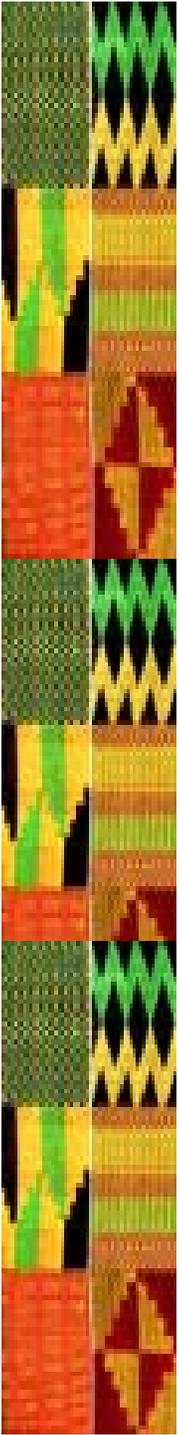


African American Community Development Initiative (AACDI), a program of the Palms Residential Care Facility

Presented by Cynthia Tucker, MBA
Project Coordinator

June 2, 2008





Coalition Building & Community Development

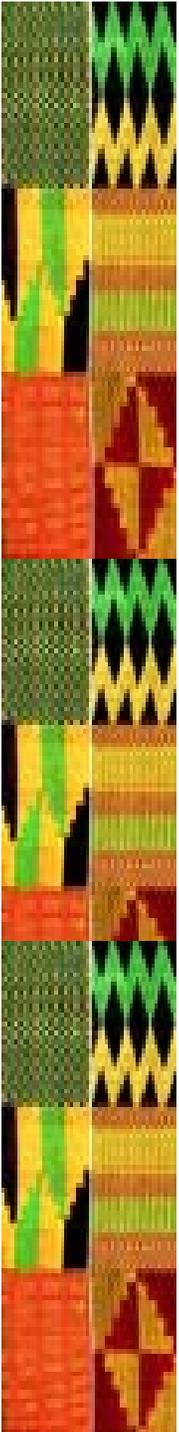
- Knowledge
- Awareness
- Self-determination
- Creating social change

In the African American Community



AACDI Goal

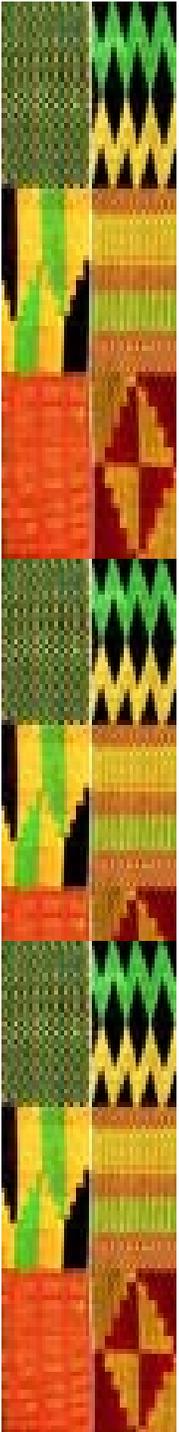
- To work with civic and community organizations and institutions to address the healthcare and social needs of those living with and at risk for HIV/AIDS in the African American community and increase awareness and improve response to the impact of HIV/AIDS in the African American community.



Social Change

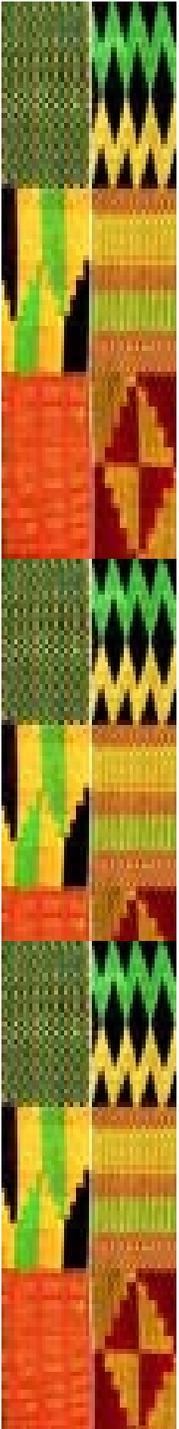
There's an African proverb that says
"Give a man a fish and he won't starve
for a day. Teach a man to fish and he
won't starve for his entire life."

As taken from the principles of Kwanzaa,
Self-Determination = **Kujichagulia**



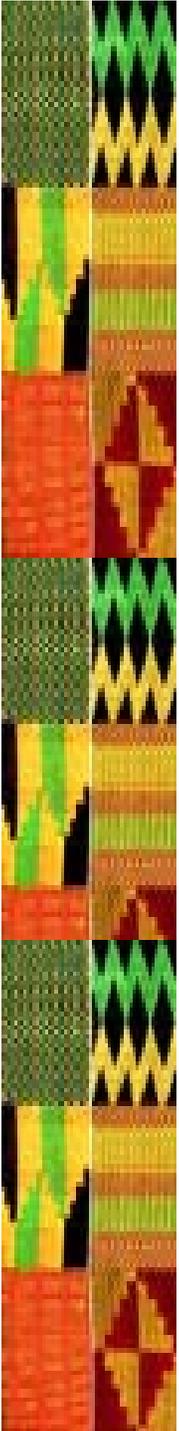
Objective #1

- To implement objective #1, we used a *community based* approach to address the healthcare and social needs of those living with and at risk for HIV in the African American community.
 - Through the community needs assessment, it had the following objectives
 - Knowledge of testing, treatment and prevention
 - Perception of HIV in our community
 - Interest in participation (“part of the solution”)



Objective #2

- To implement objective #2, we used a *community development* approach that improves the response to the impact of HIV/AIDS in the African American community.
 - Through the consumers assessment, it had the following objectives
 - Level of knowledge of testing, treatment, prevention and the community planning process
 - Interest in participation (“Part of the Community Planning Process”)



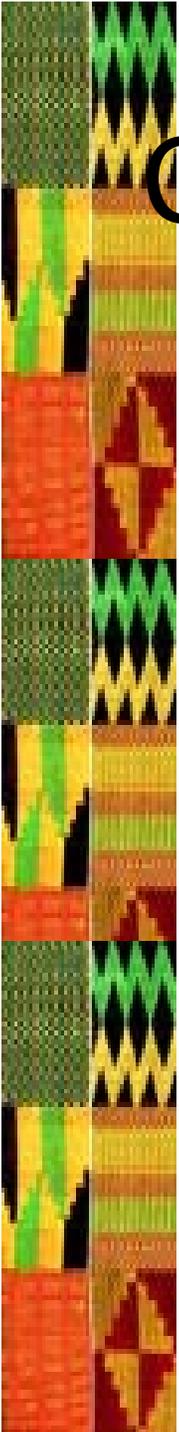
Community Needs Assessment

- Profile of civic and community organizations assessed (100% goal achieved):
 - 9 informed leaders (neighborhood associations, school board)
 - 10 institutions (college, universities, correctional agency, unions, & law enforcement)
 - 11 businesses/business associations (chamber of commerces)
 - 2 media resources
 - 5 social service providers
 - 3 opinion leaders (neighborhood councils, civic organizations)



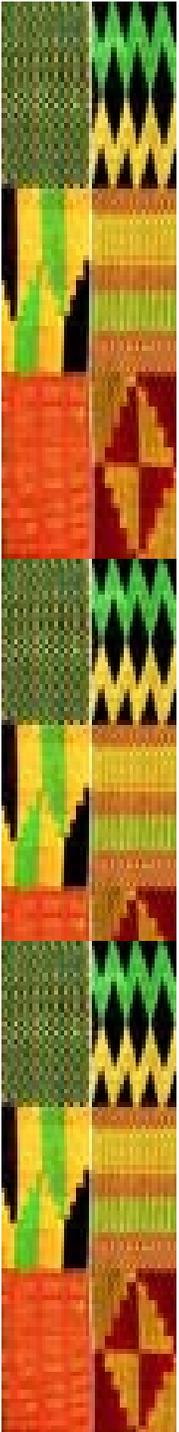
Community Needs Assessment

- Low perception of who is vulnerable for being at risk for HIV
- Actual knowledge level is low (myths vs. facts of HIV)
- A large percentage of HIV/AIDS resources comes from other opinion leaders such as church or faith based institutions (i.e., pastors, ministers, etc.), media and other individual leaders (such as friends and healthcare professionals).



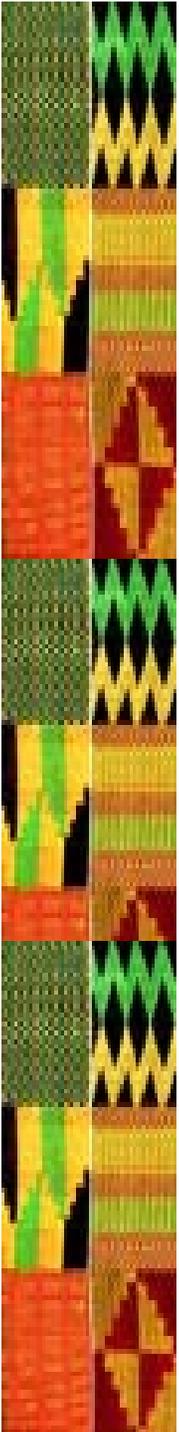
Consumer Assets

- Profile of consumers: All African American (males and females) (106% of goal achieved)
- Incentive: \$25 gift card to Best Buy, Toys R Us, Gap, Cheesecake Factory, Home Depot, TGI Friday, Bath & Body Works, Cold Stone Creamery, Starbucks & Sears
- All sought public health and social services
- Well informed on HIV facts and myths
- A large percentage of HIV/AIDS resources comes from the media, individual leaders (ie, friends), institutions (health care professionals) and **LESS** on other opinion leaders such as church or faith based institutions (i.e., pastors, ministers, etc.).



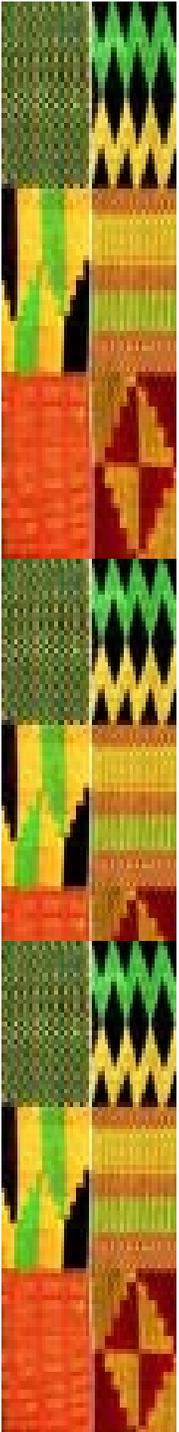
Consumers Response to Community Planning

- Over half (55% / n=35) of the consumers already had a history in participating in a social or community group.
- More than half (69% / n=44 participants) expressed interest in participating on a community planning body for HIV.
- More than half (71% / n=31) of those who expressed participation also expressed interest in participating in a leadership training program to learn more about what they can do to get involved in the HIV community planning process.



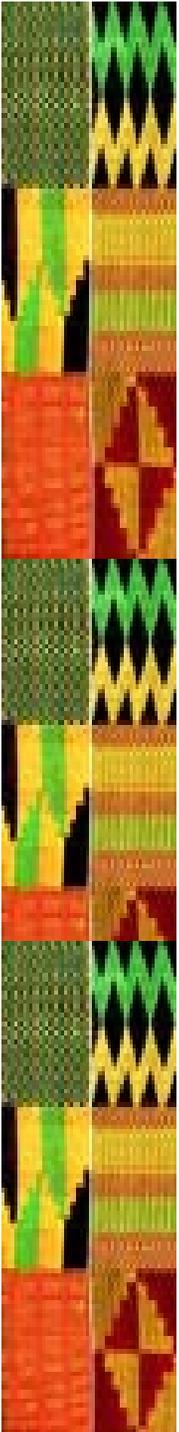
Measuring Community Based Approach

- Community Training Forums to give the community information and education so they can improve services
- Mid-way of a 6 month contract, we obtained approval of assessment and by March 15th, we assessed 40 **NEW** African American civic and community organizations.
- Mid-April, received approval of the curriculum and to date, have conducted 3 trainings with the goal of completing a minimum of 5 more trainings by June 30, 2008.
- Distributed 29 - 2008 "HIV L.A." Directories at our trainings.
- HIV fact sheets are pending approval.



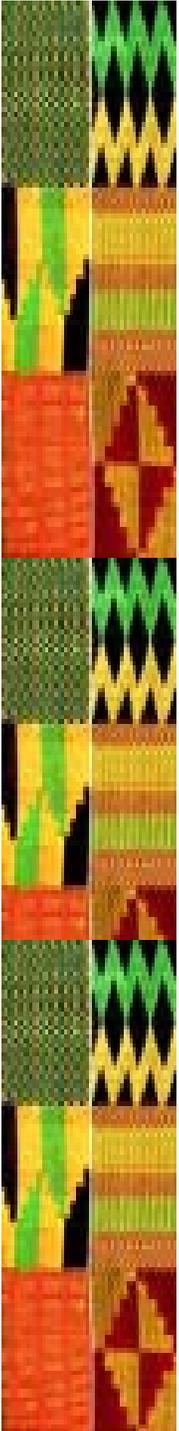
Collaborative Betterment

- In preparation for National HIV Testing and Counseling Week, we have been reviewing the responses from each civic and community organizations' assessment where we are tailoring a MOU /collaborative partnership letter to reflect what their organizations level of ownership is in supporting HIV/AIDS awareness, access to HIV testing, care and prevention.



Community Response

- 89% are willing to disseminate brochures and information about HIV
- 81% are willing to participate in HIV-themed awareness event (i.e., National HIV Testing Day and/or promote HIV testing throughout the year.)



Measuring Consumer Participation

- Consumer Training Forums to build leadership among consumers through their increased participation in the HIV prevention community planning process
- Mid-way of a 6 month contract, we obtained approval of assessment and by March 30th, we assessed 64 African American consumers.



Measuring Consumer Responses

- “The ownership of any social change process is among the most, if not the most important of its characteristics.”
- “Ownership is a reflection of a community’s capacity for self-determination and can be enhanced or limited depending upon how collaboration is designed and implemented.”

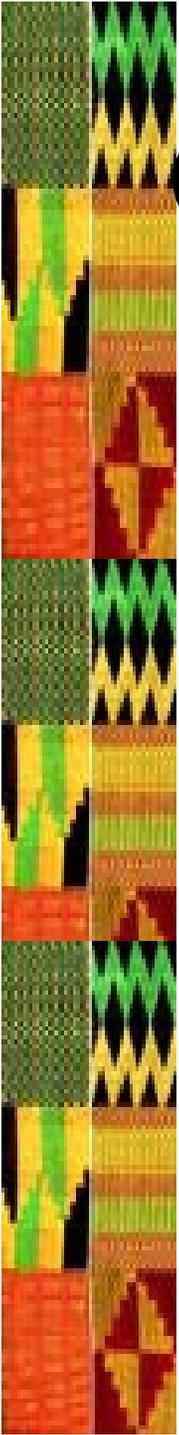




Enhanced Self-Determination

- Community Development approach builds on strengths and competencies and through the design and implementation, achieves long-term ownership and improved self-determination.
- Consumer responses to their history of involvement
 - 55% have participated in social or community groups
 - 50% had experience in public speaking
 - 41% had experience in organizing others people around an issue.
- Consumers were knowledgeable about the responsibilities of the HIV community planning body.
- However, 59% requested more information on HIV community planning **PROCESS.**

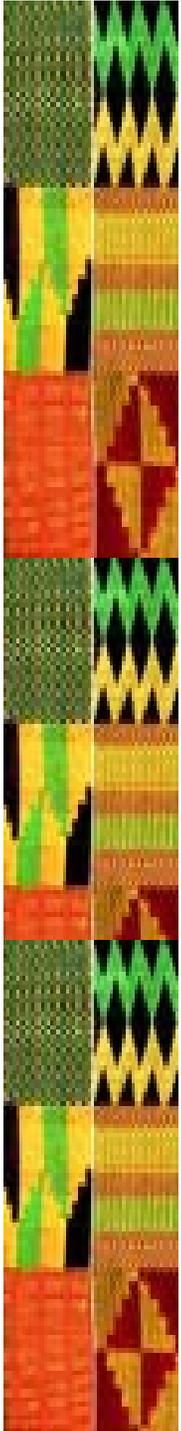




Closures & Recommendations

- We need to seek ways to reduce barriers to participating in the community planning process because 55% of the participants stated that because of their day time working hours, it would prevent them from participating in a community planning group.
- Long term ownership and improved community self-determination requires a long term commitment to establishing community relationships.





Thank you.

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