

## DEPARTMENT OF PUBLIC HEALTH

## AIDS EDUCATION PLAN

83 - 84

PEOPLE WITH AIDS

Goal 1: To provide AIDS-related information guidelines to all people diagnosed with AIDS.

Obj. a: To universally distribute written information at the primary site of diagnosis and treatment, to include: medical aspects, lifestyle and health behaviors (stress, nutrition and substance abuse), epidemiology/etiology (to clarify myths and stereotypes), counseling and social service referrals, legal information (patients rights, informed consent, patient confidentiality).

Obj. b: To provide available information and guidelines to people diagnosed with AIDS-like symptoms.

Implementation:

AIDS/KS will produce and distribute: 1) an "AIDS Information Handbook" (400 copies) will be produced by 12/15/83, 2) a companion volume "Social Services Resource Directory" (400 copies) will be produced by 12/1/83.

Goal 2: To provide ongoing education and support activities for people with AIDS, their families and loved ones.

Obj. a: To develop ongoing workshops and forums which will address: medical updates, sexual issues and concerns, nutrition and alternate therapies, and experiential bonding for people with AIDS and their loved ones.

1. Shanti and AIDS/KS will sponsor a series of seminars (the first beginning 10/26/83) for people with AIDS, their friends and concerned individuals.
2. The AIDS Activity Office will assure continuing coordination

POPULATIONS AT RISKA. Self-identified Gay and Bisexual Males

Goal 1: To develop and expand public media channels for education on AIDS for gay males.

Obj. a: AIDS/KS will develop public service announcements on AIDS education for distribution to radio stations by 1/84. DPH will develop and distribute two PSAs before 11/1/83.

Goal 2: To develop and distribute pamphlets/posters at all levels in the gay male and bisexual community, (i.e., sensitive to age, ethnicity, lifestyles and locales).

Obj. a: DPH will design and print 'AIDS Information for Gay and Bisexual Men' pamphlets for distribution throughout the city by 11/15/83.

Obj. b: DPH will distribute updated AIDS information at regular intervals through 6/84. DPH will provide technical assistance to persons who wish to use various distribution methods, i.e. mass mailings.

Obj. c: AIDS/KS will be responsible for:

- a. Publication and distribution of approximately 250 copies of an Educational Events Calendar which will be direct mailed twice monthly.
- b. Publication and distribution of 10,000 copies of the AIDS/KS Foundation Newsletter (quarterly) providing current updates on the major medical, social and legislative aspects of AIDS.
- c. Community Education Program (Public Forums, Workshops, Seminars and/or Speaker's Bureau presentations). 2 presentations will be provided monthly for civic, professional social and community groups of high risk populations, with emphasis on Risk Reduction, Prevention and related health issues.
- d. Production and distribution of an attractive poster promoting known preventive practices, with compartments for dispensing risk reduction literature. 300 copies will be produced and distributed in places where homosexually active men gather by 11/15/83.
- e. An advertising campaign in gay and bisexual newspapers and magazines in the Bay Area will be developed. Ads will appear in 3 publications at least once per month. Public Service Ad space will be used whenever possible.
- f. Additional user friendly literature on risk reduction will be developed. 25,000 copies will be produced by March 1, 1984.
- g. Collaboration with existing providers in the development of special presentations and material development to reach sub-groups of gay/bisexual men and other high risk groups.

Goal 3: To solicit and coordinate the support of community organizations around AIDS education for gay males.

Obj. AIDS/KS will involve and educate the following community organizations to gain their endorsement and participation in the AIDS education plan by 12/15/83: bath houses, sex clubs, GGBA, Tavern Guild, et al.

Goal 4: To identify and locate covert homosexually active men, establish and implement appropriate methods for outreach on AIDS education, and evaluate effectiveness of this education.

Obj. DPH - AIDS Activity Office working with appropriate groups and individuals will assure that education programs for covert homosexually active men are developed by 1/84.

#### B. I.V. Drug Users and their Partners

Goal 1: To define the I.V. drug user target group and establish channels for outreach on AIDS education.

Obj. a: Nancy Presson will convene a group to research and determine the size and locations of the I.V. drug using community by 10/31/83.

Obj. b: The above group will identify and contact opinion makers and other knowledgeable individuals, groups, and organizations to determine the best points for effective intervention in reaching the target groups by 10/31/83.

Goal 2: To develop and distribute educational materials on AIDS for I.V. drug users and their partners.

Obj. DPH-CSAS will develop and print 'AIDS Information for I.V. Drug Users and Their Partners' pamphlets for distribution by 11/15/83.

#### C. The Haitian Community

Goal 1: To define the at-risk Haitian community and establish channels for outreach on AIDS education.

Obj. a: DPH - Madeline Ritchie will research and determine the size and location of the at-risk Haitian community by 11/1/83.

Obj. b: DPH - Madeline Ritchie will identify and contact knowledgeable individuals and organizations (especially in New York and Florida) to determine the best strategies for intervention with the Haitian community at risk by 12/1/83.

Goal 2: To develop and distribute educational materials on AIDS for members of the Haitian community at risk.

Obj. a: DPH and AIDS/KS will identify and utilize appropriate information network with access to the at-risk Haitian community to carry out AIDS education including designing and printing of appropriate pamphlets or posters by 1/84.

#### D. Women

Goal 1: To raise the visibility of women as involved with and at-risk around AIDS.

Obj. a: DPH/LGHSCC - Laurie Hauer and Pat Norman will convene a committee of women to research and determine the size and location of the at-risk womens' community by 11/30/83.

Obj. b: The committee will identify and contact knowledgeable individuals and womens' and lesbian organizations to determine the best strategies and channels for intervention and dissemination of AIDS education by 12/15/83.

Goal 2: To research and address the risks women face around contracting AIDS.

Obj. a: The committee will develop specific plans and time lines to:

- 1) develop, design and print a pamphlet which deals specifically with women's issues (e.g. artificial insemination, women as partners of gay/bi-men, and I.V. drug users) for distribution.
- 2) research and write articles dealing with women's issues around AIDS for publication in womens and lesbian presses.
- 3) plan and implement forums and special events developed specifically to address women's issues around AIDS.

#### F. People in Jails and Institutions

Goal 1: To define the at-risk populations and their locations in jails and other institutions.

Obj. a: DPH - David Mannino will organize a committee which includes jail staff to research and define the extent and needs of the at-risk populations in jails/institutions by 11/30/83.

Obj. b: DPH - Forensic Services will contact knowledgeable individuals and organizations to determine the best strategies for intervention with people in jails/institutions who are at risk by 12/15/83.

Goal 2: To develop and expand staff training programs on AIDS education.

Obj. DPH - Forensic Services will develop, implement and evaluate training programs on AIDS education for staff at the jails, SFGH prison wards by 1/15/83.

Goal 3: To develop and distribute educational materials and programs on AIDS for people in jails and other institutions.

Obj. DPH will develop, design and print educational materials on AIDS for people in jails and other institutions, based on identified needs and selected interventions, by 1/15/83.

#### F. Recipients of Blood Products

10/26/83

Goal 1: To provide health workers with current information on the risk of AIDS from transfusion of blood components and derivatives so that they may counsel prospective blood recipients appropriately.

Obj. a: Irwin Memorial Blood and the Bureau of Communicable Disease Control will remain aware of all cases of AIDS potentially related to transfusion via reports of cases to those offices and via reports to the CDC and the national blood bank organizations.

Obj. b: The data and the consensus as to the risk of AIDS from transfusion will be reported to health workers on a continuing basis via lectures, conferences and articles in local medical publications (e.g., the San Francisco Medical Society Bulletin).

Goal 2: To provide educational materials about the risk of AIDS from transfusion to recipients or potential recipients of blood components or derivatives.

Obj. a: These materials will be developed by the Irwin Memorial Blood Bank with the help of the Bureau of Communicable Disease Control by November 30, 1983. Printed information leaflets will be distributed to all hospitals by December 20, 1983 with instructions for the hospitals to make them available to each patient (or his or her family) when transfusions may be needed. A notice that additional copies are available for physicians to distribute will be printed in the San Francisco Medical Society Bulletin.

## SERVICE PROVIDERS & HEALTH CARE WORKERS

- Goal I: To provide training on risk (real and imagined) and risk reduction to target groups
- Obj. a: To train all health workers, with highest priorities according to those having contact with body fluids (excretions, coughing, sweating) and to students and interns - U.C., DPH, SFGH.
- Obj. b: To coordinate training of other city and county employees, with highest priority to workers in the criminal justice system - DPH, LGHSCC
- Obj. c: To coordinate training of non-city and county employees AIDS/KS will:
1. Conduct professional trainings and presentations which will occur at least once per month.
  2. Plan, organize and sponsor an all-day Continuing Education program by 1/31/84 on Home Care for People With AIDS targeting RNs, Home Health Nurses, Hospice Staffs, Social Workers, Discharge Planners and other interested parties.
  3. Develop a comprehensive packet of Infection Control Guidelines. 100 packets will be produced and made available for distribution by November 15, 1983.
  4. Collaborate and cooperate with other professional educational providers to develop standardized training programs and accompanying videotape and materials by 3/31/84.
- Obj. d: To update and distribute the "Screening Protocol and Resource and Referral" manual. DPH - Pat Norman 11/15/83.
- Obj. e: To standarize protocols for needlesticks and similar exposures - 11/15 - UCSF, SFGH, Bureau of Disease Control.

## YOUNG PEOPLE/SCHOOLS

- Goal 1: To identify and document what exactly is being done for young people around AIDS education.
- Obj. a: DPH - Glen Margo will organize a group to research and define the existing programs, interventions and needs for AIDS education for young people by 11/15/83.

- Obj. b: DPH - CSP - Sexual Minority Youth Program will identify and contact knowledgeable individuals and organizations to determine the best points for interventions for high risk youth and provide outreach to this population beginning 1/84.
- Goal 2: To develop and distribute educational materials on AIDS for young people.
- Obj. a: DPH and School District will develop, design and print AIDS information for young people, pamphlets, and posters for distribution to all young people by 12/1/83.
- Obj. b: DPH, CSP, and School District will distribute AIDS information for young people through groups, organizations and other available service areas (e.g. hotlines, clinics, etc.).
- Goal 3: To develop and expand staff training programs on AIDS education for young people.
- Obj. DPH and school district will provide training programs on AIDS for staff serving young people by 2/84.

#### GENERAL POPULATION

Goal: To carry out a coordinated proactive education campaign focused on:

1. Reducing fear
2. Increasing understanding of the disease
3. Include strategies and content to reduce homophobia, violence
4. Targeting to diverse populations (culturally, racially sensitive)
5. Using common themes, messages and approaches to gain positive public recognition

- Obj. a: Mass media campaign for TV, radio and press using Public Service Announcements targeted at: (in priority sequence)  
 1) General population (White and Black sub-groups); 2) Spanish  
 3) Chinese; 4) Tagalog; and, 5) Vietnamese

Emphasize high quality production. Provide adequate staffing to carry out the above and to respond quickly to inaccuracies or emerging situations - date dependent on funding, AIDS/KS

Implementation - AIDS/KS will:

1. Develop and produce 25,000 "user friendly" attractive brochures for the general public by 12/15/83 and begin distribution
2. Translate, produce and distribute editions in Spanish, Tagalog and Chinese (at least 2500 copies in each language) of the general public brochure by 12/15/83.
3. Produce and place 200-300 internal and external placards and 3-5 MUNI METRO station display signs by 11/30/83.
4. Provide 3 educational presentations monthly targeting the general public (civic, professional, social and religious organizations).
5. Conduct public attitude and knowledge surveys. Results will be used to modify additional materials developed
6. Public Service Announcements (PSAs) for electronic media will be developed by distributed for the Bay Area by 3/84.

Obj. b: Outreach to community and business groups - AIDS/KS

1. Speakers Bureau - centrally coordinated, using trained volunteers, identify and prioritize target groups, outreach, schedule and evaluate effectiveness - ongoing.
2. Hot Line - publicize more widely in all the above activities
3. Health Care Providers - a) use providers of service to educate non-risk populations regarding AIDS and, b) use providers, agencies, or organizations to distribute literature, posters - ongoing.

EVALUATION

DPH - AIDS Activity Office will monitor the above activities and time lines and provide feedback to the groups involved.