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Theme: **"Reaching Latinos Through Effective HIV/AIDS Education and Prevention Material"**

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Q. What is the California AIDS Clearinghouse?

A. The California AIDS Clearinghouse is a technical assistance program funded by the California Department of Public Health, Office of AIDS. We manage a collection of HIV prevention material for the state, which is available for free to any state funded program. We also provide trainings like the one I will be presenting today. Although we focus on California we are also available for training like this one.

Q. What would be the basic information an agency needs to start developing material on HIV prevention and education?

A. In reaching Latinos through HIV prevention materials we use a material development process that has nine stages, we'll go through three of them. You have to have a clear planning of who is going to be involved, a clear identification of your target group and specific criteria about them, including what is their HIV/AIDS need, and identify where they are in the stages of change so you can match the learning theory to tailor your methods and concepts. Then you have to decide what kind of media you're going to use, i.e. DVDs, brochures. You have to review your media and assess it with your target audience before spending money in materials.

Q. At what point should we involve the community in the process of creating material?

A. You have to involve your target population from the very beginning. From your funding source, there is already information on whom you are funded to serve. You need to formulate a description of who they are. Sometimes populations we are funded to serve are not the actual population who comes through our doors. Sometimes there is a slight difference in the population. We have to seek to obtain a real picture of who we serve, i.e. real age, real ethnicity-Mexican-American and not just Hispanic, actual knowledge. We need to be very descriptive on who we are serving as the target population. When we do one-on-one encounters we learn more about the target population, i.e. risk knowledge, acceptance of our prevention messages, what they are thinking, what is acceptable in their community, we also find out who gets HIV information, where they get this information, i.e. media,

friends, are they seeking out this information. Through this we are able to find out if our prevention messages are effective or not.

Q. What is the process of filtering all the information gathered?

A. There are several techniques we use here at the Clearinghouse. One thing we do is have a thinking session where I present a topic with information we already know. I take out a flip chart with markers and write anything and everything we can think of regarding HIV messages for the specific target population. There is a wide range of abstract thought and information that come up with. We refer to this as Concepts. Concepts are anything abstract that will support your primary message, i.e. what are their community norms, their social-economic level, what are their social values. Then we go back to our original definition of who is our target population. Then we start crossing out the concepts that we don't necessarily need to point out and narrow it down to what are the key elements that we need to consider, key information we need to provide them, what kind of messages that they respond to. It's a lot of writing, but we do need to take the time. We filter this to a few concepts.

Q. What is a good time line for these processes?

A. I usually use a cultural history month or a cultural festival as an end date for this process. For example, Latino Pride is coming up in June. Working back it's been our experience that to create a simple piece of material, i.e. brochure, it takes about 6 days from concept to final product and distribution. Working back on the end date you need to think of when to assess your product, when do you contact the printer or designer, when do you draft your concepts, when do you get approval for your material? Before that, you also need to look at existing material before of creating your own.

Q. Where does the behavioral change process fit here?

A. For this I am going to refer to the Texas intervention that the CDC recommends. These interventions include individual level, group level, outreach, prevention case management, partner services, public information and other types of communication interventions. With these interventions we rely on the Transtheoretical Theory of Behavior Change, i.e. pre-contemplation, contemplation, ready for action, action, and maintenance. With these interventions there is a general learning theory that we use. Based on the program funding, certain stages are targeted. The aim is to move them from one stage to action. This can be done through awareness of the transmission of HIV, i.e. sharing needles, having unprotected sex. We armed them with knowledge to be confident to act, i.e. wear a condom, clean needles if new needles are not available. We also pat our clients on the back congratulating them on accomplishing a behavior. This needs to be done more often.

A. How could we decide the best format to carry the message (brochures, flyers, post cards, etc.)?

Q. There a couple of question that we ask ourselves during the development process. Those questions are how does our target population learn the best, i.e. hearing it, seeing it, or reading it? Also what is more appealing to them, i.e. cartoons, medical reading, what is more familiar vs. unique for them? Another question we ask is how much information do we want to give them, i.e. do we want to address all the stages of change or a few of them? All these things help determine the size and format of your materials. We also have to determine how we are going to distribute these materials. Do they have access to this material, i.e. material located in a clinic.

A. What have you seen helps organizations find funds to create prevention material?

Q. In material development, after we narrow down the information and we've decided what we are going to produce. We come up with three different options. The final option will be based on what we can afford. We can create a three fold brochure, a color-glossy halve page, or a fact sheet. What is the reality of what we can afford? A black and white fact sheet is boring, but less expensive. Ideally we would like a color-glossy halve page, but it is more expensive. When we decide to create a draft

within the office we can sketch our idea or do it on Publisher, then we need a designer to put our material together. Some grantees have included the participation of students in art technical schools to develop their materials. Often times, volunteers have been the creators of our materials. The main point is to get the message out there which means looking back at your budget and the reality of things. Collaboration between organizations is also a great way to share the expenses.

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