</td>
<td>0/2</td>
<td>0</td>
<td>10/19</td>
<td>53%</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIII</td>
<td>1/8</td>
<td>12.5%</td>
<td>4/17</td>
<td>23.5%</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STATEWIDE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7/14</td>
<td>50%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>16/88</td>
<td>18%</td>
<td>78/176</td>
<td>44%</td>
<td>5/18</td>
<td>27%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Overall Response Rate  \( \frac{106^*}{282} = 37.5\% \)

Note: * Respondents for seven returned surveys are unknown
### BULK DISTRIBUTION STATISTICS
#### YEAR-TO-DATE

**Titles purchased from other vendors**

<table>
<thead>
<tr>
<th>Title</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIDS: Think About It</td>
<td>29,352</td>
</tr>
<tr>
<td>Teens and AIDS</td>
<td>3993</td>
</tr>
<tr>
<td>El Despertar de Ramon</td>
<td>3002</td>
</tr>
<tr>
<td>AIDS is also an Indian problem</td>
<td>6904</td>
</tr>
<tr>
<td>Rappin'</td>
<td>25,329</td>
</tr>
<tr>
<td>Face to Face</td>
<td>2254</td>
</tr>
<tr>
<td>Cara a Cara</td>
<td>2854</td>
</tr>
<tr>
<td>Una Relacion</td>
<td>3188</td>
</tr>
<tr>
<td>EL SIDA</td>
<td>1814</td>
</tr>
<tr>
<td>AIDS--It Kills Indians Too</td>
<td>1219</td>
</tr>
<tr>
<td>Stop AIDS in Indian Country</td>
<td>1255</td>
</tr>
</tbody>
</table>

**Backorders**

<table>
<thead>
<tr>
<th>Title</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIDS is also an Indian problem</td>
<td>500</td>
</tr>
<tr>
<td>Rappin'</td>
<td>22,800</td>
</tr>
<tr>
<td>Face to Face</td>
<td>750</td>
</tr>
<tr>
<td>Cara a Cara</td>
<td>1950</td>
</tr>
</tbody>
</table>

**CAC PRINTED and/or PRODUCED TITLES**

<table>
<thead>
<tr>
<th>Title</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday Night Special</td>
<td>71762</td>
</tr>
<tr>
<td>Saturday Night Special (poster)</td>
<td>510</td>
</tr>
<tr>
<td>Amigos y Amantes</td>
<td>40336</td>
</tr>
<tr>
<td>Debo Tomar el Examen?</td>
<td>62361</td>
</tr>
<tr>
<td>Despues del Examen</td>
<td>36613</td>
</tr>
<tr>
<td>Should I Take the Test?</td>
<td>61129</td>
</tr>
<tr>
<td>After the Test</td>
<td>42499</td>
</tr>
</tbody>
</table>

**Backorders**

<table>
<thead>
<tr>
<th>Title</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday Night Special</td>
<td>21,700</td>
</tr>
<tr>
<td>Debo Tomar el Examen?</td>
<td>12050</td>
</tr>
</tbody>
</table>

*New ATS Material*

Add immigration information on to expanded guide.
California AIDS Clearinghouse
Scope of Work -- FY 1990 - 1991

GOAL I: The California AIDS Clearinghouse (CAC) will conduct a statewide needs assessment to identify unmet needs for HIV/AIDS education materials to be developed and/or distributed by CAC.

OUTCOME OBJECTIVE

0-1 By 30 October 1990, one hundred twenty-five randomly selected Education and Prevention Projects (EPPs) and a total of seventy-five randomly selected HIV Test Sites (HIVTSSs) and County Health Departments (CHDs) will be recruited to participate in the needs assessment.

MEASURABLE OUTCOME CRITERIA

0-1 Approximately eighty percent of all participants will be expected to respond to the survey.

EVALUATION METHOD

0-1 CAC staff will record names of respondents and tabulate total number of returns weekly. Percentage will be calculated each day until eighty percent is reached.

Mail and telephone follow-up will continue until the target percentage is reached. A sample of responding contractors will be evaluated for representativeness (e.g. rural agencies serving different target populations).

STRATEGY

S-1 Develop, distribute and analyze a needs assessment survey to identify unmet needs for HIV/AIDS education materials.
GOAL II:
The California AIDS Clearinghouse will continue to provide access to and information on HIV/AIDS education materials and HIV/AIDS related organizations.

OUTCOME OBJECTIVE 0-1

Through 30 June 1991, CAC will continue to maintain and expand the library resource collection and informational files of HIV/AIDS education materials including but not limited to pamphlets, brochures, posters, handouts, wallet cards, fotonovelas, curricula, resource manuals, audiotapes and videos.

MEASURABLE OUTCOME CRITERIA 0-1

Approximately 900 new titles will be added to the resource collection or informational files.

EVALUATION METHOD 0-1

Acquisitions statistics and ordering information will be maintained and tabulated on a quarterly basis by the Library Services staff, and will be reported to the Office of AIDS to insure that outcome criteria is achieved.

STRATEGY S-1

Acquisition of new HIV/AIDS education materials for resource collection and informational files.

OUTCOME OBJECTIVE 0-2

Through 30 June 1991, CAC will maintain and expand the computerized HIV/AIDS Education Materials Database in conjunction with other HIV/AIDS related databases such as Computerized AIDS Information Network (CAIN) and National AIDS Information Clearinghouse (NAIC).
MEASURABLE OUTCOME CRITERIA  
0-2

Information on approximately 1575 new HIV/AIDS education materials will be added to the HIV/AIDS Education Materials Database.

EVALUATION METHOD  
0-2

Library Services staff will keep statistics on the number of records added to the database on a quarterly basis and will report these to the Office of AIDS to insure that the outcome criteria is achieved.

STRATEGY  
S-2

Inclusion of information on new materials in the HIV/AIDS education materials database.

OUTCOME OBJECTIVE  
0-3

Through 30 June 1991, CAC will maintain and expand the computerized database of HIV/AIDS organizations in conjunction with CAIN and NAIC.

MEASURABLE OUTCOME CRITERIA  
0-3

Information on approximately 275 new HIV/AIDS organizations will be added to the database during FY 1990-1991.

EVALUATION METHOD  
0-3

Library Services staff will keep statistics on the number of records added to the HIV/AIDS Organizations Database on a quarterly basis and will report these to the Office of AIDS to insure that the outcome criteria is achieved.
STRATEGY
S-3

Inclusion of information on new organizations for the HIV/AIDS Organizations Database.

OUTCOME OBJECTIVE
0-4

Through 30 June 1991, CAC will continue to offer circulation and reference services to Office of AIDS funded EPPs, HIVTSs and CHDs.

MEASURABLE OUTCOME CRITERIA
0-4

CAC will increase by ten percent the number of materials circulated and the number of requests received and answered by CAC staff over the previous fiscal year.

EVALUATION METHOD
0-4

Each CAC staff member will maintain a monthly statistics sheet to document the number of requests received and answered. In addition, circulation statistics will be maintained by Library Services staff.

On a quarterly basis, these circulation and reference statistics will be compiled by the Library Services staff and reported to the Office of AIDS.

STRATEGY
S-4

Circulation of materials and provision of reference service by CAC staff.

OUTCOME OBJECTIVE
0-5

CAC will publish quarterly the California AIDS Clearinghouse Reviewer, newsletter of CAC, and distribute it to all EPPs, HIVTSs and CHDs.
MEASURABLE OUTCOME CRITERIA
0-5
CAC will publish and distribute 750 copies of each issue of the CAC Reviewer on a quarterly basis.

EVALUATION METHOD
0-5
CAC and Fulfillment staffs will maintain accurate inventory status records and mailing lists of CAC Reviewer stock and recipients.

STRATEGY
S-5
Development and publication of CAC Reviewer.

OUTCOME OBJECTIVE
0-6
By November 1990, CAC will produce and distribute the annual Directory of Agencies Conducting AIDS Education and Prevention Projects, describing all Education and Prevention Projects funded in FY 1990-1991, to all EPPs, HIVTSs and CHDs.

MEASURABLE OUTCOME CRITERIA
0-6
Approximately 1000 Directories will be printed and distributed by CAC.

EVALUATION METHOD
0-6
CAC staff will maintain accurate inventory status records and mailing lists on stock and recipients of the Directory.

STRATEGY
S-6
OUTCOME OBJECTIVE
0-7

Through 30 June 1991, CAC materials and services will be publicized throughout the state of California to all EPPs, HIVTSs and CHDs through a series of outreach activities including but not limited to promotional mailings and news releases; presentations; attendance and exhibitions at conferences, meetings and workshops; and on-site visits by CAC staff.

MEASURABLE OUTCOME CRITERIA
0-7

CAC staff will attend seven to ten in-state conferences, workshops or meetings in FY 1990-1991 and will prepare and mail promotional materials and news releases on a regular basis.

EVALUATION METHOD
0-7

CAC staff will submit to the Office of AIDS, on a quarterly basis, all conference reports and promotional materials related to CAC outreach.

STRATEGY
S-7

Outreach activities conducted by CAC.
Goal III:
The California AIDS Clearinghouse will develop, produce and distribute four new HIV/AIDS education materials based on input from and analyses of the needs assessment completed by the Education and Prevention Projects, HIV Test Sites and County Health Departments.

OUTCOME OBJECTIVE
O-1

By January 1991, the fotonovela *Saturday Night Special*, produced in English by CAC in FY 1988-1989, will be adapted and translated into Spanish based on the need identified by Office of AIDS, EPPs and the CAC Advisory Board and will be printed and distributed.

MEASURABLE OUTCOME CRITERIA
O-1

Approximately 25,000 copies of the Spanish-language version of *Saturday Night Special* will be printed and distributed.

EVALUATION METHOD
O-1

CAC and Fulfillment staffs will prepare and maintain accurate records of accounts, orders placed and inventory status reports for this title. These records will be provided to the Office of AIDS on a quarterly basis.

STRATEGY
S-1

Production of Spanish-Language *Saturday Night Special*.

OUTCOME OBJECTIVE
O-2

By March 1991, a sequel to the fotonovela *Amigos y Amantes*, produced by CAC in FY 1988-1989, will be developed, produced, printed and distributed based on the need identified by Office of AIDS, EPPs and the CAC Advisory Board.
MEASURABLE OUTCOME CRITERIA
0-2

Approximately 25,000 copies of the sequel to *Amigos y Amantes* will be printed and distributed.

EVALUATION METHOD
0-2

CAC and Fulfillment staffs will prepare and maintain accurate records of accounts, orders placed and inventory status reports for this title. These records will be provided to the Office of AIDS on a quarterly basis.

STRATEGY
S-2

Production of sequel to *Amigos y Amantes*.

OUTCOME OBJECTIVE
0-3

By 30 June 1991, two additional HIV/AIDS education materials, either booklets or pamphlets, will be developed, produced, printed and distributed based on the Needs Assessment conducted by CAC (see Goal I).

MEASURABLE OUTCOME CRITERIA
0-3

Approximately 100,000 copies of two additional HIV/AIDS education materials will be printed and distributed.

EVALUATION METHOD
0-3

CAC and Fulfillment staff will prepare and maintain accurate records of accounts, orders placed and inventory status reports for these two titles. These records will be provided to the Office of AIDS at year-end.

STRATEGY
S-3

Production of two additional HIV/AIDS education materials.
GOAL IV:

All Office of AIDS funded Education and Prevention Projects and Alternative Test Sites will be able to obtain free or at low cost, quality HIV/AIDS education materials through the California AIDS Clearinghouse Bulk Distribution System.

OUTCOME OBJECTIVE

0-1

Through 30 June 1991, CAC will print and/or distribute free or at low cost, HIV/AIDS education materials to Office of AIDS funded EPPs and HIVTSs.

MEASURABLE OUTCOME CRITERIA

0-1

CAC will distribute a total of twenty to thirty titles through the Bulk Distribution System in FY 1990-1991.

EVALUATION METHOD

0-1

CAC and Fulfillment staffs will maintain accurate account files, records of expenditures, order forms and inventory status reports for all bulk distribution materials. These records will be reported to the Office of AIDS on a quarterly basis.

STRATEGY

S-1

Operation of CAC bulk distribution system.
GOAL V:  
The California AIDS Clearinghouse will produce semiannually the *Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory* and will distribute it to all Education and Prevention Projects, Alternative Test Sites and County Health Departments.

OUTCOME OBJECTIVE

0-1

In January 1991 and June 1991, CAC will produce and distribute the semiannual *Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory* to all EPPs, HIVTSs and CHDs.

MEASURABLE OUTCOME CRITERIA

0-1

CAC will produce and distribute five hundred copies of each issue of the *Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory*.

EVALUATION METHOD

0-1

CAC staff and Fulfillment staff will maintain inventory status reports and accurate mailing lists of *Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory* stock and recipients.

STRATEGY

S-1

Develop and produce the semiannual *Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory*.
GOAL VI:
An Advisory Committee including but not limited to representatives of agencies operating the Northern and Southern California Hotlines, CAIN, Education and Prevention Projects and Alternative Test Sites will provide advice, critical evaluation and input on activities, and recommendations for policies and procedures of the California AIDS Clearinghouse.

OUTCOME OBJECTIVE
0-1
By 30 June 1991, the CAC Advisory Committee will meet at least three times in FY 1990-1991 to provide advice, critical evaluation, input on activities and recommendations for policies and procedures of CAC.

MEASURABLE OUTCOME CRITERIA
0-1
Three meetings of the CAC Advisory Committee will be held during FY 1990-1991.

EVALUATION METHOD
0-1
Copies of the minutes for each Advisory Committee meeting will be submitted to the Office of AIDS in the quarterly report.

STRATEGY
S-1
Convene three Advisory Committee meetings.
February 8, 1990

Ernesto Hinojos
San Francisco AIDS Foundation
333 Valencia St., 4th floor
San Francisco, CA 94103

Dear Mr. Hinojos:

Thank you for attending the recent California AIDS Clearinghouse (CAC) Advisory Committee meeting. We were glad to have the opportunity to review the past months activities and discuss future plans with you. Your suggestions and recommendations are greatly appreciated.

Enclosed please find a copy of the minutes of the Advisory Committee. Please let me know if you feel that any corrections or additions need to be made.

Once again, thank you for attending the Advisory Committee meeting. I enjoyed meeting you and I look forward to working with you in the future. I hope to see you again at the June 4th Advisory Committee meeting.

Sincerely,

Deborah A. Ivie
Assistant to the Director

Enclosures
Participants

Jose Aponte  
Principal Administrative Librarian, San Juan Capistrano Regional Library
Paul Causey  
Marketing / Development Coordinator, UCSF AIDS Health Project
Lianne Chong  
Managing Partner, L. Chong Designs Associates
Peggy Falk, MPH  
Director of Health Education, Humboldt / Del Norte County Health Department
Ernesto Hinojos, MPH  
Assistant Education Director Campaign Development, San Francisco AIDS Foundation
Craig Lasha  
Field Supervisor, Youth Environment Study, MidCity Consortium to Combat AIDS
Milton Lee, M.D.  
Chief, Division of Obstetrics, Martin Luther King Jr. General Hospital
Tom Lidot  
Health Education Associate, San Diego American Indian Health Center
Chente Matus  
Community Health Outreach Worker, MidCity Consortium to Combat AIDS
Ricardo Perugorria  
Health Educator, Community Health Centers of Kern County
Jim Pickett (representing John Mortimer)  
Program Manager, Materials Development, AIDS Project Los Angeles
Eve Rubell (representing Elena Alvarado)  
Administrative Coordinator, AIDS Education & Outreach Services, Avance Human Services, Inc.
Russel Toth  
Director of CAIN, Gay & Lesbian Community Services Center
Robert Wilson  
CAIN Systems Manager
Dean Yabuki  
Education Director, East Bay Asian Community Consortium

Minutes

I. Welcome and Introductions

A. Clearinghouse staff was introduced
Susan Cooper, Director
Deborah Ivie, Assistant to the Director
Susan Hillyard, Acting Library Services Coordinator
Jill Schettler, Library Assistant
B. Advisory Committee Member Introductions and Updates

**Ricardo Perugorria, Community Health Centers of Kern County**

Tom Lidot, San Diego American Indian Health Center -- Linda Vista Health Care Center has produced new materials in Vietnamese for young kids and families.

**Lianne Chong, L. Chong Designs Associates** -- As a graphic designer Lianne produces bilingual education materials about health issues, about 90% of her clients are in the profit sector. She often acts as a consultant for non-profit health related agencies.

**Eve Rubell, Avance Human Services** described Avance's services; operation of the Spanish language toll-free hotline, and two theater groups one for teens and one for adults.

**Jose Aponte, San Juan Capistrano Regional Library** -- since the last meeting Jose has changed positions and is no longer with the Santa Barbara Public Library.

**Peggy Falk, Humboldt / Del Norte County Health Department** -- a new AIDS clinic has opened in Humboldt county and a Volunteer Buddy Program has started and is doing well.

**Paul Causey, UCSF AIDS Health Project** -- Paul just finished a three day conference on AIDS & Mental Health Conference. He displayed two new books; *AIDS Law for Mental Health Professionals* and *Face to Face a Guide to AIDS Counseling*. There will be a public forum of Living with AIDS Wednesday, 1-24.

**Dr. Lee, Division of Obstetrics, Martin Luther King Jr. General Hospital** -- is the Principal Investigator for a three year project on perinatal transmission of HIV that began four months ago.

**Dean Yabuki, East Bay Asian Community Consortium** -- Dean is a new member of the CAC Advisory Committee, he is attending his first meeting. One of the projects that he is currently working on in Alameda County is a needle exchange, he is also involved with an East Bay Asian/Pacific Islander HIV Support Group.

Note: Craig Lasha, Chente Matus, Ernesto Hinojos, Russ Toth, Roberta Wilson and Jim Pickett had not yet arrived.

II. Susan Cooper, Director, California AIDS Clearinghouse Updates

Advisory Committee Packet:

Susan reviewed the material in each packet:

* Expense Reimbursement Claim Form
* CAC Bulk Distribution Statistics
* A new order form for the third wave of the Ogilvy & Mather 'AIDS. It's Up To You' media campaign
* CAC Reviewer issues; volume 1, numbers 6 & 7
In addition, each Advisory Committee member should have received a copy of the recently released Directory of Agencies Conducting AIDS Education and Prevention Projects, 5th Edition.

Earthquake Update:

Susan gave a brief report about the October 17 earthquake. ETR Associates sustained approximately $75,000 in damage — mostly to computers and the heating and sprinkler systems. None of the staff were injured, no staff housing was severely damaged.

Former & New CAC Staff

Merry Law, former Assistant to the Director was promoted in October to the position of Financial Analyst for ETR Associates.

Lynn Adams, former Librarian resigned effective 1 December. Lynn had been with CAC since the beginning, and will continue to work for CAC as a consultant on the next two issues of the CAC Reviewer. Lynn is working as a substitute librarian and teacher.

Susan Hillyard was hired as the Library Assistant in October. She has a M.L.S. from San Jose State, and has worked at the Cultural Council of Santa Cruz County and the Economics Board at UCSC. In December Susan was promoted to the position of Library Services Coordinator.

Deborah Ivie was hired as the Assistant to the Director on October 30. She has a MHA from the University of Washington and has held positions with the Developmental Disabilities Planning Council in Olympia, WA, the Yolo County Health Council in Davis, CA, and the Democratic Congressional Campaign Committee, in Washington, D.C.

Jill Schettler was hired in October as the Secretary/Data Entry person for CAC. Jill is unable to attend the Advisory Committee meeting because she is at home recuperating from major surgery to repair her knee which was severely damaged in a skiing accident over the Christmas holiday. Jill attended U.C. Berkeley and received a B.A. in Women's Studies and Mass Communications. Jill has worked as an Office Assistant for Americans For Nonsmokers' Rights and as an intern for the National Clearinghouse on Marital and Date Rape/Women's History Research Center. Since 1 December Jill has been acting Library Assistant as well as continuing to serve as the CAC Administrative Secretary.

The Secretary/Data Entry Position is open and recruiting should begin for this position by the end of January.

Office of AIDS

CAC currently has no Office of AIDS consultant.
Reviewer

Several meetings have been held between CAC staff and the ETR Editorial and Production staff to discuss possible formatting changes to the CAC Reviewer. The first national edition of the CAC Reviewer is scheduled for April 1990.

The Fall 1989 Reviewer, vol. 1, #6, featured an indepth lead article by Patti Britton on 'Safer Sex'. The Winter 1989-1990 Reviewer, vol. 1, #7, featured an article by Larry Matthews on Educating IVDUs. The next issue of the Reviewer, vol. 2, #1 -- the first national edition -- will feature a lead article by Alissa Ralston on Children Educating Children about AIDS.

In preparation for the upcoming national release of the Reviewer the California-specific information has been moved to an insert which only Office of AIDS funded agencies will receive in the future. The insert contains bulk distribution ordering information, order forms and CAC Updates.

Future issues of the Reviewer will be sixteen pages long (not counting the insert) as compared to the current twelve pages. The number of indepth reviews will increase from 4-6 now to 8-10 in future issues. The Materials List will also expand.

The Reviewer will continue to be free to Office of AIDS funded agencies, but will be available only by subscription to non-funded agencies and individuals. The subscription fee for the Reviewer is $48.00 per year for four issues. This price was agreed upon by the Office of AIDS. Any income generated from the subscriptions will be returned to CAC, and will be used to pay authors and reviewers an honorarium, and for other Reviewer-specific costs.

ETR Associates is responsible for marketing the Reviewer nationally. The Reviewer is being advertised in the ETR catalog, listed on traditional library subscription services, and is being featured in exchange mailings to libraries. Response to date has been slow.

General Discussion about the Reviewer followed:

Tom Lidot asked about literature promoting the national distribution of the Reviewer.

Jose Aponte suggested that a news release be sent to American Libraries Journal announcing the availability of the Reviewer -- Susan said an announcement had been sent, but has yet to be published. The availability of the Reviewer will also be listed in a 50-word entry in the Librarian's Handbook published by EBSCO.

Dr. Lee wondered what topics have been covered in past issues and was concerned that future issues of the national edition of the Reviewer would duplicate topics. He asked that the major thrust of articles be toward groups not originally considered at risk of HIV infection and methods of transmission, such as perinatal transmission of HIV.

Dean Yabuki asked that an index for volume one be provided.

Paul Causey suggested announcing in the editorial column that reader's comments are welcome.
Reviewer general discussion continued:

Jose Aponte suggested that it is important to include opposing points of view.

Ricardo Perugorria asked that lots of publications be included and that every effort be made to avoid duplication.

Dr. Lee recommended that the lead article be utilized to focus on already existing articles, and that when authors are recruited to write the lead article they be given guidelines to supplement the existing literature and not duplicate material already in existence.

Tom Lidot suggested that readers be asked to submit ideas for articles.

Susan Cooper stated that the focus of the Reviewer remains on education. The purpose of the lead article is to discuss educational materials targeted to specific populations.

Dr. Lee stated that he felt very positive about the Reviewer and that he liked the "Safer Sex" article.

Jose Aponte liked the article on Educating IVDUs -- he thought it fostered dialog.

Susan stated that an editorial statement will be included stating that the articles are the opinion of the author and not CAC.

Paul Causey wondered if the Advisory Cmte members will continue to be listed on the back page and Susan said YES.

Susan reported on the Directory of Agencies Conducting AIDS Education and Prevention Projects:

The 5th Edition of the Directory will be distributed 29 January. Distribution is behind schedule. The layout of this edition is similar to previous issues. Efforts were made to be more restrictive regarding target and ethnic populations. Follow-up phone calls were made by CAC staff to check on the accuracy of the information. The BRS database was used for the first time to produce the individual agency pages. Every agency saw their Directory page in order to make any needed corrections. The procedure for the 6th Edition will be the same as this year.

New to the 5th Edition is a California map divided into the six regions. Also different in this edition is the detail of information for the Office of AIDS. Staff at the Office of AIDS requested that only general information numbers be included.
General Discussion about the Directory followed:

Paul Causey suggested that the format of the Directory be changed to include information on other services performed by the Education and Prevention Projects.

Susan Cooper commented that the BRS database of AIDS-related organizations contains more information and that individuals are able to request database searches if they want to know what other services agencies perform.

Directories are now available to non-Office of AIDS funded agencies and individuals for $10. + tax.

Ricardo Perugorria commented that the notation NA is confusing and could be interpreted to mean 'not applicable' rather than 'not available'.

Dr. Lee commented that the Directory represents an excellent start and CAC needs to build on it and improve it.

Eve Rubell commented that the title on the cover is misleading and needs to state that only California Education and Prevention Projects are included.

Dean Yabuki suggested that each entry be coded with some symbol as a key at the top of the page to allow someone flipping through the Directory to see at a glance the different populations served by the agencies.

Susan Cooper reported on the Guide to Californians to the AmFAR AIDS/HIV Experimental Treatments Directory.

CAC is required by its Office of AIDS contract to produce this Guide twice a year. AmFAR produces its Directory quarterly. CAC staff is beginning to work on the Winter edition of the Guide.

Deborah Ivie reported on the Needs Assessment Survey.

The surveys were mailed the first week of November, the initial deadline for returning the surveys was 1 December. Deborah reviewed the survey Response Table included in the Advisory Committee packet. The overall response rate was 37.5% as of 12/31.

Data entry is about halfway completed as of 1/22. Jill is working on the verbatim transcription of the open-ended questions to be included in the appendix of the final survey report. ETR Research staff will run the numbers using SPSS-PC. The final report will be distributed to Advisory Committee members and Office of AIDS staff. The final report will include an Executive Summary. A report on the survey results will be included in the next issue of the Reviewer insert. Thank you letters will be sent to all survey respondents along with the Executive Summary.

Russ Toth asked that a ranking of services offered by CAC be included in the Executive Summary.
Susan Cooper reported on CAC Bulk Distribution:

CAC expended its bulk distribution funds in the first quarter. Acting on the advice of the Advisory Cmte. Susan asked the Office of AIDS for more money. The ATS Unit responded with an augmentation for bulk distribution of $100,000. Of this amount, $31,000 needs to be spent on ATS-specific materials. Four titles for ATSs from APLA are being added to the list of distributed titles in February.

Susan described the four new APLA titles to be added to the bulk distribution system:

What Every Woman Should Know in English
What Every Woman Should Know in Spanish -- not simply a translation of the English version but different copy.
How Do I Know You're Okay?
What Now? Post Test Counseling Resource for counseling those who are HIV positive

All four titles will be distributed for free. Five of the currently distributed titles will be dropped.

General discussion regarding Bulk Distribution followed:

Peggy Falk asked how much of the bulk distributed titles are distributed to ATSs vs. EPPs. At this time that breakdown is unknown. CAC staff will work on getting this information if possible.

Russ Toth asked how we identify whether an agency is an ATS or EPP. Each EPP placing an order must provide an Office of AIDS contract number, the Office of AIDS provided CAC with an ATS list in November -- but not contract numbers. In December the ATS unit informed CAC that any site conducting state funded HIV tests was eligible to receive materials from CAC. To date no list of these HIVTSs has been received, although one has been requested.

Paul Causey stated that he has a list of HIVTSs because he recently did a mailing to them for the Office of AIDS.

Peggy Falk commented that once it becomes widely known among HIVTSs that they can order free or at cost materials from CAC that we could be inundated with orders.

Dr. Lee stressed that the Office of AIDS was receptive to feedback and suggested that we communicate freely with them regarding our needs. He believes that the Office of AIDS is aware of the ramifications of adding HIVTSs to the list of agencies eligible to participate in CAC bulk distribution program. Dr. Lee asked if there was any relationship between INS test sites and ATSs. The answer is No. INSs receive federal funding not state, and the state refuses to take a position on this matter.

Susan Cooper stated that it is the policy of CAC to refer non-funded agencies to funded agencies in their area who can place an order on their behalf.
More discussion regarding Bulk Distribution

A new CAC policy of charging the cost of publications purchased from other vendors was implemented in October in response to the rapid depletion of the bulk distribution funds.

Russ Toth expressed his concern that low budget agencies still have access to high quality HIV/AIDS education materials.

Dean Yabuki asked about the per unit cost of materials produced by CAC / ETR. Susan responded that because of the volume of titles which ETR orders we realize a greater savings on ETR publications than on titles purchased from other vendors.

Jose Aponte urged that CAC continue to produce Saturday Night Special, Amigos y Amantes and Rappin', all of which are multi-cultural and remain in high demand. He likes the comic book format which he believes can reach an even bigger audience. Timeliness is a big issue.

Susan reported that the third wave of the Ogilvy & Mather "AIDS. It's Up To You" media campaign is underway. The materials are currently being packed into sample media boxes to be sent to Office of AIDS funded agencies in early February. Because Ogilvy & Mather / Pacificon lost its Office of AIDS funding as of 31 January the Hotline will not be operational to support these new materials. Susan Franson of O&M is negotiating with Thelma Fraziear about this.

Paul Causey wondered if the O&M losing funding means that there will not be any follow-up marketing of the materials in the third wave. As far as we know there will not be any follow-up marketing.

Dean Yabuki commented on the lack of targeting information and support in the first wave of the O&M campaign. He received matches and napkins and table tents which he considered to be inappropriate for his target population. He felt that the linguistic terminology of the materials was not audience-specific.

A General Discussion followed regarding the phrases "white church" and "black church" used to distinguish two church brochures on the "AIDS. It's Up To You" order form. The conclusion was reached that the use of these phrases was 1) inappropriate and 2) unnecessary. The decision was made to delete these phrases from the order form. O&M was notified of the decision of the Advisory Committee members and the order form was changed.

The suggestion was made that in the future order forms contain symbols or codes that identify different target audiences.

Lunch break
Ana Matiella, CAC Associate Director, reported on the progress to date on the Materials Development Guide.

An extended discussion followed about a similar publication produced by the American Cancer Institute; **Making Health Communication Programs Work**.

Dr. Lee asked Ana to defend her thesis for the Materials Development Guide. Ana responded that the book was originally conceptualized as a 'cookbook' -- how to guide, containing AIDS-specific material, written by AIDS educators.

Dean Yabuki asked about the utility of the Materials Development Guide. Ana responded that health educators had expressed through focus groups and surveys that they wanted a how to guide in a readable format, that was practical rather than theoretical and could be read at a glance. The two books are not the same. The Materials Development Guide will stress the importance of cultural and language sensitivity.

Peggy Falk stated that she needs more information and that she only knows as much as she is told. She would have liked to know about the existence of the **Making Health Communication Programs Work** book earlier in order to make a more informed decision about producing the Materials Development Guide. Ana noted that **Making Health Communications Programs Work** was published in the Fall 1989.

Jim Pickett raised the issue of chapter coordination since different authors will be asked to write chapters. Ana responded that it is her job as the Editor to ensure that the book is cohesive. There will be up to 16 chapters in the book. She will be asking Advisory Committee members to volunteer to read the entire book, as well as individual chapters, in order to give her feedback on the cohesiveness of the book.

**NOTE:** A questionnaire is attached to these minutes on which you should indicate which section(s) of the Materials Development Guide you are willing to review, or if you are willing to review the entire book. This questionnaire should be completed and returned in the postage paid return envelope before March 1st. If you have any questions about reviewing this material please contact Ana Matiella at (408) 438-4060.

Craig Lasha raised the issue of defining what criteria are used to qualify someone as an 'expert'. He asked for reassurance regarding the recruitment of authors who are active in the community as well as academics. Ana responded that she was aware of this issue and was striving to maintain a balance between academics and representatives of community based organizations.

Lianne Chong commented that she gets an average of 25 phone calls per week from non-profit agencies wondering how to produce a flyer in a week for $40. She spends up to 45 minutes each on these calls and feels that the Materials Developments to use to save money and become more informed about the print production process.

Dr. Lee commented that it is an investment if it's a benefit to the projects.
Jose Aponte suggested that a Directive from the Advisory Committee be send to authors stressing the need to make a relationship specifically between AIDS and AIDS education in the material which they submit for the book.

Susan Cooper urged that we move beyond discussing the worthiness of the concept of the Materials Development Guide and instead focus on the valuable suggestions of the Advisory Committee members regarding nittygritty details of the book.

Russ Toth cautioned against using non-California authors to write sections in the book. He warned about the California bias that 'we do it better' and that material written by non-Californians would not be California-specific enough.

Dr. Lee stressed that the material must remain generic if produced outside of California, i.e. material cannot be targeted to a specific ethnic group.

Russ Toth suggested that Ana consider adding demographic information and characteristics that is California-specific. He believes that we cannot overlook cultural differences. Susan commented that when this possibility was brought up during the negotiation with the Office of AIDS it was rejected.

Paul Causey urged that sexual orientation needs to be addressed as well.

Dean Yabuki suggested that reading level is an important consideration and also suggested using case studies. Ana responded that case studies will be used.

Peggy Falk recommended that rural-specific concerns be addressed throughout the book whenever it is appropriate -- not just in a case study. Ana concurred with this idea.

With the time being just about up for the meeting Susan briefly touched on the items remaining on the agenda.

The Scope of Work for 1990-1991 is much the same as last year. A copy of the Scope of Work is included in each Advisory Committee packet. The only change is in Goal III. The materials proposed for next year include: translating Saturday Night Special into Spanish, writing a sequel to Amigos y Amantes, and producing two other materials the exact nature of which was left intentionally vague in order to allow some flexibility in responding to future needs.

The next meeting date of the Advisory Committee was agreed on and will be June 4th at the Clearinghouse.

NOTE: If you feel any corrections or additions to these minutes need to be made please contact Deborah Ivie (408) 438-4822.
Getting the Word Out:  
A Practical Guide to AIDS Materials Development

REVIEWER QUESTIONNAIRE

Directions:
Please indicate below the sections you would like to review in draft form prior to final publication. Review activities will begin in mid-March. Revisions will be sent to authors and incorporated into the final manuscript, whenever possible.

Questionnaires need to be returned to CAC by the end of February.

Thank you for your assistance with the review process. It will help make Getting the Word Out a more useful and better publication.

Reviewer Information:
To insure prompt receipt to you of all review materials, please complete the information below.

Reviewer Name: ________________________________

Agency: _______________________________________

Address: ______________________________________

Phone: ____________________________
(Area Code)  Number
Questions:

1. I wish to review the entire manuscript
   YES       NO

   If YES, you do not need to complete the rest of this questionnaire.

   If NO, you should proceed to those sections you wish to review.

2. I wish to review the Forward
   YES       NO

   Author: open

3. I wish to review the Preface
   YES       NO

   Author: Ana Matiella, Associate Director, CAC

4. I wish to review Section I: Overview
   YES       NO

   Author: Charles Ugarta or Gil Gerard

5. I wish to review Section II: Laying the Groundwork
   YES       NO

   A. Introduction
      Author: Ana Matiella, Associate Director, CAC

   B. Conducting a Community Needs Assessment
      Author: Stephen Thomas, Professor, University of Maryland

   C. Evaluating the Need for Materials
      Author: Aisha Gilliam, Coordinator of Health Education, Howard University

   - Over -
D. Utilizing the Focus Group to Design Effective Educational Materials  
Author: Joyce Petro, Associate Director Research, ETR Associates

E. Establishing Educational Objectives  
Author: open

F. Criteria for Developing Effective Educational Materials  
Author: Sara Garcia, Health Educator, EDC

6. I wish to review Section III: *The Materials Development Process*

   YES   NO

   A. Introduction  
     Author: Ana Matiella, Associate Director, CAC

   B. Steps in the Materials Production Process  
     Author: Lianne Chong, Chong Designs Associates

   C. Developing Low Literacy Materials  
     Author: Dr. Jane Root, co-author: *Teaching Patients with Low Literacy Skills*

   D. Developing Effective Educational Materials on a Low Budget  
     Author: Sala Udin, MTRC

   E. Bilingual/Bicultural Materials (Translations and Adaptations)  
     Author: Dr. Terry Tafoya, National Native American AIDS Prevention Center (NNAAPC)

   F. Innovative Approaches in AIDS Materials Development  
     Author: Andrea Green Rush in collaboration with Dominic Cappello (NNAACP)

7. I wish to review Section IV: *Following Through*

   YES   NO

   A. Introduction  
     Author: Ana Matiella, Associate Director CAC, ETR Associates

   B. Evaluating the Effectiveness of Educational Materials  
     Author: open

   C. Distribution and Dissemination  
     Author: Ruth Lopez, Alarma SIDA

Thank you for agreeing to act as a reviewer for the Materials Development Guide. Please use the attached postage paid envelope to return your completed questionnaire.

Any questions you have regarding reviewing materials for the Materials Development Guide should be directed to Ana Matiella at (408) 438-4060.
May 25, 1990

Ernesto O. Hinojos
San Francisco AIDS Foundation
P. O. Box 6182
San Francisco, CA  94117

Dear Mr. Hinojos:

I have enclosed a review copy of *Training Educators in HIV Prevention*. I hope you find this material useful.

If you choose to run a review, please send me a tear sheet and please let your audience know this title is available by mail or telephone order only for $39.95 from Network Publications, Post Office Box 1830, Santa Cruz, CA  95061-1830, 1-800-321-4407.

Please call me if you have any questions. I am available to discuss our publications with you.

Thank you for your interest in ETR Associates/Network Publications.

Sincerely,

Andrea Yanowitz
Publicist

Enclosures
Ms. Priscilla Alexander
Education Coordinator
CAL-PEP
333 Valencia
San Francisco, CA 94111
(415) 558-0450

Ms. Elena Alvarado
Executive Director
Avance Human Services
5350 Beverly Blvd.
P.O. Box 62345
Los Angeles, CA 90022
(213) 726-2201

Mr. Jose Aponte
Principal Administrative Librarian
Orange Co. Public Library
San Juan Capistrano Regional Library
31495 El Camino Real
San Juan Capistrano, CA 92675
(714) 493-4984

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Marketing/Development Director
UCSF AIDS Health Project
1855 Folsom St.
Box 0884
San Francisco, CA 94143
(415) 476-6430

Ms. Lianne Chong
Managing Partner
L. Chong Designs Associates
340 Townsend St., Suite 413
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(415) 243-9958

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UCSF AIDS Health Project
1855 Folsom St.
Box 0884
San Francisco, CA 94143
(415) 476-3226

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Director of Health Education
Humboldt/Del Norte County Health Department
529 I St.
Eureka, CA 95501
(707) 445-6200
Ms. Estella Garcia
Clinical Coordinator
Instituto Familiar de la Raza
2515 24th St., #2
San Francisco, CA 94110
(415) 647-4141

Diane Gray, Ph.D.
Program Director
Asian AIDS Project
300 4th St.
San Francisco, CA 94107
(415) 227-0946

Mr. Ernesto Hinojos
Assistant Education Director
San Francisco AIDS Foundation
333 Valencia St., 4th floor
San Francisco, CA 94103
(415) 864-4376

Mr. Craig Lasha
Field Supervisor
Mid-City Consortium to Combat AIDS
1779 Haight St.
San Francisco, CA 94117
(415) 751-4221

Milton Lee, M.D.
Chief Division of Obstetrics
Martin Luther King, Jr. General Hospital
12021 S. Wilmington Ave.
Los Angeles, CA 90059
(213) 603-4617

* Mr. Tom Lidot
Health Education Associate
San Diego American Indian Health Center
2561 1st Ave.
San Diego, CA 92103
(619) 234-2158
(* Resigning after June 4, 1990 meeting)

Mr. Chente Matus
Community Health Outreach Worker
Mid-City Consortium to Combat AIDS
1779 Haight St.
San Francisco, CA 94117

Mr. John Mortimer
Governmental Affairs Director
AIDS Project Los Angeles
6721 Romaine St.
Los Angeles, CA 90038
(213) 962-1600
Mr. Ricardo Perugorria
Health Educator
Community Health Centers - Kern County
601 California Ave.
Bakersfield, CA 93304
(805) 324-9808

Mr. Russell Toth
Director of CAIN
Gay and Lesbian Community Service Center
1213 N. Highland Ave.
Hollywood, CA 90038
(213) 464-7400 ext. 267

Mr. Sala Udin
Executive Director
Multicultural AIDS Resource Center
1540 Market St., Suite 320
San Francisco, CA 94102
(415) 861-2142

Mr. Dean Yabuki
East Bay Asian Coordinating Committee
c/o Asian Health Services
310 8th St., Suite 200
Oakland, CA 95607
(415) 832-5355
NUMBER OF ADVISORY COMMITTEE MEMBERS PER COUNTY

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TOTAL: 278,722 280,832 350,180 302,852 1,212,586
NEWLY FUNDED EDUCATION and PREVENTION PROJECTS, FY90-91

Face to Face / Sonoma County AIDS
P.O. Box 1599
Guerneville, CA 95446
Contact: Jacquie Rabinowitz
Telephone: (707) 887-1581
Region: One

Lake County Department of Public Health
922 Bevins Court
Lakeport, CA 95453
Contact: Gail Gibson
Telephone: (707) 263-2241
Region: One

Real Alternatives Program, Inc.
1300 Potrero Ave., Suite A-3
San Francisco, CA 94110
Contact: Roban San Miguel
Telephone: (415) 282-9984
Region: Two

Stop AIDS Project, Inc.
347 Dolores Street, Suite 118
San Francisco, CA 94110
Contact: Ken Jones
Telephone: (415) 621-7177
Region: Two

EOC Family Planning
1540 Marsh St., Suite D
San Luis Obispo, CA 93401
Contact: Sally Rogow
Telephone: (805) 544-2478
Region: Three

Tri-City Health Center
38355 Logan Drive
Fremont, CA 94536
Contact: Mario Rivera
Telephone: (415) 794-8848
Region: Four

Planned Parenthood Orange/San Bernardino
1801 N. Broadway
Santa Ana, CA 92706
Contact: Estela Martinez
Telephone: (714) 973-1733
Region: Five

Adolescent Treatment and Education Alliance
736 S. Cloverdale Ave.
Los Angeles, CA 90036
Contact: Virginia Arnold
Telephone: (213) 965-9677
Region: Six

All Saints AIDS Service Center
408 S. Pasadena Ave.
Pasadena, CA 91105
Contact: Peter White
Telephone: (818) 796-5633
Region: Six

Children's Hospital of Los Angeles
Division of Adolescent Medicine
4650 Sunset Blvd.
Los Angeles, CA 90027
Contact: Arlene Schneir
Telephone: (213) 669-2503
Region: Six

Crenshaw Consortium, Inc.
1835 S. La Cienega Blvd., Suite 200
Los Angeles, CA 90035
Contact: Augusta Gee
Telephone: (213) 559-1607
Region: Six

JWCH Institute, Inc.
2829 S. Grand Ave.
Los Angeles, CA 90007
Contact: Marie Brown
Telephone: (213) 744-3917
Region: Six

PROTOTYPES WARN
845 East Arrow Highway
Pomona, CA 91767
Contact: Vivian Brown
Telephone: (714) 624-1233
Region: Six

Calexico Hospital
450 Birch St.
Calexico, CA 92231
Contact: Flora Buzo
Telephone: (619) 357-1191
Region: Seven

San Ysidro Health Center
4004 Beyer Blvd.
San Ysidro, CA 92073
Contact: Irma Cota
Telephone: (619) 474-8744
Region: Seven
Education and Prevention Projects appealing OOA funding decisions for FY90-91

Region 1
American Red Cross, Napa
American River Hospital Teen Clinic
The Aquarian Effort
Chemical Dependency Center
Kaiser Permanente Medical Center, Sacramento and South Sacramento
Nevada County Health Department
Placer County Health Department
Sacramento AIDS Foundation
Sacramento County Health Department
Women's Civic Improvement Club, Inc.

Region 2
Instituto Familiar de la Raza
UC San Francisco

Region 3
Monterey County Health Department

Region 4
American Red Cross, Palo Alto
Contra Costa County Health Services Department
Desarrollo Familiar, Inc.
La Clinica de la Raza
U.C. Berkeley, Institute of Industrial Relations, Labor Occupational Health Program
W. Contra Costa Community Health Care Corp. Martin Luther King Jr. Family Hlth Cntr

Region 5
California State University at Long Beach
Long Beach Department of Health and Human Services
One in Long Beach
San Bernardino County Health Department

Region 6
Charles Drew University
Community Consortium
El Centro Human Services Corporation
Family Services of Los Angeles
Los Angeles Center for Drug & Alcohol Abuse
Los Angeles County Department of Health Services

Region 7
San Diego/Imperial Rural Health Education Center (SIRAHEC)

Region 8
Sequoia Community Health Foundation, Inc.
Tulare County Health Department

Statewide
Association of Regional Center Agencies
California Counties Foundation
California Museum of Science and Industry
California State Department of Education
Multicultural Training Resource Center
Ogilvy & Mather Public Relations/Pacificon
U.C. Davis AIDS Education and Training Center (Western AIDS ETC)
UCSF AIDS Health Project
Funded Agencies Receiving Contracts from the Office of AIDS for Fiscal Year 1990-1991

AIDS Project Los Angeles (APLA)
6721 Romaine St.
Los Angeles, CA 90038
Contact: Paul Kirchgraber, MSW
(213) 962-1600
Region: Six CPJ: 565

★ Adolescent Treat & Ed Alliance
736 S. Cloverdale Ave.
Los Angeles, CA 90036
Contact: Virginia Arnold
(213) 965-9677
Region: Six CPJ: 613 P

Agricultural Workers' Health Centers, Inc.
230 N. California St.
Stockton, CA 95202
Contact: Marcia Ceesay, MPH
(209) 463-4125
Region: One CPJ: 499

Alameda County Health Care Agency
449 5th St.
Oakland, CA 94607
Contact: Brian Cross
(415) 268-2639
Region: Four CPJ: 622

★ All Saints AIDS Service Center
408 S. Pasadena Avenue
Pasadena, CA 92073
Contact: Peter White
(818) 796-5633
Region: Six CPJ: 606 P

Alliance Medical Center/Clinica Alianza del Pueblo
619-621 Center St.
Healdsburg, CA 95448
Contact: Joe Bermudez
(707) 433-5494
Region: One CPJ: 479

☑ = probably not-funded FY 90-91 (39)
★ = newly funded FY 90-91 (15)
Total = 176
Ark of Love
3814 MacArthur Blvd.
Oakland, CA 94619
Contact: Ollie C. Milligan
(415) 482-1288
Region: Four EPP 228
CPJ: 735

Asian AIDS Project
300 4th St. Suite 401
San Francisco, CA 94107
Contact: Diane Gray, PhD
(415) 227-0946
Region: Two EPP 010 B
CPJ:

Asian American Recovery Services
300 4th St., Suite 200
San Francisco, CA 94107
Contact: Davis Ja, PhD
(415) 541-9285
Region: Two EPP 010 P
CPJ: 698

Asian American Residential Recovery Services
2024 Hayes St.
San Francisco, CA 94117
Contact: (415) 896-5213
Region: Two EPP 010 B
CPJ:

Asian Health Services
310 8th St., Suite 200
Oakland, CA 94607
Contact: Kathy Lim Ko
(415) 465-3271
Region: Four EPP 182
CPJ: 609

Association of Regional Center Agencies
428 J St., Suite 410
Sacramento, CA 95814
Contact: Ellen Fishman
(916) 446-7961
Region: Statewide EPP 160 P
CPJ: 712
Ark of Love
3814 MacArthur Blvd.
Oakland, CA 94619
Contact: Ollie C. Milligan
(415) 482-1288
Region: Four CPJ: 735 EPP 228

Asian AIDS Project
300 4th St. Suite 401
San Francisco, CA 94107
Contact: Diane Gray, PhD
(415) 227-0946
Region: Two CPJ: EPP 010 B

Asian American Recovery Services
300 4th St., Suite 200
San Francisco, CA 94107
Contact: Davis Ja, PhD
(415) 541-9285
Region: Two CPJ: EPP 010 P

Asian American Residential Recovery Services
2024 Hayes St.
San Francisco, CA 94117
Contact: (415) 896-5213
Region: Two CPJ: EPP 010 B

Asian Health Services
310 8th St., Suite 200
Oakland, CA 94607
Contact: Kathy Lim Ko
(415) 465-3271
Region: Four CPJ: EPP 182

Association of Regional Center Agencies
428 J St., Suite 410
Sacramento, CA 95814
Contact: Ellen Fishman
(916) 446-7961
Region: Statewide CPJ: EPP 160 P


Avance Human Services, Inc.
5350 East Beverly Blvd.
Los Angeles, CA 90022
Contact: Eve Rubell
        (213) 726-2201
Region: Six    EPP 041
CPJ:  414

Bay Area Urban League, Inc.
Kaiser Center Mall
344 20th St., Suite 211
Oakland, CA 94612-3593
Contact: Carole M. Watson, ACSW
        (415) 839-8011
Region: Four    EPP 188
CPJ:  550

Beach Area Health Center
Ciaccio Memorial Clinic
3705 Mission Blvd.
San Diego, CA 92109
Contact: Rick Siordian
        (619) 488-2841
Region: Seven    EPP 114 B
CPJ:  570

Berkeley Department of Health and Human Services
Martin Luther King, Jr. Civic Center Building
2180 Milvia St., Third Floor
Berkeley, CA 94704
Contact: Shayamm M. Shabaka, MPH
        (415) 644-6355
Region: Four    EPP 186
CPJ:  571

Butte County Public Health Department
695 Oleander Ave.
Chico, CA 95926
Contact: Melinda Snow
        (916) 891-2731
Region: One    EPP 012
CPJ:  489

CAL-PEP (California Prostitutes Education Project)
333 Valencia St., 4th Floor
San Francisco, CA 94103
Contact: Priscilla Alexander
        (415) 558-0450
Region: Two    EPPA 015
CPJ:  728
CORE Program
7740 1/2 Santa Monica Blvd.
West Hollywood, CA 90046
Contact: William M. Green
(213) 656-8201
Region: Six EPP 004
CPJ: 724

Calexico Hospital
450 Birch Street
Calexico, CA 92231
Contact: Flora Buzo
(619) 357-1191
Region: Seven EPP 612 P
CPJ:

California College of Podiatric Medicine
AIDS Education Project
1210 Scott St.
San Francisco, CA 94115
Contact: Cynthia A. Holmes, MA
(415) 474-1412
Region: Two EPP 227
CPJ:

California Counties Foundation
AIDS Education Project
1100 K St., Suite 101
Sacramento, CA 95814
Contact: Muriel Stacpoole
(916) 441-4011
Region: Statewide EPP 318
CPJ:

California Museum of Science and Industry
700 State Dr.
Los Angeles, CA 90037
Contact: Ann Muscat
(213) 744-7547
Region: Statewide EPP 309
CPJ:

California Nurses Association
AIDS Education and Training
1855 Folsom St., Suite 670
San Francisco, CA 94103
Contact: Marion Gillen, RN, MPH
(415) 864-4141
Region: Statewide EPP 019
CPJ: 590
California Rural Indian Health Board, Inc.
2020 Hurley Way, Suite 155
Sacramento, CA 95825
Contact: Jim Crouch
(916) 929-9761
Region: Statewide    EPP 014
CPJ:    617

✓California State Department of Education
721 Capitol Mall, 3rd floor
Sacramento, CA 95814
Contact: Beverly J. Bradley
(916) 322-4018
Region: Statewide    EPP 018
CPJ:

✓California State University at Long Beach
Psychology Department, Rm 440
Minority AIDS Education/Prevention Project
1331 Palo Verde Avenue
Long Beach, CA 90840-0901
Contact: Kelly Elder-Tabrizy
(213) 985-7508
Region: Five    EPP 016
CPJ:    584

Center for Health Training
2229 Lombard St.
San Francisco, CA 94123
Contact: Shelly Kodimer
(415) 929-9100
Region: Statewide    EPP 162
CPJ:    720

Center for Human Concerns of Santa Clara County, Inc.
AIDS Project
841 Lenzen Ave.
San Jose, CA 95126
Contact: Terrie Iacino
(408) 925-0200
Region: Four    EPP 231
CPJ:    709

Central Valley AIDS Team
606 E. Belmont
Fresno, CA 93701
Contact: Catherine Calkins
(209) 264-2436
Region: Eight    EPP 002
CPJ:    587
Central Valley Indian Health
20 N. DeWitt, Suite 10
Clovis, CA 93612
Contact: Richard Rios
(209) 299-2578
Region: Eight EPP 221
CPJ: 683

Central Valley Regional Center
4747 N. First St., Suite 195
Fresno, CA 93726
Contact: Ron Bell
(209) 228-3000
Region: Eight EPP 160 B
CPJ: 520

☑ Charles Drew University
Postgraduate Medical School, Department of Family Medicine
1621 E. 120th St., MP 31
Los Angeles, CA 90059
Contact: Ludlow B. Creary, MD
(213) 603-4965
Region: Six EPP 200
CPJ: 672

☑ Chemical Dependency Center
1507 21st St., Suite 100
Sacramento, CA 95814
Contact: Meda Rebecca
(916) 448-2951
Region: One EPP 166
CPJ: 525

☑ Children's Hospital of Los Angeles
Division of Adolescent Medicine
4650 Sunset Blvd.
Los Angeles, CA 90027
Contact: Arlene Schneir
(213) 669-2503
Region: Six EPP 608 P
CPJ: 665

Clinicas Del Camino Real
1280 S. Wells Rd.
Saticoy, CA 93004
Contact: Bertha Felix-Mata, MPH
(805) 647-6322
Region: Three EPP 181
CPJ: 665
Community Consortium
3109-1/4 Southwestern Ave., Suite B
Los Angeles, CA 90018
Contact: Levi Kingston
(213) 731-9227
Region: Six EPP 288
CPJ: 585

Community Counseling Center/Desert AIDS Project
750 S. Vella Rd.
Palm Springs, CA 92264
Contact: William K. Smith
(619) 323-2118
Region: Five EPP 322
CPJ: 458

Community Health Centers of Kern County
601 California Ave.
Bakersfield, CA 93304
Contact: Dennis Hendrix
(805) 324-9808
Region: Eight EPP 030
CPJ: 411

Contra Costa County Health Services Department
Public Health, AIDS Program
1111 Ward St.
Martinez, CA 94553-0087
Contact: Rusty Keilch
(415) 646-2525
Region: Four EPP 035
CPJ: 472

Crenshaw Consortium, Inc.
1835 So. La Cienega Blvd., Ste. 200
Los Angeles, CA 90035
Contact: Augusta Gee
(213) 559-1607
Region: Six EPP 610 P
CPJ:

Desarrollo Familiar, Inc.
205 39th St.
Richmond, CA 94805
Contact: Yolanda Ronquillo
(415) 234-5464
Region: Four EPP 230
CPJ: 470
Drug Consultants, Inc.
4219 W. Olive, Suite 103
Burbank, CA 91505
Contact: Carl Rowe
(818) 785-6143
Region: Six EPP 323
CPJ: 685

EOC Family Planning
1540 Marsh St., Ste. D
San Luis Obispo, CA 93401
Contact: Sally Rogow
(805) 544-2478
Region: Three EPP 611 P
CPJ:

East Los Angeles Health Task Force
630 S. St. Louis
Los Angeles, CA 90023
Contact: Susanna Arellano
(213) 261-2171
Region: Six EPP 211
CPJ: 699

East Valley Community Health Center
420 S. Glendora Ave.
West Covina, CA 91790
Contact: Alicia M. Thomas
(818) 919-5724
Region: Six EPP 212
CPJ: 448

Eastside Health and Community Education Center
3131 Alum Rock Ave.
San Jose, CA 95127
Contact: Ana Maldonado
(408) 729-7600
Region: Four EPP 098 B
CPJ:

El Centro Del Pueblo
840 Echo Park Ave.
Los Angeles, CA 90026
Contact: Sandra Vigueroa
(213) 250-1120
Region: Six EPP 195
CPJ: 415
El Centro Human Services Corp.
741 S. Atlantic Blvd.
Los Angeles, CA 90022
Contact: Ed Galvan
(213) 725-1337
Region: Six EPP D45 P
CPJ: 547

El Concilio de Madera
(Madera Family Health Center)
344 E. 6th St.
Madera, CA 93638
Contact: Mary N. Murphy
(209) 673-7063
Region: Eight EPP 289
CPJ: 619

El Dorado County Health Department
931 Spring St.
Placerville, CA 95667
Contact: Curt Weidmer, MD
(916) 621-6100
Region: One EPP D46 B
CPJ: 431

El Dorado County Health Department
P.O. Box 14506
South Lake Tahoe, CA 95702-4506
Contact: Valerie Rudd, PHN, MN
(916) 573-3155
Region: One EPP D46 P
CPJ: 413

El Progreso del Desierto, Inc.
51-800 Harrison
Coachella, CA 92236
Contact: Sam Maestas
(619) 398-7277
Region: Five EPP 321
CPJ: 613

El Proyecto Del Barrio, Inc.
9140 Van Nuys Blvd.
Panorama City, CA 91402
Contact: Corinne Sanchez
(818) 893-4914
Region: Six EPP 210
CPJ: 552
Face to Face/Sonoma Co AIDS
P.O. Box 1599
Guerneville, CA 95446
Contact: Jacquie Rabinowitz
(707) 887-1581
Region: One EPP 600 P
CPJ:

Family Services of Los Angeles
Suicide Prevention Center
626 S. Kingsley Drive
Los Angeles, CA 90005
Contact: Stanley Adamakis
(213) 385-3752
Region: Six EPP 138
CPJ: 535

First African Methodist Episcopal Church
AIDS Education Project
2270 S. Harvard Blvd.
Los Angeles, CA 90018
Contact: Peggy Graham-Hill
(213) 737-0897
Region: Six EPP 209
CPJ:

Fresno County Health Department
1221 Fulton Mall
Fresno, CA 93721
Contact: Bruce Fuji Kawa
(209) 445-3407
Region: Eight EPPA 326
CPJ: 654

Gay and Lesbian Community Services Center - Los Angeles
AIDS Intervention Program
1213 N. Highland Ave.
Los Angeles, CA 90038
Contact: Hugh Rice
(213) 464-7400
Region: Six, Statewide EPP 050
CPJ: 640

Gay and Lesbian Community Services Center - Orange County
AIDS Response Program
12832 Garden Grove Blvd., Suite B
Garden Grove, CA 92643
Contact: Nancy L. Radcllyffe
(714) 534-0961
Region: Five EPP 051
CPJ: 715
Greater Los Angeles Council on Deafness (GLAD)
616 S. Westmoreland Ave., 2nd Floor
Los Angeles, CA 90005
Contact: Pauline Annarino
(213) 383-2220
Region: Six CPJ: 741 EPP 055 P

Greater Los Angeles Council on Deafness (GLAD)
6851 Lennox Ave.
Van Nuys, CA 91405
Contact: Ron Gaugh
(818) 785-6583
Region: Six CPJ: 741 EPP 055 B

Greater Los Angeles Council on Deafness (GLAD)
AIDS Education for the Deaf
8350 Santa Monica Blvd., Suite 203
West Hollywood, CA 90069
Contact: Heidi Kleiger
(213) 383-2220
Region: Six CPJ: 741 EPP 055 B

Haight Ashbury Free Clinics, Inc.
Women's Needs Center
1825 Haight St.
San Francisco, CA 94117
Contact: Meredith Cahn
(415) 431-1714
Region: Two CPJ: 645 EPP 314

Health ETC - Health Education and Training Center
Project TECLA
696 E. Santa Clara St., Suite 111
San Jose, CA 95112
Contact: Nancy Heaton
(408) 275-8981
Region: Four CPJ: 541 EPP 135

Hemophilia Council of California
1507 21st St., Suite 300
Sacramento, CA 95814
Contact: George W. Lobdell, MPH
(916) 448-7444
Region: Statewide CPJ: 425 EPP 058 P


Hemophilia Council of California
7700 Edgewater Dr., Suite 710A
Oakland, CA 94621
Contact: Dana Francis
(415) 568-7074
Region: Four  EPP 058 B
CPJ: 425

Hemophilia Council of California
1000 E. Walnut St., Suite 220
Pasadena, CA 91106
Contact: Nancee Lee
(818) 796-5710
Region: Six  EPP 058 B
CPJ: 425

Hemophilia Council of California
3620 30th St., Suite C
San Diego, CA 92116
Contact: Tracy Mahoney, MSW
(619) 543-1355
Region: Seven  EPP 058 B
CPJ: 425

Hillsman Drug and Alcohol Center
1440 E. 41st St.
Los Angeles, CA 90011
Contact: Julia E. Hillsman
(213) 231-2585
Region: Six  EPP 196
CPJ: 693

Hollywood Sunset Community Clinic
Cara a Cara Latino AIDS Project
3324 Sunset Blvd.
Los Angeles, CA 90026
Contact: Teresa Padua
(213) 660-2400
Region: Six  EPP 060
CPJ: 644

Humboldt/Del Norte County Public Health Department
529 I St.
Eureka, CA 95501
Contact: Peggy Falk, MPH
(707) 445-6200
Region: One  EPP 062
CPJ: 468
✓ Instituto Familiar de la Raza
2515 24th St., Suite 2
San Francisco, CA 94110
Contact: Concha J. Saucedo
(415) 647-4141
Region: Two EPP 315
CPJ: 711

✓ JWCH Institute, Inc.
2829 S. Grand Avenue
Los Angeles, CA 90007
Contact: Marie Brown
(213) 744-3917
Region: Six EPP 603 P
CPJ:

✓ Kaiser Permanente Medical Center
6600 Bruceville Rd.
Sacramento, CA 95823
Contact: Joseph Johnson
(916) 686-2000
Region: One EPP 312
CPJ: 740

Kern County Economic Opportunity Corporation
Family Health Clinic, AIDS Education Project
300 19th St.
Bakersfield, CA 93301
Contact: Carolyn Carter
(805) 322-3041
Region: Eight EPP 222
CPJ: 487

Kern County Health Department
1700 Flower St.
Bakersfield, CA 93305
Contact: Robert M. Wicks, MPH
(805) 861-3651
Region: Eight EPP 069
CPJ: 578

Kings County Public Health Department
AIDS Project
330 Campus Dr.
Hanford, CA 93230
Contact: Connie Hyde, PHN
(209) 584-1401
Region: Eight EPP 070
CPJ: 428
La Clinica de la Raza
1515 Fruitvale Ave.
Oakland, CA 94601
Contact: Jane Garcia, MPH
       (415) 534-0078
Region: Four  EPP 187
CPJ:  612

La Familia Counseling Service
26081 Mocine Ave.
Hayward, CA 94544
Contact: F. Junior Sanchez
       (415) 881-5921
Region: Four  EPP 183
CPJ:  626

Lake County Dept. of Public Hlth.
922 Brevins Ct.
Lakeport, CA 95453
Contact: Gail Gibson
       (707) 263-2241
Region:  EPP 610 P
CPJ:

Linda Vista Health Care Center
6973 Linda Vista Rd.
San Diego, CA 92111
Contact: Susan L. Clark, MA
       (619) 279-9676
Region: Seven  EPP 218
CPJ:  437

Logan Heights Family Health Center
1809 National Ave.
San Diego, CA 92113
Contact: Peter Boddy, MD, MPH
       (619) 234-8171
Region: Seven  EPP 219
CPJ:  505

Long Beach Department of Health and Human Services
AIDS Prevention and Education Project
2655 Pine Ave.
Long Beach, CA 90805
Contact: Sunny Haberman
       (213) 427-7421
Region: Five  EPP 025
CPJ:  513
Los Angeles Center for Drug and Alcohol Abuse
11769 Telegraph Road
Los Angeles, CA 90670
Contact: Martin J. Telles
       (213) 949-2381
Region: Six EPP 104
CPJ: 745

Los Angeles County Department of Health Services
AIDS Program Office
600 Commonwealth Ave., 6th Floor
Los Angeles, CA 90005
Contact: Elvin Ranson
       (213) 351-8000
Region: Six EPP 026 P
CPJ: 689

Los Angeles County Drug Abuse Program Office
AIDS Program and Projects
714 W. Olympic Blvd., 9th floor
Los Angeles, CA 90015
Contact: Cleante Stain, MSW
       (213) 744-6469
Region: Six EPP 026 B
CPJ: 637

Los Angeles Free Clinic
Project ABLE
8405 Beverly Blvd.
Los Angeles, CA 90048
Contact: Jack Carrel
       (213) 659-9995
Region: Six EPP 143
CPJ: 481

Madera County Department of Public Health
AIDS Program
14215 Road 28
Madera, CA 93638
Contact: Janet Wilson
       (209) 675-7893
Region: Eight EPP 077
CPJ: 572

Marin AIDS Support Network
4 G St., Suite 4
San Rafael, CA 94901
Contact: Barry Zack, MPH
       (415) 457-2437
Region: Four EPP 078
CPJ: 452
Marin County Health and Human Services
Public Health Nursing AIDS Program
Civic Center, Rm. 257
San Rafael, CA 94903
Contact: Mary Jo Buerger
(415) 499-7804
Region: Four EPP 079
CPJ: 433

Mendocino County Department of Public Health
Drug and Alcohol Division
c/o Court House
Ukiah, CA 95482
Contact: Shelley Martin
(707) 463-4461
Region: One EPP 081
CPJ: 667

Merced County Health Department
210 E. 15th St.
Merced, CA 95340
Contact: Donna Earley
(209) 385-7700
Region: Eight EPPA 082
CPJ: 474

Merced Family Health Centers, Inc.
727 W. Childs Ave.
Merced, CA 95341
Contact: Debra Meltvedt
(209) 383-1848
Region: Eight EPP 223
CPJ: 532

Milagro AIDS Project
741 S. Atlantic Blvd.
Los Angeles, CA 90022
Contact: David Marquez
(213) 725-1337
Region: Six EPP 045 B
CPJ: 547

Minority AIDS Project
5149 W. Jefferson Blvd.
Los Angeles, CA 90016
Contact: Linda Rodriguez, LCSW
(213) 936-4949
Region: Six EPP 084
CPJ: 692
Monterey County Health Department
1270 Natividad Rd.
Salinas, CA 93906
Contact: John Snider, MPH, MPA
(408) 755-4500
Region: Three EPP 038
CPJ: 586

Monterey County Health Department
1270 Natividad Road
Salinas, CA 93906
Contact: David Kimbrough, MPH
(408) 755-4500
Region: Three EPPA 088 P
CPJ: 586

Mother Lode Community Health Centers, Inc.
24685 Highway 88
Pioneer, CA 95666
Contact: Randolph Windsor
(209) 295-5544
Region: One EPP 311
CPJ: 677

Multicultural Training Resource Center (MTRC)
1540 Market St., Suite 320
San Francisco, CA 94102
Contact: Sala Udin
(415) 861-2142
Region: Statewide EPP 161
CPJ: 603

Nevada County Health Department
10433 Willow Valley Rd.
Nevada City, CA 95959
Contact: John Holland
(916) 265-1450
Region: One EPP 092
CPJ: 410

Nipomo Community Medical Center
150 Tejas Place
Nipomo, CA 93444
Contact: Isabel P. Ruiz
(805) 929-3211
Region: Three EPP 093
CPJ: 407
North County Health Services
348 Rancheros Dr.
San Marcos, CA 92069-2995
Contact: Diana Lacey, MPH
        (619) 471-2100
Region: Seven          EPP 215
CPJ:  564

North San Joaquin Valley Health Development Council
1101 Standiford Ave., Suite C-2
Modesto, CA 95350
Contact: Sally Stange
        (209) 577-3103
Region: Eight          EPP 224
CPJ:  441

Northeast Valley Health Corporation
12756 Van Nuys Blvd.
Pacoima, CA 91331
Contact: Luis Figuera
        (818) 896-0531
Region: Six            EPP 201
CPJ:  448

Northern California Coalition for Rural Health
2850-A W. Center St.
Anderson, CA 96007
Contact: Tom Dodson, PhD
        (916) 365-2559
Region: One            EPP 090
CPJ:  408

Oakland Children's Hospital Teen Clinic
Oakland Children's Hospital
747 52nd St.
Oakland, CA 94609
Contact: Barbara Staggers, MD
        (415) 428-3387
Region: Four           EPP 184
CPJ:  623

Ogilvy & Mather Public Relations/Pacificon
China Basin, Suite 6600
185 S. Berry St.
San Francisco, CA 94107
Contact: David Boorkman
        (415) 777-3424
Region: Statewide       EPP 236
CPJ:  660
Ogilvy & Mather/Pacificicon
China Basin, Suite 6600
185 S. Berry Street
San Francisco, CA 94107
Contact: Melinda Moore
(415) 777-1922
Region: statewide EPP 236
CPJ: 660

One in Long Beach
2017 E. 4th St.
Long Beach, CA 90814
Contact: Carla Edwards, CFNP
(213) 438-1038
Region: Five EPP 189
CPJ: 488

Orange County Center for Health
503 N. Anaheim Blvd.
Anaheim, CA 92805
Contact: Marcia Vickery
(714) 956-9541
Region: Five EPP 192
CPJ: 423

Orange County Health Care Agency
1725 W. 17th St.
Santa Ana, CA 92706
Contact: Raul Magana, PhD
(714) 834-7700
Region: Five EPP 036
CPJ: 435

Orange County Health Care Agency
Mental Health Division
405 W. 5th Street Bldg.38 Ste. 212
Santa Ana, CA 92701
Contact: Priscilla Munro
(714) 568-4796
Region: Five EPP 330
CPJ:

Orange County Health Care Agency
AIDS Coordination (Branch)
511 N. Sycamore
Santa Ana, CA 92701
Contact: Eleanor Forrest
714-834-4342
Region: Six EPP 600 B
CPJ:
PROTOTYPES WARN
845 East Arrow Highway
Pomona, CA 91767
Contact: Vivian Brown
(714) 624-1233
Region: Six
CPJ: EPP 603 P

Pasadena City Department of Public Health
100 N. Garfield Ave., Rm. 140
Pasadena, CA 91109
Contact: Melissa Scanlon
(818) 405-4391
Region: Six
CPJ: 443

Pioneers Memorial Hospital District
651 Main St.
El Centro, CA 92243
Contact: Peggy Richards
(619) 352-8521
Region: Seven
CPJ: 648

Placer County Health Department
11484 B Ave.
Auburn, CA 95603
Contact: Mary Jo Sweeney
(916) 889-7141
Region: One
CPJ: 421

Planned Parenthood of Oran/Bern
1801 N. Broadway
Santa Ana, CA 92706
Contact: Estela Martinez
(714) 973-1733
Region: Five
CPJ: EPP 616

Planned Parenthood of Oran/San Ber
1801 N. Broadway
Santa Ana, CA 92706
Contact: Estela Martinez
(714) 973-1733
Region: Five
CPJ: EPP 616 P
Planned Parenthood of San Joaquin Valley
19 N. Pilgrim
Stockton, CA 95205
Contact: JoAnn Conant
(209) 466-0135
Region: One EPP 172
CPJ: 402

Planned Parenthood of Santa Clara County
1691 The Alameda
San Jose, CA 95126
Contact: Margery Regalado
(408) 287-7532
Region: Four EPP 098 P
CPJ: 642

Planned Parenthood of Santa Cruz County
212 Laurel St.
Santa Cruz, CA 95060
Contact: Marjaneh Amirshahi
(408) 425-1551
Region: Three EPP 177
CPJ: 501

Planned Parenthood of Shasta-Diablo
1291 Oakland Blvd.
Walnut Creek, CA 94596-4374
Contact: Kathy Listen
(415) 935-4066
Region: Four EPP 099
CPJ: 403

Plumas County Schools
AIDS Education Project
50 Church St.
Quincy, CA 95971
Contact: Paul Mrowczynski, RN
(916) 283-2200
Region: One EPP 101
CPJ: 596

Proyecto Alarma SIDA! Health Education Center
212 E. Beach St.
Watsonville, CA 95076
Contact: Ruth Lopez
(408) 761-0997
Region: Three EPP 178 B
CPJ: 517
**Real Alternatives Program, Inc.**
1300 Potrero Ave., Suite A-3
San Francisco, CA  94110
Contact: Roban San Miguel  
(415) 282-9984
Region:  Two  EPP 604 P
CPJ:  

**Redwood Coast Regional Center**
808 E St.
Eureka, CA  95501
Contact: Katy Lusson  
(707) 445-0893
Region:  One  EPP 160 B
CPJ:  712

**Riverside County Health Department**
Health Education Services Branch
4065 County Circle Dr.
Riverside, CA  92503
Contact: Manzoor R. Massey, PhD, MPH  
(714) 358-5000
Region:  Five  EPP 037
CPJ:  496

**Rural Human Services**
811 G St.
Crescent City, CA  95531
Contact: Dee Hall  
(707) 464-7441
Region:  One  EPP 290
CPJ:  507

**STOP AIDS Project, Inc.**
347 Dolores Street., Ste. 118
San Francisco, CA  94110
Contact: Ken Jones  
(415) 621-7177
Region:  Two  EPP 602 P
CPJ:  

**Sacramento AIDS Foundation**
1900 K St., Suite 201
Sacramento, CA  95814
Contact: Lisa Brodkey  
(916) 448-2437
Region:  One  EPP 107
CPJ:  495
Sacramento County Health Department
3701 Branch Center Rd.
Sacramento, CA  95827
Contact: Dennis Webb  
(916) 366-2922
Region: One  EPP 108
CPJ:  610

Salud Para La Gente, Inc.
10 Carr St.
Watsonville, CA  95076
Contact: Barbara Garcia  
(408) 761-0997
Region: Three  EPP 178 P
CPJ:  412

San Benito Health Foundation
910 Monterey St.
Hollister, CA  95023
Contact: Kimberly Theidon  
(408) 637-5306
Region: Three  EPP 317
CPJ:  649

San Benito Health Foundation
910 Monterey  
Hollister, CA  95023
Contact: Robert Council  
(408) 637-5306
Region: Three  EPP 317
CPJ:  649

✓San Bernardino County Health Department
AIDS Prevention Project
799 E. Rialto Avenue
San Bernardino, CA  92415-0011
Contact: Michele Jacknik  
(714) 383-3060
Region: Five  EPP 028
CPJ:  450

San Diego AIDS Project
3777 Fourth Ave.
San Diego, CA  92103
Contact: Diane Bonne  
(619) 543-0300
Region: Seven  EPP 111
CPJ:  459
San Diego American Indian Health Center, Inc.
2561 First Ave.
San Diego, CA 92103
Contact: Jodee Dennison, MPH
(619) 234-2158
Region: Seven EPP 216
CPJ: 719

San Diego Council of Community Clinics
4290 Polk Ave.
San Diego, CA 92105-1592
Contact: Karen Waters
(619) 283-5904
Region: Seven EPP 114 P
CPJ: 527

San Diego County Department of Health Services
Office of AIDS Coordination
1700 Pacific Highway, Room 104
San Diego, CA 92101
Contact: Erika Shatz
(619) 236-2254
Region: Seven EPP 027 B
CPJ: 401

San Diego County Dept.of Health Services
Bureau of Public Health Education
1700 Pacific Hwy, Rm. 301
San Diego, CA 92124
Contact: Jane Young, MPH
(619) 236-2705
Region: Seven EPP 027 P
CPJ: 401

San Diego County Dept.of Health Services
Office of AIDS Coordination
1700 Pacific Highway, Rm. 104
San Diego, CA 92101
Contact: Binnie Callender
Region: Seven EPP 027 B
CPJ: 401

San Diego Regional Center
17088 Van Buren Blvd.
Riverside, CA 92504
Contact: Hattie Byland
(619) 576-2996
Region: Seven EPP 160 B
CPJ: 536
San Diego State University
Student Health Services, AIDS Education Project
San Diego, CA  92182-0567
Contact: Leland G. Wessel, MD, MPH
       (619) 594-5281
Region:  Seven  EPP 217
CPJ:  584

San Diego Urban League
4261 Market St.
San Diego, CA  92102
Contact: Carmelita Douglas
       (619) 263-3115
Region:  Seven  EPP 238
CPJ:  455

San Diego Youth and Community Services
3878 Old Town Ave., Suite 200-B
San Diego, CA  92110
Contact: Deborah J. Pino
       (619) 297-9310
Region:  Seven  EPP 214
CPJ:  530

San Diego/Imperial Rural Area Health Education Center (SIRAHEC)
c/o Grossmont/Cuyamaca Community College District
8800 Grossmont College Dr.
El Cajon, CA  92020
Contact: Stuart Karasik, PhD
       (619) 465-1700
Region:  Seven  EPP 115
CPJ: 

San Francisco AIDS Foundation
333 Valencia St., 4th Floor
San Francisco, CA  94101-6182
Contact: Chuck Frutchey
       (415) 864-4376
Region:  Two  EPP 116
CPJ:  646

San Francisco Department of Public Health
AIDS Office
25 Van Ness, 5th Floor
San Francisco, CA  94102
Contact: Marshia Herring
       (415) 554-9000
Region:  Two  EPP 024
CPJ:  696
San Francisco Department of Public Health
Special Programs for Youth
375 Woodside Avenue
San Francisco, CA 94127
Contact: Janice Shalwitz
(415) 753-7780
Region: Two EPP 598 B
CPJ:

San Joaquin AIDS Foundation
4410 N. Pershing, Suite C-5
Stockton, CA 95207-6928
Contact: Jane Ruggill
(209) 476-8533
Region: One EPP 117
CPJ: 618

San Joaquin County Public Health Services
AIDS Information and Education
1601 E. Hazelton Ave.
Stockton, CA 95205
Contact: Ramakrishna Ram, MPH
(209) 468-3400
Region: One EPP 119
CPJ: 624

San Luis Obispo County Health Department
2191 Johnson Ave.
San Luis Obispo, CA 93401
Contact: Wendy Holaday-Giggy
(805) 549-5500
Region: Three EPPA 120
CPJ: 504

San Mateo County Department of Health Services
Public Health Division, AIDS Project
225 W. 37th Ave.
San Mateo, CA 94403
Contact: Susan McCreeedy, MPH
(415) 573-2588
Region: Four EPP 122
CPJ: 485

San Ysidro Health Center
4004 Beyer Blvd.
San Ysidro, CA 92073
Contact: Irma Costa
(619) 474-8744
Region: EPP 605 P
CPJ:
Santa Barbara County Health Care Services
300 N. San Antonio Rd.
Santa Barbara, CA 93110
Contact: Valwyn S. Hooper, MA
(805) 681-5120
Region: Three  EPP 124
CPJ:  413

Santa Clara County Health Department
976 Lenzen Ave.
San Jose, CA 95126-2700
Contact: Julie Grisham, MA
(408) 299-4151
Region: Four  EPP 038
CPJ:  635

Santa Cruz AIDS Project
1606 Soquel Ave.
Santa Cruz, CA 95063
Contact: Jo Kenny
(408) 427-3900
Region: Three  EPP 179
CPJ:  416

Santa Cruz County Health Services Agency
1080 Emeline Ave.
Santa Cruz, CA 95061
Contact: Christine Sippl, MPH
(408) 425-2251
Region: Three  EPPA 127
CPJ:  592

Sequoia Community Health Foundation, Inc.
2790 South Elm Ave.
Fresno, CA 93706
Contact: Yolanda Chavers
(209) 233-5747
Region: Eight  EPP 220
CPJ:  520

Shanti Foundation, Los Angeles
6855 Santa Monica Blvd., Suite 408
Los Angeles, CA 90038
Contact: John Griffith, MPH
(213) 962-8197
Region: Six  EPP 076
CPJ:  519
Shasta County Public Health Department
2650 Breslaver Way
Redding, CA 96001
Contact: Judith Townley
(916) 225-5591
Region: One EPPA 128
CPJ: 405

Solano County Health Department
355 Tuolumne St.
Vallejo, CA 94590
Contact: Alice Gandelman, MPH
(707) 553-5556
Region: Four EPP 132
CPJ: 424

Sonoma County People for Economic Opportunity
815 Fifth St.
Santa Rosa, CA 95404
Contact: Carol Roberts
(707) 544-7530
Region: One EPP 133
CPJ: 688

Sonoma County Public Health Department
3313 Chanate Rd.
Santa Rosa, CA 95404
Contact: Karen Loos, RN
(707) 576-4765
Region: One EPPA 134
CPJ: 540

South Bay Free Clinic
1807 Manhattan Beach Blvd.
Manhattan Beach, CA 90266
Contact: Kim W. Hunter, MSW
(213) 318-2521
Region: Six EPPA 205
CPJ: 460

South Central LA Regional Center
2160 E. Adams Blvd.
Los Angeles, CA 90018
Contact: Andy Pollard
(213) 734-1884
Region: Six EPP 160 B
CPJ: 712
Southern California Youth and Family Center
101 N. La Brea Ave., Suite 100
Inglewood, CA 90301
Contact: Gayle Wilson Nathanson
(213) 671-1222
Region: Six  EPP 310
CPJ: 725

Southern Health Services
36190 Hwy 94
Campo, CA 92006
Contact: Bertha Aviles
(619) 478-5311
Region: Seven  EPP 114 B
CPJ: 569

Stanislaus County Public Health Department
AIDS Project
2501 McHenry Blvd. E.
Modesto, CA 95350-6194
Contact: Kris Owens, MPH
(209) 525-7301
Region: Eight  EPP 136
CPJ: 606

T.H.E. Clinic for Women, Inc.
Asian Health Project
3860 W. Martin Luther King Blvd.
Los Angeles, CA 90008
Contact: Sylvia Drew-Ivie
(213) 295-6571
Region: Six  EPP 198
CPJ: 463

Tarzana Treatment Center
18646 Oxnard St.
Tarzana, CA 91356
Contact: Danny Jenkins
(818) 996-1051
Region: Six  EPP 048
CPJ: 429

Tehama County Health Department
1860 Walnut St.
Red Bluff, CA 96080
Contact: Valerie Lucero, RN
(916) 527-6824
Region: One  EPP 140
CPJ: 674
Tri-City Health Center
38355 Logan Dr.
Fremont, CA 94536
Contact: Mario Rivera
(415) 797-1188
Region: Four EPPA 320
CPJ: 650

Tulare County Health Department
Hillman Health Center
1062 S. K St.
Tulare, CA 93274
Contact: Jamie Richardson
(209) 688-0635
Region: Eight EPP 059
CPJ: 454

UC Berkeley, Institute of Industrial Relations
Labor Occupational Health Program, AIDS Project
University of California, Berkeley
2521 Channing Way
Berkeley, CA 94720
Contact: Elaine Askari, MPH
(415) 642-5507
Region: Four EPP 071
CPJ: 486

UCLA Chicano Studies Research Center
405 Hilgard Avenue
189 Haines Hall
Los Angeles, CA 90024-1544
Contact: Lourdes Baezconde-Gerbanati
(213) 825-4484
Region: Six EPP 203
CPJ: 620

UCLA Family Planning Clinic
10833 LeConte Ave., Rm. 22-222 CHS
Los Angeles, CA 90024
Contact: Sally Pappas, MPH
(213) 825-2753
Region: Six EPP 146
CPJ: 471

UCSF AIDS Health Project
Professional Training Division
1855 Folsom St.
P.O. Box 0884
San Francisco, CA 94143-0884
Contact: Marcia Quakenbush
(415) 476-6430
Region: Statewide EPP 226
CPJ:
Valley Community Health Center
4361 Railroad Ave.
Pleasanton, CA 94566
Contact: Amy Sims Candido
(415) 462-1755
Region: Four EPP 15D
CPJ: 509

Ventura County Public Health Department
3147 Loma Vista Rd.
Ventura, CA 93003
Contact: Eileen M. Gordon, MPH
(805) 652-5914
Region: Three EPP 180
CPJ: 515

Vista Community Clinic
Health Promotion Center
981 Vale Terrace
Vista, CA 92084
Contact: Lorraine Whitehorse, MPH
(619) 726-1321
Region: Seven EPP 152
CPJ: 461

Watts Health Foundation, Inc.
10300 S. Compton Ave.
Los Angeles, CA 90002
Contact: Audrey Smith
(213) 564-4331
Region: Six EPP 206
CPJ: 659

West Contra Costa Community Health Care Corp.
Martin Luther King Family Health Center
101 Broadway
Richmond, CA 94804
Contact: Marilyn A. Griffin
(415) 233-3994
Region: Four EPP 229
CPJ: 647

West Oakland Health Center
700 Adeline St.
Oakland, CA 94607
Contact: Steve Gardner
(415) 835-9610
Region: Four EPPA 154
CPJ: 627
Western AIDS ETC
5110 E. Clinton Way, Suite 115
Fresno, CA 93727-2098
Contact: Lynette Jordan
(209) 252-2851
Region: Statewide
CPJ: 447

Women's Civic Improvement Club, Inc.
3555 Third Ave.
Sacramento, CA 95817
Contact: Cynthia Burnett
(916) 457-8661
Region: One
CPJ: 604

YWCA of Oakland, Inc.
AIDS Education Project
1515 Webster St.
Oakland, CA 94612
Contact: Christina M. Reyes
(415) 451-7900
Region: Four
CPJ: 490

Yolo County Public Health Department
10 Cottonwood St.
Woodland, CA 95695
Contact: Christine Cipperly
(916) 666-8645
Region: One
CPJ: 703

Youth Environment Study, Inc.
1779 Haight St.
San Francisco, CA 94117
Contact: Pat Norman
(415) 751-4221
Region: Statewide
CPJ: 157
ADVISORY COMMITTEE MEETING
4 JUNE 1990
10:00 a.m. to 3:00 p.m.

AGENDA

10:00 a.m. to 10:30 a.m. Welcome
Introductions
Committee member updates
Review agenda and information packets

10:30 a.m. to 12:30 p.m. CAC Updates
- "Getting the Word Out"
  (Ana Matiella)
- Resource Publications
  (Susan Hillyard, Deborah Ivie)
- Needs Assessment Survey Report
  (Deborah Ivie)
- Bulk Distribution Activity
  (Deborah Ivie)
- A Look Ahead
  Reorganization at ETR Associates,
  CAC Budget, Scope of Work
  FY 90-91
  (Susan Cooper)

12:00 p.m. to 1:30 p.m. Lunch/Networking

1:30 p.m. to 2:00 p.m. Committee Member Agenda Additions

2:15 p.m. to 2:45 p.m. Committee Make-up and Representation
FY 1990-1999
(Susan Cooper)

2:45 p.m. to 3:00 p.m. Concluding Remarks
Date for next meeting
GOAL I:
CAC will conduct a statewide needs assessment survey to identify unmet needs for HIV/AIDS education materials to be developed and/or distributed by CAC. 125 Education and Prevention Projects will be randomly selected to participate in the needs assessment.

GOAL II:
CAC will continue to provide access to and information on HIV/AIDS education materials and AIDS related organizations. CAC will continue to maintain and expand two computerized databases: the AIDS Education Materials Database and the AIDS Organizations Database, as well as the informational files and extensive resource collection. CAC will produce and distribute the annual Directory of Agencies Conducting AIDS Education and Prevention Projects. CAC will publish the quarterly CAC Reviewer newsletter and distribute it to all Education and Prevention Projects.

GOAL III:
CAC will develop, produce and distribute three new HIV/AIDS education materials based on input from and analyses of the needs assessment completed by the Education and Prevention Projects. A Spanish-language version of Saturday Night Special, a sequel to Amigos y Amantes, and one additional HIV/AIDS educational material will be produced.

GOAL IV:
All Office of AIDS funded Education and Prevention Projects will be able to obtain free or low cost, quality HIV/AIDS education materials through the CAC Bulk Distribution System. CAC will distribute a total of 10-20 titles through the CAC Bulk Distribution System.

GOAL V:
CAC will produce semiannually A Guide for Californians to the AmFAR AIDS/HIV Experimental Treatment Directory and will distribute it to all Education and Prevention Projects.

GOAL VI:
An Advisory Committee including but not limited to representatives of agencies operating the Northern and Southern California Hotlines, CAIN, Education and Prevention Projects and Alternative Test Sites will provide advice, critical evaluation and input on activities, and recommendations for policies and procedures of CAC.
Please rank your top 5 choices

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| 2    | Casual Transmission and AIDS |
|      | Author:                      |
|      | Name                          |
|      | Title                         |
|      | Agency                        |
|      | Phone                         |

| 3    | AIDS in the Workplace        |
|      | Author:                      |
|      | Name                          |
|      | Title                         |
|      | Agency                        |
|      | Phone                         |

| 4    | Educating about Condom Use   |
|      | Author:                      |
|      | Name                          |
|      | Title                         |
|      | Agency                        |
|      | Phone                         |
Materials for People with HIV/AIDS

Author:
Name
Title

Agency
Phone

HIV and Antibody Testing

Author:
Name
Title

Agency
Phone

The Asian Community and AIDS

Author:
Name
Title

Agency
Phone

Native Americans and AIDS

Author:
Name
Title

Agency
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Sex Industry Workers and AIDS

Author:
Name
Title

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Participants

Jose Aponte, Principal Administrative Librarian, San Juan Capistrano Regional Library

Peggy Falk, MPH, Director of Health Education, Humboldt / Del Norte County Health Department

Craig Lasha, Field Supervisor, Youth Environment Study, Mid-City Consortium to Combat AIDS

Milton Lee, M.D., Chief, Division of Obstetrics, Martin Luther King Jr. General Hospital

Rick Low (representing Diane Gray), Health Educator, Asian AIDS Project

Sharon Penn, Community Health Outreach Worker, Mid-City Consortium to Combat AIDS

Jim Pickett (representing John Mortimer), Program Manager, Materials Development, AIDS Project Los Angeles

Dana Pierce-Hedge

Eve Rubell (representing Elena Alvarado), Administrative Coordinator, AIDS Education & Outreach Services, Avance Human Services, Inc.

Russell Toth, Director of CAIN, Gay & Lesbian Community Services Center

Dean Yabuki, Education Director, East Bay Asian AIDS Coordinating Committee

Minutes

I. Welcome and Introduction

Susan Cooper introduced CAC staff:

Susan Cooper, Director
Deborah Ivie, Assistant to the Director
Susan Hillyard, Library Services Coordinator
Jill Schettler, Library Assistant
Ivette Ruiz, Staff Assistant

Susan Cooper: I would like to introduce two staff members that you have not met: Library Assistant Jill Schettler and Staff Assistant Ivette Ruiz.
II. Advisory Committee Member Introduction and Updates

Russ Toth, Director, CAIN, has developed a new training component with the West Hollywood Clinic. Announced that the National AIDS Network (NAN) is closing its doors as of March 25, 1990. Other branches will not be affected.

Jim Pickett, APLA, Responsible for managing the development of new materials for Alternative Test Sites, some of which are distributed by CAC. He is looking forward to the completion of new materials for IV Drug Users.

Eve Rubell, Avance Human Services, described Avance's services; operation of the Spanish AIDS toll-free hotline, and two theater groups one for teens and the second for adults. Working on a revised budget and the creation, development and distribution of a Spanish newsletter on AIDS titled Luces.

Sharon Penn, Mid-City Consortium to Combat AIDS, was attending her first Advisory Committee meeting. Sharon provides education and prevention services to sexual partners of intravenous drug users in housing projects and through street outreach in the San Francisco area.

Jose Aponte, San Juan Capistrano Regional Library, introduced himself.

Craig Lasha, Mid-City Consortium to Combat AIDS, has been temporarily assigned as Assistant Director.

Peggy Falk, Humboldt/Del Norte County Health Department, reported that the big news is that as of July 1, 1990 Humboldt County Health Department will no longer be providing Del Norte County with services.

Rick Low, Asian AIDS Project, reported that work was recently completed on bilingual Korean and Vietnamese brochures targeted to low literacy groups. Rick is also involved in the development of a multilingual newsletter due to come out next winter.

Dean Yabuki, East Bay Asian AIDS Coordinating Committee, presently in the thick of grant writing in order to expand EBAACC's resources. Announced that the video *Behind the Mask: AIDS is Affecting Us All* produced by the Association of Asian Pacific Community Health Organizations has been translated and voiced over in seven languages including Cantonese, Korean, Samoan, Tagalog, Vietnamese and Lao. Gay Philippine brochure now available in a language which is a mixture of Tagalog and English.

Dana Pierce-Hedge, attending her first Advisory Committee meeting at the request of Tom Lidot (who has resigned from the Advisory Committee effective this meeting) is representing her community of Native Americans/American Indians.

Dr. Lee, Division of Obstetrics, Martin Luther King Jr. General Hospital, is the Principal Investigator for a three year project on perinatal transmission of HIV that began last September 1989.
III. Susan C. Cooper, Director, Updates

Ana Matiella, Associate Director for Material Development reported on "Getting the Word Out:"

"Getting the Word Out" is back from review. The reviewed chapters will be sent back to their original authors for further revisions and corrections. So far, the chapters that have been completed have been interesting. Most of the chapters are very good -- others need to be restructured. The book covers a lot of ground and reflects a great amount of diversity. Three chapters are still missing. Terry Tafoya’s chapter titled Singing Your Own Song was definitely worth the wait. Tafoya begins his chapter by telling an Indian folk tale about a bear and a crane. The bear rubs his hands together against the fire to create cooking oil. When the crane attempts to do the same his efforts proved to be completely futile. As the title suggests the story is about learning to do your own thing.

The remaining two missing chapters include Ana’s own chapter on translations and the chapter on comic books by the Communications Department of John Hopkins University.

Susan Cooper -- If you would like to have a copy sent you, please give your name to Deborah.

Ana Matiella -- The book will be ready for production in June 1990 and available for distribution at the end of September. It will be available to Advisory Committee members as soon as it is back from the press.

Dean Yabuki -- Will the book appear in ETR’s fall catalog?

Ana Matiella -- That is a very good idea. It could appear as an upcoming title.

Peggy Falk -- Are you doing a lot of revisions on the chapters?

Ana Matiella -- As the Editors I will be rewriting some of the chapters to make the manuscripts more readable. In all fairness to the authors, they have good solid information, but our intent is to present their ideas in more graphic terms.

Dean Yabuki asked about the copyrights of the book.

Ana Matiella -- ETR has full copyrights.

Eve Rubell -- How much will the book cost Office of AIDS funded agencies?

Susan Cooper -- The book will be free to Office of AIDS funded Education and Prevention Projects. The price has not been set yet for non-Office of AIDS funded agencies.

Eve Rubell -- Has the Office of AIDS read it?

Ana Matiella -- They are probably reviewing it as we speak.
Susan Cooper -- The Office of AIDS has worked with us on this project every step of the way.

Jose Aponte -- The title is very unique, however I have a problem with the academic of the book.

Ana Matiella -- Yes. It's been problematic especially with the chapters written Dr. Gillian and Dr. Thomas. In order to make Dr. Lillian's chapter more accessible, the book designers will extract the case study from her chapter. I believe that graphic changes and editing will make a difference.

Dean Yabuki suggested having a book party and said that he had access to a good location in Berkeley.

Ana Matiella has begun to work on CAC Material Development activities for FY90-91. She has begun work on the adaptation and translation into Spanish of Saturday Night Special. She hopes to begin work on the sequel to Amigos y Amantes shortly. She plans to have the two couples portrayed in Amigos y Amantes interact as couples in the sequel. In addition, ETR has agreed to allow for the reproduction of Amigos y Amantes in Mexico.

Susan Hillyard reported on the CAC Reviewer

The CAC Reviewer has a new format. It is now 16 pages which means the need to review more materials has increased. Susan asked that Advisory Committee members please send samples or information of new materials to CAC for upcoming reviews. In addition, the new question and answer section in the California-specific insert needs input. Please send Susan questions you think ought to be featured in the question and answer section. The lead article of the next CAC Reviewer will be on Low Literacy Materials by Jane Root. Susan also requested further feedback on the questionnaire that was distributed during the meeting on recommendations for future articles and possible authors. The CAC Reviewer continues to be marketed by ETR and so far has received 30 national subscriptions. It was displayed at the American Library Association conference on June 22-26th in Chicago in the combined book exhibit booth.

Deborah Ivie reported on the new EPP Directory, Needs Assessment Survey Report and Bulk Distribution Activity.

EPP Directory

Copies of last year's Directory pages have been sent out to every FY 90-91 Office of AIDS Education and Prevention Project with the exception 39 projects which are presently appealing their contracts. This matter should be resolved by the middle of June. The Directory will be ready for production by July 15th. About half of the Directory pages have been returned with corrections and new information noted.

Deborah brought up the issue of racial labels/ethnic designations for discussion. Various projects are using different labels to identify ethnic populations served Deborah in seeking consistency asked for the input of the Advisory Committee members. In the discussion which followed the Advisory Committee agreed unanimously that the Directory would use the following racial labels/ethnic designations: Latino/Hispanic, Black American/African American, Native American/American Indian, Asian/Pacific Islander, Polynesian/Pacific Islander.
Needs Assessment Survey Report

Deborah handed out the CAC Needs Assessment Survey Report, FY89-90. This report includes a four page Executive Summary; a copy of questionnaire with question numbers, sections and notations regarding future or current services noted; the data analysis tables, the content analysis; and the response rate by region and type of agency.

The questionnaire is divided in four sections: (I) The Material Development Guide, "Getting the Word Out"; (II) Library Services; (III) Clearinghouse Services, i.e., Resource Materials and Bulk Distribution; and (IV) Consultant Training Services.

There was a 40% response rate for the survey. The content analysis of the comments received on "Getting the Word Out" reveals that respondents offered more advice that criticism: 70% percent offered advice, 18% offered positive comments and 12% offered negative comments.

Among the Library Services offered by CAC -- ready reference service, annotated bibliographies, and lending of videos for preview are among the most popular services.

Bulk Distribution continues to be the most popular service that CAC offers. Respondents are pleased that most bulk distribution materials are free or at low cost.

Finally, the services included in the section on Consultant Training Services were considered to be only 'somewhat useful' by survey respondents.

Jill Schettler transcribed the comments and suggestions provided by respondents. A copy of the content analysis is included in the CAC Needs Assessment Survey Report.

Russ Toth suggested that future surveys not repeat the same questions asked on Bulk Distribution since it is obviously the most popular service.

Susan Cooper said that the focus of the next survey would be on Materials Development so that a different set of questions would be asked.

Peggy Falk suggested that CAC devote more of its resources to Bulk Distribution. A discussion ensued between Peggy Falk and Russ Toth about the validity of surveys in face of the popularity of Bulk Distribution. They agreed that free materials are what funded agencies mostly want. Dr. Lee asked that CAC continue to conduct surveys in order to keep on top of changing needs but make the topics of future surveys very focused.

Jose Aponte suggested that the CAC Library consider subscribing to a quarterly CD Rom abstract service. Russ Toth commented that by the time the quarterly HSC abstracts are distributed all of the information is almost obsolete. According to Russ approximately 2,571 medical abstracts are printed every month. Russ recommended against subscribing to a CD ROM quarterly abstract service based on the fact that it is very costly and the information is outdated. Jose Aponte commented that CAIN is also very expensive. Dr. Lee commented that hard copies of even potentially outdated information was preferable to no data.
Bulk Distribution

Deborah referred Committee members to two handouts regarding Bulk Distribution in the packets.

The first handout is titled CAC Distributed Titles, FY89-90. This handout provides information on the number of titles distributed for each title by quarter. (The tables and graphs do not include the bulk distribution figures for the month of June). The total number of titles distributed for the first and second quarter were very similar; 278,722. and 280,832. respectively. We had a big jump in the number of distributed titles in the third quarter: 350,180. The fourth quarter also looks to be busy: 302,852. since these figures do not include figures for June. The total number of titles distributed to date in FY89-90 = 1,212,586. None of these handouts include information on the Ogilvy & Mather/Pacificon "AIDS. It's Up To You' campaign materials.

The second handout provides a graphic illustration of the ordering trend for some of the most popular CAC titles. The first graph show the distribution pattern for Should I Take the Test?, After the Test, Debo Tomar el Examen ?, and Despu os del Examen. The second graph shows the distribution pattern for the two titles produced by CAC: Saturday Night Special and Amigos y Amantes. This graph is skewed somewhat because when titles are out-of-stock none can be distributed, as was the case during the second quarter with Saturday Night Special.

Dean Yabuki inquired if there was a pattern of big orders by agencies whose contracts are due to expire at the end of the fiscal year.

Deborah Ivie responded that we have not noticed a pattern like that so far. It is difficult to track that sort of information. Susan Cooper commented that traditionally the busiest months of the year are usually December, March and April.

Deborah explained that ETR's inventory management system does not allow us to track order activity by agency. We can tell how many of a particular title were distributed each month but not who ordered those titles, or the number of individual orders, or how many titles made up each order. CAC does maintain client files with copies of bulk distribution order forms which allow us to keep a handle on ordering patterns by funded agencies. ETR's inventory system does provide us with information on how many times an agency has ordered and the date of the last order. At some point in the future we would like to do some outreach to agencies who have only ordered from CAC once or the few who have never ordered from CAC. We would also like to do some investigation of agencies who order frequently, in large quantities, from CAC.

Russ Toth mentioned that because of subvention funding CAC needs to be aware of the fact that for FY90-91 nine counties will act as the umbrella agency for up to 17 Education and Prevention Projects within those counties. This could present a problem for Bulk Distribution.

Craig Lasha said that his organization did not order from CAC as much as he would like simply because other companies back East have more materials targeted for Black Americans, the population he mostly works with. Hero a company based in Baltimore, Maryland is about the only company that produces educational materials targeted to blacks.

Susan Cooper commented that CAC makes every effort to maintain a high standard of quality for the materials we distribute. In the past it has been difficult to find
quality materials targeted to Asians. In addition, CAC gives preference to materials produced in California.

Peggy Falk, Jose Aponte and Craig Lasha recommended that CAC make a commitment in getting materials targeted to Black Americans and Asian/Pacific Islanders and perhaps pursue the possibility of working out a deal with Hero to distribute some of their material.

Susan Cooper commented that CAC staff will consider ordering materials from Hero in the future. Susan stated that the Review Committee has the final word in making decisions about materials to be added or removed from the list of titles distributed by CAC.

Lunch Break

IV. Susan Cooper, CAC Director, reported on the Reorganization at ETR Associates

Before discussing the issue of reorganization, Susan announced her resignation from the position of Director of ISD and CAC effective June 29th.

ETR Associates is in the process of streamlining upper management. Currently there are six divisions at ETR: Administration; Training; Research; Marketing; Editorial; and Information Services (ISD). In the recent reorganization ISD has been merged with the Editorial division headed by Mary Nelson, and Research has been merged with the Training division.

One effect of the merger will be that the CAC library will be moved to the conference room (where the Advisory Committee meets) and the rest of the CAC staff will move to offices upstairs. CAC is physically changing but the scope and goals of CAC will remain the same.

She announced that Deborah Ivie will serve as the new as Project Coordinator, Susan Hillyard will remain as the Library Services Coordinator and Mary Nelson will take over management of CAC. Susan Cooper's position will not be replaced.

Members of Advisory Committee thanked Susan for work her with CAC and wished her luck in future endeavors.

V. Susan Cooper presented the CAC Budget and Scope of Work for FY90-91

CAC was not funded for FY90-91 at the level we originally requested, we requested $790,000. and received 560,000. Bulk Distribution could always use more money. Susan stressed that the CAC budget is not static, but changes throughout the year. Based on the advice of the Advisory Committee members Susan has once again requested an augmentation from the ATS unit of the Office of AIDS to cover the costs of providing CAC services and bulk distribution to ATSs. Susan has requested an additional $170,00 from Ana Ramirez of the ATS unit. The CAC budget that Susan presented does not reflect this potential additional money. The status of this request to the ATS unit is still pending.

The Scope of Work for CAC has remained essentially the same for FY90-91. A new needs assessment survey, focusing on material development will be conducted in the Fall 1990. CAC will continue to provide Bulk Distribution, Library Services and to develop Resource Materials. Three new AIDS educational materials will be developed:
a translation and adaptation of Saturday Night Special; a sequel to Amigos y Amantes; and a third title as yet unknown. The survey will help to identify the third education material to be developed in FY90-91. We would like to target Native Americans, Black Americans or Asian/Pacific Islanders.

Eve Rubell: Which Asian language?

Susan Cooper: The survey will help us answer that question. CAC is expecting to distribute approximately 15-30 titles in FY90-91. During the last Review Committee meeting members decided to drop several titles and add several new titles.

Peggy Falk: It seems clear from looking at the CAC budget that an inequity exists between the number of staff persons on the budget to the activities and products of CAC.

Susan Cooper: I don’t think that personnel costs have been overestimated. The ATS money which I spoke of earlier will go directly to the Bulk Distribution line item. This additional money is what is missing from the picture. The ATS funds will not be used to pay for salaries.

Russ Toth: In this time of tight budgets, Education and Prevention Projects have been asked to reduce operating costs and personnel.

Susan Cooper: Future costs of CAC will change with the reorganization. In addition, should ETR Associates get the grant for the Tobacco Education Clearinghouse there will be a great impact on personnel.

Jim Pickett: I want to support Susan’s statement on the amount of labor that goes into the work that CAC does -- it is not easy to run a Bulk Distribution System.

Susan Cooper: From my experience with the Office of AIDS, it is far easier to request additional monies for Bulk Distribution than other line items such as personnel.

Dr. Lee complimented CAC for the work it does and said that having the right staff is key to the success of any operation. He used the metaphor of a truck with five wheels stating that he would rather have an extra wheel than only two wheels, he would be concerned if a four wheel truck had eighteen wheels but stated that as long as CAC clients feel that they are being well served there is not reason to closely scrutinize the personnel costs in the CAC budget.

Russ Toth: If we don’t receive the additional ATS funds by October 1990 -- will we be in the same crunch we were in last year? What is the revenue income?

Susan Cooper: We recently began selling the Directory of Agencies Conducting AIDS Education and Prevention Projects to non-Office of AIDS funded agencies, and accepted national subscriptions (at the rate of $48. per year) for the CAC Reviewer. This additional revenue is not reflected in the CAC budget presented to the Advisory Committee. Any additional revenue from selling CAC publications goes directly into the line item for Bulk Distribution. Susan estimated that the projected amount of revenue from selling these two publications for next year may be anywhere from $1,500 to $2,000.

Eve Rubell: Does ETR Associates sell some of the CAC titles?
Susan Cooper: The Office of AIDS gave ETR Associates permission to sell publications such as Amigos and Amantes and Saturday Night Special.

VI. Advisory Committee Member Additions

Russ Toth presented an award to Peggy Falk for her commitment and dedication to AIDS education.

Dean Yabuki spoke about how Asians are portrayed in mass media. In his opinion Asian/Pacific Islanders are often feminized in the mass media. He cited examples of billboards and posters that depict Asian women rather than Asian men. According to Dean this is problematic since the majority of Asians living with AIDS are men and not women. Dean based his comments on two posters which appeared in an article featured in the January 25th issue of the San Francisco Chronicle entitled "Minorities are Called 'Time Bomb' in AIDS Epidemic". Dean distributed copies of this article to Advisory Committee members.

Referring to the article which Dean distributed, Dr. Lee said that the two pictures seemed rather balanced to him, but agreed that most multicultural materials have high potential to stereotype or offend some minority group or other.

Russ Toth recommended that Dean Yabuki research the real intention of the makers of these posters by contacting them directly. According to Russ the choices made by advertisers about the people they depict are often deliberate.

At this point Mary Nelson, the new Director of Publications and Information Services was introduced to the members and each member spoke briefly about their respective agencies and the services they provide. Mary Nelson is one of the founders of ETR Associates and helped to write the original RFP for CAC. She has a Masters degree in Library Sciences.

VII. Susan Cooper reported on Advisory Committee Representation.

Susan referred to a handout of a map of California noting Advisory Committee distribution by region:

<table>
<thead>
<tr>
<th>Region</th>
<th>Area</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Humboldt</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>San Francisco</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Monterey/Santa Cruz</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Alameda</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Orange Co.</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Los Angeles</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>San Diego</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>Kern</td>
<td>1</td>
</tr>
</tbody>
</table>

Susan proposed two recommendations: 1) greater representation from the rural areas of California, 2) greater involvement and commitment by members especially in the area of attendance of the Advisory Committee meetings. It was decided that members must attend two out of three of these meetings or send a representative instead. Susan informed members that Priscilla Alexander, from CAL-PEP, and Estella Garcia, from Instituto Familiar de la Raza, had resigned from the Advisory Committee.

Jose Aponte suggested that someone from CAL-PEP replace Priscilla Alexander.
Deborah Ivie asked if a term should be set for how long members should sit on the Committee. The answer to her question was negative.

The Advisory Committee decided that the following criteria would be used in the selection process of new Advisory Committee members:

1. An individual who is affiliated with an agency or organization funded by the Office of AIDS.
2. An individual who has direct HIV/AIDS education and prevention experience.
3. An individual who demonstrates a great amount of commitment to the goals and services of CAC.
4. An individual with a Library Services background.
5. An individual with Materials Development experience.
6. An individual who lives in a Rural Area.
7. A person who is HIV+.
8. An individual who works with one of the following: Developmentally Disabled, (i.e. hearing impaired, hemophiliacs), Migrant Workers, Substance Abuse Treatment, Immigrant Populations, School-aged Youth.

The following people were recommended as possible new Advisory Committee Members:

Michael Baxter, Special Programs for Youth, San Francisco City and County Health Department (415) 753-7595
recommended by Rick Low

Mike Shiver, 18th Street Services (415) 861-4898
recommended by Rick Low

Irma Cota, San Ysidro Health Center (a newly funded Education and Prevention Project) (619) 474-8744
recommended by Dana Pierce-Hedge

Noelia Chavez, AIDS Educator, Ventura County Health Department (805) 652-5914
recommended by Jose Aponte

Eunice Heredia
Hemophilia Council of California (818) 793-6192
recommended by Eve Rubell

Lupe Samaenego, Logan Heights Family Health Center, San Diego, (619) 234-8171
recommended by Eve Rubell

Lea Sanchez, Field Supervisor, CAL-PEP, San Francisco, (415) 558-0450
recommended by Sharon Penn, Mid-City Consortium to Combat AIDS
These nominated people will be contacted by CAC staff to find out if they would be interested in serving on the Advisory Committee.

VIII. Concluding Remarks

The next meeting date of the Advisory Committee was agreed upon and will be September 10th at CAC.

The meeting was adjourned at 2:45 pm.

Note: If you feel any corrections or additions to these minutes need to be made please contact Deborah Ivie at (408) 438-4822 or (800) 258-9090.
June 6, 1990

Ernesto O. Hinojos, MPH
San Francisco AIDS Foundation
P.O. Box 6182
San Francisco, CA 94101-6182

Dear Mr. Hinojos:

I write regarding Ending the HIV Epidemic: Community Strategies in Disease Prevention and Health Promotion. As the publicist for the book, I am interested in receiving your input on review sources.

Marketing efforts for the book are under way. I am preparing a list of long lead-time publications (Booklist, The Journal of Acquired Immune Deficiency Syndrome) that will receive advance galleys for review. I ask your input for the next phase.

Specifically, who are your professional, media and personal contacts that should receive a copy of the book for review and possible endorsement? We use the endorsements in promotional copy for our publications catalog and direct mail fliers about Ending the HIV Epidemic.

Secondly, while we maintain an extensive database of review sources, we welcome your suggestions on professional journals, magazines, newsletters and any other review outlets you think are appropriate for this book.

Finally, interview opportunities may arise as a result of the review process. Are you interested or willing to talk with the media about your area of expertise and your contribution to Ending the HIV Epidemic?

I understand that you are busy. To make it easy for you to respond to these questions, I have enclosed a form with a business-reply envelope. Please drop it in the mail to me as soon as you get a chance. We are trying to reach as many review sources as possible for Ending the HIV Epidemic, particularly before the book is available this fall.

I appreciate your help and look forward to hearing from you.

Sincerely,

Andrea Yanowitz
Publicist

Enclosures
MARKETING QUESTIONNAIRE FOR CONTRIBUTORS TO:

ENDING THE HIV EPIDEMIC
COMMUNITY STRATEGIES IN DISEASE PREVENTION AND HEALTH PROMOTION

Name:

Chapter title:

Address: Daytime phone:

List people (with addresses) who will review, comment on, possibly endorse and provide a promotional "blurb" for Ending the HIV Epidemic. Indicate those with whom you have had personal contact. Please include names from a variety of fields and backgrounds.
List educational and professional journals and newsletters that should receive a copy of this book for review.

List, in order of importance, the most significant and widely read educational and professional journals in which we might advertise *Ending the HIV Epidemic*.

List appropriate media (columnists, TV, newspapers, magazines) to receive a copy of this book. Indicate those with whom you have had personal contact.

List the names (and addresses, if possible) of organizations/groups whose members might be interested in your book. Indicate those with whom you have had personal contact.
List forthcoming conferences, seminars or conventions where it would be advantageous to exhibit *Ending the HIV Epidemic*. Indicate any you may be attending.

List other suggestions for promoting this book and further information that might be useful for the marketing campaign.

Are you willing to speak to the media to promote *Ending the HIV Epidemic*?

____________________________
Signature