

**"BECAUSE
WE
CARE . . ."**

**A conference on
strategies for reducing
the spread of
HIV/AIDS infection in
communities of color**

BEBASHI

April 29 - May 3

Philadelphia, PA

ACKNOWLEDGEMENTS

The Chief Executive Officer and Conference committee of

BEBASHI

wish to acknowledge the following:

BEBASHI's Board of Directors

Bell of Pennsylvania

CoreStates

Merck Sharp and Dohme

Philadelphia Convention and Visitor's Bureau

Philadelphia Gas Works

Philadelphia Savings Fund Society

Phoebe W. Haas Charitable Trust

Rhone-Poulenc Rorer, Inc.

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funded under a grant from:*

the Centers for Disease Control

National AIDS Minority Information and Education Program

BEBASHI

215-546-4140

Fax 215-875-7378

1528 Walnut Street • Suite 200 • Philadelphia, PA • 19102

Rashidah Lorraine Hassan

Co-Founder and Chief Executive Officer



Dear Friends and Colleagues:

We are delighted to welcome you to "Because We Care...", a conference on strategies for reducing the spread of HIV/AIDS in communities of color.

BEBASHI has been responding to this epidemic for over five years, and those years have been challenging ones. Looking ahead, there are many new and continuing challenges.

Toward affecting the changing face of HIV/AIDS, this conference has been designed to:

- o Promote the sharing of HIV/AIDS education techniques and strategies among community based organizations;
- o Enhance HIV/AIDS education programs directed toward people of color;
- o Encourage the practical application of innovative techniques developed to communicate information about HIV/AIDS prevention in communities of color; and,
- o Assist community based organizations in developing specific strategies for influencing high risk behavior in their communities.

This conference would not have been possible without the dedication and commitment of BEBASHI's staff and Board of Directors, and the support of committed funders. Our heartfelt thanks to each of you!

But the ultimate THANKS is to you - the staff, board members and volunteers of community based organizations - for your commitment to and perseverance in providing culturally sensitive education to communities of color!

Sincerely,

Rashidah L. Hassan
Co-Founder and
Chief Executive Officer

Lorina Marshall
Chair
Board of Directors

CONFERENCE OVERVIEW

This participatory conference has been divided into two tracks, designed to meet the needs of both program and management/administrative staff.

The program track will be presented in two segments:

- 1) The morning sessions are panel discussions that will give general information on considerations for HIV risk reduction education to targeted population groups.
- 2) The afternoons will provide participants the opportunity to walk through (step-by-step) educational approaches found to be effective in reaching specific population groups.

The management/administrative workshops are scheduled for full day sessions which will enable participants to receive in-depth information critical to the successful administration of programs as well as providing an opportunity to share common experiences/problems.


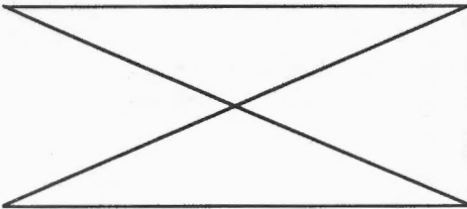
PROGRAM

CONFERENCE AT

TIME	Sunday April 28	Monday April 29	Tuesday April 30
8:00 AM	X	Registration Opens	
9:00 AM		Welcome / Opening	Opening
9:30 AM		Plenary Jacob A. Gayle, Jr., Ph.D.	Plenary Curtis W. Wadlington
10:15 AM		BREAK	BREAK
10:30 AM		PANEL DISCUSSION Men Substance Abuse and HIV	PANEL DISCUSSION Children and Youth Community Education
Noon		LUNCH	LUNCH AIDS (101) Overview
1:30 PM		WORKSHOPS New Beginnings Rite of Passage or Hot, Horny, and Healthy Playshop	Health Awareness Day or Street Outreach
3:00 PM	Begin Exhibit Set-up	BREAK	BREAK
3:15 PM		Workshops Repeated	Workshops Repeated
4:45 PM			
5:30 PM		AIDS (101) Overview	
6:00 PM	Registration Opens		
7:00 PM			

PROGRAM

A GLANCE


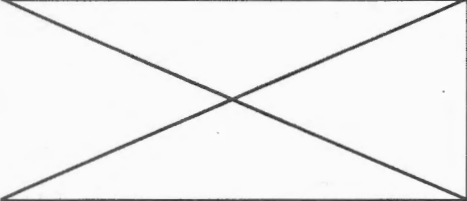
Wednesday May 1	Thursday May 2	Friday May 3
		
Hon. W. Wilson Goode Mayor of Philadelphia	Opening	WORKSHOPS
Plenary Sandra McDonald	Plenary Grace Gaskin	Video Preview Hot, Horny, and Healthy, Human Sexuality Wonderful World of Condoms
BREAK	BREAK	Closing Session (10:45 AM)
PANEL DISCUSSION Counseling and Testing <i>or</i> Case Management <i>or</i> Support Groups <i>or</i> Volunteer Recruitment and Retention	PANEL DISCUSSION Women and AIDS	
Lunch	Lunch	
PANEL DISCUSSION Counseling and Testing (cont'd) <i>or</i> Case Management <i>or</i> Support Groups <i>or</i> Volunteer Recruitment and Retention (Repeated)	WORKSHOPS Home Health Party <i>or</i> Wonderful World of Condoms <i>or</i> Video Preview	
Sessions End	WORKSHOPS	
	Workshops Repeated	
	AIDS (101) Overview	
Recognition Dinner		

MANAGEMENT / ADMINISTRATION

CONFERENCE AT

TIME	Sunday April 28	Monday April 29	Tuesday April 30	
8:00 AM	X	Registration Opens		
9:00 AM		Welcome / Opening	Opening	
9:30 AM		Plenary Jacob A. Gayle, Jr., Ph.D.	Plenary Curtis W. Wadlington	
10:15 AM		BREAK	BREAK	
10:30 AM		Grantwriting Skills	Developing Strategies for Increasing/ Diversifying Funding Sources	
Noon		LUNCH	LUNCH AIDS (101) Overview	
1:30 PM		Grantwriting Skills (cont'd)	Developing Strategies for Increasing/ Diversifying Funding Sources (cont'd)	
3:00 PM		Begin Exhibit Set-up	BREAK	BREAK
3:15 PM			Assessing Agency Capability	Assessment as a Tool in Planning
4:45 PM				
5:30 PM	AIDS (101) Overview			
6:00 PM	Registration Opens			
7:00 PM				

A GLANCE

Wednesday May 1	Thursday May 2	Friday May 3
		
Hon. W. Wilson Goode Mayor of Philadelphia	Opening	WORKSHOPS
Plenary Sandra McDonald	Plenary Grace Gaskin	Video Preview Hot, Horny, and Healthy, Human Sexuality Wonderful World of Condoms
BREAK	BREAK	
Developing an Effective Board	Financial Management	Closing Session (10:45 AM)
LUNCH	LUNCH	
Developing an Effective Board (cont'd)	Financial Management (cont'd)	
Sessions End	BREAK	
	Financial Management (cont'd)	
	AIDS (101) Overview	
Recognition Dinner		

PLENARY SESSIONS

Four, (4), plenary sessions have been scheduled to provide the conferees with basic background information on the day's topics.

Monday, April 29, 1991

9:30 AM

A Historical Perspective of HIV Prevention Education in Communities of Color

Presenter: Jacob A. Gayle, Jr., Ph.D
Special Assistant for Minority HIV Policy Coordination
Office of the Deputy Director (HIV)
Centers for Disease Control
Atlanta, GA

Tuesday, April 30, 1991

9:30 AM

The Future is Now — Reaching Adolescents

Presenter: Curtis W. Wadlington
Executive Assistant to the Chief Executive Officer
BEBASHI
Philadelphia, PA

Wednesday, May 1, 1991

9:30 AM

The Challenge of Service Provision

Presenter: Sandra McDonald
President
Outreach, Inc.
Atlanta, GA

Thursday, May 2, 1991

9:30 AM

Developing a Comprehensive Response to Pediatric AIDS

Presenter: Grace Gaskin, MSW
Assistant Director
Social Work Department
Children's Hospital of Philadelphia
Philadelphia, PA

PROGRAM TRACK

Monday, April 29, 1991

10:30 AM — Noon

PANEL DISCUSSIONS

Men and the HIV Prevention Message

Room: E 1

Presenters: Anthony Bundy
Kevin Greene
Mutrel Stuckey
BEBASHI

This panel will provide a forum for discussing issues impacting HIV/AIDS risk reduction information to heterosexual, gay, and bisexual men.

Substance Abuse and HIV

Room: E 2

Presenters: To be announced

This panel will discuss the many issues surrounding substance abuse and HIV transmission.

1:30 PM — 3:00 PM and

3:15 PM — 4:45 PM

WORKSHOPS

New Beginnings — Rites of Passage

Room: E 1

This workshop approach targets African American males in long term (6-12 months) alcohol and drug rehabilitation programs.

Hot, Horny, and Healthy Playshop

Room: Cook

This workshop has proven a popular and effective strategy for presenting gay and bisexual men with risk reduction information in a safe, non-judgemental environment.

Health Awareness Day

Room: Flower

Health Awareness Day is an activity sponsored in conjunction with the resident council of a housing development as a means of reaching individuals that would not ordinarily be reached through normal outreach or presentations.

Street Outreach

Room: E 2

How-to's of prevention education through street outreach activities.

PROGRAM TRACK

Tuesday, April 30, 1991

10:30 AM — Noon

PANEL DISCUSSIONS

Children and Youth

Room: E 1

Presenters: Mutrel Stuckey
Patricia Bason, Children's Hospital of Philadelphia
Virginia Rodes, St. Gabriels/De LaSalle In Towne

This panel will provide information and techniques for reaching children and youth in a variety of environments (schools, institutions, etc.)

Community Education

Room: E 2

Presenters: Corbit Banks, AIDS Community Education Project
Anthony Bundy, BEBASHI
Elizabeth Minor, Ecumenical AIDS Information Center

Presenters will share information and strategies for reaching established civic, social, and religious organizations.

1:30 PM — 3:00 PM and

3:15 PM — 4:45 PM

WORKSHOPS

Peer to Peer Education

Room: E 1

This workshop is designed to provide young people with basic AIDS and STI education and training which will allow them to share correct information on these subjects in both formal and informal settings.

Human Sexuality Series

Room: Cook

This workshop is designed to assist adolescents in examining sexuality as it relates to everyday actions and responsibilities, and explores ways in which sexuality influences one's behavior patterns.

Religious Community Training

Room: E 1

This workshop provides two (2) levels of training to Clergy and laity. The first is a basic course on general information about HIV/AIDS, (i.e. AIDS 101), and the second is a more advanced instruction and strategies for getting the prevention message into the community.

Dorm Party

Room: Cook

This workshop is designed to provide college students information about HIV/AIDS, condom use, peer pressure, and counseling and testing in an environment in which they are comfortable.

PROGRAM TRACK

Wednesday, May 1, 1991

10:30 AM — Noon
1:30 PM — 3:00 PM

PANEL DISCUSSIONS

Counseling and Testing

Room: Cook

Please plan to attend both morning and afternoon sessions.

Presenters: Nimr R. Hassan
Director, Client Services
BEBASHI

Panelists will share information and strategies for providing counseling and testing services to hard-to-reach clients in both traditional and non-traditional settings. The afternoon will be used to present situational sketches for the group to resolve.

Case Management

Room: Flower

Presenters: Gwen Johnson, Executive Director
William J. Craig Memorial Foundation
Edalgia S. Taylor, MSW, Action AIDS

This discussion will focus on case management services for hard-to-serve clients and will include issues of cultural and social diversity.

Support Groups

Room: E 1

Presenters: Roy Hayes
Michael Bey
Honesty and Openmindedness Support Group
Ron Williams, BEBASHI

This panel will give insight into the importance of providing support group activities to targeted populations. Panelists will also discuss formal and self-organizing strategies.

Volunteer Recruitment and Retention

Room: E 2

Presenters: Gwendolyn Jackson, Volunteer Coordinator
BEBASHI
BEBASHI Volunteers

This panel will discuss issues and strategies for recruiting and training volunteers. Participants will be encouraged to share their experiences.

PROGRAM TRACK

Thursday, May 2, 1991

10:30 AM — 12:00 Noon

PANEL DISCUSSION

Women and AIDS

Room: Ballroom C

Presenters: Linda Carter, BEBASHI
Evelyn Gutierrez, APM,
Denise Pressley, AACO
Alicia Tee, Circle of Care

The panel will present the many issues related to women and AIDS, including its threat to children.

1:30 P.M. — 3:00 P.M.
and 3:15 P.M.— 4:15 PM

WORKSHOPS

Home Health Party

Room: Ballroom D

Patterned after the "Tupperware" party, this approach brings together women in small, congenial settings for the purpose of obtaining sexual health information, including HIV risk reduction information.

Wonderful World of Condoms

Room: Ballroom B

This workshop, one of six (6) in the "Urban Sexuality" series, provides women with a full spectrum of information about condoms through discussion, demonstration, and group activities.

Video Preview

Room: Ballroom C

Participants will preview BEBASHI's video vignettes on HIV risk reduction strategies for victims of domestic abuse. Additionally, the workshop facilitator will guide participants through the corresponding discussion.

PROGRAM TRACK

Friday, May 3, 1991

9:00 AM — 10:30AM

WORKSHOPS

Video Preview

Room: A

Participants will preview BEBASHI's video vignettes on HIV risk reduction strategies for victims of domestic abuse. Additionally, the workshop facilitator will guide participants through the corresponding discussion.

Hot, Horny, and Healthy Playshop

Room: Cook

This workshop has proven a popular and effective strategy for presenting gay and bisexual men with risk reduction information in a safe, non-judgemental environment.

Human Sexuality Series

Room: Bromley

This workshop is designed to assist adolescents in examining sexuality as it relates to everyday actions and responsibilities, and explores ways in which sexuality influences one's behavior patterns.

Wonderful World of Condoms

Room: E

This workshop, one of six (6) in the "Urban Sexuality" series, provides women with a full spectrum of information about condoms through discussion, demonstration, and group activities.

MANAGEMENT/ADMINISTRATIVE TRACK

Monday, April 30, 1991 - Thursday, May 2, 1991
ALL SESSIONS WILL BE HELD IN FRAMPTON

Monday, April 29, 1991

10:30 AM — 3:00 PM

Grantwriting Skills

Presenter: Byron J. (BJ) Harris
US Conference of Mayors

Staff from the USCM will walk participants through the step-by-step components of preparing a proposal: cover letter, title, summary or abstract introduction, problem/need statement, goals and objectives, program plan and methods, evaluation, budget, future funding, and appendices.

Monday, April 29, 1991

3:15 PM — 4:45 PM

Assessing Agency Capability

Presenter: Nimr R. Hassan
Director, Client Services
BEBASHI

Participants will be provided with information on evaluating the capability level of their agency, with particular emphasis on program development.

Tuesday, April 30

10:30 AM — 3:00 PM

Developing Strategies for Increasing/Diversifying Funding Sources

Presenter: Paul Kawata, Executive Director
National Minority AIDS Coalition

Participants will be guided through strategies for securing funding from public, private, and community sources. The information will include methods of solicitation, researching funding sources, the fundamentals of fundraising, types of funding available, and how to locate potential funding sources.

Tuesday, April 30

3:15 AM — 4:45 PM

Assessment as a Tool in Planning

Presenter: Sandra Thompson
Director of Technical Assistance
BEBASHI

This session will provide participants with information about the steps key to the development of effective program plans.

MANAGEMENT/ADMINISTRATIVE TRACK

ALL SESSIONS WILL BE HELD IN FRAMPTON

Wednesday, May 1, 1991

10:30 AM — 3:00 PM

Developing Effective Boards

Presenter: Christine James-Brown
Vice President
Fund Distribution and Community Problem Solving
United Way of Southeastern Pennsylvania

This workshop will examine board structures. Topics will include governance and management; role clarification; board recruitment and orientation; fundraising; committee structures; and dealing with inactive board members.

Thursday, May 2, 1991

10:30 AM — 4:45 PM

Financial Management

Presenter: Deborah Boyle, CPA

This session will give participants the basics of budgeting, bookkeeping systems, internal controls, tax compliance, cash flow projections, and revenue forecasting.

Special AIDS/STI Presentations

Monday April 29, 1991

5:30 PM — 6:30 PM

Tuesday April 30, 1991

Noon — 1:00 PM

Thursday May 1, 1991

5:30 PM — 6:30 PM

These sessions, open to the public, are designed to provide basic information on transmission and prevention, facts and myths, about AIDS and other sexually transmitted infections.