



2nd Utah AIDS Institute • May 7-8, 2009

Calvary Baptist Church • 1090 South State St. SLC, Utah 84111 • Phone: 1-801-355-1025

Workshops Overview

A. Monitoring and Evaluating Interventions (Nehemiah Room 204):

The goal of this workshop is to increase the knowledge of participants regarding monitoring and evaluation. During the workshop participants will be provided with the opportunity to:

- Discuss monitoring and evaluation purposes
- Learn about the evaluation cycle and individual components
- Understand evaluation designs
- Prepare for an evaluation by clarifying a program's goals and objectives, drafting evaluation questions, outlining data to collect, choosing an evaluation design, drafting data management and collection plans.
- Discuss ethical considerations
- Learn how prevention program monitoring and evaluation differs from other evaluation
- Discuss challenges in prevention program monitoring and evaluation.

B. Community Mobilization (Genesis Room 208):

This workshop will present ideas to create activism and leadership from within the community itself including defining the community and gaining commitment and support from its citizens, identifying or developing the organizational structures to carry out the process and to manage the efforts to keep members and the community informed and energized. Presenters of this workshop will review the definition of community mobilization; will review the nine community mobilization steps; will describe the community definition process and how to conduct a community profile; will explain how to build community collaboration, obtain commitment, and motivate other groups to work together; will examine the purpose of functional structures and operating procedures; and will describe the process to conduct a community meeting and to establish roles and responsibilities. This workshop will also present an opportunity to review the definition of community events and to review the basic steps involved in organizing a community event.

C. HIV 101 (Mary Room 214):

The goal of this workshop is to teach participants about HIV/AIDS, to raise the level of understanding about associated problems and to create awareness among participants of this workshop about providing uniform and accurate information about HIV to the participants of the HIV intervention. This course is designed to:

- Help participants analyze basic information, core messages, values and practices related to HIV/AIDS prevention education; and
- Instill a caring and supportive attitude towards people living with HIV/AIDS
- Promote truthfulness and consistency in regards of the information provided on HIV prevention programs in the community



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D. HIV/AIDS Social Marketing Campaign (Nehemiah Room 204):

This workshop will offer an opportunity to participants to investigate the following questions:

- When it comes to behavior, whose opinions matter the most/least to your target audience?
- What is your audience's current behavior, believe and knowledge?
- What benefits do they perceive?
- What costs do they perceive?
- What are the major competing alternative behaviors?

E. Motivation and Participation - Outreach & Recruitment (Genesis Room 208):

The goal of this workshop is to provide some key techniques for conducting outreach including strategies for effectively accessing populations for the purposes of enrolling them in prevention programs. This workshop will allow participants to better:

- Define outreach and its key characteristics;
- Understand why outreach is conducted;
- Understand the Do's and Don'ts of effective outreach;
- Understand the ethical dilemmas associated with outreach; and
- Understand the importance of referral services

F. Creating Strength-Based, High-Performing Teams (Mary Room 214):

The value of strong and effective relationships within an HIV/AIDS related program is immeasurable. Building and sustaining effective work relationships takes time and skill. This workshop is designed for middle and upper management staff. Key concepts, benefits and challenges of high performing teams will be discussed. In addition, the identification of team member strengths will be reviewed. Participants will also learn how to facilitate several team-building activities with their staff, in a "train the trainer" type setting.



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G. Fund and Resource Development (Nehemiah Room 204):

This session is designed to address needs of Directors, Program Managers and Coordinators (other personnel are invited to participate). Participants will be able to understand and learn how to develop a fund raising and development plan for a non-profit organization through four steps: design, development, execution and evaluation. Participants will recognize the difference between grant writing and fund raising. Also, participants will learn how to assess the fund raising needs of the organization.

H. Adaptation & Effective Interventions (Genesis Room 208):

The goal of this workshop is to prepare a participant in the principles of adaptation so that they can effectively adapt an evidence-based intervention (EBI) for their target population. By the end of the workshop, participants should be able to:

- Describe the basic principles of effective interventions including terminology;
- Identify appropriate steps for assessing a local community and an evidence-based intervention;
- Understand the efficacy of different evidence-based interventions for a local community with regards to core elements, internal logic, and different levels of the interventions (community, group, and individual);
- Demonstrate a basic knowledge of the necessary skills to prepare a community-appropriate intervention; and
- Identify components of a successful pilot

I. Cultural Competence and Awareness: (Mary Room 214):

This workshop will focus on recognizing different Dimensions of Diversity, Identifying the different Stages of Cultural Awareness, Delineate Cultural Competence and Cultural Humility, and identifying Cultural Blocks to cross-cultural relationships in order to strengthen individual's ability to respond respectfully and effectively to people of all cultures, sub-cultures, languages, classes, races, ethnic backgrounds, religions, and other diversity factors in a manner that recognizes, affirms, and values the worth of individuals, families, and communities while protecting and preserving the dignity of each. Case studies will be used to practice real life situations.



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J. HIV Prevention Community Planning Skills Building (Nehemiah Room 204):

This workshop focuses on helping Health departments and members of the Community Planning Group (CPG) to discuss the following issues:

- Party Inclusion and representation
- Communication, Collaboration and Conflict Resolution
- Decision Making Models
- Prioritizing Populations

K. Population – based needs Assessment (Genesis Room 208):

This workshop will serve to describe the process of obtaining and analyzing findings using multiple methods of data collection to determine the type and extent of the unmet needs and resources in a particular population or community. Its goal is to present some techniques on how to begin and complete a needs assessment. By the end of the workshop, participants should understand:

- What a needs assessment is;
- Why needs assessments are important;
- The six components of a needs assessment;
- The nine recommended steps for conducting a needs assessment; and
- Some basic pointers on how to conduct surveys, focus groups, key informant interviews, and other data gathering techniques