



SAN FRANCISCO AIDS FOUNDATION
333 VALENCIA STREET
FOURTH FLOOR
SAN FRANCISCO
CALIFORNIA
94103
415/864-4376

MEMORANDUM

TO : Chuck, Lyn
FROM : Beth
DATE : Sept. 9, 1987
RE : Paid operators on the Hotline

Last night, I raised the possibility of the Foundation hiring paid operators to provide Spanish-speaking capability at my regular Shift Leader meeting. The Shift Leaders raised some important issues about the relationship between paid staff operators and volunteers. I take their comments very seriously, as this group is among the most dedicated and committed to the Hotline. Below are listed their comments/concerns/recommendations.

- The volunteers are unaware of any volunteer recruitment efforts that have focussed on getting new Hotline workers; in particular they know of no effort to recruit Spanish-speaking volunteers. Therefore, they recommend that a major recruitment effort take place before determining that it is impossible to recruit from the community. In fact, they felt that the money now allocated for operator salaries could be better spent on a volunteer recruitment effort.
- There was a concern that a paid operator would come across as "being in charge" or being superior as a result of their status as a staff person. The recommendation was made that if hiring does occur, those hired should be screened extremely carefully for their interpersonal skills.
- There was a concern that having a paid person located in the Hotline area would significantly change the dynamics of the volunteer groups, some of whom are very cohesive. Their recommendation was that the operators not be located in the Hotline area. My office was probably a more likely site, although there was even a sense that total invisibility might be preferable. (By the way, I have concerns about locating the person in my office).
- Concern was expressed about there being resentment among the volunteers when someone was being paid to do the same thing that they are doing for free. Or, there may be an awkwardness in situations where the volunteers earn less on their own paid jobs (or are unemployed) than the operators are earning.
- There was a feeling of anger that the State/Foundation would pay someone to reach the Spanish community, but not pay someone to reach the gay community.
- Questions were raised about the State's reasoning in requiring this of us since we get so few calls that require Spanish speaking operators. They also wondered about the need for other languages.

Some of the comments raised by the Shift Leaders can be dealt with by careful recruitment (including current volunteers) selection, and orientation. Decisions about where to locate the person(s) may be challenging, but within the realm of our control.

However, some of the issues reflect concerns that are much more fundamental, and primarily revolve around the basic premise of our Hotline function and Volunteers Services in general. It should be recognized that adding paid staff to answer Hotline calls reflects a fundamental change in philosophy that will have important ramifications for volunteer retention for both the short and long term. I would recommend that the proposal to do an active recruitment drive be given careful consideration. Perhaps we could hire operators on a temporary basis while a more thorough recruitment takes place.

I would also add the concern that in large organizations where I have worked, it has been a standard personnel policy that volunteers do not do work that regular staff are paid for. This may reflect the organization's desire to avoid the kinds of issues raised here, it may reflect agreements with the union, or it might even reflect some sort of labor law. In any case, we should investigate the volunteer/staff relationship further, so that we don't cause any labor relations problems further down the line.

In summary, there are a number of important issues involved in these decisions that should be considered before we move further. Let me know how you want to proceed.



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MEMORANDUM

TO : Tim Wolfred
FROM : Lyn Paleo
DATE : September 17, 1987
RE : Spanish/English Hotline

Anticipated changes for the Spanish Hotline are:

a. 3 operators (1.5 FTE) @ level 1	21,840
b. 1 operator (0.32 FTE) @ level 1	4,732
c. Benefits for 3 operators	8,736
d. Advertising development	2,000
e. Advertising placement (SF Com. Newspapers)	7,000
f. Advertising placement (Norther California)	32,000
g. Hotline share of voice processing	<u>7,000</u>
TOTAL	83,308

Since the City picks up the lion's share of coordinator's expenses, we may want to include the lion's share of the bilingual expenses in the State budget/State unrestricted funds. If so, the only additional SF cost is the \$7,000 promotional expense -- well worth it for public relations.

LP/fj
cc: Chuck ✓
Ernesto
Ben



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MEMORANDUM

TO: Ben Tan
FROM: Lyn Paleo
DATE: September 17, 1987
RE: State Hotline Budget

Attached is a revised draft of the budget for the 800 AIDS Hotline. The expenses include those necessary to make the Hotline English/Spanish (operators, a portion of the voice processing, advertising development and placement).

Please check the accuracy of these figures for office operating, occupancy, benefits and such. Further, I would need more information from recent phone bills to predict more accurately Hotline expenses.

This budget should reflect both State funds and agency support.

LP/fj

cc: Tim
Chuck✓
Ernesto

TELEPHONE SERVICES -- STATE STATE / STATE UNRESTRICTED

Personnel

CHW I (0.5 FTE)	12,157
3 operators (1.5 FTE) @ level 1	21,840
1 operator (0.32 FTE) @ level 1	4,732
Benefits (4 0.5 FTE)	12,975
Vacation charges	<u>752</u>

52,456

Professional Services

Donated services	52,416	52,416
<u>Office Operating</u> (7,000 for voice processing)	9,613	9,613
<u>Office Occupancy</u>	5,330	5,330

Public Education

Hotline Expenses	85,000
Advertising (8,000/12 paper round x 4)	32,000
D&P (2,000 promo dev/3,000 mat'ls/ 2,000 printing-dup)	<u>7,000</u>

124,000

Staff Development

700	700
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Reimbursements

(52,416)	(52,416)
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Indirect Costs

5,245	<u>5,245</u>
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SUBTOTAL

197,344

Anticipated State Funds

150,000

TOTAL

47,344

Ⓟ temp. worker 6 weeks \$2640

10/6/87

Lyn:

Here's a rough breakdown on the promotion plan for the hotline---costs, products, etc. Keep in mind, the figures and items mentioned below comprise a fast and dirty promotion campaign. I expect that we wouldn't end up doing all of the activities below and that a more refined plan should be produced with considerable input from the "Instituto" and other Aids-related Latino agencies.

ITEM	COST
Television PSA (If not produced for free by Ch. 14 or other station)	\$2,500.00
Radio PSA (Production and time Purchase)	7,000.00
Poster 11 x 14 One Color (2,000)	1,500.00
Newspaper Ads using poster art	10,000.00
Bulletin Board Canvas	800.00
Cards (Business type) with hotline and message (5,000)	200.00
Mailings for materials distribution ---postage.	7,000.00
Travel & Misc	1,000.00
<u>Other Promotion Possibilities</u>	

Bulletin Boards - outdoor billboards
Hotline Stickers (Fight the Fear Type)
Fliers

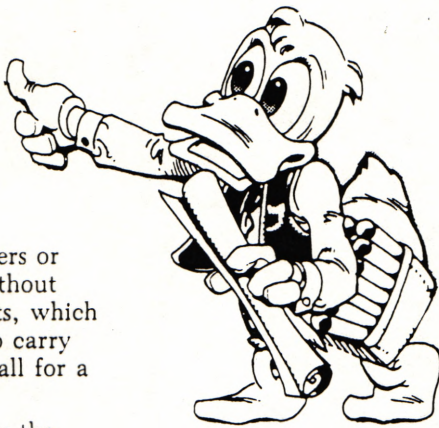
This promotion plan would include press packet mailings to local television, radio and newspapers --- along with promotion of hotline and aids issues among Latinos through television and radio news interview programs.

→ 2x only. [888 BB = \$400 incl discount]

cost of press kit etc \$800

Thumbtack Bugle

Routes Rates



Prices shown are for posters or flyers up to 8.5 X 11" without cuts, folds, or attachments, which are extra. We're happy to carry larger posters, too. Just call for a quote.

Sonoma County: covers the towns of Santa Rosa, Petaluma, Napa, Sebastopol, Cotati, Guerneville, Healdsburg, Sonoma and more!
124 locations \$43.37
84 locations 36.16

Marin County: Novato, San Rafael, Fairfax, Mill Valley, Corte Madera, Sausalito, Tiburon, Kentfield, Stinson Beach, Bolinas, Indian Valley College and the College of Marin.
90 locations \$31.50

San Francisco includes Haight, Clement, North Beach, the Marina, Polk, Castro, 24th Street, Mission, Market and Downtown. Plus other fine boards all around town! 112 locations \$33.00

Contra Costa: County-Wide distribution to Walnut Creek, El Cerrito, Pleasant Hill, Richmond, Martinez, Concord, San Pablo, Orinda, Moraga, Lafayette, and Pinole. The schools included are Diablo Valley College, JFK University and St. Mary's College. A good route with great boards! 90 locations \$33.00

Berkeley: includes Shattuck, University, San Pablo, Solano (Albany), Telegraph, Piedmont, UC Berkeley campus, College Avenue, also North Oakland, plus other good boards all over! 112 locations \$29.45

North Peninsula: We put your posters up in Burlingame, San Mateo, Belmont, San Carlos, Palo Alto, Los Altos, Menlo Park, Atherton, Woodside and Redwood City. Schools included are: Foothill College, Stanford University, Menlo School, and Canada College.
110 locations \$33.00

Split Peninsula: the best of both includes: Redwood City, Woodside, Atherton, Menlo Park, Palo Alto, Los Altos, Mountain View, Sunnyvale, Santa Clara and Cupertino. 110 locations \$39.00

South Peninsula: covers Mt. View, San Jose, Santa Clara, Cupertino, Sunnyvale, Campbell, Saratoga and Los Gatos. The schools on this route are: De Anza College, San Jose State, San Jose City College and the University of Santa Clara. 110 locations \$33.00

Stanford Blitz: prime locations on the Stanford campus. 150 locations \$40.00

Santa Cruz: distribution to boards in Santa Cruz, Capitola, Aptos, Sea Cliff, Soquel, Brookdale, Ben Lomond and the San Lorenzo Valley. Our distribution includes UC Santa Cruz & Cabrillo College. 140 locations \$25.00

Northbay Schools: posts your flyers on these & other College and University campuses: San Francisco State, San Francisco City College, University of California at Berkeley, Laney College, University of California at San Francisco, UC Medical Center, College of Marin, California College of Arts and Crafts, and more. 90 locations \$45.00
130 locations 65.00

Peninsula Schools: will place your posters on campus boards in these schools: San Jose State, San Jose City College, San Mateo City College, University of Santa Clara, Canada College, Foothill College, College of Notre Dame, and Stanford University, and others. 90 locations \$45.00
130 locations 65.00

New Routes!

Davis: 30 locations \$19.00
60 locations \$33.00

Chico: 50 locations \$30.00

Deadline: 1st or 15th for the following run in Chico

San Francisco Stores and Shops: Your poster is prominently displayed inside stores and shops. This route can be tailored to the kinds of businesses you wish. Your list or ours. This is a valuable route. 112 locations \$250.00 (up to 11" x 17").

Special Runs: Sometimes you may need your posters up before the next deadline. We can co-ordinate special runs, tailored to you. Same dependable service. Just give a call. We'll arrange everything. 112 locations \$250.00 (posters up to 11" x 17").

Discounts

Maintenance Postering	20% OFF
Consecutive run, same poster, same town	
Non-Profit or Educational Organizations	5% OFF
Any two areas	5% OFF
Any three areas	10% OFF
Any four areas	12% OFF
Any five areas	15% OFF
Any six areas	20% OFF
Any eight areas	25% OFF

* Discounts are cumulative up to a maximum discount of 25%.

Media Mail Route

Inform the Media about your Events!

		with postering
22 Bay Area Daily Newspapers	\$13.33	9.33
40 Weekly Newspapers	24.40	16.80
46 Radio Stations	28.06	20.24
13 T.V. Stations	8.71	6.24

Includes postage when done on the 1st or 15th. Other times postage extra.

Ask us about special interest media lists!

Also available:

We write your Press Release	\$20.00
We type your Press Release	10.00
We make copies for you	.06 each



Other Services

Complete information on our other services gladly given on request!

Get the Power of Direct Mail working for you with Thumbtack Bugle's Newsletter Service! We do the typesetting & layout, printing, folding, stuffing and addressing. We'll attach the postage and mail your newsletters for you. Fast. Everyone will get the message -- and in just a few days. Label Service also available. Free Consultation. 221-6677.

Typing: Need it done right? You can get it now! Now you can get expert help with all your typing needs. Our friendly staff is ready and able to get your work done right. And fast. Letters, Resumes, Mailing Labels, and School Papers- all will please your eye. Our commitment is to Perfect Copy and your complete satisfaction. Call today. Our typing number is 221-6677.

Accounting Service: Tired of struggling with the books? No problem. We'll do it for you. Complete financial accounting, tax forms, checkbook balancing and free advice. Computerized reports you just can't get by hand. Monthly or quarterly. Call today for a free estimate. 221-6677.

Stack Drops Now Available!

We leave stacks of your flyers so people can "take one"!

East Bay	— up to 70 locations	\$1.50 each
San Francisco	— up to 30 locations	\$1.75 each
Marin County	— up to 25 locations	\$1.50 each
Sonoma County	— up to 25 locations	\$1.50 each

Ask for it! Public Service Brochures!

Poster Design Kit

Press Release Design Kit

(\$1. postage and handling for each kit.)

415-221-6666

SPANISH PRINT AD EFFORTS IN SF

PAPER	DATES RUN	COST PER INSERTION	TOTAL
EL BOHEMIO	10/22 & 29/86 11/5/86	\$376.00	\$1,128.00
CAMBIO	10/28/86	\$355.00	355.00
EL TECOLTE	11/6/86	\$125.00	125.00
TELE GUIA	3,4,5,6/87	\$200.00	800.00
	9/87 & 10/87	\$200.00	400.00

During FY 86-87 we spent \$2,408 for a total of 9 placements in four different Spanish publications out of the General Pop. budget under the CCSF contract. This equates to a fairly expensive ad effort for 1/4 page ads.

Algunas personas creen que puede haber contagio de SIDA en un vaso.



No hay contagio.

Los directivos de Salud Pública y los expertos médicos en están de acuerdo en lo siguiente: El SIDA no se propaga por el aire. El SIDA no se contrae compartiendo un "Sauna," Baño de vapor. El SIDA no se propaga por tocar personas con SIDA. El SIDA no se propaga al preparar o servir comidas en la casa o en los restaurantes.

El "virus" que ocasiona el SIDA se propaga por un contacto sexual sin protección con una persona infectada. El SIDA se propaga si se usan las mismas agujas para drogarse, que ha usado una persona con SIDA. Entonces el "virus" entrara a su corriente sanguínea.

Combata el miedo enfrentando los hechos.

863-AIDS / 800-FOR-AIDS

(In San Francisco)

(En el Norte de California)

Fondos proporcionados por el
Departamento de Salud Pública de San Francisco y el Departamento de Servicios de Salud del Estado de California.

Lyn -

Here's Rene's rough cost
outline for the Spanish
Hotline promo.

Generally it looks great -
R+I talked extensively
this AM, and I suggested
that R. also speak with
Ernesto (he did).

A few things -

- (1) The figure under Bulletin Boards
canvases will get approx 2
distributions to legal bulletin
boards (see attached cost sheet)
- (2) Under other promo possibilities

he is talking about
outdoor billboards not
=
bulletin boards.

③ No cost was itemized
for production/development
of press materials —
\$500 - \$800 would be approp.

④ Please keep in mind that
adv. in Spanish print
press is VERY expensive —
the H₂O 1/4 pg ads ran ~\$200 -
\$350 per insertion (see pize
attached).

Nov. 1987

Dear Service Provider:

Since 1983, the San Francisco AIDS Foundation has operated the Northern California 800 toll-free AIDS Hotline. The Foundation, in collaboration with the American Red Cross, is extremely pleased to announce the addition of a toll-free Spanish-language Hotline service for the forty-six counties of Northern California.

The Spanish-Language Hotline will operate during the following hours throughout the forty-six Northern California counties:

Monday through Friday, 9:00 a.m. to 9:00 p.m.

Weekends, 11:00 a.m. to 5:00 p.m.

City, state and federal holidays excepted.

The Spanish toll-free phone number is the same as the English Northern California Hotline number:

800-367-2437

The Hotline will be staffed by bilingual operators fully trained to convey and discuss AIDS medical and prevention information in a manner that is culturally sensitive to the needs of Latino people.

With the incidence of AIDS rapidly growing within California's Latino population, the availability of culturally sensitive Spanish-language AIDS education services and information is a critical need. The AIDS Foundation and the American Red Cross are asking community health agencies and organizations throughout Northern California to join in a cooperative effort to promote the Spanish-language Hotline in local communities and to encourage residents to use the service. In the weeks to come, promotional materials, such as posters and leaflets, will be sent to health agencies and organizations to support local publicity efforts. The AIDS Foundation is also asking community organizations for assistance in supplementing its referral list of AIDS-related services to help direct callers to agencies and organizations in their home county or local community. The Foundation would appreciate it if agencies would forward the names, addresses and phone numbers of local contacts involved in providing AIDS medical treatment, counseling, antibody testing and social care (e.g. food banks, government assistance, etc.). Please refer to the attached form for more information on this request.

The English/Spanish AIDS Hotline is funded by the State Of California Department of Health Services, City of San Francisco Department of Public Health, the San Francisco AIDS Foundation and the American Red Cross.

For additional information about the Spanish-language Hotline, contact Beth Maerten, Hotline Coordinator, at (415) 864-4376, ex: 2060.

The San Francisco AIDS Foundation appreciates the cooperation of Northern California health agencies in helping launch the new Spanish-language Hotline and looks forward to a strong collaborative promotional campaign in the future.

Sincerely,

Lynn Paleo
Education Director
San Francisco AIDS Foundation

**FOUNDATION'S SPANISH LANGUAGE
HOTLINE NOW SERVING ALL
NORTHERN CALIFORNIA**

Residents in California, from as far south as Fresno to as far north as the Oregon border, who need AIDS information in Spanish are now able to call the San Francisco AIDS Foundation's Hotline and reach a bilingual operator seven days a week.

"AIDS is taking a severe toll nationally on Latinos. Yet surveys indicate that most Hispanics are not very well informed about how the AIDS virus is transmitted or prevented," says Hector Carrillo, Coordinator of the Hotline's Spanish language service.

Federal reports estimate that Hispanics, who make up 6% of the U.S. population, account for 14% of the nation's total AIDS cases. Moreover, 21% of the women with AIDS are Hispanic, as are 25% of the children with AIDS.

"The commitment of the San Francisco AIDS Foundation to ensure full-time Spanish bilingual services on the Hotline is crucial for reaching Latinos," continued Carrillo.

Plans are now underway to launch an aggressive promotion campaign around the service.

"We have to let Latinos know that the Hotline is a culturally sensitive, trustworthy and confidential source for AIDS information. And that it is free. This is the theme we will embrace in our promotion effort," says Carrillo.

"We are hoping that both the Spanish and English media, television, radio and newspapers, will join and lend assistance to this important promotion campaign."

The telephone number for the toll-free Northern California Spanish language service is the same as the Foundation's regular Hotline number:

800-367-2437

In San Francisco:

415-863-AIDS

The live operator hours are:
Monday thru Friday
9 a.m. to 9 p.m.
Saturday and Sunday
11 a.m. to 5 p.m.

**AIDS INITIATIVE COMMITTEE
FORMED IN CALIFORNIA**

With an AIDS-related initiative qualifying for the California June ballot and others expected for the November ballot, a federation of AIDS organizations throughout California have formed a statewide committee to plan and engage in election-related AIDS education activities.

For more information on the AIDS INITIATIVE COMMITTEE, contact Dick Pabich, Northern California Coordinator, 415-621-6164.

The AIDS MEDIA BRIEFING is a monthly newsletter to keep media professionals up to date on the activities of the San Francisco AIDS Foundation. For more information and comments about the newsletter, contact Rene Durazzo, Media Relations Associate at 415-864-4376; or write:

Media Relations
San Francisco AIDS Foundation
P.O. Box 6182
San Francisco, CA 94101-6182.

AIDS Media Briefing



San Francisco AIDS Foundation—P.O. Box 6182—San Francisco, CA 94101-6182

(415) 864-4376

February, 1988

YOU WON'T GET AIDS ON THIS BUS

or from bathrooms, work, restaurants, giving blood, sneezes, coughs, sweat, hugs, shaking hands, doorknobs, swimming pools, hot tubs, supermarkets, computers, cats, dogs, insects, old sneakers, ping pong, microwaves or spring cleaning.

The above direct and humorous AIDS message will appear inside 50% of the MUNI buses in San Francisco during February and March. The interior buscard message is part of the San Francisco AIDS Foundation's on-going fear reduction effort designed to reassure the public that AIDS cannot be transmitted through any form of normal daily activity.

"We know from public polls that some people are still avoiding public restrooms and not eating in restaurants as a result of their irrational fear and misunderstanding of AIDS," says campaign coordinator, Isabel Auerbach. This avoidance is unnecessary. No case of AIDS has ever been attributed to normal daily activity."

The campaign coordinator adds that she hopes the touch of "humor" in the buscard message will reach through people's unwarranted fears about AIDS. "I think these cards help to lighten up discussion about AIDS transmission. AIDS is a serious disease, but we can and must get over our needless anxieties about it."

The San Francisco MUNI system currently handles over 900,000 boardings on an average weekday, which means the buscard message should reach a significant percentage of city residents.

Additionally, the buscard carries the phone numbers for the Foundation's English/Spanish AIDS information Hotline so that people can get their questions on AIDS accurately answered. (over)

CHUCK-FYI



American Red Cross

Golden Gate Chapter
1550 Sutter Street
San Francisco, CA 94109
(415) 776-1500

MEMORANDUM

TO: Members of the Latino AIDS
Education Advisory Committee

FROM: Chrisanne N. Garrett
Administrator, Health Services

DATE: December 9, 1987

I am delighted to announce to you that Yolanda Ronquillo has accepted the position of Coordinator for our Latino AIDS Education Project. Yolanda will be working in this capacity for the next six months on a half-time basis.

You will be receiving all future correspondence relating to the project from Yolanda, but I will continue to be involved as well.

Enclosed for your information is the report recently submitted to National Headquarters, American Red Cross on the progress of our Latino AIDS Education Project. I received feedback from NHq indicating that they are very pleased with our endeavors. I hope that you will also be pleased.

Our revised Action Plan calls for another meeting of our group in March. Yolanda will be firming up date and place, and will get that information to you as soon as possible.

Best wishes for a very happy holiday season and new year!



Sharing in United Way funds.

**EDUCATIONAL, COMMUNITY, EMERGENCY (ECE) SERVICES SUPPORT PROGRAM GRANT
RESPONSE TO REVIEWERS CONCERNS
and
QUARTERLY REPORT
GOLDEN GATE CHAPTER**

**LATINO AIDS EDUCATION PROGRAM
November, 1987**

**1. EFFECT OF THE ORGANIZATION OF THE SAN FRANCISCO BAY AREA EXECUTIVE
UNIT ON THE RESPONSIBILITY AND ACCOUNTABILITY FOR THE PROGRAM**

The Latino AIDS Education Project remains the responsibility of the Golden Gate Chapter. While the Executive Unit has been in existence since July 1, 1987, the six chapters retain ownership and control of existing programs for this fiscal year (1987-88). Immediate consolidation issues include accounting, personnel, public relations, financial development, and management information systems. Program will remain decentralized, and the push for program growth continues in each of the units. The effect of the Executive Unit on program should be enhancement, focus, effectiveness, and certain standardized methods for planning, evaluation, and quality control.

It is important to add that progress and activities of the Latino AIDS Education initiative have been consistently shared with each of the individual units and the Executive Unit. There is full cooperation and support of the Health Services in each of the chapters, as well as full commitment and support of the Executive Unit. There has also been frequent communication with other major chapters in California, especially the Los Angeles Chapter, Orange County, and Sacramento, as well as with the AIDS Coordinator at Western Operations Headquarters.

The Golden Gate Chapter Board of Directors approved \$20,000 for the Latino AIDS Education Program. This amount was allocated to the Health Services Budget effective July 1, 1987. Accountability for the program lies within the normal program planning structure: Health Services Advisory Committee, Dr. Lorraine Smookler, Chairman; Program Planning Committee, Stuart Erlanger, Chairman; and the Board of Directors, James Jensen, Chairman. The staff support person is Chrisanne N. Garrett, Administrator, Health Services. The Executive Director for the Golden Gate Chapter is Verna G. Aldous.

2. PROPOSAL REVISIONS

The Latino AIDS Education Advisory Committee, formed according to the intent of the proposal, has met twice and has made significant progress in determining a more specific focus for the program. The Advisory Committee includes individuals from the San Francisco Bay Area, the Los Angeles Area, Sacramento, and the County of Orange. The committee will soon become a statewide coalition on Latino AIDS Education, and will be expanded to include representatives from the Central Valley, San Diego, San Jose, and other parts of the state.

The first meeting resulted in an inventory of existing Latino AIDS Education materials and programs, and in identification of gaps in providing AIDS Education for this ethnic group. It became apparent that a good deal of material already exists - especially in the form of video presentations and brochures. Missing are the elements needed to insure implementation of these materials.

Two priority elements were identified:

1. Develop "Train the Trainer" materials and provide "Trainer of Trainers" (TOT) preparation workshops.
2. Develop, implement, and maintain a clearinghouse for Latino AIDS Education materials and programs.

TARGET MARKET

During the second meeting, further attempts were made at narrowing the focus for optimal benefit of the limited budget. After reviewing the original proposal, it was determined that the top priority is reaching Latinas -- women who are sexually active and of child bearing years. There are two excellent non-Red Cross video products available that will reach this population, as well as the translated version of "Beyond Fear". The first video is a "telenovela" -- an application similar to a soap opera, called **OJOS QUE NO VEN**. This video was developed by the San Francisco based Instituto Familiar De La Raza. The second video is a series of "platicas" -- or chats among Latinas about AIDS, entitled **ENTRE NOS**, developed by the AIDS Project of Los Angeles (APLA). Both organizations are anxious to work with the American Red Cross to develop the system and materials to activate volunteers who can take these materials to the community.

While there is certainly something to be said for having a spanish language AIDS education video with the American Red Cross name on it, there is much more to be gained at this time by joining together with organizations already actively engaged in community based AIDS prevention efforts. The Latino AIDS Education Coalition has been formed as a result of Red Cross initiative and leadership. The members of the coalition recognize the respect

with which Latinos hold the "Cruz Rojo" and that the Red Cross has the ability to reach people that would not be reached by organizations with less perceived safety, neutrality, and universality. Coalition members also cite the proven record of the Red Cross in attracting and mobilizing large numbers of volunteers, plus the infrastructure of the organization as assets for this cause.

It has also become increasingly apparent that any materials that will be ultimately successful in the Latino Community must be conceived, developed, written, and facilitated by Latinos. This goes far beyond simply hiring Latinos to work for the American Red Cross, though we most certainly should be doing more of that. It is the perception people have of the total organization - that of a "Gringo" organization, that interferes with our ability to work effectively in minority communities, not a factor of individual staff members. This reality provides a new challenge to Red Cross in establishing relationships and then bringing those American Red Cross organizational strengths into the relationship to help enhance the delivery of programs not to, but within the targeted populations.

It is also apparent that the American Red Cross cannot afford to duplicate this process in every chapter that has a Latino population. It is essential that we devote the resources necessary to effectively shepherd this process - to do it right!

TWO HOUR PRIME TIME TELEVISION PROGRAM ON AIDS

Emilio Nicholas, Member of the Golden Gate Chapter Board of Directors and of the WOH Minority Initiative Task Force, is the President and Station Manager of KDTV, Channel 14 in San Francisco. Mr. Nicholas conceived of a project that would build on both his involvement with Red Cross and the activities of the Latino AIDS Education Project.

The American Red Cross, the Instituto Familiar De La Raza, Pacific Telesis Foundation and KDTV Channel 14 in San Francisco (Spanish TV) joined forces to provide a two hour prime time television program on AIDS targeted to Latino families. The first hour featured the 50 minute **OJOS QUE NO VEN** telenovela. The second hour was an audience, panel, moderator discussion. The panel was composed of a representative of Red Cross (Monte Blair, Project Director, California State funded Emergency Workers AIDS Education Project, administered out of the Sacramento Area Chapter), a representative of the Instituto Familiar De La Raza (Yolanda Ronquillo), a doctor from San Francisco General Hospital (Dr. Sandra Hernandez), a priest (Fr. Jack Ryan), a couple representing a model of parents who talk with their children about AIDS (Dr. Julio Diaz and Mrs. Eunice Diaz, both of White Memorial Hospital in Los Angeles), the Coordinator of the American Red Cross/SF AIDS Foundation AIDS/SIDA Hotline (Hector Carillo), and a Social Worker with the Mano a Mano Program (Miguel Rodriguez).

The audience included key individuals invited by the Red Cross and the Instituto Familiar. Individuals representing other agencies involved in AIDS education and care, people with AIDS, and other interested parties were involved.

The program was taped on October 31 and aired in Northern California on Sunday evening, November 8, 1987 from 7:00 to 9:00 pm. The program also aired in Southern California on Thursday and Saturday evenings, November 5 and 7 from 10:30 to 11:30 pm. The Southern California station (KMEX) reported a 160% increase in ratings for the time slot during the broadcast.

SPANISH LANGUAGE AIDS HOTLINE

A key element of the November 8 television program was to announce the initiation of a spanish language AIDS/SIDA Hotline available 72 hours per week throughout Northern California, and to promote a Spanish language AIDS Hotline already in existence in Southern California.

The Golden Gate Chapter has joined forces with the San Francisco AIDS Foundation to make this service possible. The AIDS Foundation has operated an english language hotline for five years. The hotline is funded from three sources: the State of California, the City of San Francisco, and the San Francisco AIDS Foundation. Continuation of funding from the State is now conditional; that being that the hotline must be expanded to serve the spanish speaking community.

The AIDS Foundation has all the technology for the hotline installed, including a mechanism for routing calls to either an english or spanish speaking volunteer. The call is answered by a machine, and the caller is politely instructed in both english and spanish to press "1" on the phone for an english language volunteer or "2" for a spanish language volunteer. Those selecting a spanish language volunteer will be greeted with the following: "AIDS Hotline, brought to you by the American Red Cross and the San Francisco AIDS Foundation, may we help you?" - (in spanish).

The Golden Gate Chapter will recruit volunteers to work the hotline, and participate in the training and quality control functions. Red Cross materials will be sent to those people asking for additional information.

This collaborative effort between the Red Cross and the San Francisco AIDS Foundation is a first. It is a situation where "one plus one does not equal two" but much, much more.

Over 80 viewers called the hotline on November 8 during or shortly after the broadcast. On the following day, more than 200 calls for the Spanish Hotline were handled at the AIDS Foundation. Additionally, the Golden Gate Chapter received approximately 40 calls, and the Department of Public Health reported in excess of 200 calls on that same day. Neither the Red Cross nor the Department of Public Health numbers were shown during the broadcast.

SUMMARY

The four major activities for the Latino AIDS Education Program have been revised to include:

1. Develop "Train the Trainer" materials to accompany the two existing video programs, OJOS QUE NO VEN and ENTRE NOS and provide five statewide "Trainer of Trainers" (TOT) preparation workshops.
2. Develop, implement, and maintain a clearinghouse for Latino AIDS Education materials and programs.
3. Collaborate with the Instituto Familiar De La Raza and KDTV in the November 8 two-hour AIDS education television production.
4. Co-sponsor the 72 hour per week spanish language AIDS Hotline with the San Francisco AIDS Foundation.

These projects will be completed by June 30, 1988. The revised timeline, action plans, budget, and roster of Advisory Committee members are attached.

REVISED TIMELINE - LATINO AIDS EDUCATION PROJECT
November, 1987

ACTION:

BY: (all dates are
1988)

CONTENT DEVELOPMENT

Develop Instructor-Trainer Materials	February_____
Develop Instructor Materials	February_____
Develop Participant Materials	February_____

PACKAGING AND PRODUCTION

Determine "Packaging" Method	January_____
Layout/Design/Typesetting	May_____
Printing	May_____
Assembly	May_____

TRAINING

Determine dates and secure sites	February_____
Promote	April, May_____
Register	May, June_____
Hold Training Sessions	June, July, Aug_

PROGRAM OVERSIGHT

Advisory Committee Meetings	March and June_____
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REVISED BUDGET - LATINO AIDS EDUCATION PROJECT
November, 1987

Salary - 1/2 time Program Coordinator 8,000

- 6 month contract

Travel and Maintenance/Conference & Meeting Costs 7,000

- 4 Advisory Committee Meetings 4,000

- T&M for Program Coordinator 2,000

- T&M for Professional Consultant 1,000

Professional Consultant Fees 5,000

Production Costs 10,000

- Instructor-Trainer Materials

- Instructor Materials

- Participant Materials

- Charts/AV Masters

Training Costs 10,000

- 5 Instructor Training Programs

40,000

ESTIMATED VALUE OF IN-KIND CONTRIBUTION: 20,000

Includes: Supervisory staff time; administrative staff time;
Office space; Use of existing telephones, office
machines, mail room; Supplementary travel and
maintenance; General and administrative indirect
costs.

NOTE: Currently seeking additional grants for program expansion:

- Henry J. Kaiser Family Foundation	\$25,000
- The Gap	5,000
- U. S. Leasing	5,000
- Apple Computers	Computer System

HISPANIC AIDS EDUCATION PROJECT

Advisory Committee:

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San Francisco Department of Public Health
City Clinic
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Yolanda Ronquillo, Director 415 647-4141
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Latino AIDS Project
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303 492-2952

303 492-8852

H [REDACTED] [REDACTED]

Norma Alicia Pino
CALMECAC de AZTLAN
9175 Poplar Ave.
Cotati, CA 94928

Project Director: Chrisanne N. Garrett, Administrator
American Red Cross, San Francisco Bay Area
1550 Sutter Street San Francisco, CA 94109
415 776-1500

M E M O

TO: Lyn

FROM: Beth, Hector

DATE: 3/8/88

RE: Bilingual Services

=====

The addition of the Spanish language component to the Hotline has proven to be a much needed and valuable service to the community. We are all very proud to be a part of this important effort. We now have some experience with the management of this service, and have found that there is a significant amount of administrative, supervisorial and clerical time associated with it. In fact, activities such as the recruitment of volunteers, developing and conducting new training components, staffing and scheduling volunteers, exploring the special needs of a new service community, creating and maintaining a totally new referral base, promoting the service in the community, and a number of lesser tasks all combine to make the addition of a new service nearly equivalent to establishing a second Hotline.

Based on our experience with the first months of the Spanish service on our Hotline, we can make some predictions about the activities and staffing necessary to support both the start-up and ongoing maintenance of such a service. This is useful for planning both the future of the Spanish service, as well as considering the requirements for any future language additions.

1) Promotional material and activities should be prepared in advance of the start of service and ready to distribute as soon as the service is begun, so that the base of calls can begin coming in immediately. These materials and activities should encompass a range from presentations to key groups in the community, to large-scale mailings and television efforts.

2) Agreements with local media and with AIDS related organizations to do promotion at two different levels: 1) through mass media channels and extended dissemination of posters; 2) through direct outreach in the community. This last effort is especially important to reach population groups with high risk behavior.

3) Selecting the staff to answer calls is a key component of the process. The challenge here is to find people who not only have excellent language skills, but who are highly sensitive to

community issues related to AIDS (not everyone who speaks fluently also has sensitivity to the appropriate community issues), and who is AIDS sensitive, and who is sensitive to gay issues. The persons also must have excellent skills in human communication: including both the ability to communicate complex information over the phone in a way that is understandable, and to handle the difficult emotional responses that are connected with the AIDS crisis.

4) Operator training. Operators must be given in-depth training in AIDS information. Although this information can be in English, training must be also provided in the language to be used. This training should include a review of AIDS as a cultural issue, and discuss ways of handling these issues over the phone. This is also the time to discuss the unique language characteristics that influence communication around sexual practices, drugs and medical terminology.

5) Terminology. Developing a glossary of sexual/medical terms of the language can be of significant help, especially if the operators are not native speakers of the language, or if there are regional or cultural differences in language usage that are unfamiliar to them. This project can take a significant amount of time and research.

6) Referrals. A significant number of callers, in addition to AIDS information, want one or more referrals to physicians and other health care providers, clinics, legal services, and other types of resources. Finding providers and agencies that serve the community and can also meet the language needs, particularly of the monolingual, is of utmost importance to the success of the service. This is an ongoing process of research and update to keep accurate and helpful information available, and thus constitutes a major expenditure of resources during both startup and ongoing phases of the project.

STAFFING REQUIREMENTS: In addition to operators to take the actual Hotline calls, both administrative, supervisory and clerical staff are required to manage the program effectively. The needs of the program for staffing change as the program moves into various phases, as outlined below (not included in these time estimates is the time for development and distribution of publicity/promotion materials).

Startup Phase :

Administrative staff involvement is heavy during this time to do the planning and design of the program.

Supervisory staff is necessary to be involved in the hiring and training process, and to lead the clerical staff through the work of setting up the referral manual. The supervisor may also be responsible for establishing the glossary of terminology.

Clerical staffing needs are heavy during this time to create the referral manual and transcribe the glossary

Operator time is low initially ad the publicity begins to generate only a few calls at a time.

Operational Phase:

Administrative time becomes minimal as the program runs on its own momentum: evaluation and long-range planning become the main functions.

Supervisory time remains heavy, although the emphasis shifts from creating the training programs and manuals, to ongoing supervision of the operators as the number of calls and operators grow.

Clerical staff time drops as the manuals are completed, but continue at the level necessary to keep the manuals updated, and to compile statistics.

Operator time increases as the volume of calls grow.

Glosario de Terminología Sexual
Encuesta Sobre Expresiones Comunes

=====

Instrucciones: Por favor escriba para cada término de la lista, los términos o frases usados en conversaciones informales. Sabemos que muchas de las expresiones comunes son "malas palabras" en sus lugares de origen. Sin embargo, para establecer una mejor comunicación con las personas que utilicen dichos términos al llamar a nuestros teléfonos, es necesario que los conozcamos y comprendamos su uso. En la tercera columna, SITUACION ACEPTABLE, califique bajo que circunstancias es posible utilizar el término, de acuerdo con las siguientes claves: A - en el hogar familiar; B - solo entre hombres; C - solo entre mujeres; D - en grupos mixtos. Si escribe mas de una expresión para una categoría específica, indique por favor con un asterisco cuál es la más común. ¡Gracias por su colaboración!

TERMINO FORMAL	EXPRESION INFORMAL	SITUACION ACEPTABLE
=====		
EJEMPLO:		
Pene	Verga* Pájaro	B A, B, C

Testículos		

Pene		

Vagina		

Clítoris		

Ano		

Pubis		

TERMINO FORMAL

EXPRESION INFORMAL

SITUACION ACCEPTABLE

Recto

Erección (del pene)

Prepucio

Semen

Secreciones Vaginales

Masturbarse

Coito vaginal

Coito Anal

Sexo Oral:
Fellatio (contacto
boca-pene).

Sexo Oral:
Cunnilingus (contacto
buco-vaginal)

Contacto Buco-anal

Condon/ Preservativo

Prostituta

TERMINO FORMAL

EXPRESION INFORMAL

SITUACION ACEPTABLE

Prostituto

Bisexual

Heterosexual

Homosexual

Activo (sexo homosexual)

Pasivo (sexo homosexual)

Embarazarse (estar
embarazada).

País donde se usan los términos:

Datos del informante:

Sexo:

Edad:

Por favor envíe esta forma antes del 6 de noviembre a:

Hector Carrillo
San Francisco AIDS Foundation
333 Valencia Street, Fourth Floor
San Francisco, CA 94103

GLOSARIO DE TERMINOLOGIA SEXUAL

- A -

- Acostarse - Término estandard usado para referirse al acto sexual.
- Agarrar a traición - (fam.) Coito anal (Peru).
- Arepa - (vulg.) vagina (Colombia).
- Anillo de cuero - (vulg.) ano (Perú).
- Armarse - (vulg.) erección (Perú).

- B -

- Bajarse - (vulg.) Sexo oral (Perú).
- Beso Negro - (vulg.) Contacto buco-anal (Perú).
- Bicho - (vulg.) Pene (Puerto Rico, Venezuela).
- Bizcocho - (vulg.) vagina (México, U.S./Chicano).
- Bolas - (vulg.) Testículos (Puerto Rico, Perú).
- Bollo - (vulg.) Vello púbico o vagina (Puerto Rico, Cuba, Perú).
- Bugarrón - (vulg.) término de la jerga callejera relativo a la persona activa durante el la penetración anal (Cuba, Puerto Rico).

- C -

- Cachar por el chico - (vulg.) Coito anal (Perú).

Cachapera - (vulg.) lesbiana (Puerto Rico)
Cachar - (vulg.) Coito vaginal (Perú)
Cacorro - (vulg.) homosexual (Colombia).
Chichar - (vulg.) Coito en general (Puerto Rico).
Chichifo - (fam. en la comunidad homosexual) prostituto (México).
Chingar - (vulg.) Coito en general (Puerto Rico, E.U./Chicano).
Chocha - (vulg.) Vagina (Puerto Rico, Cuba, Colombia).
Chucha - (vulg.) Vagina (Perú).
Chuchu meca - (vulg.) prostituta (Perú).
Chupar - (vulg.) contacto buco-vaginal (México).
Chupar Corneta - (vulg.) Sexo oral/Fellatio (Perú).
Clítoris - Término formal en Latinoamérica.
Coger - (vulg.) Coito vaginal o anal (Argentina, México, E.U./Chicano).
Coger por atrás - (vulg.) Coito anal (Puerto Rico, Argentina, México).
Cojones - (vulg.) Testículos (Puerto Rico, Perú, Cuba, Colombia).
Concha - (vulg.) Vagina (Perú).
Copetinera - (fam.) prostituta (Perú).
Correrse - (vulg.) masturbarse (Perú).
Cuero - 1. (vulg.) hombre dado a la promiscuidad sexual (Puerto Rico. 2. (fam.) hombre atractivo físicamente (México).
Cuera - (vulg.) prostituta (Puerto Rico).
Culear - (vulg.) Coito vaginal (Colombia, Perú).
Culo - (vulg. pero de uso muy frecuente) Ano (Término estandard en Latinoamérica).
Una cualquiera - expresión familiar estandard en los países de habla hispana para referirse a una prostituta. Se debe tener en cuenta que este término representa un insulto.

- D -

Dar Por atrás - (vulg.) Coito anal (Puerto Rico).

- E -

Empiernarse - (vulg.) coito vaginal (Perú).

Estar encinta - (estand.) embarazada (países de habla hispana).

Estar enferma - (fam.) embarazada (México).

Estar en estado - (fam.) embarazada (Puerto Rico, Cuba, Costa Rica, México).

Estar gorda - (fam.) embarazada (Chicano/U.S.).

- F -

Flujo - término estandard para secreción vaginal incluyendo las secreciones producidas durante la menstruación.

Follar - (vulg.) Coito (España).

Fondillo - (fam.) Ano o trasero (Puerto Rico, Cuba).

Forro - (vulg.) condón (Perú, Argentina).

Fundillo - (fam.) Ano o trasero (México).

- G -

Gallo - (vulg.) clitoris (Colombia).

Güevos - (vulg.) testículos (Puerto Rico Cuba, República Dominicana, Costa Rica, Perú).

Güeva - (vulg.) testículos (Puerto Rico).

Güevas - (vulg.) testículos (Puerto Rico).

- H -

Hacer la mineta - (vulg.) contacto buco-vaginal (Perú).
Hacerse la chaqueta - (vulg.) masturbarse (México).

Hacerse la manuela - (vulg.) masturbarse (México).

Hacerse la paja - (vulg.) masturbarse (Puerto Rico, Cuba y numerosos otros países de habla hispana).

Hacerse la puñeta - (vulg.) masturbarse (Puerto Rico, Perú, México).

Hacer la sopa - (vulg.) contacto buco-vaginal (Perú).

Huevos - (fam.) testículos (Uso generalizado en el area del Caribe y otros países hispanoparlantes).

- J -

Jebe - (fam.) Condón (Perú).

Joto - (fam. peroyativo) homosexual (México).

Joyete - (vulg.) Ano (Puerto Rico, Cuba).

Jugos - (vulg.) secreciones vaginales (Colombia).

- L -

Lamer culo - (vulg.) forma familiar de referirse al acto de lamer el area del recto. (esta forma se entiende en cualquier país de habla hispana).

Leche - (vulg.) semen (Cuba, Puerto Rico, Perú).

Lechada -(vulg.) semen (Puerto Rico, Cuba, Perú).

Loca - (fam. en la comunidad homosexual) homosexual (México).

- M -

Mamar pinga - (vulg.) mamar el pene (Puerto Rico, Cuba, Perú).

Mamar verga - (vulg.) mamar el pene (México).

Mandarse la mano - (vulg.) masturbarse (Perú).

Marica - (vulg. y peroyativo pero de uso muy común) homosexual
(uso estandard en Latinoamérica).

Maricón - (vulg.y peroyativo) homosexual (Puerto Rico, Cuba,
México).

Mariposa - (fam/estand.) homosexual (Latinoamérica).

Meca - (vulg.) prostituta (Perú).

Mecos - (vulg.). semen (México).

Mene - (vulg.) sexo buco-vaginal (Colombia).

Mocos - (vulg.) semen (México).

Mojarse -(vulg.) se refiera a las secreciones vaginales produci-
das durante el estado de excitación sexual de la mujer (
Puerto Rico, Perú).

Mujer de la vida - (fam.) prostituta (Puerto Rico).

- O -

Ojete -(vulg.) ano (Perú).

- Paja - (vulg.) masturbación (uso generalizado en el área del Caribe).
- Pajearse - (vulg.) masturbarse (Costa Rica).
- Pájaro - (fam.) pene (Puerto Rico, Cuba, México).
- Panocha - (vulg.) vagina (Chicano/U.S., México).
- Papa - (vulg.) vagina (Perú).
- Papaya - (vulg.) Vagina (Puerto Rico, Cuba).
- Parársele - (vulg.) erección (Puerto Rico, Cuba, República Dominicana, México, Perú).
- Pasar el río - (fam.) coito vaginal (Perú).
- Pato - (vulg.) homosexual o afeminado (Puerto Rico).
- Pellejo - (vulg.) prepucio (Perú, Puerto Rico).
- Pelos - (vulg.) vello púbico (Colombia, México).
- Pendejos - (vulg.) vello púbico (Puerto Rico).
- Pérdida - (fam.) prostituta (Perú).
- Pincho - (vulg.) pene (Perú).
- Pinga - (fam.) pene (Puerto Rico, Cuba, Perú).
- Pisar - (vulg.) coito vaginal (Perú, Puerto Rico).
- Pitón - (vulg.) clitoris (Puerto Rico).
- Playo - (vulg.) homosexual (Costa Rica).
- Ponerse al palo - (vulg.) erección (Perú).
- Ponerse tieso - (vulg.) erección (Perú).
- Polvo o hechar un polvo - (vulg.) eyacular (Puerto Rico, Perú).

Poto - (fam.) ano (Perú).

Putá - (estánd.) prostituta (países de habla hispana).

Preñada - (estánd.) embarazada (países de habla hispana).

Puto - 1.(vulg.) homosexual (México, Argentina). 2. (fam.) homosexualmente promiscuo (Puerto Rico).

- Q -

Queque - (vulg.) vello púbico (Perú).

Quaker - (vulg.) semen (Perú).

- R -

Rabo - (fam.) ano (Perú).

Roto - (vulg.) ano (Puerto Rico)

Ramera - (fam.) prostituta (Puerto Rico, Cuba, Colombia)

- S -

Singar por el culo - (vulg.) penetración anal (Cuba, Puerto Rico, Venezuela).

Ser del otro lado - (fam.) ser homosexual (México).

Subirse al nispero - (fam.) coito vaginal (Perú).

- T -

"Tener la pinga parada" - (vulg.) tener el pene erecto (Puerto Rico, Cuba).

Tener relaciones - frase estandard que indica el acto sexual.

Tirar - (vulg.) coito vaginal (Perú, Venezuela).

Toldillo - (vulg.) erección (Colombia)

Tolete - (vulg.) vello púbico (Perú).

Tortillera - (vulg.) lesbiana (México).

Tostón - (vulg.) vagina (Puerto Rico).

Tota - (vulg.) vagina (Puerto Rico).

Trasero - (estand.) ano (Países de habla hispana).

- V -

Verga - (vulg.) pene (Puerto Rico, México, Perú).

Volar cometa - (vulg.) masturbarse (Perú).

Volteado - (fam. peroyativo) homosexual (México).

- Z -

Zorra - (vulg.) vagina (Perú).

GLOSARIO DE TERMINOLOGIA SEXUAL - TERMINOS FORMALES:

- Ano - Anillo de cuero (Perú)
Culo (estánd. en países de habla hispana)
Fondillo (Area del Caribe)
Joyete (Puerto Rico)
Ojete (Perú)
Poto (Perú)
Rabo (Perú)
Roto (Puerto Rico)
Trasero (estánd. en países de habla hispana)
- Bisexual - Ser de doble filo (Perú)
Ser de los que pinta y raspa (Puerto Rico)
- Clitoris - Gallo (Colombia)
Pitón (Puerto Rico)
- Coito anal - Agarrar a traición (Peru, Puerto Rico)
Chichar (Puerto Rico)
Chingar (Puerto Rico)
Coger (Argentina, México, E.U./Chicano)
Coger por atrás (Puerto Rico, Argentina, México)
Dar por atrás (Puerto Rico)
Singar por el culo (Puerto Rico)
- Coito vaginal - Cachar (Perú)
Chichar (Puerto Rico)
Chichar (Puerto Rico)
Coger (Argentina, México, E.U./Chicano)
Culear (Perú)
Pasar el río (Perú)
Singar (Area del Caribe)
Subirse al nispero (Perú)
Tirarse a alguien (Perú, Puerto Rico, Cuba)
- Condón/preservativo - Forro (Perú, Argentina)
Jebe (Perú)
- Contacto buco-anal - Beso negro (Perú)
- Embarazada - Estar encinta (estánd. en países de habla hispana)
Estar en estado (Puerto Rico, Cuba, Costa Rica, México)
Estar enferma (México)

Estar gorda (E.U./Chicano)

Estar preñada (estánd. en países de habla hispana)

Erección - Armarse (Perú)

Parársele (estánd. en países de habla hispana)

Ponerse al palo (Perú)

Ponerse tieso (Perú)

Tener la pinga parada (Puerto Rico y Cuba)

Tener la verga parada (México).

Eyacular - Venirse (estánd. en países de habla hispana)

Heterosexual - estándar en países de habla hispana

Buga (México, comunidad homosexual).

Homosexual - Cachapera (Puerto Rico/mujer)

Cacorro (Colombia/hombre)

Joto (México/hombre)

Loca (estánd. en países de habla hispana/hombre)

Marica (estánd. en países de habla hispana/hombre)

Maricón (Puerto Rico, Cuba, México/hombre)

Pato (Puerto Rico/hombre)

Pata (Puerto Rico/mujer)

Playo (Costa Rica/hombre)

Puto (México)

Ser del otro lado (México, Puerto Rico/hombre o mujer)

Tortillera - (México/mujer)

Volteado (México/hombre)

Masturbarse - Correrse (Perú)

Hacerse la chaqueta (México)

Hacerse la manuela (México)

Hacerse la paja (Puerto Rico, Cuba y numerosos países latinoamericanos)

Hacerse la puñeta (Puerto Rico, México, Perú)

Pene - Bicho (Puerto Rico)

Pájaro (Puerto Rico, Cuba, México)

Pincho (Perú)

Pinga (Puerto Rico, Cuba, Perú)

Verga (Puerto Rico, México, Perú)

Persona activa durante el acto sexual - Bugarrón (Puerto Rico)

Prepucio - Pellejo (Puerto Rico, Puerto Rico, México)

Prostituta - Chuchu meca (Perú)

Copetinera (Perú)

Una cualquiera (estánd. en el mundo hispanoparlante)

Cuera (Puerto Rico)

Meca (Perú)

Mujer de la calle (estánd. el mundo hispano)

Mujer de la vida (Puerto Rico)
Perdida - (estánd. en países de habla hispana)
Putas - (estánd. en países de habla hispana)
Ramera - (Puerto Rico, Cuba, Colombia, México)

Prostituto - Puto (Puerto Rico)
Cabro (Perú)
Chichifo (México, comunidad homosexual)

Recto - Refiérase a ano

Secreciones vaginales - Flujo (estánd. en el mundo hispano)
Jugos (Colombia)

Sexo oral:

1. Cunnilingus - Chupar (México)
Hacer la mineta (Perú)
Lamer o mamar chocha (Puerto Rico)
Lamer o mamar la pájara (Puerto Rico)

2. Fellatio - Chupar corneta
Mamar bicho (Puerto Rico)
Mamar verga (México, E.U./Chicano, Puerto Rico, Perú)

Testículos - Bolas (estánd. en países de habla hispana)
Cojones (Puerto Rico, Cuba, Perú, Colombia)
Güeva - (Puerto Rico)
Güevas - (Colombia)
Güevos o güebos - (área del Caribe, Costa Rica, Nicaragua, Perú)

Vello púbico - Bollo (Puerto Rico, Cuba, Perú)
Queque (Perú)
Tolete (Perú)



SAN FRANCISCO AIDS FOUNDATION
333 VALENCIA STREET
FOURTH FLOOR
SAN FRANCISCO
CALIFORNIA
94103
415/864-4376

MEMORANDUM

TO: Tim
FROM: Lyn
DATE: April 14, 1988
RE: Spanish-language Materials

The Latino Coalition wrote a letter stating dissatisfaction with the spelling errors in our Bleachman brochure. The Coalition's criticism is completely valid. I will send them a letter apologizing for the errors and promising to correct and prevent them in the future.

I have dealt with the staff and told them to do what is necessary to prevent further errors of this sort. I will follow up with them on this activity in a firm manner.

I do believe, though, that it is inappropriate for any of our staff to publically criticize the Foundation or to join with others in a public criticism. Miguel Ramirez is in an awkward position, being the head of the Latino Coalition and a co-employee at the Latino AIDS Project; but this does not excuse his not talking to me (or to you) directly, nor does it excuse his signing the letter with others.

/fj

cc: Chuck
Ernesto

Mat. also in Spanish

Translations must be proofread after typesetting
materials should be focused grouped.

if our staff donate time to review materials, who will
incorporate Δ ?

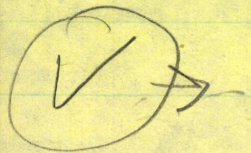
Review old & new

Use review board for mats

Market materials

1. meet w/ translators
2. get permission for liberal translation
3. consider collection of materials
4. get camera ready copy proofed
5. challenge the market demand for translation.
6. get review readers

ad materials



M E M O

To: SFAF Staff and Volunteers
From: Hector
Date: 11/8/88
Re: Spanish Hotline Birthday

HAPPY ANNIVERSARY

SPANISH HOTLINE !!

A year ago, on November 8th, Maria Camacho, Miguel Ramirez, John Maguire and I gathered around the Hotline phones to watch the presentation of "Ojos que no Ven" in Channel 14, and to wait for our number to be on the screen. That was the very first time that local Spanish television broadcasted a special on AIDS in the Latino community. It was the very first day that we officially took calls in the Spanish component of the Hotline.

We had no idea about what to expect. Would people actually call us? Was the community ready to take the phone and talk about sex, drugs, death, life, health, with an unknown person? We were soon swamped with calls -- 80 that very same night. The diversity of the calls was stunning. Since then, we have learned a lot about the community we are serving. We still need to learn more. We feel more than ready to better serve our community. We are very much looking forward to our second and following years.



SAN FRANCISCO AIDS FOUNDATION P.O. BOX 6182, SAN FRANCISCO, CALIFORNIA 94101-6182

PRESS ADVISORY

For Immediate release
December 2, 1988

Contact: Rene Durazzo
415-864-4376 x 2036

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**LA FUNDACION DEL SIDA EN SAN FRANCISCO (SAN FRANCISCO AIDS
FOUNDATION) CELEBRARA EL PRIMER ANIVERSARIO DE LA LINEA
TELEFONICA DE INFORMACION EN ESPAÑOL.**

**La Línea Constituye una Fuente de Información de Gran
Importancia para Latinos**

El jueves, 6 de diciembre, la Fundación del SIDA en San Francisco celebrará el primer aniversario de la Línea Abierta de Información sobre el SIDA en Español para el Norte de California con una recepción comunitaria. Los medios de comunicación están invitados a asistir.

La recepción será en el siguiente lugar y hora:

DIA: MARTES, 6 de Diciembre.

HORA: 5:30 P.M. a 8:00 P.M.

**LUGAR: SAN FRANCISCO AIDS FOUNDATION
333 Calle Valencia (entre las calles 14 y 15)
Cuarto Piso**

La Línea de Información sobre el SIDA en Español para el Norte de California fue iniciada en noviembre de 1987 en colaboración con la Cruz Roja Americana - Oficina Golden Gate y con apoyo de Pacific Telesis Foundation.

En la recepción, se tendrá una ceremonia de reconocimiento especial para Pacific Telesis Foundation y el Latino AIDS Project por sus respectivos importantes trabajos en la lucha contra el SIDA en la comunidad latina.

Muy pronto después de iniciar sus actividades, la Línea de Información se ha convertido en un recurso sumamente importante para los latinos del Norte de California.

"Al principio, solo recibíamos un puñado de llamadas en el Hotline en español", dice Héctor Carrillo, coordinador de la Línea de Información sobre el SIDA en Español. "Sin embargo, ahora, con la promoción que tenemos y la asistencia de otras organizaciones comunitarias sobre el SIDA, hemos visto nuestras llamadas subir hasta un total de 300 al mes".

(SIGUE EN LA SIGUIENTE PAGINA)

Carrillo explicó que el crecimiento de la Línea de Información en Español refleja una fuerte demanda y necesidad de información entre latinos.

"Hay una urgente necesidad de expandir los programas de prevención y educación sobre el SIDA que son culturalmente apropiados para latinos" dijo Carrillo. "A través de las llamadas en la Línea de Información, estamos obteniendo una imagen muy clara de las preocupaciones específicas sobre el SIDA de la población latina, y el contexto cultural apropiado para presentar la información".

Actualmente, el SIDA está afectando a la comunidad latina de manera desproporcionada en comparación con otras comunidades. Los Latinos constituyen el 7% de la población de los E.U., pero representan el 14% de los casos del SIDA en este país.

El apoyo a programas de educación y prevención del SIDA ha sido una prioridad para la Pacific Telesis Foundation. Desde 1985, la Fundación ha donado más de \$150,000 a esfuerzos de prevención orientados a poblaciones en alto riesgo de contraer el SIDA. Casi la mitad de esos fondos han sido canalizados hacia programas de educación culturalmente apropiados para latinos.

La Pacific Telesis Foundation tuvo un papel instrumental en establecer la Línea de Información sobre el SIDA en Español para el Norte de California, especialmente al proporcionar fondos vitales para un campaña de promoción y publicidad en todos los medios de comunicación.

El presidente de Pacific Telesis Foundation, Tom Donahoe, explicó, "El Hotline en español se estableció a través del trabajo conjunto de organizaciones comunitarias claves, incluyendo la fundación. Nuestra meta es iniciar más esfuerzos de colaboración en la lucha contra el SIDA en comunidades de alto riesgo".

La Línea de Información en Español sobre el SIDA en el Norte de California se ha beneficiado también de la asistencia de la Oficina Golden Gate de la Cruz Roja Americana y del Latino AIDS Project de San Francisco, quienes han participado activamente en apoyar varias necesidades promocionales y operativas del servicio.



MEMORANDUM FROM KEN JONES, DIRECTOR OF VOLUNTEER SERVICES

To: Distribution List

Date: Thursday, 25 August 1988

Subject: Progress Report
of the

Spanish-Speaking Recruitment Task Force

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Suffice it to say it has been a real, rich learning experience for all of us.

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NEW INSIGHTS ON OLD ASSUMPTIONS

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An incorrect assumption we had been operating from identified out target population as "The Spanish Speaking Community" as though there was one entity with its own singular language: Spanish, failing to recognize the diversity within that culture/community.

As a part of our regrouping, we are assessing "common ground" and shared values such as religion, hospitality, food and the value for personal contact. We are under the present belief, that the Spanish culture, for the most part, does not use or buy-in to the utilization of the print media as a source of information about community and health issues. "We talk to each other about community problems". There is a definite value for personal contact and strong mistrust or suspicions of the "written word".

Another incorrect assumption we had been operating under, was the arrogant notion that at this stage of the AIDS epidemic, everyone clearly understood the relationship of AIDS to the Latino Community. Our target population, Spanish-English Bilingual and Bicultural Hotline Volunteers do not, for the most part, have subscriptions to Time, Newsweek, JAMA, or even People; nor do they view CH-2, 4, 5, 7 News in English; therefore AIDS is not seen as a real threat in their community.

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When coupled with the firmly held belief that there is no such thing as homosexuality in their community there is steadfast denial of community risk. There is very strong disbelief, for the most part, that AIDS could ever enter their "MACHO" community. There men don't do those anglo things. This denial manifests itself as well in the invisibility of any Latins with AIDS or ARC. Latins with AIDS or ARC, for the most part, are protected and cared for by the family or sent "home". The family names the illness to other family members and friends as anything but AIDS; most commonly cancer or pneumonia. Consequently that community is denied the reality of ever having known a latin with AIDS; and therefore has great difficulty recognizing

EXECUTIVE DIRECTOR

Timothy R. Wolfred

the threat of AIDS to the latin community; so why should they volunteer at the SFAF????

NEW DIRECTIONS

We look forward to a strong partnership between the Department of Education and the Department of Volunteer Services to be able to effectively educate Spanish-English Bilingual and Bicultural populations about the risk of AIDS to the Latino Community. That being accomplished, volunteerism to "make that difference" is a logical outcome.

In the next 60-90 days, we would like to work with the Media Relations Department to get as much support as humanly possible from Channel 14; both the news and Spanish-language talk shows. It would be helpful to see an AIDS Awareness Week on a Spanish language talk show where there would be six to ten days of discussion addressing transmission issues, the New York situation, risk reduction, psycho-social issues and human interest topics. This seems an excellent vehicle for "breaking the ice."

We also deem it imperative to fully utilize the Spanish language radio station that plays in all restaurants, malls, and stores our target population frequents in the same partnership of the Departments of Education and Volunteer Services.

A LITTLE BIT FURTHER DOWN THE ROAD

Our initial goal to find people fully fluent in both Spanish and English and fully aware of both cultures now appears a bit unrealistic. For Hotline work it would seem more important and appropriate to truly understand the Spanish Culture, it is different from the Anglo culture in many, many ways. So, our concern at this point is the Hotline Training as it presently exists in its sophisticated English and hope that there can be some discussion about a couple of Spanish-language Hotline Trainings in the not too distant future.

Thank you in advance for your kind attention to this progress report. The next meeting of the Spanish Speaking Recruitment Task Force is Monday, 12 September in the office of the Department of Volunteer Services.

Distribution List:

Lyn Paleo
Hector Carrillo
Rene Durazzo
Beth Maerten
Irene Wysocki



SAN FRANCISCO AIDS FOUNDATION P.O. BOX 6182, SAN FRANCISCO, CALIFORNIA 94101-6182

PRESS ADVISORY

For Immediate Release
December 2, 1988

Contact: Rene Durazzo
415-864-4376 x 2036

SAN FRANCISCO AIDS FOUNDATION TO CELEBRATE 1ST YEAR ANNIVERSARY OF SPANISH LANGUAGE AIDS HOTLINE Hotline Emerges As Major Source Of AIDS Information For Latinos

On Tuesday, December 6th, the San Francisco AIDS Foundation will host a community reception and celebration to recognize the first year anniversary of the Northern California Spanish Language Hotline. The media is welcome to attend.

The reception will be held at the following time and location:

DATE: TUESDAY, December 6th

TIME: 5:30 P.M. to 8:00 P.M.

PLACE: SAN FRANCISCO AIDS FOUNDATION
333 Valencia St. (Between 14th St. & 15 St.)
Fourth Floor

The Northern California Spanish Language Hotline was launched in November of 1987 in collaboration with the American Red Cross-Golden Gate Chapter and with support from the Pacific Telesis Foundation.

At the reception, a special recognition ceremony will be held to honor the Pacific Telesis Foundation and the Latino AIDS Project for their respective outstanding work in fighting AIDS in the Latino community.

Soon after its start, the Spanish Language Hotline became a critically important AIDS education resource for Latinos throughout Northern California.

"In the beginning, only a handful of calls were trickling into the Spanish Hotline," said Hector Carrillo, Coordinator of the Spanish Language Hotline. "But today, with on-going promotion and assistance from other community AIDS organizations, we've seen our calls total as many as 300 a month."

Carrillo explained that the growth in Spanish Hotline calls reflects the heavy demand and need for AIDS information among Latinos.

(MORE)

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2/2/2

"There is an urgent need for expanded AIDS prevention and education programs that are culturally appropriate for Latinos," said Carrillo. "Through the Spanish Language Hotline calls, we are getting a tremendous picture of specific Latino concerns about AIDS and the proper cultural context for presenting information."

Today, AIDS is striking Latinos at a disproportionate rate compared to other populations. Latinos comprise 7% of the U.S. population but make up 14% of the total reported AIDS cases in this country.

Supporting AIDS education and prevention programs in the Latino community has been a top priority for the Pacific Telesis Foundation. Since 1985, the Foundation has contributed over \$150,000 to AIDS prevention efforts targetting high-risk audiences. Just about half that funding has been channeled into culturally appropriate education programs for Latinos.

The Pacific Telesis Foundation played an instrumental role in establishing the Northern California Spanish Language Hotline, particularly by providing vital funding for a regional multimedia promotion and publicity campaign.

The Foundation's President, Tom Donahoe, explained, "The Spanish Language Hotline was established through a partnership of key community organizations, including the Foundation. Our goal is to foster more of these collaborative efforts in fighting the spread of AIDS in high-risk communities."

The Northern California Spanish Language Hotline has also greatly benefited from the assistance of the American Red Cross-Golden Gate Chapter and the Latino AIDS Project of San Francisco, which have been active in supporting the various promotional and operational needs of the Hotline service.

PACIFIC TELESIS FOUNDATION

BACKGROUND

Since 1985, Pacific Telesis Foundation has contributed more than \$150,000 to support AIDS education and prevention programs aimed at high risk audiences. Roughly half of that funding has provided ongoing support for four programs aimed at Hispanics, a population hard hit by AIDS. This year the Foundation was awarded a Presidential Citation for Private Sector Initiatives for one of its Hispanic AIDS education programs.

The Pacific Telesis Foundation was established in 1985 by the Pacific Telesis Group, a diversified telecommunications corporation based in San Francisco. The foundation makes grants in the areas of education, human services, community and civic programs, and the arts.

Pacific Telesis Foundation's grantmaking is focused on regional, statewide and national programs, reflecting the broad scope of the corporation's operations. The Foundation makes a majority of its grants in California, making it one of the largest funders in the state.

In 1988, the Foundation will make grants totaling \$6.25 million to nearly 500 non-profit organizations. Of that figure, 40% will go to human services and 35% will go to education.

A summary of the AIDS grants made by Pacific Telesis Foundation is available from Pacific Telesis Foundation, Pacific Telesis Center, 130 Kearny 3309, San Francisco, CA 94108. 415 394-3693.



SAN FRANCISCO AIDS FOUNDATION P.O. BOX 6182, SAN FRANCISCO, CALIFORNIA 94101-6182

NORTHERN CALIFORNIA SPANISH LANGUAGE HOTLINE

FIRST YEAR ANNIVERSARY CELEBRATION

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PROGRAM

5:30 p.m.

Welcome

6:00 p.m.

Ceremony and Presentations

* Introductions:

Lyn Paleo, Director of Education,
San Francisco AIDS Foundation

Hector Carrillo, Coordinator,
Spanish Language Hotline, San
Francisco AIDS Foundation

* Address by Timothy R. Wolfred, Executive Director, San Francisco AIDS Foundation

* There are days at the Hotline...

Hector Carrillo, Michelle Arnaudies
and John Maguire

* Address by Concha Saucedo, Executive Director, Instituto Familiar de la Raza

* Recognition Presentation:

Latino AIDS Project
Lyn Paleo

* Address by Chris Garrett, Health Administrator, American Red Cross, Golden Gate Chapter

* Recognition Presentation:

Pacific Telesis Foundation
Lyn Paleo

* Closing Remarks

6:30 p.m.

Paella Buffet

SPANISH SPEAKING VOLUNTEERS

Cesar Alvarado *	495-4896	
Michelle Arnaudies	626-4210	
John Caldera	346-9707	
Denis del Toro	643-9224	474-7592
Herminio Flores *	751-2636	
Marta Guster	282-7407	
Oscar David Lugo *	995-2355	
John Maguire	558-3331	387-6361
Rick Nevitt-LaMantia	921-0880	
Ginger Pineda*	752-5294	285-0341
Richard Sinkoff (OL)*	548-3182	
Nancy Welling	692-6647	

* Has not attended Spanish Hotline Training

(OL) on leave