



PROYECTO IDEAS

IDEAS FOR A HEALTHIER COMMUNITY / IDEAS PARA UNA COMUNIDAD MÁS SANA

THE NEWSLETTER

Winter 2007

THERE IS ALWAYS ROOM FOR IMPROVEMENT

As of 2005, the Hispanic/Latino community accounted for approximately 14.4% of the United States population and from 2001 until 2005, 18.9% of these individuals have been diagnosed with AIDS. This disproportionately large rate of AIDS diagnoses combined with a Hispanic/Latino population projected to triple by the year 2050 necessitates a strengthening of HIV/AIDS prevention efforts for this population.

Though state-to-state HIV infection rates among Hispanics may vary, work to develop, implement, and adapt effective prevention programs needs to be undertaken in all Hispanic/Latino communities.



Let us stop the spread of HIV/AIDS by continuing and enhancing work towards this goal. Let us work together to improve our knowledge and abilities to better serve communities, equipping them with the information and skills necessary to effectively fight the spread of HIV/AIDS.

This newsletter was created to help us all learn from each other, to share IDEAS among ourselves, and to find out how we can do our job better from those we serve.

PROYECTO IDEAS team

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UPCOMING EVENTS:

- **World AIDS Day.**
December 1, 2007
- **National HIV Prevention Conference.** Atlanta, GA.
December 2-5, 2007
- **Open Conference Calls on Latino Issues**
December 11, 2007 and
February 12, 2007
(888) 237-9331 x833809
12:00 noon mt
- **Latino AIDS Institute**
Salt Lake City, UT.
February 21-23, 2007
- **FREE Cultural Competency, Facilitation Skills, and CDC-approved Interventions trainings.**
Contact your Health Department or JSI.



If you would like to list any upcoming events, to participate in the free open conference calls, to share your IDEAS, to feature an article in the PROYECTO IDEAS Newsletter or need more information; please, contact us.

"A SEASON FOR GIVING"

SEASON'S GIVING IS A PROGRAM OF THE UTAH AIDS FOUNDATION

Many of us are fortunate to be healthy, to have the support of our families, and to have a reason to celebrate the upcoming holidays. At this time of the year it is easy to be preoccupied with preparations for the season that we can easily forget the many in our community who are not as fortunate as we are.

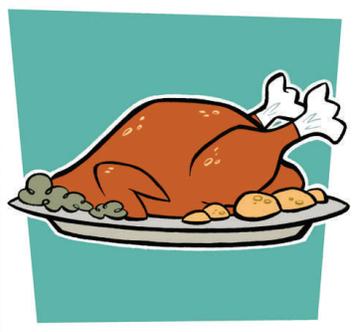
The Utah AIDS Foundation (UAF) has been one of the leaders in HIV prevention in Utah for the past 22 years, offering many services including club outreach, HIV and STI testing, and even an intervention based on the CDC- approved M-powerment model.

Though UAF has succeeded at reaching the population at highest risk, men having sex with men; people are still being infected with HIV. For this reason, UAF also offers services to its HIV-positive clients through case management, referrals, housing, therapy, an on-site food bank, educational workshops, and a very successful program named Season's Giving.

Duane Abplanalp, Client Services Coordinator for the UAF took over the program several years ago said that Season's Giving was born in support of people who were being rejected and estranged from their families due to the stigma of AIDS. It was created to provide comfort and support to those living with HIV and their families. Season's Giving began by giving those living with HIV a small food basket and a personal care stocking at Thanksgiving and Christmas.

The program has evolved from its earlier days and today clients receive a full holiday meal basket complete with turkey and pumpkin pie at Thanksgiving and ham, a personal care stocking, and gifts during Christmas. These food baskets are purchased, assembled, and distributed prior to the holidays thanks to the generosity of many donors throughout the state.

Season's Giving removes the burden clients might face from having to choose between the expense of the Holidays and medical care. It supports clients who may feel isolated or stigmatized during the season by



bringing normalcy to their lives. And parents are able to provide a Christmas to their children that otherwise may not have any gifts or a nice dinner.

To participate, clients fill out a "wish list". This list is placed on the Red Ribbon Tree in the lobby of UAF where donors come and "adopt" them, shop for the items, and return the goods to UAF before the distribution date.



It is incredible gratifying to work with donors who are loving and generous. They sincerely want to help a stranger affected by HIV/AIDS. It is heartwarming on the day of the giveaway, seeing the gratitude clients have at receiving their items. It also makes a difference in the emotional satisfaction of the donor.

"I remember with fondness, a non-English speaking family who was so touched by the items they received for their 3 children. They would not have been able to have Santa visit them without this program. They spoke with their eyes and the tears in them and I understood in a 'universal language' that they sincerely appreciated and had humble gratitude for the help and support the program gave them. That day I knew we had helped them and their kids to have a good Holiday." said Abplanalp.

Let it be a season for giving, but not forgetting who we serve and why we do it.

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"FIGHTING AIDS IN MISSOURI"

FROM THE MISSOURI DEPARTMENT OF HEALTH & SENIOR SERVICES

According to the CDC, Caucasian men having sex with men (MSM) is the largest population infected with HIV in the state of Missouri. They are followed by African-American MSM, African-American women, and Hispanics population in that order.

Although the Latino community is small in Missouri and account for less than 3% of the population, the Missouri Department of Health and Senior Services (DHSS) is concerned about the number of individuals affected by HIV in this ethnic group. In 2006, 17.4% of the new infections were among the Hispanic population. DHSS mentioned that most of the HIV infection occurs in rural areas of Missouri though there has been a recent increase in infections among Latinos in urban areas. A large percentage of the Hispanic population in Missouri works in factories. As a result, these factories act as avenues from which community based organizations and health departments can reach this minority population for HIV prevention and other health services.

DHSS has made efforts to collaborate closely between its prevention and care programs across the state. As a result of this, clients receive services in a seamless fashion which benefits the target populations served that greatly include Hispanic individuals as well as other minority groups. DHSS is focusing on implementing interventions that will continue to be effective among the populations at highest risk and tailoring other interventions that will be effective in the prevention of HIV among minority groups. Missouri has chosen two CDC-approved effective interventions, VOICES and SISTA to be adapted for the benefit of the Hispanic community. DHSS is also currently in the process of training local contractors to participate in a statewide social marketing campaign designed to reach the Hispanic population.



According to Sandra Hentges, HIV Prevention Planner for DHSS, DHSS will work with local contractors and subcontractors of prevention services to adapt these interventions because they are cost-effective, applicable to all regions of Missouri, simple to implement, and provide easy access to the Hispanic/Latino community.

To effectively adapt the interventions, DHSS

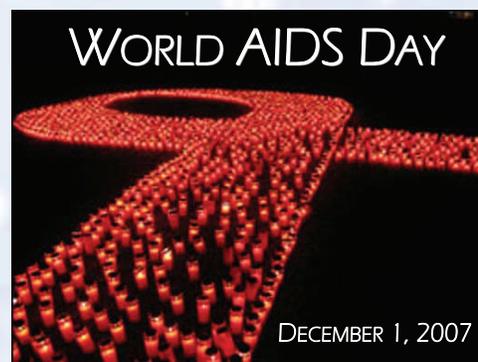
has sought assistance from John Snow Research and Training Institute, inc. (JSI) to ensure the development of a guidance document titled Hispanic/Latino Declaration of Needs which will be used to increase the capacity building assistance across the state.



The state foresees a lack of interest and participation from the Latino community as a large barrier to the effectiveness of these programs. To combat this concern, DHSS has continues to work with JSI as well as Hispanic community leaders such as

Roberto Archuleta, who has been a very active member of the Community Planning Group representing the Hispanic community in Missouri. Mr. Archuleta deserves a lot of the credit for the success of raising awareness of the Latino men and women in Missouri in regards of prevention of HIV, said Hentges.

To maximize the outreach efforts of outreach, DHSS is planning many activities for World AIDS Day on Dec 1, 2007. The goal is to reach every region of Missouri and to target all communities, including the Latino population, through testing outreach. In the St. Louis area, exhibits, marches and mini conferences as well as outreach events will be held. Retreats and outreach testing will take place in rural areas across the state.



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"FROM THE COMMUNITY"

QUESTIONS, CONCERNS, AND INTERESTS FROM THE ONES WE SERVE

FROM THE COMMUNITY (CO)

The majority of the people in the Hispanic community have two major concerns: immigration status and financial stability. HIV/AIDS is certainly not their top priority.

When an organization approaches the community they must do it in a very creative way. They must present something appealing to the community in order to attract their interest. A conference or a class sounds boring. It's likely that the community won't show interest in these types of events, even if it is for their own benefit. People would rather be with their friends having fun. So, no matter what message an organization presents, it has to be free, fun, and attractive.

Some organizations think they know everything about the community, because that is who they serve. But, sometimes it would be great to ask what the community wants instead of just giving them what they have. People would feel their needs are being served instead of feeling forced to receive something they don't want.

Many people in the community would love to be involved on planning events for an organization. Organizations need to make members of the community feel useful and appreciated when they help. An organization can be more successful if they make people feel ownership of whatever they are offering. Then, it will be more likely that people will volunteer again.

If organizations work together they can accomplish more and will reach more people. Perhaps they could organize donations (clothes and gifts) for Christmas. They could find donors from restaurants to prepare a dinner and a dance to celebrate Christmas. People would certainly go to this type of event. And this could provide a situation in which an organization could reach those who need the education, while providing fun, food, and gifts. After an event like this, people will feel more comfortable inviting their friends to future events and the label of being an HIV prevention organization might fade away and that could be a good thing for many.

Juan Manuel (Denver, CO)

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RYAN BURBACH,

a Wisconsin native, completed his Bachelor's degree in Political Science with an African Studies minor at the University of Wisconsin-Madison in May 2007. He has worked and studied throughout the world including extended stays in Kenya, Morocco, and Thailand. He most recently

worked for the Wisconsin Office of the Director of State Courts-Office of Court Operations contributing his efforts to enhance the state judiciary's ability to effectively respond to domestic violence and sexual assault cases. Ryan has served on national leadership and training teams for AIESEC-United States, an organization dedicated to promoting international cooperation and cross-cultural understanding. In his free time he enjoys playing guitar, reading, snowboarding, cooking, and anything related to soccer. Ryan joined the JSI team on 2007 as the Project Associate of the CBA project IDEAS.

Identification of organizational needs and resources
Development of a tailored CBS plan
Execution of the plan
Assessing the intervention
Sustaining the intervention



PROYECTO IDEAS is a program led by JSI Research and Training Institute (JSI) and funded by the CDC.

Its goal is to assist community-based organizations and health departments in improving HIV prevention services for Latino/Hispanic populations living in CO, IA, KS, ND, SD, MO, MT, NB, UT, and WY by providing ongoing capacity building assistance.

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