

tion components. These efforts will enhance community-level HIV infection prevention and service programs. New programs will be developed for the general public, school-age youth, minority groups, and low-literacy level audiences.

The partnership shows how a comprehensive program for communication about preventing HIV infection can be integrated into an existing national network whose primary emphasis is not on HIV and AIDS. By design, the messages are consistent with the messages of CDC and the Public Health Service. A national working body is needed to implement a strategy for communicating information on preventing HIV infection.

This approach was suggested by the World Health Organization in a 1988 report (6), which said that the working committee "should be broad enough to ensure the representation of all important sectors and organizations, including health, education, social, and counselling services; religious, insurance, legal, and political bodies; communications media; nongovernmental organizations; international organizations; and research institutions."

The ARC and CDC collaboration will lay the foundation for a national effort and demonstrate that such partnerships can help moderate the impact of HIV infection and AIDS in America.

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Improving Community Support for HIV and AIDS Prevention Through National Partnerships

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Synopsis.....

If the transmission of human immunodeficiency virus (HIV) is to be prevented, the environment in

which people live should predispose them to engage in and sustain safe behaviors. Too often in public health, the range of organizations that make up that environment are overlooked, and prevention strategies are limited to familiar medical and public health institutions.

Improvement in public health does not occur in isolation, apart from the other institutions of society—and so it is with the HIV-AIDS epidemic. Education; business and labor; religion; government; voluntary, civic, and social organizations; and the media can all serve as facilitators or as barriers to creating the environment—at the national, regional, State, or local level—that will prevent and control the spread of HIV infection and AIDS and support the needs of those already infected. Collectively, they become a comprehensive HIV prevention network with access to and influence on the total public. One of the most significant benefits of this network is the multiplier effect on the limited resources of public health.

Therefore, as part of its HIV and AIDS prevention strategy, the Centers for Disease Control

(CDC) has developed national partnerships to involve the leadership of business, labor and industry, religious institutions and organizations, and voluntary organizations in HIV and AIDS prevention and service. Some of these partnerships are federally funded, others are not. The national

partnership program described in this paper has produced increased resources for HIV education and services and has demonstrated the synergistic benefits resulting from public and private cooperation in addressing the HIV epidemic.

IF THE TRANSMISSION of human immunodeficiency virus (HIV) is to be prevented, the environment of the community where people live should predispose them to engage in and sustain safe behaviors (1). Too often, in public health, the range of institutions that make up that environment are overlooked, and health strategies are limited to familiar medical and public health institutions. Improvement in public health does not occur apart from the other institutions of society—education; business and labor; religion; government and politics at all levels; voluntary, civic, and social organizations; and the media. So it is with the AIDS epidemic. These institutions can serve to facilitate or impede creation of an environment—national, regional, State, or local—that will prevent and control the spread of HIV infection and AIDS and support the needs of those already infected. Collectively, they become a comprehensive HIV prevention network capable of reaching the total public.

Therefore, as part of its prevention strategy, the Centers for Disease Control (CDC) has approached not only the medical and public health, education, and media components of society, but also has developed a national partnerships program to involve in HIV and AIDS prevention and service the national leadership of business and labor, religious institutions and organizations, and voluntary health, civic, and social organizations. Some of these partnerships are federally funded, some are not.

Origins of the Partnerships Program

Since the beginning of the HIV-AIDS epidemic, many Americans have considered the disease to be a problem only for certain segments of the population. They do not consider it in the context of individual behavior to which they could also fall prey. Also, until recently, many people did not personally identify with the disease because they did not know anyone who was infected. These factors have contributed to denial of personal risk,

misperceptions about transmission, discrimination against persons with the disease or “groups” identified as high risk, and barriers to effective prevention programs.

Prevention and control of the HIV infection require consistent education of the American public through the multiple channels of society to which they will listen. To increase the number and types of “credible” prevention sources, CDC, in fiscal year 1989, initiated a 5-year grant program to involve national nonprofit organizations in the HIV prevention and education effort (2).

The objective of the program is to increase the number of other local agencies and institutions that can participate with State and local health agencies in a comprehensive community HIV program by building a capacity within national organizations to disseminate ongoing HIV prevention information and education to their network of affiliates, chapters, or local facilities and thereby activate their participation in the community.

In 1989, these 12 organizations were funded at a total of \$1 million (box A):

- National Leadership Coalition on AIDS is addressing the impact of AIDS on the business and labor community by using its CDC grant to increase HIV-AIDS prevention programs and practices in the workplace. Special attention is being given to the needs of small- and medium-sized businesses and minority employers and workers. Outreach and technical assistance efforts are tailored to specific industries, geographic regions, and trade associations. In close collaboration with small business owners, managers, and trade associations, the coalition has produced the first set of HIV guidelines for small business. The guidelines are being distributed nationwide.

- National Association of Broadcasters, the broadcasting industry’s trade association, representing the major networks and some 6,000 individual radio and television stations, has taken an active role in providing broadcasters with accurate informa-

(A) Funded National Partners for HIV-AIDS Prevention and Services

National Leadership Coalition on AIDS
1730 M St. NW, Suite 905
Washington, DC 20036
telephone (202) 429-0930

National Association of Broadcasters
1771 N St. NW,
Washington, DC 20036
telephone (202) 429-5330

National Conference of State Legislatures
1560 Broadway, Suite 700
Denver, CO 80202-5140
telephone (303) 830-2200

National Education Association
1590 Adamson Parkway, Suite 260
Morrow, GA 30260
telephone (404) 960-1325

National Native American AIDS Prevention Center
3515 Grand Ave., Suite 100
Oakland, CA 94610
telephone (415) 444-2051

National Indian AIDS Media Consortium
1433 East Franklin Ave., Suite 3A
Minneapolis, MN 55404-3046
telephone (612) 872-8860

Service Employees International Union
Health and Safety Department
1313 L St. NW

Washington, DC 20005
telephone (202) 898-3443

American Federation of State, County, and Municipal
Employees
1625 L St. NW
Washington, DC 20035
telephone (202) 429-1240

American Federation of Labor and Congress of
Industrial Organizations and George Meany
Center for Labor Studies
815 16th St. NW
Washington, DC 20006
telephone (202) 637-5331

National Association of People with AIDS
1413 K St. NW, 10th Floor
Washington, DC 20005
telephone (202) 898-0414

Sex Information and Education Council of the
U.S.
130 W. 42 St., Suite 2500
New York, NY 10036
telephone (212) 819-9770

Americans for a Sound AIDS Policy
P.O. Box 17433
Washington, DC 20041
telephone (703) 471-7350

National AIDS Network ¹

¹National AIDS Network ceased operations in 1990. Aspects of technical assistance program continue through arrangements with several other organizations.

tion about AIDS. With the support of the CDC, the association conducts an ongoing series of special background briefings for broadcasters in cities heavily affected by AIDS. A panel of local AIDS experts, local public health officials, business executives, and government officials provides station managers and news and community affairs directors with the latest information on AIDS research and treatment and an up-to-date assessment of the impact of the epidemic on community institutions and the area's economy. The purpose is to give these broadcast executives a highly localized picture of the epidemic and help them develop fresh approaches to covering it. The association also distributes "America Responds to AIDS" public service announcements via TeleJournal, its closed-circuit satellite feed to member television stations.

- National Conference of State Legislatures, a bi-partisan organization, serves the legislatures and staffs of the nation's States, Commonwealths, and Territories. The purpose of the project is to assist legislators in developing HIV-AIDS policies by providing accurate and appropriate information. Among its HIV-AIDS-related publications are "HIV/AIDS Project News," State Legislative Reports on "HIV/AIDS Facts to Consider," "Adolescents and AIDS: Stopping the Time Bomb," "Protecting Health Care Workers from HIV Infection," "Testing Sex Offenders for HIV," and the April 1990 issue of State Legislatures which was devoted to HIV-AIDS.

- National Education Association (NEA) has a membership of 2.1 million. Its HIV Education and Training Project aims to teach its members ways

that they can provide effective leadership in HIV prevention and education. Topics covered in this training include HIV basics, psychosocial issues relating to the epidemic, HIV attendance-employment policies for school staff members and students, and effective strategies for teaching students about HIV and AIDS. Workshop participants also receive followup assistance through a quarterly newsletter that addresses current relevant issues.

- National Native American AIDS Prevention Center was founded in the spring of 1987 by a group of concerned American Indian health, human service, substance abuse, and tribal professionals. The purpose of the organization is to stop the spread of HIV among American Indians and Alaskan Natives. It is governed by an entirely Native American board of directors representing 10 states. In pursuit of its goal, the prevention center provides training and technical assistance to local communities for the development of community-based HIV prevention activities. It operates a national toll-free Indian AIDS information line and publishes a resource catalog and quarterly newsletter, "Seasons." It also serves 185 native media organizations and professionals through the National Indian AIDS Media Consortium.

- Service Employees International Union (SEIU) represents 950,000 service workers in the United States and Canada. The membership includes health care workers, clerical workers, and State government workers. As a union, SEIU is interested in HIV-AIDS education and training in the workplace, worker testing, occupational protection from exposure to bloodborne diseases, including hepatitis B and HIV, safer medical devices in the health care workplace, Federal occupational safety standards for bloodborne disease, worker job stress, and personal risk reduction. CDC-funded activities to assist members include developing educational materials, providing technical assistance, and conducting training (including train-the-trainer).

- American Federation of State, County, and Municipal Employees (AFSCME), is a union representing more than 1.3 million public sector employees. Its AIDS program educates members about HIV-AIDS through workshops and printed materials and conducts train-the-trainer workshops for union leaders that vary in length from 2 hours to 2 1/2 days. The union's program also provides technical assistance to councils and locals. Workshops are tailored to specific audiences such as health

care workers, correctional officers, and clerical staff members. CDC funds have also been used to produce printed materials on HIV-AIDS.

- American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) and George Meany Center for Labor Studies. The AFL-CIO is composed of 91 affiliated international and national unions representing 14.1 million workers. The George Meany Center for Labor Studies is the residential adult education center for the union. (Three of the AFL-CIO's affiliated unions, AFSCME, SEIU, and America Federation of Teachers, also receive separate CDC funding.) Through the grant from the CDC, the AFL-CIO and the George Meany Center have developed educational materials on HIV-AIDS that are distributed to union members. The program includes technical assistance to union affiliates and train-the-trainer workshops for union leaders ranging in duration from 2 hours to 2 1/2 days.

- National Association of People with AIDS (NAPWA) conducts a variety of programs with the support of the CDC. These programs include support of NAPWA-Link, the on-line computerized bulletin board system. With this assistance, NAPWA is able to expand the data base and the subscriber base to provide information to the widest audience possible. The speakers bureau of persons infected with HIV receives support to enhance prevention messages. Additionally, funding is used to support NAPWA News, a monthly publication. A field training program provides assistance to local "People With AIDS" organizations to hone their prevention, programmatic, and organizational skills. This training is done on-site at selected locations across the country.

- Sex Information and Education Council of the U.S. (SIECUS) through its National AIDS Initiative serves the needs of professionals for information, education, and training related to HIV-AIDS prevention and intervention. Among program goals are delivery of three "train-the-trainer" events in rural States to provide effective education and counseling about HIV-AIDS and to enable participants to use the SIECUS-produced manual, "Communication Strategies for HIV/AIDS and Sexuality: A Workshop for Mental Health and Health Professionals." Additionally, the program includes production of two issues of the bi-monthly SIECUS Report, development of an HIV-AIDS bibliography of new materials, and publication of a

(B) National Religious Organizations that are Partners for HIV Prevention

AIDS National Interfaith Network
National Council of Churches
Association for Clinical Pastoral Education
National Council on Islamic Affairs
Black Pentecostal Churches of America, Pastor's Project
National Episcopal AIDS Network, National Episcopal Church
Catholic Charities U.S.A.
Foundation for Interfaith Research and Ministry
National Evangelical Lutheran Church in America
General Council of the Assemblies of God
National Jewish AIDS Project
International Christian AIDS Network
National Religious Broadcasters Conference
Love in Action Evangelical Churches Project
Religious Educators Association
National Association of Evangelicals
Salvation Army
Southern Christian Leadership Conference
National Association of Religious Broadcasters
National Catholic AIDS Network
AIDS Pastoral Care Network
National Catholic Education Association
Union of American Hebrew Congregations
National Catholic Health Association
United Church of Christ
United Methodist Church
National Christian Family Movement
U.S. Catholic Conference
Secretariat for Hispanic Affairs
National Conference of Christians and Jews
U.S. Conference of Catholic Bishops
Congress of National Black Churches
World Association of Christian Communicators
AIDS Information Ministries
AIDS Crisis and Christians Today

AIDS Crisis," "The Churches' Response to the AIDS/HIV Epidemic: A Guideline for Education and Policy Development," and "Fiscal Spending Guide for Government."

The Extended Partnerships

In addition to these specific organizational projects, a system of collaboration has been created among other organizations funded by CDC and some that are not federally funded. This has resulted in an extended network of partners.

Support generated for an AIDS educational video project of the Los Altos, CA, Rotary Club exemplifies these collaborative interactions. The video, "The Los Altos Story," had been produced in the summer of 1990 by the Los Altos Rotary Club to tell the story of three of its members directly affected by AIDS—one whose son had AIDS, one older member who contracted AIDS through a blood transfusion, and one member who was HIV positive.

Staff members of CDC's National Partnerships Development Activity of the National AIDS Information and Education Program, made aware of the video, believed it was a powerful piece for influencing the public's knowledge, attitudes, and beliefs about HIV and AIDS but had no funds to support its national distribution. NAIEP arranged for the video to be shown to representatives of organizations attending the National Leadership Coalition on AIDS National Conference in November 1990, to representatives of several other Federal agencies, and to representatives of the American Red Cross.

As a result of these showings, enough funds were provided to allow the Los Altos Rotary Club to distribute the video to every Rotary Club in the United States, to all chapters of the American Red Cross, and to several Federal agencies including the Federal Bureau of Investigation, Small Business Administration, and the Veterans Administration. Copies have also been provided to each State health department. "The Los Altos Story" has since won the prestigious Peabody Award for Excellence in Journalism. Many communities that might not have a means to understand the impact of AIDS now can appreciate the critical need for prevention efforts.

The importance of worksite programs for public education was substantiated in a recent unpublished survey of the American Red Cross. The respondents cited the employer and the church as the two most credible sources of information to adults. Since there are approximately 120 million persons

guide to evaluation and selection of HIV-AIDS audiovisual materials.

- Americans for a Sound AIDS/HIV Policy (ASAP), a broad-based citizens organization, promotes the value of early diagnosis, the intervention in the spread of the epidemic through traditional public health programs, and the compassionate response to anyone infected, affected, or ill. ASAP serves as a resource to the religious community and disseminates HIV-AIDS information and publications through 23,000 Christian bookstores. It has produced "Christians in the Age of AIDS: How We Can Be Good Samaritans Responding to the

employed in the United States, the workplace is an excellent site for HIV education for the majority of adults. Another important outcome of these partnership projects has been the opportunity for management and labor to work together on HIV prevention in the workplace. From the guidance of the National Leadership Coalition on AIDS and its corporate members and SEIU, AFL-CIO, and AFSCME, worksite HIV policies and programs are being extended. The National AIDS Clearinghouse is supporting this effort by establishing worksite program and material reference databases as a resource to other businesses wishing to establish HIV worksite education programs.

Religious Institutions and Organizations

Approximately 147 million persons in the United States belong to an organized religious group or denomination. Most religious bodies in America have a tradition of service to their members and to the community where they are located. More than any other institutions in society, religious organizations make possible a convergence of HIV education, treatment, and service through their educational entities, medical and health care facilities, and charitable and social service arms. Some religious institutions responded early and heroically to the AIDS epidemic. Others are just beginning to determine their response. Through its partnership with Americans for a Sound AIDS/HIV Policy and participation in and support of numerous religious conferences on AIDS, the NPD has established working relationships with a large number of these organizations (box B) to promote HIV information and education programs. Through the partnership concept, CDC hopes to provide technical assistance

to the religious community in all its dimensions for promoting a fuller understanding about the disease and its prevention. Part of this technical support includes a religious program and material and reference database in the National AIDS Clearinghouse.

Conclusion

The United States, as a large and complex society, has many influences on the attitudes, beliefs, and behaviors of its population. Messages addressing often strongly held beliefs and values relating to the HIV epidemic need to be delivered to the American public from the variety of sources that they admire, trust, and respect. Much has already been accomplished through these national partnerships and their local affiliates to meet the HIV prevention and service needs at the national, State, and local levels. Yet, much remains to be done. When all segments of society deliver HIV prevention messages and pool their collective resources to address the epidemic, the United States will indeed have a comprehensive national HIV program and an enhanced infrastructure for public health.

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