

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

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



BEBASHI

March 21, 22, 23, 1990

WARWICK HOTEL
Philadelphia, PA

ACKNOWLEDGEMENTS

The executive director and conference committee of BEBASHI
wish to acknowledge the following:

Board of Directors of BEBASHI

CoreStates
Philadelphia National Bank

MetroBank

The Philadelphia Convention and Visitor's Bureau

The Philadelphia Gas Works

The van Ameringen Foundation

*The conference is being held as part of the activities
funded under a grant from:*

Centers for Diseases Control

National AIDS Minority Information and Education Program

"BECAUSE WE CARE..."

BEBASHI'S "BECAUSE WE CARE . . ." conference promises to be an exciting and stimulating experience for those who attend. The workshops have been designed to provide participants with tools proven effective in the development and implementation of effective educational strategies in reaching communities of color.

BEBASHI

215-546-4140

1528 Walnut Street • Suite 1414 • Philadelphia, PA • 19102

Rashidah Lorraine Hassan
Executive Director



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 infection in communities of color.

BEBASHI has been responding to this epidemic for almost 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 infection education techniques and strategies among community based organizations;
- o Enhance HIV/AIDS infection education programs directed toward people of color;
- o Encourage the practical application of innovative techniques developed to communicate information about HIV/AIDS infection 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 the 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
Executive Director

Alicia Beatty Tee
Vice-Chair
Board of Directors

CONFERENCE AT

TIME	TUESDAY MARCH 20	WEDNESDAY MARCH 21
8:00 am		REGISTRATION CONTINENTAL BREAKFAST
9:00 am		WELCOME/OPENING Hon. W. Wilson Goode, Mayor Barry Savitz, Deputy Health Commissioner
9:30 am		MEDICAL OVERVIEW Dr. Lawrence Sanders, Kaiser Permanete
10:30 am		STRATEGIES OVERVIEW Curtis Wadlington, Deputy Director for Program Operations, BEBASHI
11:00 am		BREAK
11:15 am		WORKSHOPS <i>Program Track:</i> • WOMEN'S WAY • HIV - A NEW MINISTRY • BROTHERS, TOO <i>Management Track:</i> • STAFF RECRUITMENT AND RETENTION • THE BOARD ROOM • ARE WE ON THE RIGHT TRACK?
12:30 pm		LUNCH ROUNDTABLE DISCUSSIONS
1:45 pm		WORKSHOPS <i>Program Track:</i> • SAVING OUR FUTURE -- CHILDREN & YOUTH • HIV AND ADDICTION • THE BEAT GOES ON! <i>Management Track:</i> • GROWTH AND SURVIVAL THROUGH STRATEGIC PLANNING
3:15 pm		BREAK
3:30 pm		WORKSHOPS <i>Program Track:</i> • WOMEN'S WAY • HIV - A NEW MINISTRY • BROTHERS, TOO! <i>Management Track:</i> • GROWTH AND SURVIVAL THROUGH STRATEGIC PLANNING
6:00 pm	REGISTRATION OPENS	RECEPTION WARWICK HOTEL Entertainment by "SPECIAL" featuring Carolyn Sims
7:00	VIDEO SCREENING	
8:30 pm	CLOSE REGISTRATION	CLOSE REGISTRATION

A GLANCE

THURSDAY MARCH 22	FRIDAY MARCH 23
REGISTRATION CONTINENTAL BREAKFAST	REGISTRATION CONTINENTAL BREAKFAST
WELCOME/OPENING N. Mark Richards, Pennsylvania Secretary of Health Hon. Angel Ortiz, Philadelphia City Council	WELCOME/OPENING
PLENARY SESSION COALITION BUILDING Jacob A. Gayle, Ph. D., Centers for Disease Control	LEGISLATIVE UPDATE Jeanne McGuire, AIDS Action Council
MANAGEMENT OVERVIEW Rashidah L. Hassan, Executive Director, BEBASHI	
BREAK	BREAK
WORKSHOPS <i>Program Track:</i> • COMMUNITIES WITHIN COMMUNITIES • VOLUNTEER RECRUITMENT AND MANAGEMENT • YOUR MEDIA IMAGE <i>Management Track:</i> • LET'S THINK ABOUT HIV COUNSELING • RESPONDING TO THE CRISIS -- COMMUNITY ASSESSMENT • STAFF DEVELOPMENT	WHAT MAKES A CBO WORK? Rashidah L. Hassan, Executive Director, BEBASHI
LUNCH ROUNDTABLE DISCUSSIONS	VOLUNTEER RECOGNITION LUNCHEON Beny J. Primm, M.D., Associate Administrator of Alcohol, Drug Abuse, and Mental Health, and Director of the Office for Treatment Improvement
WORKSHOPS <i>Program Track:</i> • SAVING OUR FUTURE -- CHILDREN & YOUTH • HIV AND ADDICTION • THE BEAT GOES ON! <i>Management Track:</i> • FUND DEVELOPMENT • STAFF RECRUITMENT AND RETENTION • FINANCIAL MANAGEMENT	
BREAK	
WORKSHOPS <i>Program Track:</i> • COMMUNITIES WITHIN COMMUNITIES • VOLUNTEER RECRUITMENT AND MANAGEMENT • YOUR MEDIA IMAGE <i>Management Track:</i> • FINANCIAL MANAGEMENT • STAFF DEVELOPMENT • ARE WE ON THE RIGHT TRACK?	
RECEPTION WARWICK HOTEL	
BEBASHI NIGHT AT THE THEATER Philadelphia Drama Guild presents "FENCES"	

CONFERENCE SYNOPSIS

This participatory conference has been divided into two tracks that will meet the needs of both program and management/administrative staff. The program track will address issues related to, and techniques for reaching specific populations (i.e. women, men, children, and youth, etc.). The management/administrative track will address those issues that impact on the delivery of services. The following is a brief glimpse of what is being offered:

PLENARY SESSIONS

In addition to a variety of workshops, we will have the opportunity, through two (2) Plenary Sessions, to receive up-to-date information on two issues of major importance as we continue our efforts to halt the spread of HIV virus.

THE STATUS OF HIV/AIDS IN COMMUNITIES OF COLOR

Wednesday, March 21, 1990

9:30 A.M.

Presenter: Lawrence L. Sanders, Jr., M.D., M.B.A.
Chief Physician, Southwest Medical Group, Kaiser Permanente
The Southeast Permanente Medical Group, Atlanta, GA

COALITION AND NETWORK BUILDING FOR STRONG COMMUNITY AIDS EDUCATION AND SERVICES

Thursday, March 22, 1990

9:30 A.M.

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

HIV AND ADDICTION

Wednesday, March 21, 1990
1:45 - 3:15 P.M.

and

Thursday, March 22, 1990
1:45 - 3:15 P.M.

Moderator: Stephen Jones, BEBASHI
Presenters: A. Billy Jones, National AIDS Network
Yolanda, Serrano, Project ADAPT -- Beyond Outreach
Joseph Williams, University of Pennsylvania

This workshop will examine the development of programs for street outreach, as well as programs for inpatient and outpatient settings.

THE BEAT GOES ON!

Wednesday, March 21, 1990
1:45 - 3:15 P.M.

and

Thursday, March 22, 1990
1:45 - 3:15 P.M.

Moderator: Dan Estes, Ed.D., We The People, and
Gwen Johnson, William J. Craig Foundation
Presenters: Roy Hayes, Triple Trouble, We The People
Eartha Sewell, Project Wedge

This workshop will present program models for the positive utilization of PWAs in outreach activities.

VOLUNTEER RECRUITMENT AND MANAGEMENT

Thursday, March 22, 1990
11:15 A.M. - 12:30 P.M.

and

Thursday, March 22, 1990
3:30 P.M. - 5:00 P.M.

Moderator: Gwendolyn Jackson, BEBASHI
Presenters: Sandra McDonald, Outreach, Inc.
C.J. Vegas, ActionAIDS
Charlotte White, William J. Craig Foundation

How-to's of developing and managing an effective volunteer program.

YOUR MEDIA IMAGE

Thursday, March 22, 1990
11:15 A.M. - 12:30 P.M.

Thursday, March 22, 1990
3:30 P.M. - 5:00 P.M.

Moderator: Carolyn Handy, BEBASHI
Presenters: Cody Anderson, WHAT Radio
Valenda Dixon, Greater Media Cable Company
Jeanette Hutter, Hutter Associates

This workshop will discuss and provide the basic tools of media outreach and public relations.

MANAGEMENT/ADMINISTRATIVE TRACK

FINANCIAL MANAGEMENT

Thursday, March 22, 1990
1:45 - 3:15 P.M.

and

Thursday, March 22, 1990
3:30 - 5:00 P.M.

Moderator: Judith Peters, BEBASHI
Presenters: Debbie Boyle, Capone and Associates

This workshop will provide participants with the information necessary to construct a budget, and establish a fund accounting system.

STAFF RECRUITMENT AND RETENTION

Wednesday, March 21, 1990
11:15 A.M. - 12:30 P.M.

and

Thursday, March 22, 1990
1:45 P.M. - 3:15 P.M.

Moderator: Rashidah L. Hassan, BEBASHI
Presenter: Claudia Curry, Leadership Institute, Urban League of Philadelphia

How-to's of assessing staffing needs, finding the right people for the job, and keeping them.

COMMUNITY ASSESSMENT - RESPONDING TO THE CRISIS

Thursday, March 22, 1990
11:15 A.M. - 12:30 P.M.

and

Thursday, March 22, 1990
3:30 P.M. - 5:00 P.M.

Moderator: Nimir Hassan, BEBASHI
Presenters: Sandra Thompson, Curtis Wadlington, BEBASHI

How do I determine what the community needs and what my agency can provide? When, where, and how to begin education/outreach activities once the need vs. capability is established.

GROWTH AND SURVIVAL THROUGH STRATEGIC PLANNING

Wednesday, March 21, 1990,
1:45 P.M. - 5:00 P.M.

Moderator: Sandra Thompson, BEBASHI
Presenter: BEBASHI staff

← This workshop will be conducted over a full afternoon and provide its participants with an outline for developing one, three, and five year plans for operation.

ARE WE ON THE RIGHT TRACK?

Wednesday, March 21, 1990
11:15 A.M. - 12:30 P.M.

Moderator: Curtis Wadlington, BEBASHI
Presenter: Sheryl Bowen, Ph.D., John Kelly, Ph.D., Paula Michal-Johnson, Ph.D., Human Organization Service Institute, Villanova University

How-to's of developing comprehensive evaluative information on program effectiveness.

STAFF DEVELOPMENT IN CBOs OF COLOR

Thursday, March 22, 1990
11:15 A.M. - 12:30 P.M.

and

Thursday, March 22, 1990
3:30 P.M. - 5:00 P.M.

Moderator: Rashidah L. Hassan, BEBASHI

Presenter: Claudia Curry, Leadership Institute, Urban League of Philadelphia

What information should I give my employees to insure their effectiveness in their work and the work of the agency?

THE BOARD ROOM

Wednesday, March 21, 1990
11:15 A.M. - 12:30 P.M.

Moderator: Nimr Hassan, BEBASHI

Presenters: Christine James-Brown, United Way of Southeastern Pennsylvania
Richard P. Keeling, M.D., University of Virginia School of Medicine and
Chair of the National AIDS Network

What's wrong with my board? This session will provide for an open exchange of common board problems, and examine some problem solving techniques.

FUND DEVELOPMENT

Thursday, March 22, 1990
1:45 P.M. - 3:15 P.M.

Moderator: Sandra Thompson, BEBASHI

Presenters: Matthew Murquía, U.S. Conference of Mayors
Tom Patterson, Philadelphia National Bank

How do we identify and go after potential funding sources (both public and private sector).

LET'S THINK ABOUT HIV TESTING

Thursday, March 23, 1990
11:15 A.M. - 12:30 P.M.

Moderator: Robert White, BEBASHI

Presenters: Wendy Nishi, Family Planning Council of Southeastern Pennsylvania
Ronald Williams, BEBASHI

So you want to open a test site? This workshop will provide information on the administrative issues involved in opening and operating a counseling test site.