

THE GLOBAL OTTAWA AIDS LINK (GOAL) WORKSHOP REPORT

ART-BASED HIV/AIDS PREVENTION:
BEST PRACTICES WORKSHOP



Art Credit: Hawa Kaba

November 28-29, 2007

Women's Health Research Unit
Institute of Population Health,
University of Ottawa



TABLE OF CONTENTS

TABLE OF CONTENTS	2
ACKNOWLEDGMENTS	3
EXECUTIVE SUMMARY	5
INTRODUCTION	5
OPENING REMARKS	6
KEYNOTE SPEAKER'S ADDRESS.....	7
GUEST SPEAKERS.....	8
ARTISTS PERFORMANCES AND PRESENTATIONS	10
RECOMMENDATIONS	13
NEXT STEPS FOR THE GOAL AND TWINNING PROJECT	13
APPENDICES	14
1. AGENDA	14
2. PROFESSIONAL BIOGRAPHIES	17
3. WORKSHOP EVALUATION	22
4. INTERNET SOURCES.....	25

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- **ACCHO** – African and Caribbean Council on HIV/AIDS in Ontario
- **ACHNO** – African and Caribbean Health Network of Ottawa
- **CIDA** – Canadian International Development Agency
- **CIHR** – Canadian Institutes of Health Research
- **Health Canada***
- **ICAD** – Interagency Coalition on AIDS and Development
- **LUCS** – La Ligue Universitaire de lutte Contre le SIDA
- **OCHA** – Ottawa Coalition on HIV/AIDS
- **OPH** – Ottawa Public Health
- **SWCHC** – Somerset West Community Health Centre
- **WHRU** - Women's Health Research Unit, University of Ottawa



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Workshop Coordinators

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Lucie Kalinda
Melissa Rowe

MC and Facilitators

Kweku Winful
Rose-Ann Bailey
Lucie Kalinda
Melissa Rowe

Master of Ceremonies
Facilitator
Facilitator
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Speakers/Presenters

Paulin Basinga
Kevin Cunningham
Jessica Ferne
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Hawa Kaba
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Oni the Haitian Sensation
The Ottawa Street Team

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EXECUTIVE SUMMARY

The Women's Health Research Unit (WHRU), Institute of Population Health, University of Ottawa, through the Global Ottawa AIDS Link (GOAL) and its local and international partners sponsored an innovative international workshop entitled: *Art-Based HIV/AIDS Prevention: Best Practices Workshop* on November 28th and 29th 2007 at the University of Ottawa. The workshop explored the role of art as a prevention and health promotion tool in relation to HIV/AIDS.

Approximately 80 people, including community members, funders, researchers, service providers, students, various artists and youth, attended the two-day, interactive workshop. The workshop program included a line-up of guest speakers from local, provincial, and international programs and organizations. The workshop featured different forms of art, including, drama, cartoons, visual art, 'Body Mapping', popular theatre, hip hop, poetry, photography, and hair styling, to explore prevention and health promotion messages regarding HIV/AIDS.

Art has been identified and used as a powerful tool in disease prevention and health promotion worldwide. Art has been used for the prevention of tobacco and alcohol use and as a therapy for mental illnesses. Sensitive health messages are communicated in non-threatening ways through art. Coupled with conventional health promotional methods, art is a powerful mechanism to change attitudes and behaviours about sexual health.

The workshop was a great statement of the power of art in HIV/AIDS prevention. It provided a forum for participants to engage in a dialogue about health and HIV/AIDS and the healing capacity of art. It was a great exchange of learning experience for many participants.

Recommendations and next steps for further actions against HIV and AIDS were generated through discussion during the workshop. Refer to Appendices.

INTRODUCTION

The Art-Based HIV/AIDS Prevention: Best Practices Workshop was a two-day event held at the University of Ottawa on November 28th and 29th, 2007. The event coincided with World AIDS Day which is observed annually on December 1st. The **Global Ottawa AIDS Link (GOAL)** project team based at WHRU of the Institute of Population Health (IPH) at the University of Ottawa coordinated the event that attracted local, provincial, international guest speakers, artists and a wide variety of participants.

WHRU partners in this workshop included the National University of Rwanda and Ottawa's Somerset West Community Health Centre. Students, academia, health professionals and other service providers, community advocates, educators, local media, and various local artists took part in the two-day event attended by approximately 80 persons. *The Ottawa Citizen*, one of Ottawa's daily newspapers, ran an informative and favorable review of the workshop in its December 1st edition.¹

¹ <http://www.canada.com/ottawacitizen/news/story.html?id=5490dab5-7ab9-4461-8791-315cb3bd75a4>

Master of Ceremonies

The Master of Ceremonies was Carleton University engineering student **Kweku Winful**, Race, Ethnicity and Cultural Administrative Coordinator, and President of the National Society of Black Engineers. He stated that HIV/AIDS is a serious social and health issue that is societal, not individual, in scope.

Facilitators

Rose-Ann Bailey, HIV/AIDS Prevention Campaign Coordinator of Toronto-based African Caribbean Council on HIV/AIDS in Ontario (ACCHO) was the workshop facilitator for the first day, while the GOAL project's coordinator of the International HIV/AIDS Partnership, **Lucie Kalinda** and **Melissa Rowe**, African and Caribbean Health Network of Ottawa (ACHNO) coordinator were the workshop facilitators for the second day. These women skillfully coordinated and fielded questions from the audience in their role as facilitators.

OPENING REMARKS

Carol Amaratunga, Chair of the Women's Health Research Unit and Co-founder of the GOAL project, presented the workshop's welcoming address. Dr. Amaratunga articulated that the goal of the workshop was to explore the "feasibility and effectiveness" of using art as a vehicle for community education and the prevention of HIV/AIDS in communities in Canada and internationally. The objectives of the workshop were as follows:

1. To expose the participants to an innovative technique of prevention of HIV/AIDS: Art Based Technique
2. To learn about and share best practices from Rwanda and other southern countries in prevention of HIV/AIDS
3. To strengthen the partnership among local and international service providers involved in the prevention of HIV/AIDS.



The workshop was a "community-driven event", a fact underscored by Dr. Amaratunga in her address. As evidence of this, she noted that the workshop was made possible through the collaborative efforts of the WHRU team; the GOAL project and workshop coordinator, **Félicité Murangira**; the coordinator of the International HIV/AIDS Partnership, Dr. Lucie Kalinda; the African and Caribbean Health of Ottawa coordinator, and Ms. Melissa Rowe with the support of ACCHO.

The workshop reflected the collaborative work of the GOAL project through the community partnership and the on-going, formal international HIV/AIDS partnership that the GOAL project enjoys with the *Ligue universitaire de lutte contre le SIDA* (LUCS) of the National University of Rwanda (NUR) in Butare and Somerset West Community Health Centre in Ottawa.

Dr. Amaratunga welcomed attendees and presented the philosophy of GOAL and its achievements to date: these included developing a culture of mutual learning, where southern expertise in HIV/AIDS education and prevention can be adapted in Canada.

The GOAL project conducted a series of community focus group discussions with African and Caribbean communities in Ottawa in 2005 and 2006. Several of the findings from these focus group discussions provided impetus for this *Art-Based Workshop*.

The project aims to communicate and disseminate research findings for the benefit of communities in Ottawa that experience barriers to health and social care, systemic racism, stigma and discrimination.

Her Excellency Edda Mukabagwiza, the Rwandan Ambassador to Canada set the tone for the workshop in her eloquent and bilingual opening address. “The workshop will challenge us to work together...to create greater awareness of the risk of HIV/AIDS in our communities...and to eventually decrease the occurrence of HIV/AIDS.” Rwanda has achieved measurable results in reducing HIV/AIDS prevalence rates from 11% to 3% in the period from 1996 to 2005, noted the Ambassador. She also emphasized the central role that radio messaging in the form of serial drama has played in reducing national HIV/AIDS rates in Rwanda. The on-going collaboration between WHRU and NUR is a vital partnership to cultivate. Work such as this, “saura se distinguer par une différence remarquable...qui surpasse les recommandations, et qui embarque dans les actions concrètes.” (will yield remarkable results beyond the recommendations towards concrete actions).



KEYNOTE SPEAKER'S ADDRESS

William Ryerson, President of Population Media Center spoke about **Social change through radio serial drama in Africa**. He began by saying that communications work “is not as easy as we may think” in reference to using media to achieve positive and lasting societal change. However, the media is a potent source of educational messaging when used cleverly and creatively. The central challenge to using media to this end is in creating messaging that is appealing versus preachy. This is especially true in matters relating to reproductive, sexual health, and HIV/AIDS, that are associated with stigma and taboo.

The “Sabido Method” (after Miguel Sabido, Mexican scientist/artist/creator) is the tool the Media Center currently employs in 15 countries in the global south to promote entertainment education through radio, internet, serial dramas or soap operas that are usually broadcast over a period of one to two years. For example, Ethiopia I series comprised of 257 episodes. The approach also draws from the thinking of psychiatrist Carl Jung, and the body of work on self-efficacy and learning of American socio-behavioralist, Albert Bandura.

The Media Center has helped create successful radio dramas in Tanzania, Ethiopia, Nigeria and Rwanda, among others. The radio dramas are listened to by huge audiences in countries where radio is the most common form of media communication. Programs are tailor-made to fit the cultural, linguistic, political, social, and historical contexts unique to the particular country.

The programs have high entertainment value as well as high value in terms of social justice messaging. Values, both positive and negative, are conveyed and reinforced through the characters, and the audience develops affinities, as well as disdain, for their respective behaviours. A key to the success of the programs is measured, for example, in viewer feedback in the form of letters. These letters reaffirm the idea that the soap operas are reaching the viewers and having an effect on them. The listeners “fall in love” with the characters through sympathy and emotion, creating a relationship between the viewers and the characters. The programs are highly emotional, suspenseful and role models need to be believable so that audiences tune in again, explained Mr. Ryerson.

The Media Center and the in-country radio team test and measure the impact of their work. There is self-noted behavior change and boost in condom sales in districts where radio programs are broadcast. Tangible results of the radio dramas have included: increasing self-efficacy among listeners, increasing adult education and health literacy, addressing and overcoming social obstacles through role models, and “seduction by characters”.

GUEST SPEAKERS

Jack McCarthy, Executive Director of Somerset West Community Health Centre

Holistic approach to HIV/AIDS prevention by community health centres

The Somerset West Community Health Centre (SWCHC) is one of 250 community health centers in Canada. Jack talked about their mandate of accountability to the community. They provide accessible, locally tailored and integrated primary health care. SWCHC serves a low-income, urban population of about 40,000 persons in central Ottawa. Jack outlined current HIV/AIDS service delivery covering the City of Ottawa. The Centre operates a number of HIV and AIDS-related programs that include anonymous HIV testing, harm reduction through street outreach, advocacy via the Ottawa Coalition on HIV/AIDS, care and case management, prevention education targeting African and Caribbean communities through HIV/AIDS community coordinators: one of the grassroots foundation and pillar stone of the GOAL project.

Jack McCarthy surprised his audience by saying that Ottawa has one of the highest rates of HIV and Hepatitis C in Canada, second only to Vancouver. As a partner to the GOAL project, Jack traveled to Rwanda as part of the delegation that visited LUCS in Butare, various health centres in Kigali and other parts of Rwanda. He discussed lessons learned through the Rwandan twinning linkage project, and provided many passionate examples from his visits eg: the power of community development, the scope of the pandemic, the resilience of the Rwandan people, and the many effective intervention strategies in Rwanda. Jack concluded that Canada can learn from community based practice in Africa and the Caribbean and he shared their vision of passion, energy, hope and optimism.

Paulin Basinga, representative of *Ligue Universitaire de Lutte Contre le SIDA* (LUCS), National University of Rwanda in Butare

Participatory drama to communicate STD and HIV/AIDS-related messages targeting youth.

Dr. Basinga provided an excellent overview which demonstrated the merit of using participatory drama to communicate STIs/ HIV/AIDS related messages to youth and university students.

Participatory drama is interactive, culturally sensitive, and fosters direct participation by the audience. Self-efficacy and self-esteem are results of this form of education. Sexual health messages are shared at events in the form of pamphlets and flyers, and are reinforced with opportunities for interpersonal contact and follow-up through counseling for students.

On his second day's presentation, Dr. Basinga discussed the results of an experimental study entitled "**forum theatre**" and its role in **behavior changes among adolescents in Butare**. The goal of the theatre is to create a positive impact on attitudes, practices, self-efficacy and encourages more discussion on sensitive issues.

As a conscious intervention that fosters critical collective analysis of shared problems and as a rehearsal for individual and collective social action, participatory drama was used as an intervention in a quasi-experimental study among a group of youth in Rwanda. The intervention put emphasis on knowledge, attitudes, beliefs, practices and perception of risks related to HIV/AIDS, sexuality and reproduction among youth. The experimental group was exposed to the professionally developed participatory drama series, while the control group was exposed to classical education on HIV/AIDS.

The observation period was 6 months. The study revealed that both intervention methods were effective and complementary. This study found that forum theatre could be used with other media to reinforce its message. Moreover, that the use of drama enabled more discussions on sensitive questions and issues. The use of forum theatre increased participant self-efficacy and it had a significant impact on attitudes and practices. On the other hand, classic education had a greater impact on in-depth knowledge of phenomenon relating to the material presented. This study suggested that the forum theatre intervention method could be used further on other vulnerable population groups like commercial sex workers, long distance truck drivers, and high-risk mobile populations. It could also be used to increase the sensitization of adolescents at secondary schools and to incorporate sexuality and reproduction into school curricula. Dr. Basinga emphasized the power of participatory drama when messages are used in language familiar to communities.

Firdaus Kharas, Executive Producer, Chocolate Moose Media

Mr. Kharas spoke about "**The use of cartoons for HIV/AIDS prevention: *The Three Amigos***". *The Three Amigos* refers to a series of Public Service Announcements (PSAs) aimed at promoting the use of condoms and stopping the spread of HIV/AIDS. The PSAs features three animated, talking condoms which are used in comedic situations to promote the use of condoms. The condom characters are depicted in a variety of settings, and converse about a range of sexual health matters. Humor, creative use of language, innuendo and metaphor communicate messages about safe sexual practice and behavior.

The cartoons aim for behaviour modification in populations worldwide. The objectives of the cartoon animation project are: to de-stigmatize the condom; instruct on proper use of condoms; motivate women to use and negotiate the condom; and to give people the opportunity to talk about safe sex.

The global viewership of these cartoons is in the millions. The project (20 messages of 20-60 seconds each) is currently been used by health care providers and broadcasters in 72 countries globally. Programs are prepared in approximately 40 languages. Mr. Kharas and his team produce and distribute copies of the cartoons free-of-charge to those who request materials through the website.

ARTISTS PERFORMANCES AND PRESENTATIONS

Insight Theatre Group

Jessica Ferne from Planned Parenthood of Ottawa introduced the *Insight Theatre Group* performing a play on **Positive decision-making for youth**

Annually for the past two decades, teenage students from Ottawa have been admitted as young actors in training for the *Insight Theatre Group*. Youth are trained in theatre in intensive training workshops, after which they perform in schools and other venues around Ottawa. Students write scripts for short vignettes and choreograph with leadership from Planned Parenthood. The content of the short plays emerge largely through the imaginations of actors.



The focus of this group's presentation was sexual health and HIV/AIDS prevention messaging aimed at teenagers. The group addresses stereotypes and fights against them through performance. The appeal and success

of the characters developed in the short vignettes is that the audience identifies with the characters, finding them appealing and true to their lived experiences. The group is scheduled to appear in front of audiences until the end of the year. "We get down to the ground level and meet the kids where they are," commented Jessica Ferne.

The Ottawa Street Team performance: Hip hop and theatre in HIV/AIDS Prevention

Rose-Ann Bailey, ACCHO Prevention Campaign coordinator, proposed to assist and train a youth group in Ottawa, in a model of community performance arts, a model already existing in London and Toronto: *The Street Team*, to perform **Hip hop and theatre for HIV/AIDS Prevention**.

Ms. Bailey, assisted by the choreographers **Kevin Cunningham** (founder of the School of Mayhem Entertainment in Toronto) and Ms. Arlene Roze Jardine (community worker and role model for many youth in Toronto) put together this drama performed by a dozen high schools and university youth. Students enacted and dramatized characters that displayed positive and negative sexual attitudes and behaviors. The 45 minute play performed by youth and young adults representing 7

African and Caribbean countries, was successfully received by workshop participants (see Appendix 4). The actors portrayed several characters, including “Dodo” the basketball playing virgin and “Cleopatra” the promiscuous high school diva, and presented these characters in situations common among youth. The youth were able to contribute to the roles as well as the situations and reactions



of their characters. Promiscuity, condom use, HIV testing, homophobia, and the role of churches, were some of the issues addressed.

Attitudes and reactions to HIV positive diagnosis during the dramatic piece ranged from shock, fear, disbelief, understanding, compassion, stigma and discrimination. The spectrum of reactions to the HIV+ diagnosis reflects reality, commented Rose-Ann in her commentary and question and answer period that followed the performance. The idea is to “build youth capacity so that they can do this on their own,” commented Rose-Ann.

Gustavo Hannecke, Local Artist Photography

In his presentation on **“Positive prevention and body mapping”** Gustavo emphasized the support of the ‘Living Room’: the common place for those living with HIV/AIDS in the accessibility to the services. Positive prevention reminds service providers of the importance of utilizing their lived experience in existing prevention programs. It also reminds us of the threatening effect of discrimination and isolation and how these contribute to the spread of the disease.

The photographs depicted by Gustavo express the dignity, empowerment, and inner strength of these people and the challenges they face. This ‘positivism’ has replaced the stigma and fear –the biggest austerity they face, by confidence and self esteem. It teaches other people with HIV still living in isolation on how to cope with the disease.

Doretta Charles, Poet Contemporary Spoken Words

Doretta Charles has incorporated spoken word and poetry to deliver her unique take on issues such as gender rights, environmental awareness, and HIV/AIDS. According to Dorreta, she performs spoken word poetry and singing not only because it is enjoyable, but it is also a medium to deliver a message; it's a powerful and unique form of communication. The best audience is people who have never heard this style of art before, the innocent ears. There are so many quiet heroes that walk among us, heroes that are not looking for recognition or gratification, however their stories and their actions are inspiring. Dorreta finds the quiet heroes are the best inspirations for poetry.

Hawa Kaba, local visual artist Visual Art

Hawa presented on how **visual art can contribute to reduce depression**. She has experience in teaching visual arts at Edgewood Residence where her art classes promote self expression, self confidence and provides therapy to mentally challenged adults. She believes that the engagement in

art has a healing effect; overcoming isolation faced by people living with chronic diseases such as HIV/AIDS, is achieved through art. Collections of visual arts done by individuals living with chronic illnesses were displayed. The illustrations underscored the role of visual art in overcoming the isolation of people living with chronic illnesses and the role of self-expression through art.

Zhaida Uddin, Ottawa Public Health Department (OPH)
Operation Hair Spray

“**Operation Hair Spray**”, an innovative health promotion community-based approach in Ottawa, engages African Caribbean hair stylists and barbers as conduits for reaching people from African and Caribbean communities. The objectives of the project are: increasing community capacity, reducing barriers to health, and evaluating the use of hairstylists and barbers as peer volunteers in providing HIV/AIDS information. Nineteen hairstylists were trained for the pilot project. Conversations with clients included information on HIV/AIDS, where to go for testing, and referrals to websites and organizations. In the first year, the peer volunteers had over 14,000 conversations with clients about HIV/AIDS prevention, referrals to community agencies and websites. In addition, over 24,000 condoms were distributed as well as other resource materials, such as pens, candies with the sexual health info-line telephone numbers, and information pamphlets on HIV/AIDS etc.

Community involvement in informal and non-threatening settings appears to be an effective channel to reach the African and Caribbean communities. Future attempts will focus on strengthening OPH reach in the community by continuing to develop trusting working relationships and sharing successes and challenges. The next phases of this project include partnering with community agencies, to expand reach to other salons and barbershops.

ONI the Haitian Sensation

Slam Poetry

Slam poet, Ingrid Joseph, whose stage name is ONI, entertained and educated the audience on HIV/AIDS through her unique brand of poetry. Slam is a form of performance poetry that emphasizes personality, audience involvement, and poetic quality. Ingrid is the first Canadian woman to tour the European slam poetry circuit. She has performed for audiences in Europe, Australia, Canada and the U.S.

Melissa Rowe, coordinator, African and Caribbean Health Network of Ottawa (ACHNO)

As a professional with experience of working in the area of community based research on HIV/AIDS, Melissa emphasized the fact, that African Caribbean people in Ottawa severely lack the availability and accessibility of culturally relevant services related to HIV/AIDS.

ACHNO aims to empower African and Caribbean communities in Ottawa in reducing HIV infection and its impact by creating greater access for the services through advocacy. She described ACHNO’s objectives as: coordination of the work of agencies, institutions and policy makers working with and for African Caribbean people concerning health promotion, prevention, education, support, care; community development, mobilization; and research. ACHNO came

together as a direct result of an identified need to respond to increasing HIV/AIDS rates in Ottawa; the network ties into Ottawa Coalition on HIV/AIDS (OCHA) which acts as an umbrella organization for a number of local joint action teams. In addition, the network has been working in collaboration with GOAL to identify the research needs, priorities for the African and Caribbean community around HIV/AIDS and other emerging health issues.

RECOMMENDATIONS

- Mobilize communities in the prevention of HIV and AIDS and integration of culturally appropriate prevention strategies.
- Train trainers to deliver more culturally appropriate services.
- Seek to mainstream cultural competency in all health and social services.
- Utilize and work with local media to highlight and strengthen the skills of the Insight Theatre Group and the Ottawa Street Team.
- Find channels to disseminate information given by the insight Theatre Group and the Ottawa Street Team so as to empower youth in their decision-making.
- Conduct additional research on art-based HIV/AIDS prevention methods and seek out funding sources to support projects, initiative and programs focused on arts methods.
- Use innovative strategies such as hip hop to promote behaviour change and raise awareness.
- Engage community in ongoing collaboration that has long-term vision.
- Secure financial support for follow-up on arts-based teachings advanced in this workshop.

NEXT STEPS FOR THE GOAL AND TWINNING PROJECT

- Prepare a joint policy document that communicates key recommendations emerging from the two-year partnership between GOAL, LUCS and all partners. This document will be based on mutual learning and will be relevant in both Rwanda and Ottawa; results disseminated to key stakeholders and policy audiences.
- Secure resources for implementing and sustaining future phases of the project.
- Enhance knowledge exchanges in HIV/AIDS prevention, education, research and evaluation in the aim of reducing impacts of HIV/AIDS in Ottawa and Butare.

APPENDICES

1. AGENDA

Day One

- 08:30 - 09:00** Registration, Breakfast
- 09:00 - 09:40** Opening of the Workshop
Rose-Ann Bailey, BFA, BEd
*Coordinator, African Caribbean Council on HIV/AIDS in Ontario (ACCHO)
HIV/AIDS Prevention Campaign*
- Welcoming Address
Carol Amaratunga, PhD
*Chair, Women's Health Research,
University of Ottawa*
- Opening Remarks
Her Excellency Mrs. Edda Mukabagwiza
Rwandan Ambassador
- 9:40 - 10:00** **Changing Rwanda's Future Via Social Change Soap Operas**
William Ryerson
President, Population Media Centre, USA
- 10:00 - 10:30** **The Holistic Approach of HIV/AIDS Prevention by Community Health Centres:
Example of Somerset West Community Health Centre and Its Link to the Twinning
Project**
Jack McCarthy
Executive Director, Somerset West Community Health Centre
- 10:30 - 11:00** **Break**
- 11:00—11:20** **Using Participatory Drama to Communicate STD/HIV/AIDS Related Messages
Targeting Youth**
Paulin Basinga, MD, MSc
*Ligue Universitaire de Lutte Contre le SIDA (LUCS) Representative,
National University of Rwanda*
- 11:20 - 11:40** **The Use of Cartoons for HIV/AIDS Prevention: The Three Amigos**
Firdaus Kharas
Executive Producer, Chocolate Moose Media
- 11:40 - 12:00** Discussion Session
- 12:00 - 13:00** **Lunch**
- 13:00 - 13:30** **Positive Decision Making for Youth**
Performance by: **The Insight Theatre Group**
Presentation by: **Jessica Ferne**
Planned Parenthood of Ottawa

- 13:30 - 14:45** **Hip Hop and Theatre in HIV/AIDS Prevention**
Performance: *Ottawa Street Team*
- Discussion and Educational Mini-Workshop**
Rose Ann Bailey, BFA, Bed
Coordinator, ACCHO HIV/AIDS Prevention Campaign
Kevin Cunningham
School of Maybem Entertainment (S.O.M.E)
- Ottawa Street Team**
- 14:45 - 15:15** **Break**
- 15:15 - 15:45** Discussion Session
- 15:45 - 16:00** Wrap up and evaluation
- Day Two:**
- 08:30 - 09:00** Registration, Breakfast
- 09:00 - 09:30** **Assessment of the Role of Forum Theatre in HIV/AIDS Behavioural Change Process**

Among Secondary School Adolescents in Butare Province, Rwanda
Paulin Basinga, MD, MSc
LUCS Representative
- 09:30 - 10:00** **The Use of Photography for Positive Prevention**

Body Mapping
Gustavo Hannecke
Photographer
- 10:00 - 10:30** **Contemporary Spoken Words**
Doretta Charles
Community Member
- 10:30 - 10:45** **Break**
- 10:45 - 11:10** **Using Visual Art to Reduce Depression**
Hawa Kaba
Local Artist
- 11:10 - 11:30** **Operation Hair Spray: An Innovative Community Approach to HIV/AIDS Prevention with African and Caribbean Communities**
Zhaida Uddin
Project Officer, Healthy Sexuality and Risk Reduction Program, Ottawa Public Health
- 11:30 - 12:00** Discussion Session

- 12:00 - 13:00** **Lunch**
- 13:00 - 13:20** **The African Caribbean Health Network of Ottawa (ACHNO)**
Melissa Rowe
ACHNO Coordinator
- 13:20 - 13:50** **Performance and Presentation**
ONI
The Haitian Sensation
- 13:50 - 14:10** **What's Going On? AIDS in the Caribbean**
Video
Zenger Media
- 14:10 - 14:30** **Break**
- 14:30 - 15:15** Discussion Session and Closing Recommendations by Workshop Participants
- 15:15 - 15:30** Closing of the Workshop

2. PROFESSIONAL BIOGRAPHIES

CAROL AMARATUNGA, *Ontario Women's Health Council Chair*

Carol is the Ontario Women's Health Council Chair in Women's Health Research at the Institute of Population Health, University of Ottawa. Carol's research interests are in population health, specifically women's health and gender, HIV/AIDS, tobacco and addictions policy, social and economic inclusion, unpaid care giving and women's work. Carol obtained a Ph.D. in Educational Theory/Adult Education (Toronto), and M.Sc. in Agricultural Economics and Extension Education (Guelph), and, a B.A. in Sociology/ Anthropology (Guelph). She has worked and studied in coastal and rural communities in Africa, Asia, the Caribbean and Latin America for the past 25 years. Carol views women's health and gender research as a tool for social change and social justice. Prior to joining the University of Ottawa, Carol was the Executive Director of the Atlantic Centre of Excellence for Women's Health at Dalhousie University in Halifax. She has also served as a manager and program director in public policy for Canadian provincial and federal governments and for the United Nations.

ROSE-ANN BAILEY, BFA, Bed, *Coordinator, African Caribbean Council on HIV/AIDS in Ontario (ACCHO), HIV/AIDS Prevention Campaign*

Rose-Ann has over eight years of hands on experience within several community-based (Voices of Positive Women, Black Coalition for AIDS Prevention, AIDS Committee of Toronto, CATIE, Voices of Positive Women, Toronto People with AIDS Foundation and Youthlink) and international organizations (Planned Parenthood of Ghana). She has provided an opportunity to contribute and gain understanding when working with several multi-cultural and ethnic communities. In a holistic manner, she has allowed individuals and communities to see the relevance of their personal learning experience as it pertains to their lives that further promoted behavioral modification in a non-offensive and sex positive manner. As a woman of colour, Rose-Ann's personal experiences have forged an anti-oppressive framework that is integrated within all aspect of her work, especially when working with at-risk youth, survivors of domestic violence and marginalized communities. As a trained educator, Ms. Bailey has continuously developed opportunities to disseminate accessible information and learning experiences for participants. She believes that one's educational knowledge is not limited or should be confined to a conventional classroom.

PAULIN BASINGA MD, MSc, *Ligue Universitaire de Lutte Contre le SIDA (LUCS) Representative, National University of Rwanda*

Dr Basinga has an MSc in International Health and is a PhD candidate at Tulane University (USA). He is currently working as a lecturer of Public Health at the National University of Rwanda. He served for 3 years as the Coordinator of the VCT/PMTCT program funded by the Global Fund for HIV/AIDS, TB and Malaria. He has published several articles in peer reviewed journals on TB treatment and drug resistance as well as working papers on various HIV/AIDS studies he conducted. He has received several training sessions in drama and has played in many international drama festivals.

KEVIN CUNNINGHAM, *Choreographer and CEO School of Mayhem Entertainment Inc.*

In 1999, Kevin Cunningham, founded the dance group School of Mayhem Entertainment Inc. (S.O.M.E.). Using his talent as one of Toronto's most influential dancers, he recognized the need to provide a positive outlet for troubled youth in Toronto using music and art. Through his work with

S.O.M.E., Mr. Cunningham coached a dance/theatre group of young, confident leaders who use their artistic talents to educate, entertain and inspire youth about issues that directly affect them. S.O.M.E. has been actively involved in spreading HIV/AIDS awareness through several performances for the African and Caribbean Council on HIV/AIDS in Ontario and the Peel District School Board on HIV/AIDS in Ontario since 2005. S.O.M.E. has captivated audiences throughout Canada and the United States, fusing various aspects of dance including: hip hop, popping, locking, ballet, tap and jazz into their theatrical productions.

ARLENE “ROZE” JARDINE is a community worker, and role model to many youth in the Greater Toronto Area. In addition to advocating change through her professional affiliations on advisory Boards of such organizations as the Jane and Finch Drug Abuse Prevention Programme, Toronto Police Youth Retreat Programme and Leadership in Training, she is devotedly working daily with agencies, schools and community centres implementing programmes. Since 1995, Arlene has been actively committed to improving the lives of “at risk” urban youth by providing mentorship and enabling the transforming of their often challenging life experiences into positive realities. This is accomplished through theatrical exploration and communication of issues that are relevant to youth, using their stories and their ideas. Arlene’s unique style and ability to reach youth of all cultures and ages, has people across North America requesting her assistance. She has demonstrated programmes and facilitated workshops for places such as the City of Toronto, York University and the MBA Symposium to name a few.

JESSICA FERNE, *Planned Parenthood Ottawa*

Jessica is currently the coordinator of the Insight Theatre program. She has worked as a Community Health Programming Assistant for the Faraja Trust Fund in Morogoro, Tanzania. This organization aimed at reducing the spread of HIV/AIDS and stigma against the disease in rural populations. She worked extensively with youth, and coordinated several programmes for educational theatre, and music, photography, and creative writing. These programs centered around the impact of HIV/AIDS on the individual and the community.

GUSTAVO HANNECKE, *Artist*

Gustavo, a gay man, is the father of two sons. Having moved to Canada in 1992, he is now an Ottawa –based photographer and artist. He has a Masters degree in physics and a Major in math. He worked as a Systems Analyst in Canada and USA until 2001. Gustavo has been HIV positive for about 15 years. As result of different life circumstances, he changed career in 2001 to be dedicated to art, photography and HIV advocacy. He worked for the AIDS Committee of Ottawa in 2005 and 2006 directing art projects with people living with HIV in Ottawa. He is currently working as an independent photographer, mostly in the gay and HIV positive communities in Ottawa, Toronto and Montreal. He is preparing an exhibit for a fund raising event on HIV/AIDS prevention scheduled to be held in March 2008 in Montreal.

HAWA KABA, *Ottawa-based Visual Artist*

Hawa Kaba was born in Burkina Faso, West Africa, to a Guinean father and a Malian mother, grew up in the Ivory Coast and Guinea. She has been living in Ottawa for over 15 years. Hawa has taken various courses in visual arts including abstract painting, sculpture, figure drawing and illustration. She has worked as a facilitator of art workshops at the National Gallery of Canada in Ottawa. Currently, Hawa teaches art to children in grades four to six. Her work has been exhibited extensively in Ottawa since the mid-90. She has also exhibited in Montreal, Michigan, New York, Florida and Ghana in West Africa. Through her art workshops at the Bronson Centre Ottawa,

Hawa helped promote self-expression and self-respect for mentally challenged adults. Today she is employed at Edgewood Residence where her art classes provide therapy to adults with mental illness. Hawa helps her students to build confidence through self-awareness by encouraging them to explore their roots and to express themselves artistically.

LUCIE KALINDA, MD, *Coordinator for the International Partnership HIV/AIDS*

Lucie is Coordinator for the International Twinning Partnership HIV/AIDS, a partnership between the WHRU, University of Ottawa, and the NUR. Lucie holds a Doctorate in Medicine from the University of Kinshasa (Democratic Republic of Congo) and has postgraduate training in ophthalmology. For the past five years, Lucie has served as a Senior Health Policy Advisor at Inuit Tapiriit Kanatami in Ottawa, a non-profit advocacy organization representing Inuit people across Canada. Her work centres on advocacy, policy development, and strategic planning. Lucie actively volunteers in activities related to sustainable development, poverty, and hunger and disease reduction with a focus on the well-being of developing countries.

FIRDAUS J. KHARAS, *Executive Producer, Chocolate Moose Media*

Firdaus J. Kharas has been referred to in the media as a “world renowned” director and producer of animation, film and television media. His current work focuses on creating various types of media to affect societal and individual behavioural change through mass communications spanning across many cultures and countries to better the human condition. He owns Ottawa-based Chocolate Moose Media Inc. Mr. Kharas creates media specifically to educate and entertain across cultural barriers. His media positively influences audiences’ knowledge, attitudes and behaviour, especially amongst children and young adults. His main avenues are short- and long-form television programs and animation. Mr. Kharas’ media creations have been seen by over one billion people in over 150 countries. He also heavily engages in training and capacity building. Mr. Kharas has received several awards, including the United Nations Peace Medal from the UN Secretary-General, the medal of the World Federation of UN Associations, an Honorary Doctorate and the Distinguished Alumnus Award from his alma mater, and the Reel World Trailblazer award. Mr. Kharas is a former Executive Director of the United Nations Association in Canada and former Assistant Deputy Chairman of the Immigration and Refugee Board of Canada.

JACK MCCARTHY, *Executive Director, Somerset West Community Health Centre*

Jack McCarthy has been the Executive Director of the Somerset West Community Health Centre (SWCHC) since 1989. During his tenure he has guided the Centre through a major capital project resulting in the Centre’s relocation to a new building at 55 Eccles in 1993. At the same time the Centre has significantly expanded its program base, providing a vast range of health and social services targeted to the needs of the Somerset West community. Jack is currently the Chairperson of the Canadian Alliance of Community Health Centre Associations (CACHCA), a volunteer position he has occupied since 2004. He serves as a member of the Policy Committee of the Association of Ontario Health Centres (AOHC) since 2004. Jack is currently a member of the Global Primary Health Care Work Group, which seeks to document best practice in the provision of primary health care internationally. In 2000, Jack left SWCHC for a 15 month secondment to Health Canada to serve as a senior policy analyst in the Primary Health Care Division. Jack has been the past Co-chair of the Coalition of Community Health and Resource Centres in Ottawa (2002-2004), past board member of the Association of Ontario Health Centres (AOHC) (1995-1998), and past board member of the Ontario Public Health Association (OPHA) (1997). Jack obtained a Masters Degree in Social Work (MSW) from Wilfrid Laurier University in 1977. The major focus of his studies was in community development and social planning.

FÉLICITÉ MURANGIRA, *GOAL Project Coordinator*

Félicité is the GOAL project coordinator at the Women's Health Research Unit, University of Ottawa. She is responsible for linking the community to academia for knowledge exchange and innovative best-practices in HIV prevention, care, treatment and support. She has a Bachelor's of Law degree from the University of Burundi, and has been an advocate for newcomers in Ottawa for the last 17 years. She worked at the Ottawa Carleton Catholic School Board for 10 years as a Board Community Liaison Officer and worked for five years at the Somerset West Community Health Centre in Ottawa as the Ethno-Cultural HIV/AIDS Community Coordinator. Félicité is the Co-founder and Co-Chair of the African and Caribbean Health Network of Ottawa. She is a recipient of the YMCA-YWCA Women of Distinction Award (2006) and the Planet Africa Volunteer of the Year Award (2006).

MELISSA ROWE, *Coordinator, ACHNO*

Melissa is an independent consultant with 30 years of professional experience. Melissa holds a Master of Social Work and Bachelor of Social Work Honours degrees from Carleton University, Ottawa. Through community mobilization partnership, Melissa advocates for culturally appropriate care, treatment, and support for members of the African and Caribbean communities affected by HIV/AIDS. A registered Social Worker, Melissa is also a cultural competency consultant, diversity trainer and health educator. She has developed cross-cultural and anti-racist training-of-trainers programs. Melissa has an on-going interest in issues related to ethno-cultural communities' access to health and social support services. Melissa is a certified anger solution specialist who has expertise in critical incident stress management.

WILLIAM RYERSON, *President, Population Media Centre, USA*

PMC's founder and President, William Ryerson has a 35-year history of working in the field of reproductive health, including 20 years of experience adapting the Sabido methodology for behaviour change communications to various cultural settings worldwide. He has also been involved in the design of research to measure the effects of such projects in a number of countries, one of which has led to a series of publications regarding a serialized radio drama in Tanzania and its effects on HIV/AIDS avoidance and family planning use. He received a B.A. from Amherst College and an M.Phil. from Yale University. He served as Director of the Population Institute's Youth and Student Division, Development Director of Planned Parenthood Southeastern Pennsylvania, Associate Director of Planned Parenthood of Northern New England and Executive Vice President of Population Communications International before founding Population Media Center. As a graduate student, he was Founder and first Chairperson of the Yale Chapter of Zero Population Growth (ZPG). He also served on the Executive Committee of ZPG, as Eastern Vice President and Secretary of the national organization. Mr. Ryerson is listed in several editions of Who's Who in the World, Who's Who in America and Who's Who in the East. In 2006, he was awarded the Nafis Sadik Prize for Courage from the Rotarian Action Group on Population and Development.

ZHAIDA UDDIN BSc. (Hons), M.A., *Project Officer, Healthy Sexuality and Risk Reduction Program, Ottawa Public Health*

Zhaida Uddin was born and raised in England. After completing her post-graduate studies in Organizational Analysis and Behaviours, she worked at the Royal London hospital, before moving to Canada over 11 years ago. She has worked in the area of HIV prevention for over 10 years and has also worked in the area of women and violence and counselling. Zhaida currently works with the Ottawa Public Health, Healthy Sexuality and Risk Reduction Program as a Project Officer with the

Special Initiatives Team. She is the lead on the African and Caribbean portfolio and 3 years ago initiated the design and implementation of ‘Operation Hairspray: an innovative community approach to HIV/AIDS prevention education with African and Caribbean communities’. This project has received both National and International recognition as an innovative model for HIV prevention and in 2006, Zhaida, received the Canadian Association HIV Research award for ‘Operation Hairspray’ as an innovative model. Zhaida is a member of a number of provincial and local committees that focus on policy, advocacy and program development to raise awareness of and respond to the HIV prevention needs of the African and Caribbean communities in Ottawa and Ontario. Zhaida is a member of African and Caribbean Council on HIV/AIDS and the African and Caribbean Health Network of Ottawa.

DORETTA CHARLES, *Ottawa-based Poet*

Stargazer, aka Doretta Charles, is a Contemporary Spoken Words Artist who has been performing and singing since the age of five. She first performed spoken word at the former Golden Star Lounge poetry series in 2003, and was transformed into a fireball on the microphone. She was on the 2004 Ottawa Spoken Word Olympics Team, performed at the 2005 UNESCO World Poetry Day and was a finalist at the 2006 Ottawa CBC Poetry Face-Off. She mixes slam poetry, song, and music to deliver her unique take on social justice issues.

Doretta is a big supporter of environmental, human, and reproductive rights, and she performs regularly at events that promote increased awareness of these rights. She especially likes to write about the quiet, everyday heroes who do extraordinary things through the simple acts of daily living.

ONI THE HAITIAN SENSATION (A.k.a. Ingrid Joseph)

Oni is an internationally recognized slam poet and Ottawa’s poetry diva. She has been commissioned to write poetry for the Canadian Commission for UNESCO, the CBC, the Bytown Museum and Ottawa’s Winterlude Festival. She has performed for audiences in Europe, Australia, Canada and the U.S. she directed Canada's first National Poetry Slam, the Canadian Spoken Word Olympics, and she has curated for the Ottawa International Writers Festival.

Oni sees poetry as a way to empower, educate and entertain on subjects not always covered in the mainstream media. An HIV/AIDS activist, Maclean’s Magazine praised her award-winning poetry workshops on HIV/AIDS saying, “Sex education has never been as fun -- nor, possibly, as effective.”

A single parent with three children, Oni is a social activist who was nominated for Ottawa’s YWCA Women of Distinction Award. Born in Montreal, she lives in Ottawa.

3. WORKSHOP EVALUATION

In total, 35 evaluation forms were received by the WHRU at the close of the workshop. A summary of the feedback is presented in the sections below.

Strongly agree ←-----%-----→ Strongly disagree

Criteria	1	2	3	4	5
Presentations interesting & informative	67	15	3	9	6
All the information provided was useful	64	15	9	9	3
I learned something new from the presentations	64	15	3	12	6
The content of the workshop was interesting	71	11	3	6	9
Materials provided were useful	63	14	6	11	6
I benefited from the discussions	61	15	9	9	6
I will use this information in the future to help others	76	12	0	6	6
I will pass this information onto others in my community/workplace	73	9	3	6	9
The information was relevant to my work	55	16	10	13	6
The workshop staff was helpful	72	13	0	6	9
Facilities comfortable and adequate	72	15	0	0	13
I enjoyed the food	56	26	3	0	15
Overall workshop 1-strong, 5-weak	59	22	3	6	10

Presentation of main findings

- A suggestion was made to change the numbering system on the evaluation form to read 1- strongly disagree and 5- strongly agree.
- Ratings for 4 & 5 were very uncommon.
- There was general unanimity that the workshop was excellent and highly beneficial. This was measured in the number of strongly agree (1 & 2 rating) responses to the 13 questions listed on the evaluation form.

1. Adjectives most often used by respondents to describe the event

- “Pertinent...innovative...high quality...alternative...creative...interactive...fantastic...original” information, methods and tools promoting HIV/AIDS awareness (9 comments)

2. Paraphrased statements

- I would like copies of the presentations or at least the ability to access them on a website
- (3 comments)
- This conference and its work needs a strong and robust follow-up; “keep up the dialogue”
- (3 comments)
- There should be more conferences of this sort on a rolling basis at different times during the calendar year because this will promote visibility of issues, stimulate debate and produce results
- (3 comments)
- I would like to hear a testimonial from a PHA in a future event.
- This is the first two-day workshop that I have attended that has presented consistently interesting and relevant information.
- Next time, there should be more involvement by youth leaders

3. What respondents liked *most* about the event?

- Very well organized event
- Opportunity to network with persons involved in (and passionate about) health and HIV/AIDS work in Ottawa (5 comments)
- Opportunity for persons from African and Caribbean communities to discuss important issues of relevance to them (1 comment)
- Interactive group discussions, as well as questions and answers (5 comments)
- Presenters provided practical and useful examples from their work (2 comments)

4. What respondents liked *least* about the event?

- That other cultural groups were not represented (for instance Asian or Muslim) (2 comments)
- Representation from levels of government would be strategic (2 comments)
- Representation from religious communities (i.e., absence of spiritual leaders) (2 comments)

- That funding agencies did not remain for the duration of the conference (1 comment)
- The location was difficult to find (1 comment)
- There were no “steps forward” or conclusive recommendations for action (1 comment)
- Hip hop presentation was too lengthy (1 comment)

5. Comments, suggestions & questions

- Make this a bilingual event in future so as to permit and facilitate participation of francophones. For instance, provide translation and ear phones.
- Links between Rwanda and Canada were not explicit. It was not clear what works and what does not, especially in light of very different contexts.
- Find channels through which to present art-based methods to larger, broad-based audiences.
- I cannot wait to see all the dynamic ideas and methods put to use in the community!
- It would have been helpful to review materials and some information prior to the conference.
- Mixing and mingling with colleagues, and hearing different sorts of presentations, permits one to assess where the gaps lie, as well as imagine what can be paths forward.
- Most of us are used to attending workshops that are all about numbers, graphs and charts. This workshop was a pleasant change and very refreshing. It was real, practical, highly interactive, very powerful and eye-opening.
- I hope this workshop will be offered at least once a year. The only thing that I would do differently would be changing the location, as some people found the location a bit difficult to find.

4. INTERNET SOURCES

University-community partners

National University of Rwanda, Butare

<http://www.nur.ac.rw/>

University of Ottawa, Women's Health Research Unit

<http://www.whru.uottawa.ca/en-home.php>

Somerset West Community Health Centre, Ottawa

<http://www.swchc.on.ca/>

African and Caribbean alliances

African and Caribbean Council on HIV/AIDS in Ontario, Toronto

<http://www.accho.ca/>

African and Caribbean Health Network of Ottawa

Is there a website?

International media communication and education

Population Media Center, Vermont

<http://www.populationmedia.org/>

The Three Amigos

<http://www.thethreeamigos.org/>

Community-based art, Ottawa

Gustavo Hannecke, photographer

<http://www.absolutearts.com/portfolios/g/gustavo/>

The Insight Theatre Group, Planned Parenthood of Ottawa

<http://www.pptest.osaid.info/node/38>

Operation Hairspray, Ottawa Public Health

http://ottawa.ca/residents/health/living/sexual/hairspray_en.html

ONI the Haitian Sensation Slam Poet and author

<http://www.mesooni.com/> and radio link

<http://www.cbc.ca/outfront/listen/2005/05-04-26.html>

Professional association

National Society of Black Engineers

<http://nsbecanada.org/>

Black Ottawa 411

www.blackottawa411.com