

ATTACHMENT D: STANDARD AWARD

TITLE OF PROPOSAL:

Conociendo el SIDA (Understanding AIDS):
A Public Education Campaign Targeting Latino Adults

SUBMITTING ORGANIZATION:

The Self Reliance Foundation

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BRIEF SUMMARY OF PROJECT (250 – 400 words):

Although Latinos make up 13 percent of the population, they account for 20 percent of current HIV infections. Latinos are the least likely of all ethnicities to use public libraries, thus heightening the importance of finding alternatives means of communication to inform this large population. By contrast, Latinos are more likely than any other ethnic group to listen to radio. The Self Reliance Foundation's (SRF) *Conociendo el SIDA* (Understanding AIDS) multimedia campaign will provide Spanish-language culturally appropriate information on HIV/AIDS epidemiology, prevention, and treatment to adult Latino audiences. SRF will produce 14, one-minute informational radio capsules on HIV/AIDS, to be syndicated on Hispanic Radio Network, the largest informational and educational Spanish-language radio network in the country.

In addition, SRF will produce two newspaper columns on HIV/AIDS, to be distributed throughout a national network of 91 Spanish-language newspapers. In developing these materials, SRF will partner with Planned Parenthood of Metropolitan Washington and the Whitman Walker Clinic, organizations with long histories of promoting HIV/AIDS education and prevention. All radio capsules and columns will encourage audiences to contact the SRF national toll-free information and referral help-line; this service utilizes a custom-developed database of 5,700 pre-screened community organizations across the country providing culturally competent HIV/AIDS services. In preparation for the *Conociendo el SIDA* campaign, this database will be updated to insure that all information on local community organizations is current so that callers may be directed to an area service provider that can meet their specific needs.

Conociendo el SIDA (Understanding AIDS)

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Statement of Work

(Project Objectives and Goals)

The *Conociendo el SIDA* (Understanding AIDS) project will develop new mass media and database resources to provide Spanish-language AIDS-related health information to adult Latino audiences. The objectives of this initiative are to:

- Provide information on HIV/AIDS symptoms, prevention and treatment to adult Latinos.
- Encourage Latinos to avoid high-risk sexual and drug-taking behaviors.
- Encourage Latinos to seek additional information on HIV/AIDS.
- Encourage Latinos to be tested for HIV.
- Assist people in need to connect with local community organizations providing AIDS information, testing, counseling and treatment services.

The goals of this initiative are to:

- Produce fourteen nationally syndicated informational radio capsules on HIV/AIDS symptoms, prevention and treatment.
- Produce two nationally syndicated newspaper columns on HIV/AIDS symptoms, prevention and treatment.
- Update a national database of community organizations providing culturally competent HIV/AIDS information and services to Latinos.
- Provide a national toll-free information and referral service for callers who have questions on HIV/AIDS or who need referrals to community service providers.

(Background Information)

In the past two decades, HIV/AIDS has emerged as one of the most significant threats to world health. In the United States, the Centers for Disease Control cite over 816,000 cases of AIDS reported since the emergence of the disease in the early 1980's. In this same time period, almost half a million Americans have died from AIDS (CDC, September 15, 2002).

As the epidemic continues to expand, the demographics of those infected are changing to reflect higher incidents of the disease among minority communities. In 1993, 18 percent of those living with the virus were Hispanic, but by 1999, these numbers had increased to 20 percent (CDC, March 11, 2002b). These figures are particularly alarming and disproportionate given that Hispanics only make up 13 percent of the U.S. population (U.S. Census, 2001). Among non-Hispanic white populations, by contrast, the percent of total individuals infected fell from 46 to 38 during the same time period (CDC, March 11, 2002b).

Studies indicate that Hispanics are engaging in a number of high-risk activities that promote the spread of HIV/AIDS. Most frequently, Latinos are contracting the virus through unprotected heterosexual sex, unprotected male-with-male sex, and intravenous drug use. Among Latino men, 42 percent have contracted the disease through homosexual sex and 35 percent through injection drug use. Among women, heterosexual sex accounts for the largest proportion of cases (47 percent), while 40 percent have become infected with the HIV virus through injection drug use (CDC, March 11, 2002b). Additionally, non-injection drugs, which can encourage trading in sex or unprotected sex, are also implicated in the spread of AIDS among Latinos (CDC, March 11, 2002a).

Any attempts to provide public education on HIV/AIDS to Hispanic audiences, must take into account not only the mechanisms by which the disease is spreading in this community, but also cultural and language barriers. Socioeconomic factors, for example, may make Hispanics distrustful of prevention messages coming from public officials, or religious beliefs may discourage Hispanics from acknowledging homosexual behavior or negotiating condom use (Advocates, 1994).

Additionally, of the 32 million Latinos living in the United States today, some 28 million speak Spanish in their homes, and less than half of these individuals report that they speak English very well (U.S. Census, 2001), which renders the many existing English-language public education initiatives on HIV/AIDS largely ineffective for Hispanic populations. Moreover, while many governmental organizations have developed quality Spanish-language materials for Latinos, often these materials are buried within the agency web site and it is necessary to know English in order to access them.

The Self Reliance Foundation (SRF) proposes to launch a multimedia campaign to provide information on HIV/AIDS symptoms, prevention and treatment to Latino audiences. This campaign will incorporate nationally syndicated informational radio capsules, nationally syndicated newspaper columns, and a national toll-free information and referral help-line which will connect audiences to community service providers in their area.

For the past 20 years, the Self Reliance Foundation (SRF), a non-profit 501(c)(3) organization, has produced and syndicated educational and informational programming to address the special needs of America's Latino community. In partnership with our sister organization, Hispanic Radio Network (HRN), SRF produces *Fuente de Salud* (Fountain of Health), *Planeta Azul* (Blue Planet), *Saber es Poder* (Knowledge is Power), and *Camino al Exito* (Road to Success) – programs which provide pertinent information on a broad range of topics from health, to education, science, technology, the environment and social justice.

(Description of Target Group)

By distributing its radio programs throughout the Hispanic Radio Network, SRF radio capsules are aired on 161 Spanish-language stations in 31 states, the District of Columbia, Puerto Rico, and northern Mexico. Our top ten markets include the most populous Latino communities in the United States such as Los Angeles, New York, Miami, and Houston. Altogether, we reach 89 percent of adult Hispanic radio audiences – approximately 3.8 million listeners weekly (Arbitron, 2003).

Our nationally syndicated newspaper column, *La Columna Vertebral*, appears weekly in 91 Spanish-language papers in 26 states and the District of Columbia. Altogether, these papers comprise a circulation of over 3.2 million copies and reach potentially 3.8 million Spanish-language readers.

A trend study of our help-line callers from 1997 to 2002 found that callers were 45 percent male and 55 percent female, predominantly between the ages of 32 and 39. Forty-five percent of our callers are of Mexican origin, 7.5 percent are of Colombian origin, and the rest are distributed fairly evenly among other Hispanic ethnic groups. The average education level of our callers is representative of American Latinos, with only 55 percent having received a high school degree. Most of our callers (37 percent) report that they are laborers, and the great majority (70 percent) are married with children (Menajovsky, 2002).

(Approach and Methodology)

Research confirms that multimedia campaigns can effectively provide target audiences with new information and can even encourage change. In her review of social marketing literature, Dungan-Seaver (1999) notes that the mass media campaigns can sensitize audiences to issues and problems and convey information. She further underscores that initiatives using more than one channel of communication can be particularly effective. In the Latino community especially, audiences tend rely on more than one media form, and turn to combinations of radio, television and print for information (Belden Associates, 2003).

Multimedia campaigns with a strong radio component are also particularly effective for reaching Latino audiences. In the United States, Hispanics listen to Spanish-language radio with greater frequency than other Americans listen to English radio (Radio Advertising Bureau, 2002). Indeed, over two-thirds of Hispanics listen to Spanish-language radio, and they listen an average of 23 hours per week. (Radio Advertising Bureau, 2002). Additionally, many Hispanics work in factories, service industries and agriculture – sectors where it is common to listen to radio even during work hours. By contrast, Latinos are the least likely of all ethnicities to use public libraries, heightening the importance of reaching out to this community through channels of communication that are familiar to them (ALA, 2003).

The Self Reliance Foundation's *Conociendo el SIDA* campaign will inform the Latino community about HIV/AIDS symptoms, prevention and treatment through a combination of complementary newspaper, radio, and information and referral services:

Newspaper Columns

The Self Reliance Foundation will run two newspaper columns, one in each week of the campaign. Columns will appear in the Self Reliance Foundation's network of 91 Spanish-language newspapers serving Latino communities across the country. The first column will explore how and why HIV/AIDS is disproportionately affecting the Latino community. It will present such statistics as incident rates, growth rates, and primary means of transmission, and will discuss symptoms of and treatments for the disease.

The second column will focus on prevention. It will discuss the importance of using clean needles, and of avoiding drug-induced unprotected sex, and it will broach the culturally-sensitive topic of condom usage. The column will explore the cultural inhibitions against using condoms and will emphasize that in cases where condoms are not possible, monogamous sex is a must.

Both columns will encourage readers to get tested for HIV, and will include the number of the toll-free information and referral help-line. Readers will be encouraged to use this service to receive further information about HIV/AIDS and to find referrals to local HIV/AIDS service providers in their communities.

Radio Capsules

Fourteen, one-minute capsules will provide audiences with information on HIV/AIDS rates in the Latino community, symptoms, transmission, prevention and treatment. Like the newspaper columns, each capsule will encourage listeners get tested for HIV and to call the SRF toll-free information and referral help-line for further information and for references to local treatment centers. Specifically, capsules will focus on the following topics:

<u>Capsule Numbers:</u>	<u>Topic:</u>
1, 2	What Is HIV/AIDS?
3, 4	HIV/AIDS: A Growing Problem Among Latinos
5, 6	Male-Male Sex and HIV/AIDS
7, 8	Injection Drug Use and HIV/AIDS
9, 10	Recreational Drugs Encourage the Spread of HIV/AIDS
11, 12	HIV/AIDS: Spreading in the Heterosexual Community
13, 14	New Treatments for HIV/AIDS: Hope for the Future

Information and Referral Services

In preparation for this campaign, the Self Reliance Foundation will devote 200 hours of staff time to updating our current national database of over 5,700 organizations providing culturally competent HIV/AIDS information and services to the Latino community. Through extensive canvassing of grassroots organizations, we will insure that our information on community service providers is both complete and current.

During and after the two weeks of the campaign, we will field calls on HIV/AIDS questions through our toll-free 800 number. Trained and certified bilingual information and referral specialists will:

- assess callers' needs,
- prioritize those needs,
- research and recommend appropriate local service providers, and
- mail out Spanish-language information packets on HIV/AIDS.

(Evaluation)

The national radio rating service, Arbitron, collects and reports quarterly statistics on Hispanic Radio Network's audience. Typically, our 161 stations reach 89 to 90 percent of all American adult Spanish radio listeners. Our average number of listeners per quarter hour is 492,200 while our weekly cumulative audience is 3.8 million (Arbitron, 2003). An Arbitron quarterly report of our ratings is included in the appendix.

For the *Conociendo el SIDA* campaign, SRF will further contract with independent evaluator, Jacobo Menajovsky, to conduct two focus groups assessing the usefulness, appeal, and overall quality of mass media programming. Mr. Menajovsky has provided us with the following evaluation plan:

(Note: The evaluator prepared a plan in consultation with Ellen Alderton. – EA)

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ATTACHMENT F – STANDARD AWARD

SERVICES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
National database of Hispanic-serving HIV/AIDS community organizations updated.	Internet research and phone surveying.	Months 1-2	All 5,700 organizations currently in database are contacted. New organizations added.	Completion of task; Does completed database provide broad network of providers serving most Latino communities?
Materials/information collected in order to develop curriculum content.	Internet research; review of available materials from HHS/CDC, La Raza, AMA, etc.	Month 1	Materials for capsules and columns identified and collected.	Completion of task; Have enough resources been collected to develop an informative, articulated curriculum?
Radio capsules and newspaper columns drafted.	Materials drafted in-house by executive producer.	Month 1	14 capsules and 2 columns drafted.	Completion of task.
Mass media materials reviewed and approved by Planned Parenthood and Whitman Walker Clinic.	HIV/AIDS experts review materials, comment on their accuracy and appropriateness and point out necessary changes.	Month 2	Capsule and column transcripts are updated for accuracy, relevancy, and quality.	Completion of task.
Capsules and columns produced and syndicated.	HRN produces and distributes mass media materials.	Month 3	Distribution throughout approximately 161 radio stations and 91 newspapers.	Completion of task.
Help-line calls fielded.	Information and referral specialists provide additional information on HIV/AIDS and connect callers to local service providers.	Month 3 - ongoing	Number of calls received.	Are callers' questions answered? Are callers referred to local organizations?
Mass media components evaluated.	Independent evaluator conducts focus groups.	Month 4	Focus groups, assessment of quality, informativeness and relevancy of materials.	Did the group members learn something new? How would this new information affect their behavior?

TARGET COMMUNITIES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
General public of Latino adults.	Information provided through radio capsules.	Month 3	How many listeners heard capsules?	Abitron national radio rating service.
General public of Latino adults.	Information provided through newspaper columns.	Month 3	How many readers read columns?	Circulation rates for HRN newspapers.
Radio listeners and column readers.	Focus groups.	Month 4	Assessment of quality, informativeness, and relevance of materials.	Did focus group members learn something new? How would this new information affect their behavior?
Callers to the national help-line.	Callers contact the help-line at their own initiative.	Month 3 - ongoing	Number of callers.	Are callers' questions answered? Are callers referred to local organizations?

PARTNERS MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
Whitman Walker Clinic, Planned Parenthood	Organizations review content of mass media programming.	Month 2	Partners assess quality, accuracy, relevancy and completeness.	Are both partners satisfied with the quality of the completed capsules and columns?
Hispanic Radio Network	HRN produces and syndicates 14 radio capsules and 2 newspaper columns.	Month 3	14 Spanish-language capsules and 2 Spanish-language columns, distributed nationally.	Completion of task.
Independent Evaluator	Conducts focus groups and drafts evaluation report.	Month 4	Two focus groups conducted. Final report completed.	Completion of task, quality and informativeness of final report.

(Project Schedule and Work Plan)

Months:	Activities:	Responsible Personnel:
11/03	Preliminary research: Materials for capsules and columns identified and collected.	Executive Producer
11/03	Main themes and messages defined and developed.	Executive Director
11/03	Capsules and columns drafted.	Executive Producer, Producer
11/03-12/03	National database updated.	Community Outreach Director
12/03	Capsules and columns reviewed by HIV/AIDS experts.	Whitman Walker, Planned Parenthood
1/04	Capsules and columns produced and distributed nationally.	Executive Director, Producer
1/04-ongoing	Information and referral calls fielded.	Community Outreach Director
2/04	Mass media components evaluated.	Independent Evaluator
3/04	Final report drafted and submitted.	Executive Director, Executive Producer

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