



Multicultural
Training
Resource
Center

May 22, 1989

TO: Sala Udin
FROM: Bartholomew T. Casimir *B*
SUBJECT: Focus Group Meeting. AIDS Anti-Body Testing

A meeting of the following personnel met to discuss advertising ideas, aimed at increasing the awareness of the African American community, for the prevention of the spread of AIDS, in this community.

MEMBERS PARTICIPATED: Bernie Wagner, Jacqueline Peoples, Charles Amerson, Yvonne Littleton, Bernadette Powers, Craig Lasha, Tyronne Howtz, Pat Norman, Rozalyn Roddy, Lonnie Hobson and Horacio Gomez.

FACILITATED BY: Craig Lasha

ACTING SECRETARY: Yvonne Littleton

Attached is a copy of the discussion that took place at the Multicultural Training Resource Center conference room on May 16, 1989.

May 19, 1989

TO: Bart Casimir

FROM: Yvonne Littleton, Mid City Consortium CHOW.

SUBJECT: Advertising Meeting, AIDS Anti-Body Testing for
the African American community.

MINUTES OF MEETING - MAY 16, 1989 - 7:00PM TO 10:00PM

Highlights of discussion: About testing, we need more
visuals; more visual advertising for Black people.

Our target problem is testing. We need a motivating factor
that is visual. Something, perhaps related to fear. Like a
monster to get their attention to get tested.

A discussion follow about Mid City during testing in the
Tenderloin, where thus far, out of 138 people tested, 56
came up positive.

The Group unanimously agreed that the focus of the Ad should
be toward the Black family. They (the Black family in the
community) don't think they have to worry about AIDS; or at
least, they don't have to worry about it now. The self
denial is so strong, that when a Black person is diagnosed,
they don't last too long. They have waited "to long" to go
to the doctor and let people know, or they don't even know
where to find a Doctor of what Doctor to go to.

There seems to be a big black sheet hanging over the Black
community. It was felt we have to used strong tatics of
persuasiveness. It's time to rock the boat.

Also, the fear is surrounded around what's the sense of
getting tested. Knowing the results is not going to do any
good. The attitude is still that of pending doom.

Using a needle as a symbol was brought into the discussion
as a possible use for an Ad. It was decided that this would
invite more fear.

We began to address the fact that Black people thinking
process was very concrete. There are no gray areas, only
black and white concepts. We need to break through this
thought process. We must focused on the fact that just
because one tested positive, does not mean you will die.
We came up the following messages: "Being positive doesn't
mean death". "Being HIV positive means taking control of
your health". "The HIV test result is body talk to your
health". "HIV positive allows for living with dignity."
"Knowing the real results is really knowing".

Confidentiality is the issue that really needs to come across when reaching out to the Black community.

The Black middle class family was seen as the primary target for ad campaigns. They seem to be the biggest source of ignorance. It was determined that the Black IVDU's know what's going on. That the Black ministers best represent the middle class Black family. That are the keepers of the attitude that "it ain't gonna touch me". And that Black preachers are really scared and ignorant. They really don't know how to address issues of sex. It is not talk or discussed in the middle class Black family.

An interested concept developed during this discussion. "The person in the Dark, is usually in the middle".

We must come up with an image they can't escape.

What the middle class Black family refers to diseases as always be brought on by the White man. If we wouldn't mess with them we wouldn't catch it.

The Ad should strongly represent a message of Strength, Trust and Hope.

Out of this discussion, the following concept were developed:

Picture of a Black family on a picnic. Caption:

Does the family have to worry about being HIV positive.

The message should also try to seperate being positive with AIDS. That HIV positive is not the same as having AIDS.

Again a picture of a family gathering. Caption:

AIDS is not God's wrath, ignaorance is.

"Don't kid yourself, AIDS is everyone's problem... The real revelation is knowing.

Discussion around the word revelation as to wheather or not they will relate to it. Yes.

"We have to become the system that cares".

CONCLUSION:

Everyone totally agreed upon the what would be the most effective advertising campaign for the HIV testing program.

A picture taken in from of a church with a group of all ages of African American people.

Above the picture will say:

"Don't Kid yourself, AIDS is everyone's problem.

Below the picture will say:

"The Real Revelation is Knowing. Because the HIV Test is the way to Know".



Multicultural
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TO: SALA UDIN

FROM: BART T. CASIMIR *h*

SUBJECT: DRUG PROVIDER TRAINING WORKSHOP

DATE OF WORKSHOP: June 19, 1989 - 1:30pm to 4:30pm

WORKSHOP LEADER: Mrs. Toni Camasura, R.N.
Infection Control Nurse//Administrator
California Correctional Facility
Vacaville, Ca. / Dept. of Correction

Toni will present a workshop on the precautionary measures for medical and non-medical personnel involving treating the population of drug abuse and AIDS.



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TO: SALA UDIN
FROM: Bartholomew T. Casimir *B*
SUBJECT: DRUG PROVIDER TRAINING WORKSHOP
DATE OF WORKSHOP: June 26, 1989 - 1:30pm to 5:00pm
25 Vaness Ave, Conference Room

The Workshop will be conducted by Harold F. Cottman, M.D., Psychiatrist, Community Counseling Center, San Mateo County Mental Health Services.

He will conduct a workshop around the dynamics of therapy for the African American experiencing drug addiction and AIDS.

AbraXAS / Mawu

Black

Bart Casimir



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TO: SALA UDIN
FROM: BARTHOLOMEW T. CASIMIR
SUBJECT: COMMUNITY FORUM

OUTLINED FOR THE SCHEDULED COMMUNITY INPUT MEETING:

THURSDAY, JUNE 29, 1989 - 8:00pm

BOOKER T. WASHINGTON CENTER

TOPIC: THE AFRICAN AMERICAN COMMUNITY SPEAKS OUT ON AIDS
AND TESTING

CO-SPONSORS -- MEMBERS OF THE MID-CITY CONSORTIUM CHOWS.

A meeting is planned at Health Center #2 on how to get the word out to the African American community.

The meeting is scheduled for Thursday, June 8, to plan this event.

Preparation report for the Community Forum.

1500 flyers were mailed and passed out on the streets, ~~in mailed~~.
Areas of the Western addition, Haight and Bayview Hunters Point.

PSA's were announced on various radio station.

A community announcement was made on KPIK, Ch. 5's "People
are Talking."

I was interviewed on Ch. 44's program, "Black Renaissance, about
the Forum, NTRC and Anti-body testing.
This was a 15 min. interview.

125 flyers were mailed in CSAS's Friday mail-out.

REPORT OF COMMUNITY FORUM ON MARCH 30th, 1989.

MODERATOR:

Zarinah Shakir

PRESENTER:

Rozaly Roddy, S.F. AIDS Foundation
Bernadette Powers, Midcity Consortium
Brandy Moore, Speaker's Brown office
Pat Norman, YES
Gerald Lenoir, Black Colition on AIDS

TOPIC;

AIDS in the Black Community

33 people attended the Forum held at Sacred Heart's Church Community Hall.

The discussion leaders all spoke about their involvement in the field of AIDS work. The topic of discussion centered around the African American Community's lack of involvement, concerning the battle to stop the spread of AIDS in this community. One participate made the statement that she felt that being involved with AIDS people meant she "was embracing sin." Which led the discussion around the fact that AIDS is not a Gay White Man's disease. The fact of high percentages of Black Women, Men and Children was discussed at length. The discussion leaders were very sucessful in educating the participate in this round circle discussion of the various transmission, routes and behaviors around AIDS.

The discussion started at 8:15pm and ended at 10:00.

All that came expressed that they were glad they came and that, out of their own fears of AIDS there were reluctant to come. One participated stated, that her friend who was suppose to come with her, backed out at the last minute, because her husband did not want her to come to such a thing.

Antibody Testing
Discussion

The AIDS crisis has brought us face to face with complex medical and social challenges unparalleled in this century. The magnitude of this tragic epidemic is measured by the lost of human lives.

In addition to the epidemic of AIDS, we in the African American community, are experiencing an epidemic of fear. And the cost of this epidemic of fear are immeasurable---the destruction of sane and rational behavior---needless, inhumane discrimination---and, often, the destruction of relationships at a time when they are most needed. As compassionate people, we must be there to help.

There are some who would like to do something, but aren't sure what is needed. So we hope that tonight you will find out what you need to know, or get some ideas as to how you can get involved, involved to stop the spread of AIDS in the African American Communities.

THIS COMMUNITY FORUM IS FUNDED BY THE
DEPARTMENT OF PUBLIC HEALTH AIDS OFFICE.



WELCOME TO

THE MULTICULTURAL TRAINING

RESOURCE CENTER'S

COMMUNITY FORUM

ON

**ACQUIRED
IMMUNITY
DEFICIENCY
SYNDROME**

SULLIVAN HALL, SACRED HEART'S CHURCH

BECAUSE AIDS IS RELEVANT IN THE BLACK COMMUNITY

MODERATOR: ZARINAH SHAKIR
AIDS PROGRAM COORDINATOR
MULTICULTURAL TRAINING
RESOURCE CENTER

SPEAKERS: TERRI MOORE
DIRECTOR, WESTSIDE AIDS CASE
MANAGEMENT AND HOME/
COMMUNITY-BASED CARE
PROGRAM.

GERALD LENOIR
EXECUTIVE DIRECTOR
BLACK COALITION ON AIDS

PAT NORMAN
DIRECTOR, YES PROJECT
YOUTH ENVIRONMENT STUDY
INC., TRAINING CENTER

W. J. BRANDY MOORE
ASSISTANT TO THE SPEAKER
WILLIE L. BROWN. JR.

PANEL MEMBERS: DR. TANIS DASHER
PROGRAM DIRECTOR
AIDS SERVICES
BAYVIEW HUNTERS POINT
FOUNDATION

ROZALYN RODDY
SOCIAL WORKER
S. F. AIDS FOUNDATION

BERNADETTE POWERS
MIDCITY CONSORTIUM TO
COMBAT AIDS
DIRECTOR OF OUTREACH,
FEMALE SEXUAL
PARTNERS UNIT

MEMO



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TO: Sala Udin

16 March 1989

FROM: Bart Casimir

SUBJECT: Press releases, PSAs and advertising for the AIDS Community Forum.

Sala, listed below are the various TV, radio and newspapers where press releases and PSAs are being sent.

Press Releases: Bay City News, Sun Reporter, SF Post, S.F. Independent, Bay Area Guardian, SF Examiner, SF Chronicle, Bay Area Reporter, and the SF Sentinel.

PSAs: T.V Stations, KBHK-TV 44, KGO-TV 7, KPIX-TV 5, KQED-TV 9, KRON-TV 4, KTVU-TV 2 and KOFY-TV 20.

PSAs: Radio Stations, KABL, KALW-FM, KBLX-FM-Berkeley, KCBS-AM, KDIA-AM, KEAR-FM, KFOG-FM, KFRC-AM, KJAZ-FM, KOFY-FM, KKSF-FM, KMEL-FM, K101-FM, KPFA-FM, KPOO-FM, KQED-FM-an interview is scheduled with Kevin Guillory at KQED-FM about the forum, KSFO-AM, KUSF-FM, KYA-FM and KYUU-FM.

A Public Service Announcement is scheduled for March 23, 1989 on the morning program, KPIX-TV, channel 5 on People are Talking program.

Warm regards,


Bartholomew T. Casimir



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PUBLIC SERVICE ANNOUNCEMENT

CONTACT PERSONS:

SALA UDIN

BARTHOLOMEW CASIMIR

(415) 861-2142

AIDS EDUCATION EMPOWERMENT IN THE BLACK COMMUNITY.

THE MULTICULTURAL TRAINING RESOURCE CENTER IS
SPONSORING AN AIDS EDUCATION FORUM, WITH BLACK
SPEAKERS, THAT ARE COMBATTING THE SPREAD OF AIDS.
IT WILL TAKE PLACE IN THE HEART OF THE WESTERN
ADDITION, SULLIVAN HALL, SACRED HEART CHURCH, 546
FILLMORE ST. AT FELL IN SF, ON MARCH 30, 1989, AT
7:30PM. PLEASE COME SO YOU CAN LEARN THE REAL
FACTS ABOUT AIDS, BECAUSE AIDS IS RELEVANT TO THE
BLACK COMMUNITY. ALSO, PLEASE BRING A FOOD ITEM FOR
THE BAYVIEW HUNTERS POINT FOOD BANK, THAT GIVES
FOOD TO BLACK PEOPLE LIVING WITH AIDS. FOR MORE INFO
CALL 821-2142.



Multicultural
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PRESS RELEASE

CONTACT PERSONS: SALA UDIN

BARTHOLOMEW CASIMIR

(415) 861-2142

EMPOWERMENT AS A STRATEGY FOR HEALTH PROMOTION. AN AIDS EDUCATIONAL FORUM IN THE BLACK COMMUNITY.

"Today's despair is a poor chisel to carve out tomorrow's justice". Rev. Dr. Martin Luther King, Jr.

The Multicultural Training Resource Center, an agency which provides AIDS education, training, and information to minority communities, is sponsoring a Community Forum in the heart of the Western Addition, in Sullivan Hall, Sacred Heart Church, 546 Fillmore Street in San Francisco, March 30, 1989, at 7:30pm. The agency's empowerment strategy is, "We will not submit to this neglect any longer."

The speakers will include African American leaders who are on the front line of defense in combatting the spread of AIDS. The Black researchers, Black doctors,

Directors and Social Workers of AIDS agencies will share their experience, strengths and hopes to address and

awake what appears to be "the sleeping giant of AIDS in the Black Community," that when it rises up, all will know that the historically disenfranchised will be more self-reliant and healthier through empowerment.

Powerlessness is a structural problem that is embedded in and reinforced in the Black Community, by the fabric of our social institutions. Community empowerment and self-reliance are valuable strategies that are necessary to attack this powerlessness, that is in the form of passivity and fear. The passivity and fear surrounding the negativity given to this devastating disease.

Jessie Jackson speaks of American society as a quilt with many different patches, many cultures and perspectives. Yet, we find most African Americans, Latinos, and other economically disadvantaged groups immersed in poverty and in the quagmire of premature death and disability. Subsequently, America's quilt is

tattered with despair. Through community empowerment we can change this despair.

Dr. King said, "however much we may try to romanticize the slogan (Black Power) there is no separate Black path to power and fulfillment, that does not intersect White paths, and there is no separate White path to power and fulfillment short of social disaster, that does not share that power with Black aspirations for freedom and human dignity. We are bound together in a single garment of destiny."

As African Americans, we have a voice toward our destiny. By empowerment, we can unite our voices for a healthier race, at the community meeting on March 30, 1989, 7:30pm, Sullivan Hall, Sacred Heart Church, 546 Fillmore Street at Oak in San Francisco, because AIDS is relevant to the Black Community. For more information, or how you can help get the word out, please call, MTRC at 861-2142.

THE MULTICULTURAL TRAINING RESOURCE CENTER PRESENTS

A COMMUNITY MEETING BY AND FOR THE
AFRICAN AMERICAN COMMUNITY

**BLACK PROFESSIONALS WILL SPEAK
ON THE *IMPACT OF AIDS*
*IN OUR COMMUNITY***

THURSDAY, MARCH 30, 1989

7:30 P.M.

SULLIVAN HALL, SACRED HEART' S CHURCH
FILLMORE ST. AT FELL

COME AND JOIN US AND BE INFORMED
ABOUT THE REAL FACTS ON AIDS IN OUR COMMUNITY

PLEASE BRING A FOOD ITEM FOR THE BAYVIEW-HUNTER'S POINT
FOOD BANK SERVING BLACK PEOPLE LIVING WITH AIDS

THIS FORUM FUNDED BY THE SAN FRANCISCO DEPARTMENT
OF PUBLIC HEALTH AIDS ACTIVITY OFFICE

FOR MORE INFORMATION CALL MTRC - 861-2142



people are talking

Dear PSA Person:

This letter is to confirm that you have scheduled a public service announcement with us for 3/23.

The following is a list of reminders that will insure that the taping of your PSA will be an enjoyable, as well as successful experience.

- Your script must be no more than thirty seconds long. Please have your spokesperson time the reading before mailing in the script.
- A copy of the script must be mailed into us AT LEAST one week prior to the date that you are confirmed to appear. We enter this script into our teleprompter computer, and if we do not receive it in time, we may have to cancel the PSA. At the top of the copy please note the date of your PSA.
- You should mail your script to: People Are Talking
855 Battery Street
San Francisco, CA 94111
Attention: Mollie Allen
- With your script you should also include an On-air Title (3 words maximum) and a phone number that you would like to appear on the screen. (ie: For more information call 999-9999)
- As previously explained, we are looking forward to seeing your group at 8:45 AM. We will tape your announcement immediately before the show begins, and it will air during that day's show.

Keeping in mind the above information will help things run smoothly. If you have further questions, you can give us a call at 478-KPIX.
THANKS VERY MUCH AND SEE YOU SOON!!!

Sincerely, -



Mollie Allen
Audience Relations Coordinator





The Thumbtack Bugle

INVOICE

Please make checks payable to:
THUMBTACK BUGLE
3304 Geary Boulevard
San Francisco, California 94118
(415) 221-6666

Client's Name Mr. Bart Casimir Today's Date 3/30/89
Company Name Black Coalition on Aids
Address 6025 3rd
City _____ State _____ Zip _____
Phone _____

POSTER DISTRIBUTION

Routes flyer handout
3 hrs.

Number of Posters 500

Total Price _____

Discount _____

Amount Due _____

POWER MAILER

Number of Pieces _____

Postage _____

Processing _____

Total Price _____

MEDIA MAIL ROUTES

Routes _____

Postage _____

Writing _____

Typing _____

Copies _____

Tax _____

Number of Media Desks _____

Processing _____

Total Price _____

GRAPHIC DESIGN

Design _____

Paste-up _____

Typesetting _____

Stats _____

Other _____

Total Price _____

PRINTING

Quantity _____

Color of Ink _____

Color of Paper _____

Printing Price _____

Tax _____

Total Price _____

OTHER

Time _____

Materials _____

Other _____

Total Price _____

Terms: 10 Days Net

Total Charges

Due Date:

Deposit

Total Balance Due - > >

REPORT OF WORK SHOP HELD ON MONDAY, MARCH 27, 1989.

PRESENTER - Carmella Woll
Executive Director, Women's Alcoholism Center

TOPIC - The Impact of Drugs, Alcohol and AIDS on
Black Women

There were 22 participate in the Workshop.

The presentation of the workshop focused on the Gender Identification, Historical evaluation, social and psychological status, and stressful occurrence of African American Women in our society.

She reported that Black women are a high risk population for alcohol abuse and alcoholism, drugs and AIDS. The stressors that place them at high risk are internal and external. Some have a historical base that continues today while others are more recent in their origin. Due to the political and economic climate today, those stressors are increasing, resulting Black women attempting to physically, psychologically, emotionally, and economically survive in negative environments. The result is increased frustration and hopelessness. In the absence of appropriate mechanisms to alleviate those stressors we find Black women inappropriately attempting to do so through alcohol and drug use and abuse. This, of course, then becomes part of the cycle as alcohol abuse becomes a problem in and of itself. To interrupt this trend, aggressive prevention strategies are needed. Strategies that provide internal and external environments in which needs and issues can be addressed must be developed and implemented to insure the optimum growth, development, and health of Black women.

The response to this presentation, the participates expressed overwhelming concerned about attacking a new approach toward increasing the Black Women awareness concerning this hidden epidemic, which is slowly destroying the esteem endity of the African American woman in today's society.

It was unanously agreed that Co-dependency issues should be discussed concering Black Women.



THE *MULTICULTURAL TRAINING RESOURCE CENTER*
PRESENTS

**THE IMPACT OF
DRUGS,
ALCOHOL
& AIDS
ON BLACK WOMEN**

A WORKSHOP LED BY

CARMELLA WOLL

EXECUTIVE DIRECTOR, WOMEN'S ALCOHOLISM CENTER

MONDAY, MARCH 27, 1989

1:30 PM TO 4:30 PM

**THIRD FLOOR CONFERENCE ROOM
25 VAN NESS AVENUE
SAN FRANCISCO**

RSVP TO MTRC AT (415) 861-2142

REPORT FOR THE MONTH OF APRIL'S ACTIVITY

A non-scientific survey or fact finding mission was undertaken.

This was by no means a scientific survey, but a fact finder discussion. This was done to address some of the issues that I felt were frustrating to me. The passivity of the African American Community involvement in the direct services in caring for those experiencing living with AIDS virus. Especially African American Lesbian and Gays.

Discussion took place in Gay Bars, frequently mostly by Black Lesbians and Gays. The national Lesbian/Gay Health Conference and the telephone.

180 Black Gay men were talked to.

126 Black Lesbian were talked to.

The following questions were asked each for their opinions. Also the bar managers were very supportive in my approaching those who were in the bars.

The Eagle Creed, Pendulum, Rams Head, Amelian, Blue and Gold and the Scandals in the Tenderlion.

1. Would you attend a community meeting in the Black Community about a discussion on AIDS? Also would you bring a family member or a straight Black friend?
2. Have you been tested for the AIDS Virus?
3. Is AIDS an important issue in the African American Community?
4. Would you host or come to a discussion on AIDS in a private home, of someone Black if you were invited.

QUESTION #1

Would you attend a community meeting in the Black Community about a discussion on AIDS? Also, would you bring a family member or a straight Black friend?

	<u>YES</u>	<u>NO</u>
GAY BLACK MEN	36 or 20%	144 or 80%
BLACK LESBIANS	99 or 79%	27 or 21%

Would bring
someone:

GAY BLACK MEN	28 or 78%	8 or 22%
BLACK LESBIANS	81 or 82%	18 or 18%

Some highlights of the discussion, surrounding this question.

Those who said yes, felt, "it was time we get together".

"We have spent most of our lives trying to live like the White society, as gay people we were more accepted in the White gay world than the Black Community."

"Some did agree to come in drag.

Some felt it with be a start to unite gays and straights together.

Some comments from those who would not attend:

"Our race ain't ready for it."

"Who would lead this discussion anyway."

"There is too much hate in the Black Community."

"If a minister were there I would cuss them out."

"They don't care about us."

"If Diana Ross would come."

"My family don't even speak to me."

"It ain't gonna prove nothing."

"Fear."

"Too much pain."

"Most Black straight are stupid."

"I don't need no one to tell me how I should change my ways in order to get to heaven."

QUESTION #2.

Have you been tested for the AIDS Virus?

	<u>YES</u>	<u>NO</u>
BLACK GAY MEN	63 or 35%	117 or 65%
BLACK LESBIAN	*1 or 196	125 or 9990

*She stated she
shared a needle
with a White Gay
Man.

SOME COMMENTS AS TO WHY NOT TESTED:

"I am not worried about AIDS."
"You are just asking for it."
"Its a Gay White Man's disease anyway."
"Cause I don't want to know."
"I don't want to know if I am going to die."
"I don't want them taking my blood."
"Because I never had Hepatitis."
"I don't shoot up drugs."
"I don't know where to go."
"If they had a cure or vaccine."
"Why ask for trouble."
"No need to."

QUESTION # 3

Is AIDS an important issue in the African American Community?

	<u>YES</u>	<u>NO</u>
GAY BLACK MEN	78 or 43%	102 or 57%
BLACK LESBIANS	94 or 74%	32 or 26%

COMMENTS OF THOSE WHO SAID NO:

Homophobia

Drugs & Alcohol

Education

Jobs

Trying to change one's color

A Black Lesbian or Gay Leader is needed.

Stop the violence in the Black Community.

Ignorance.

Poverty

To be recognized as a healthy African American person.

QUESTION # 4

Would you host or come to a discussion on AIDS in a private home, of someone Black if you were invited.

All said "Yes."

MY VIEWPOINT:

What I have found from these discussion is that we should thing about starting small and then branch out into large gathering.

I recommend that MTRC think about seeking people out to have small discussion groups about AIDS, in their homes. Then bring all these groups together. This will possible result in implementing a plan or stratigies to elevate better health care for the African American Community.

Possible placing an AD in the Sun REporter and address Black groups to host such discussion in their homes. MTRC will provide speakers to go to various homes.