



USING RESEARCH TO DEVELOP A PLAN OF SERVICE EDUCATION AND PREVENTION IN ONE AIDS SERVICE ORGANIZATION

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Background

- changes to AIDS epidemic result in changes in ASOs
- staying “ahead of the wave” can be difficult
- using research to assist in planning may be one way to plan proactively



Problems in Community Agencies Conducting Research

- limited capacity internally
- traditional academic research is not directed at the day-to-day operational needs of community based organizations
- CLEAR unit established in Ontario to conduct research relevant to ASOs



AIDS Committee of Thunder Bay (ACTB)

- 17 year history
- clientele expanded from gay men to include injection drug users, women, aboriginals, youth, and substance users
- concern that programs & community profile did not match community perceptions

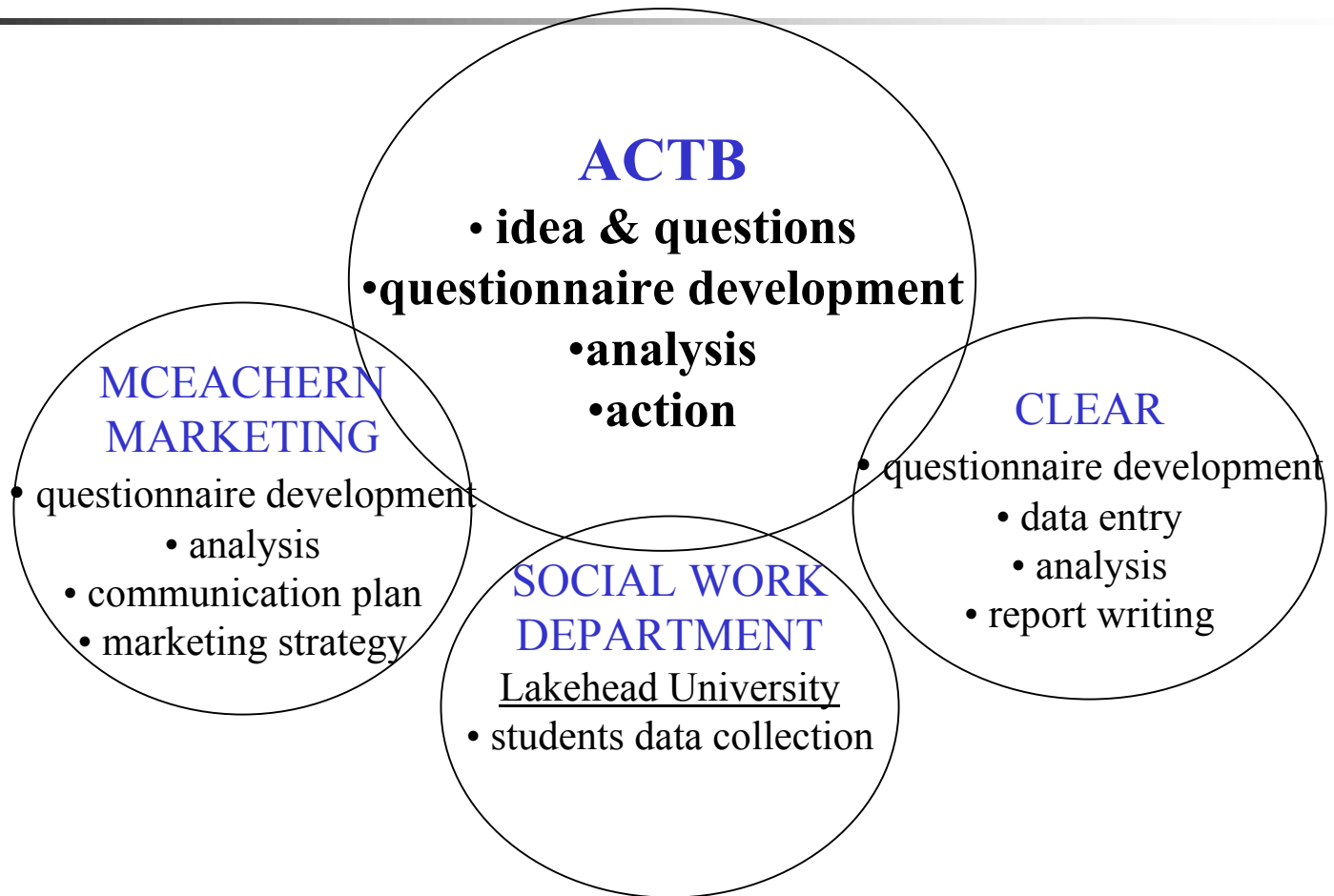


Purpose of Evaluation

To use an outreach/needs assessment approach to determine community perceptions and needs.

- What are the knowledge attitudes and beliefs about HIV/AIDS in the general community and high-risk groups?
- 2) What is the knowledge about ACTB and the services it provides and its importance to the community?

Collaborative Community Research





Knowledge about HIV/AIDS

- 20 item scale developed by the National Centre for Health Statistics
- assess knowledge about transmission & treatment
- participants rate items true, false or don't know



Attitudes HIV/AIDS

- 8 item questionnaire developed by Adrien et. al., 1990
- positive attitude is defined as one consistent with WHO tenets stating individuals with HIV/AIDS treated without prejudice
- participants indicate agreement or disagreement with items



Knowledge about ACTB

- 7 items developed by staff of ACTB and McEachern Marketing
- asked knowledge of ACTB services & where heard about services

Sample

467 participants

397 outreach

- bars
- malls
- bus shelters

70 telephone

- random telephone numbers

- no statistically significant difference on measures
- demographic differences outreach younger, fewer working full-time, lower educational levels
- 70% sample under 34 years

Knowledge of HIV/AIDS (N=467)

| | Total | Percent Correct Answer | Percent Wrong Answer/Not Sure |
|--|-------|------------------------|-------------------------------|
| | Count | % | % |
| HIV can reduce the body's natural protection against disease | 467 | 88.0 | 12 |
| HIV can damage the brain | 467 | 31.9 | 68.1 |
| AIDS is a collection of diseases that happen after you have been infected with HIV | 467 | 63.2 | 36.8 |
| A person with HIV can pass it onto someone else through sexual intercourse | 467 | 98.9 | 1.1 |
| A pregnant woman who has HIV can pass it onto her baby | 467 | 92.9 | 7.1 |
| A person who has HIV can look and feel well and healthy | 467 | 88.9 | 11.1 |
| There are medications available, which can lengthen the life of a person infected with HIV | 467 | 80.9 | 19.1 |
| A person with HIV can pass it onto someone by sharing needles, syringes or works | 467 | 98.5 | 1.5 |
| There is a vaccine available to the public that protects a person from getting infected with HIV | 467 | 75.8 | 24.2 |
| There is no cure for HIV or AIDS at present | 467 | 90.8 | 9.2 |

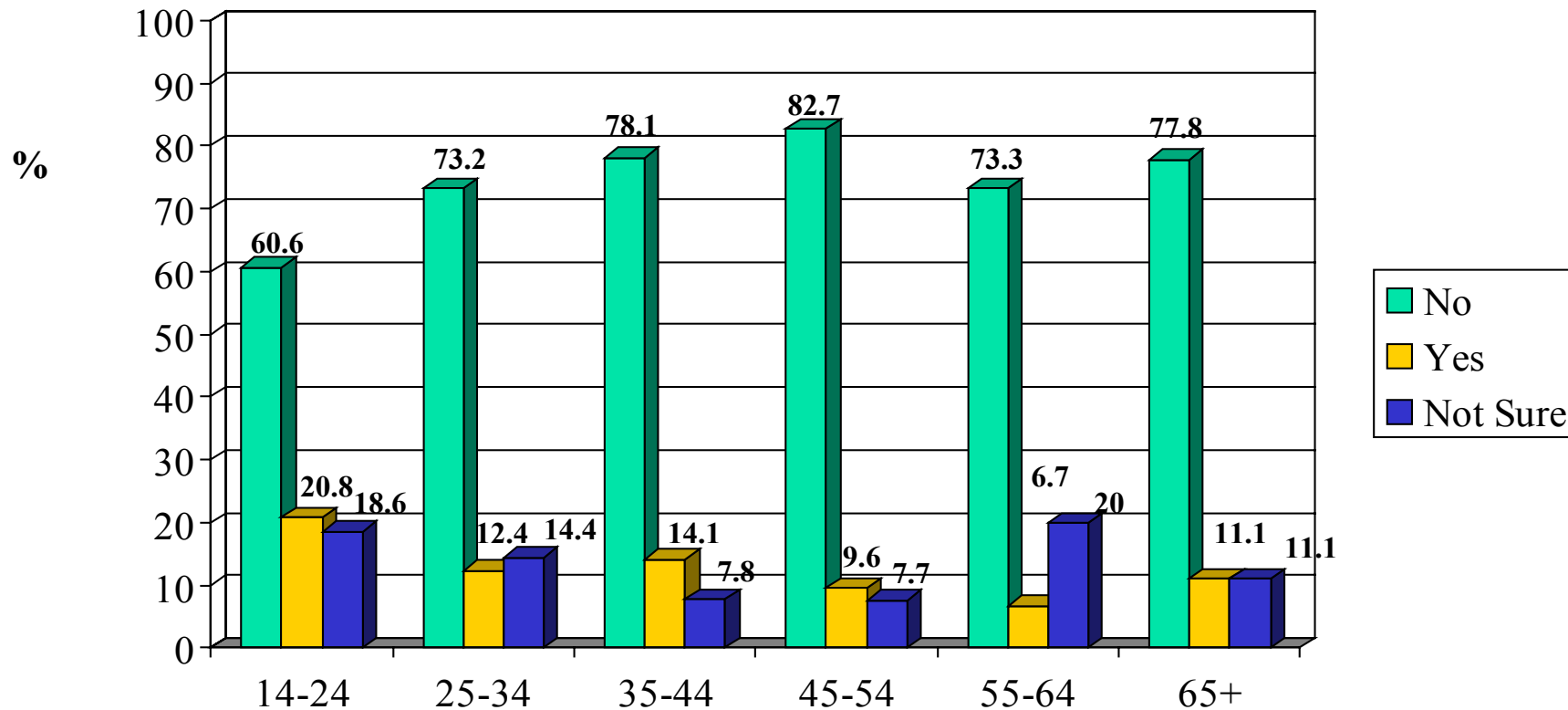
Do you think a person can get HIV from:

| | Count | Percent Correct % | Percent wrong or unsure % |
|---|-------|-------------------|---------------------------|
| Working in casual contact with someone with HIV | 467 | 92.4 | 7.5 |
| Sharing plates, forks or glasses with someone with HIV | 467 | 77.1 | 22.9 |
| Using public toilets | 467 | 81.6 | 18.4 |
| Sharing needles for drug use with someone with HIV | 467 | 97.9 | 2.1 |
| Being coughed or sneezed on by someone with HIV | 467 | 76.2 | 13.8 |
| Attending school with a child with HIV | 467 | 93.8 | 6.2 |
| Mosquitoes or other insects | 467 | 50.3 | 49.7 |
| Hugging someone with HIV | 467 | 97.0 | 3.0 |
| Kissing someone with HIV on the mouth | 467 | 63.6 | 36.4 |
| Being cared for by a nurse, doctor, dentist or other healthcare worker with HIV | 467 | 71.7 | 28.3 |

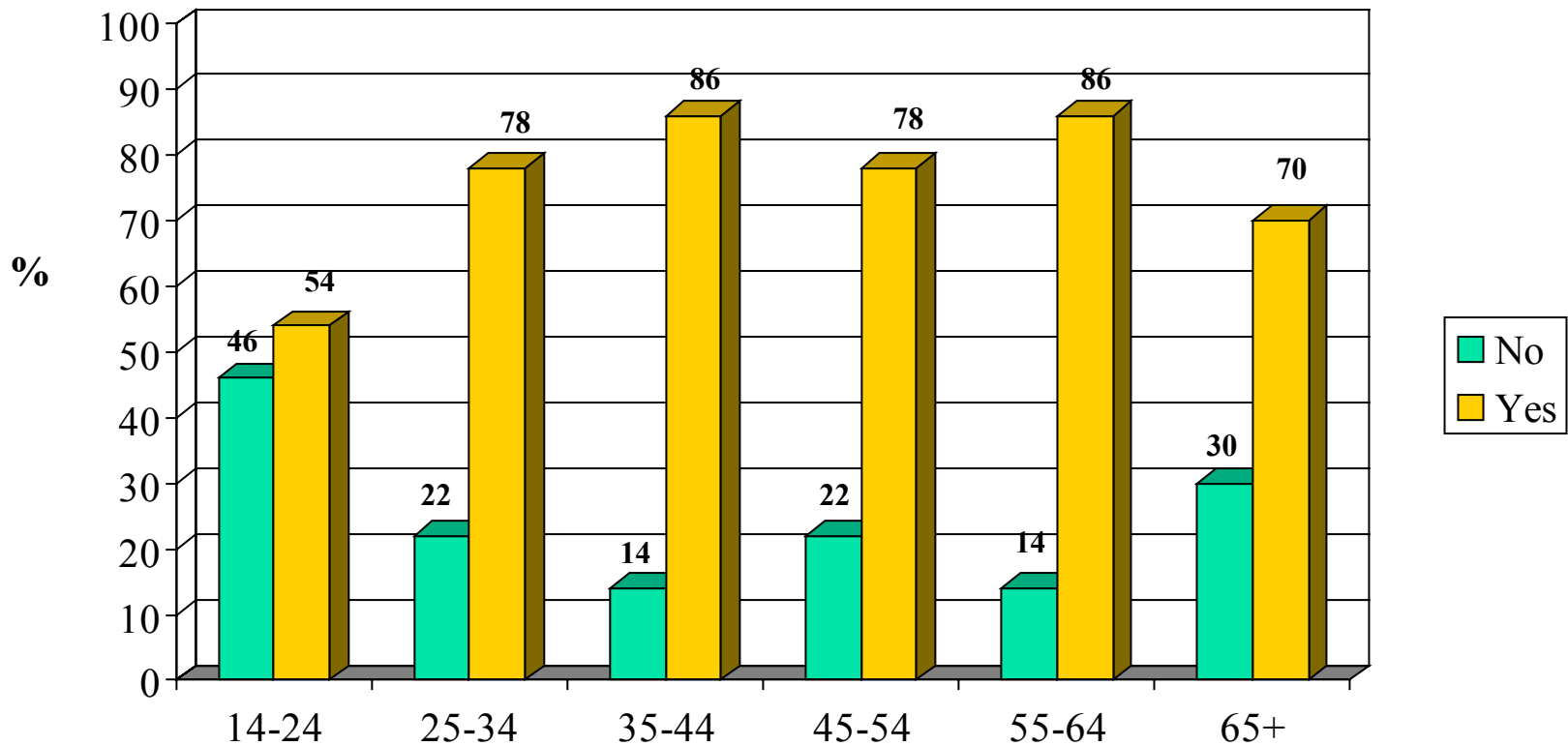
Attitudes and Beliefs

| | Total | Percent Positive Attitude and Belief | Percent Negative or Unsure Attitude |
|--|-------|--------------------------------------|-------------------------------------|
| | Count | % | % |
| Persons with HIV should be reported to the authorities | 466 | 70.2 | 29.8 |
| The names of persons with HIV should be published in the newspaper | 467 | 94.0 | 6.0 |
| Persons with HIV or AIDS should be quarantined (isolated from other people) | 467 | 90.8 | 9.2 |
| If you had a friend who told you they had HIV, you would not be their friend anymore | 467 | 92.3 | 7.7 |
| Everybody should be forced to be tested for HIV | 467 | 55.5 | 44.5 |
| Public advertising of condoms against HIV should be forbidden | 467 | 86.7 | 13.3 |
| There should be more emphasis on the use of condoms to reduce the risk of HIV transmission | 467 | 87.2 | 12.8 |
| Needle/syringe exchanges should be promoted to reduce the risk of HIV transmission | 466 | 73.8 | 26.2 |

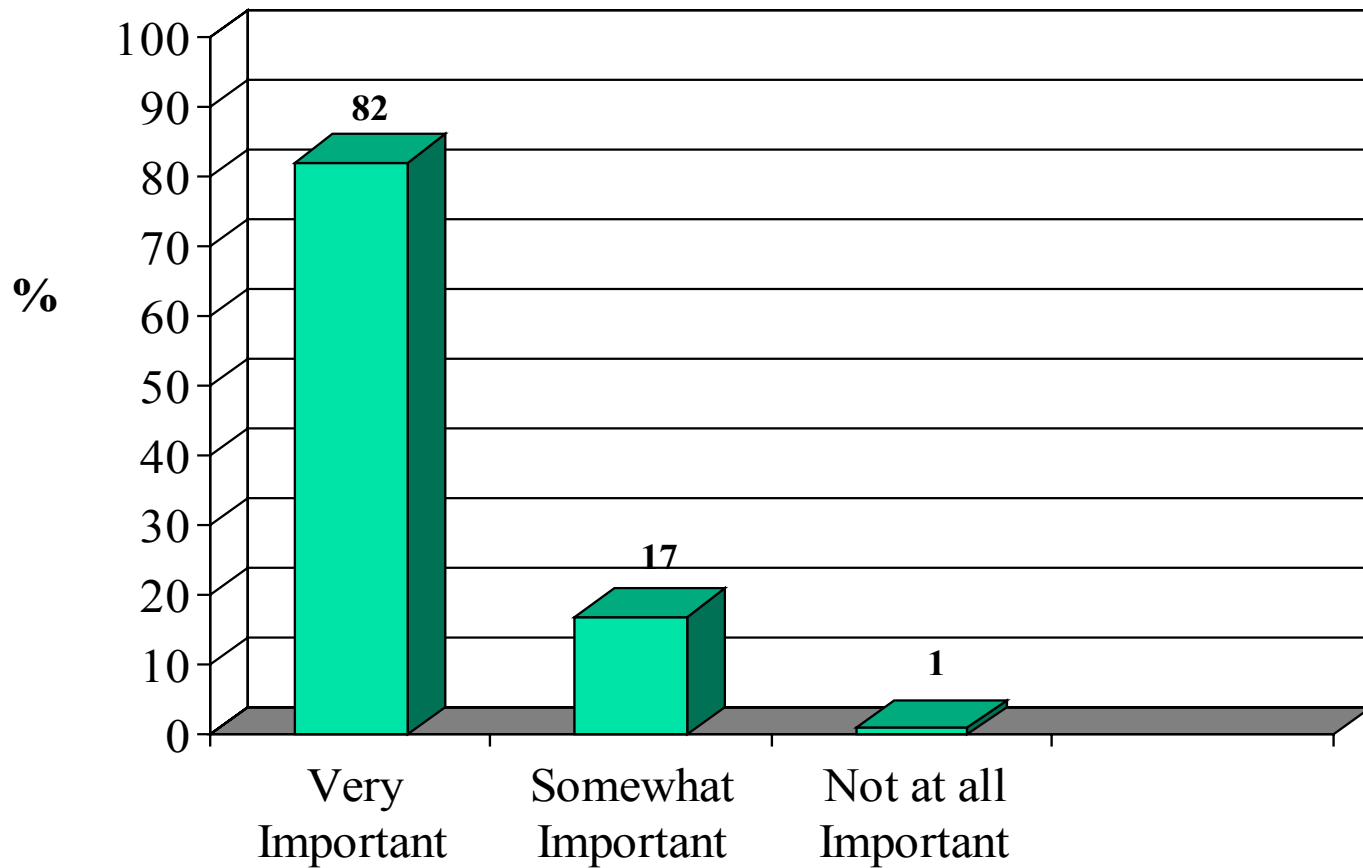
Identified Risk of becoming infected with HIV



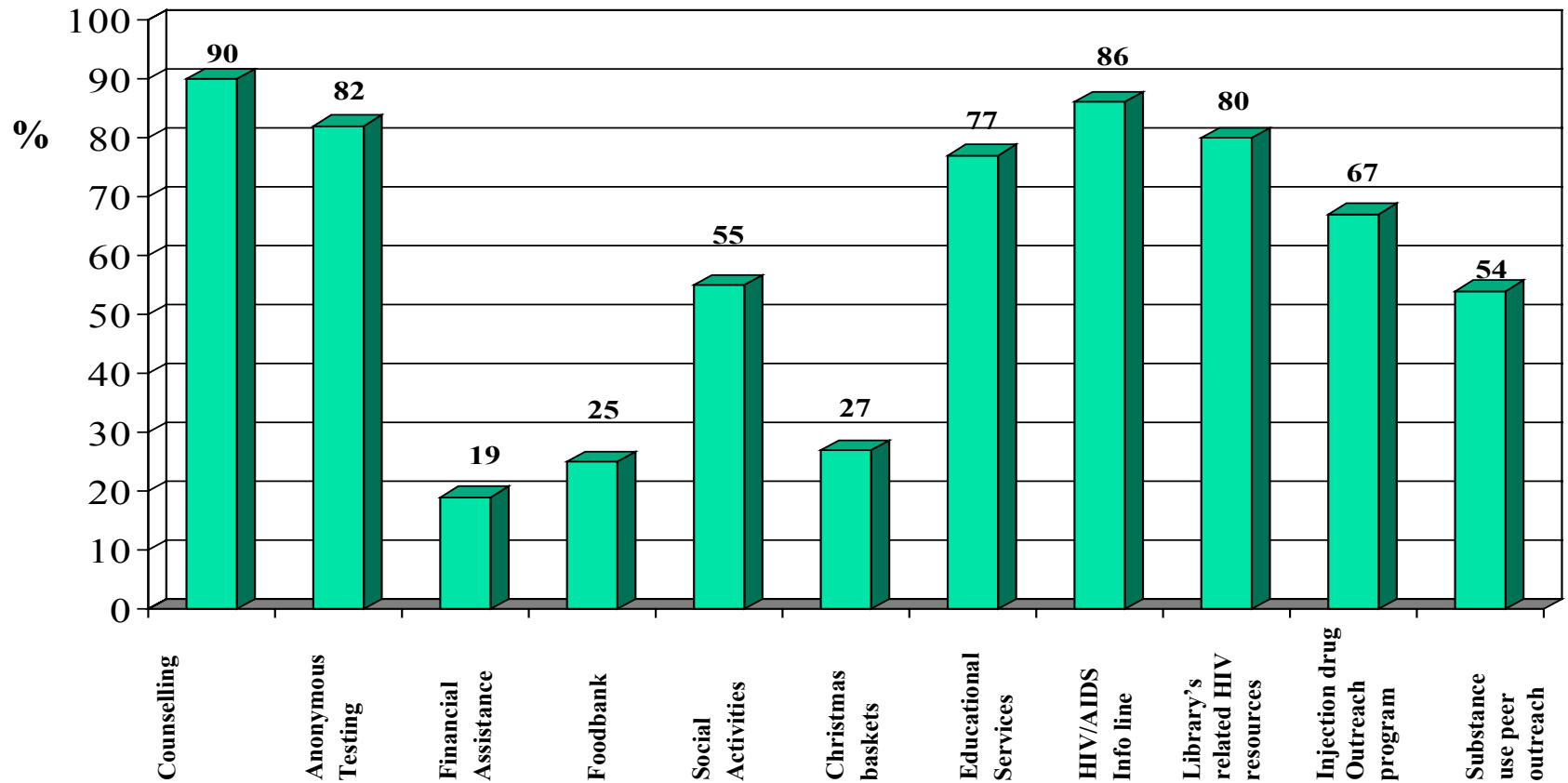
Heard About ACTB



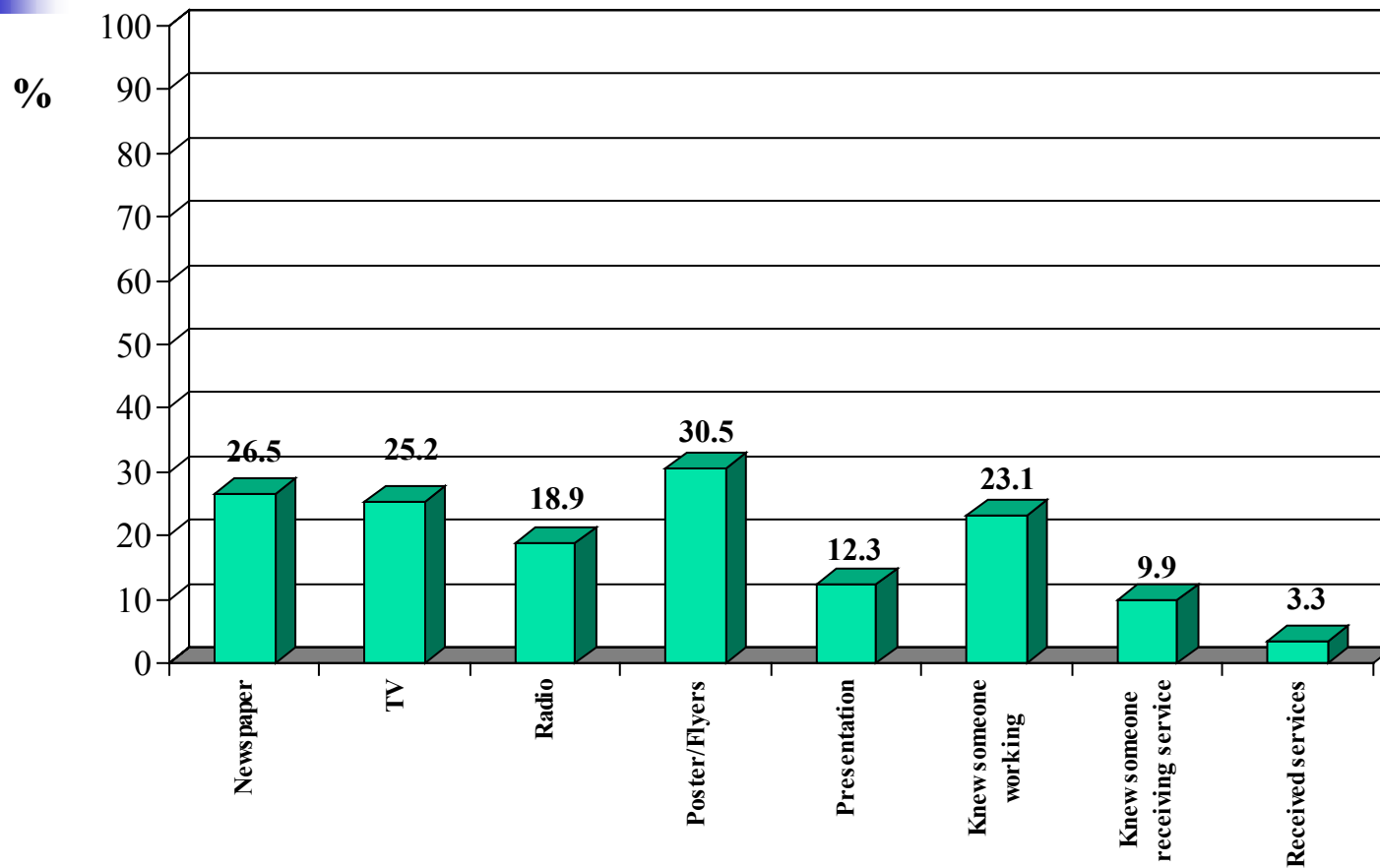
Importance of having an ASO in Community



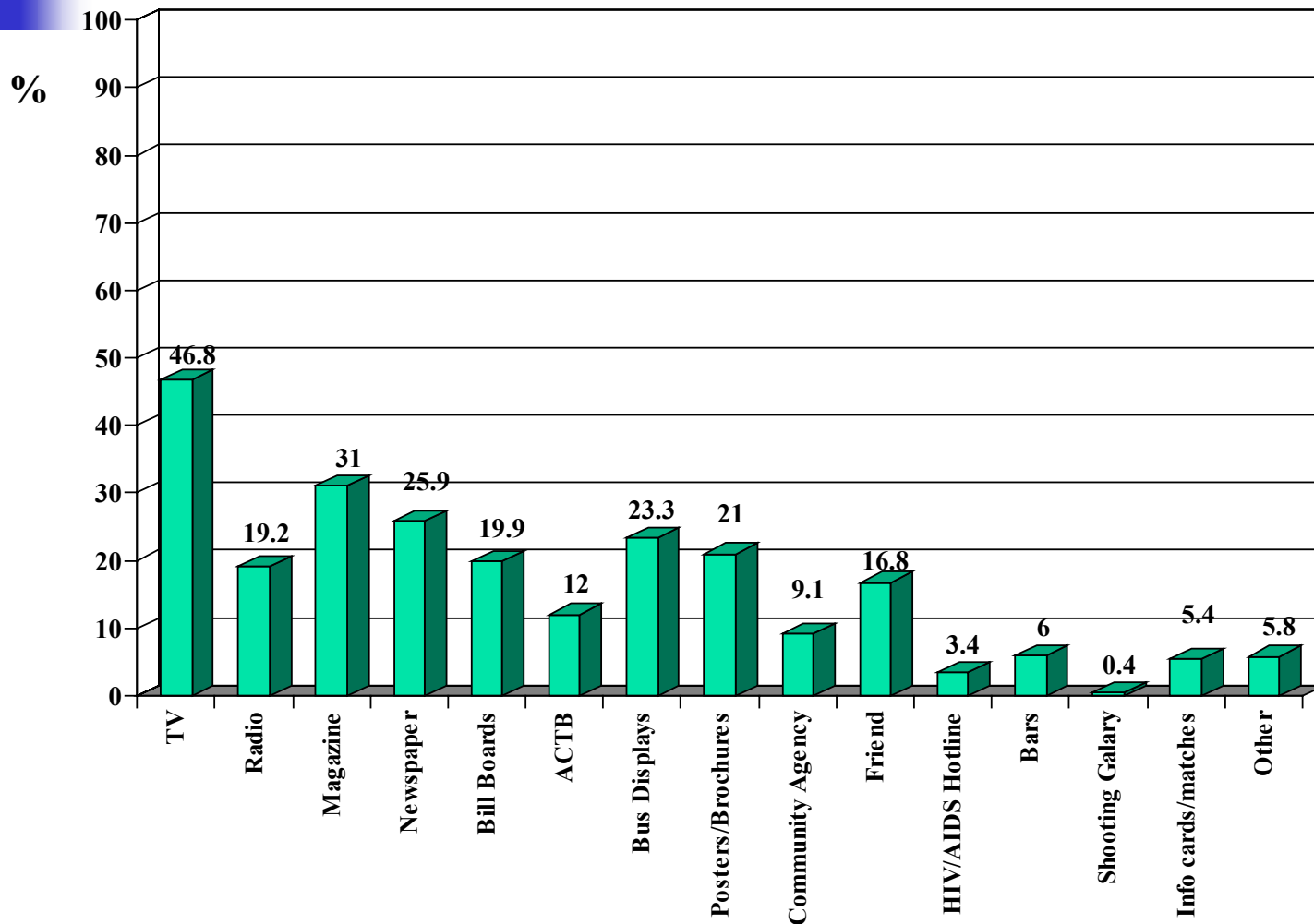
Knowledge about Services offered by ACTB (total sample)



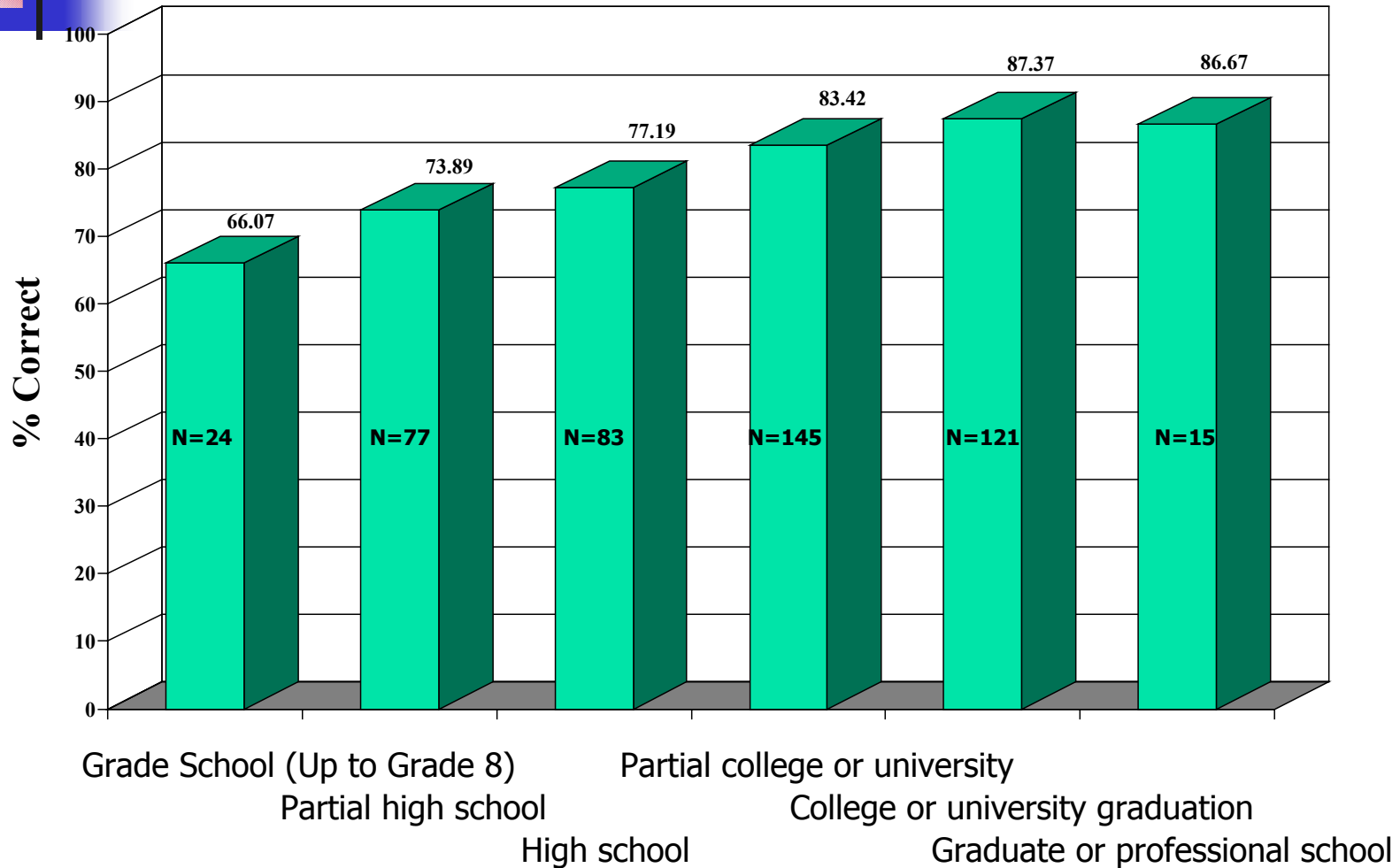
How those that knew about the agency found out about it



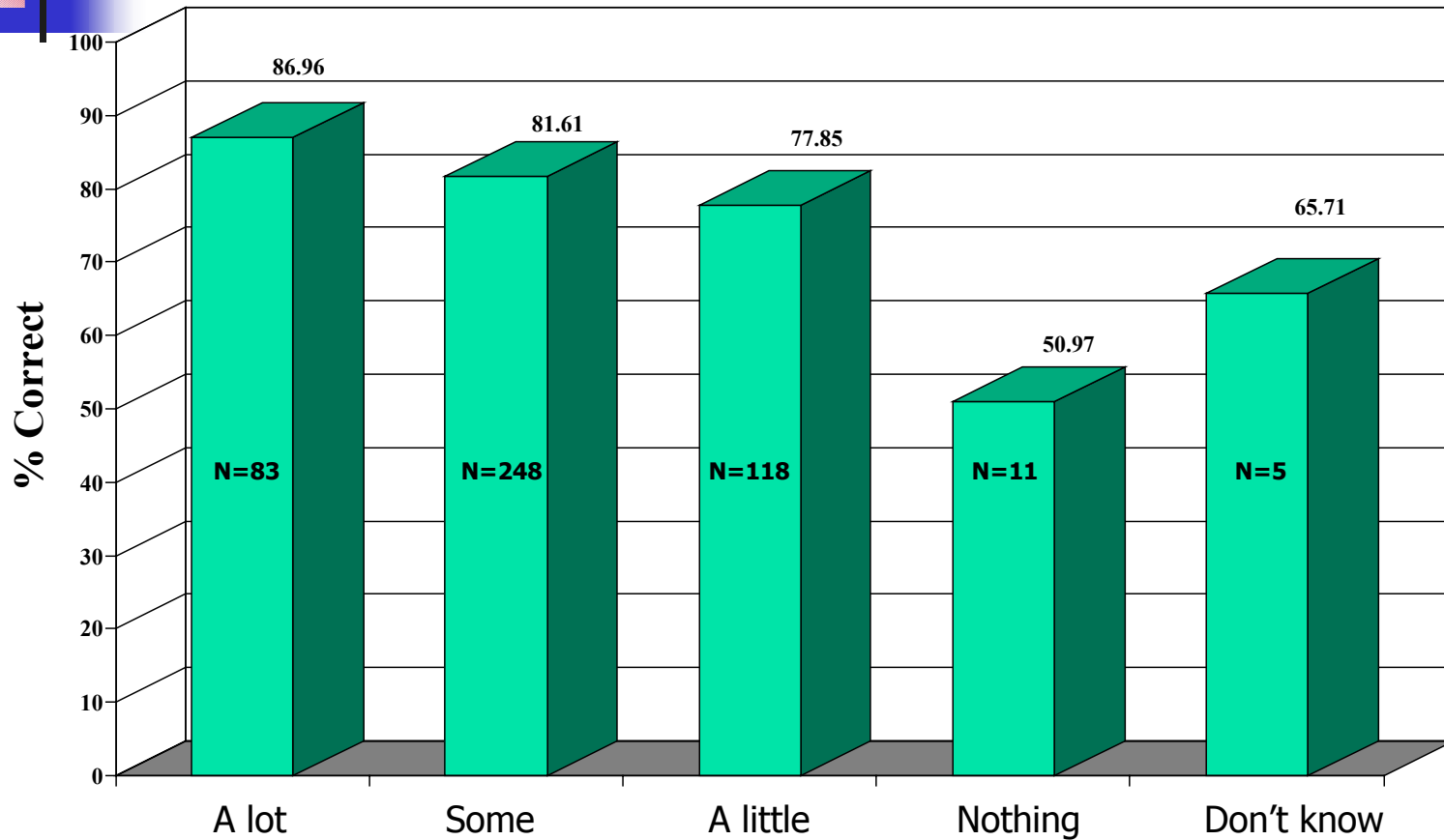
Where heard info about HIV/AIDS in past few months



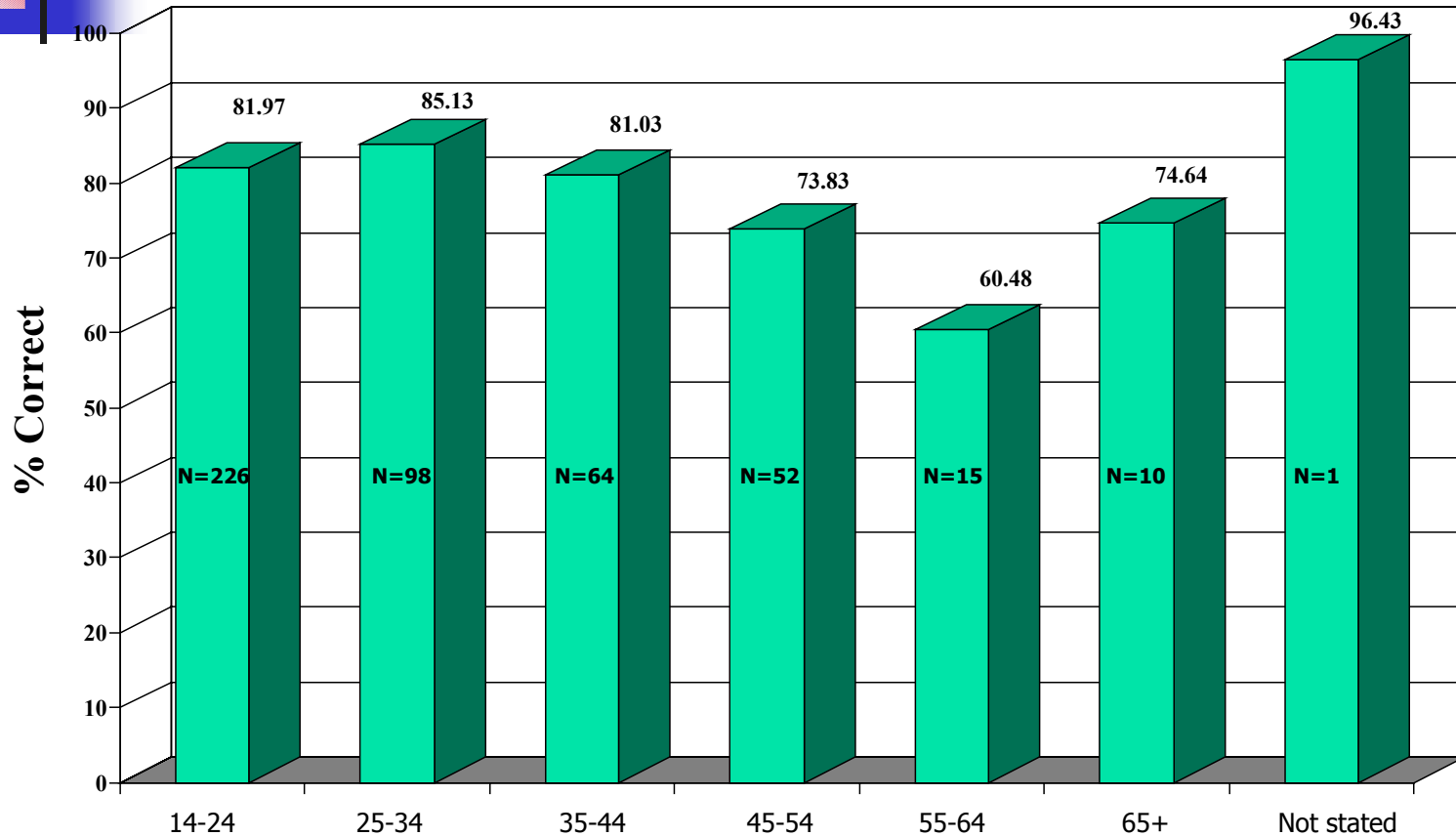
Comparison of mean scores according to education



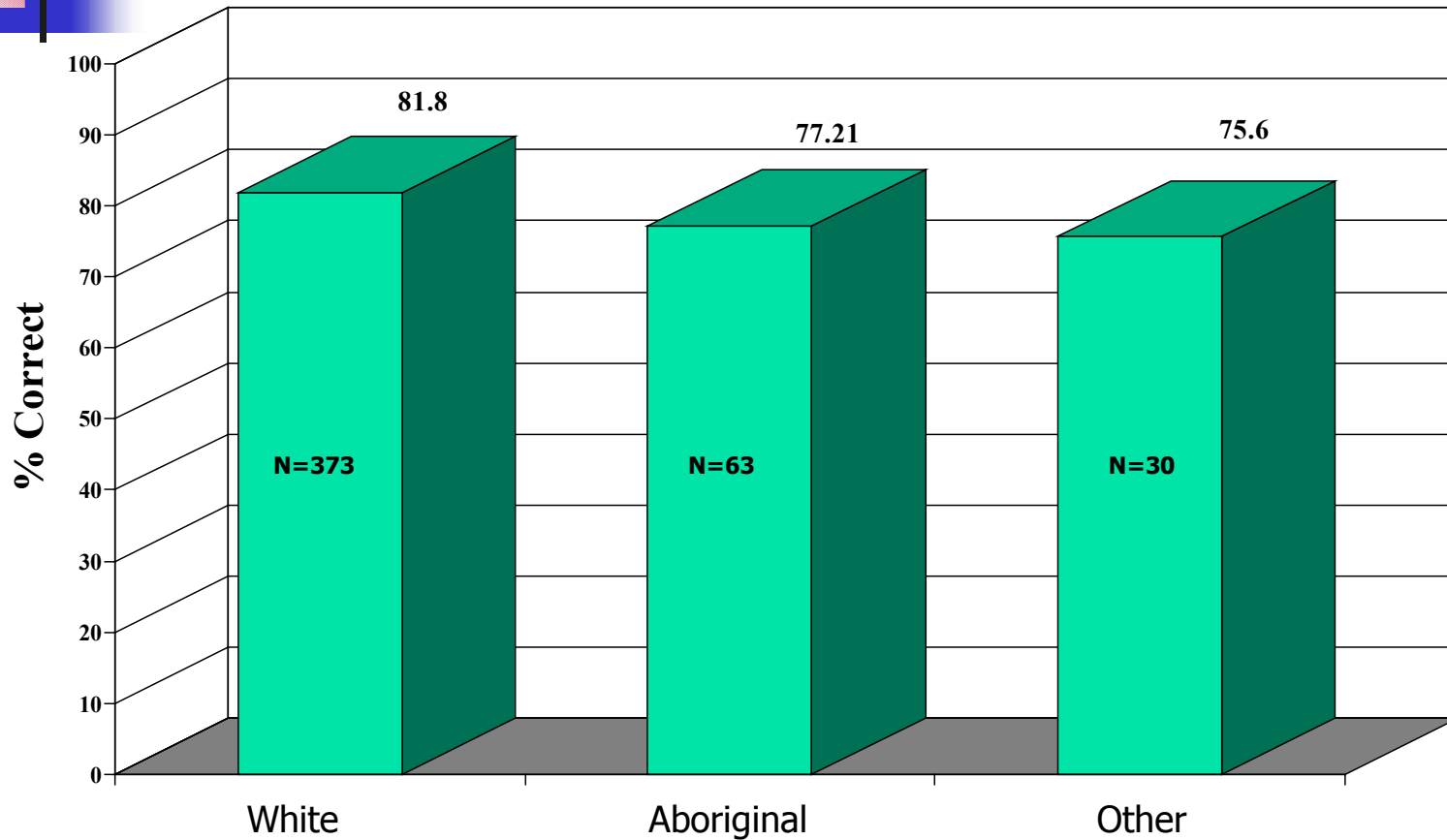
Comparison of mean scores according to how much participants think they know



Comparison of mean scores according to age category



Comparison of mean scores according to ethnic background





Summary

Findings from knowledge and attitude.

- Questions identify areas to target in education and prevention programs.
- New social marketing messages being developed highlighting correct information on disease and modes of transmission.
- Younger ages (14-24 and 25-34) identified greatest risk of becoming infected (targeted youth programs).
- Knowledge questionnaire about agency resulted in process to develop a new name and logo.
 - Communication plan - Marketing strategy
- Collaborative partnership in conducting research - ACTB, McEachern Marketing, Lakehead University Social Work Department, CLEAR Unit.