



## **HIV/AIDS COMMUNITY ACTION TOOLKIT**

Your guide to planning, promoting and evaluating HIV/AIDS  
Awareness activities for community-based organizations.

## HOW TO USE THIS TOOLKIT:

Social marketing campaigns give us the opportunity to focus the public's attention and deepen their understanding of the work we do, and why it is important.

This toolkit is just one of the many social marketing tools provided for you by the Canadian HIV/AIDS Information Centre. Individual pages can be removed for photocopying, or for the use of different staff/volunteers. You can also download these pages from [www.aidssida.cpha.ca](http://www.aidssida.cpha.ca) and customize them for your own use. This toolkit will minimize the time you spend on creating awareness.

On our website, [www.aidssida.cpha.ca](http://www.aidssida.cpha.ca), you can download many more resources, including an electronic version of this toolkit, all of our background information sheets, standard articles that you can customize for submission to your local newspaper, templates for news releases, media advisories and more – the site is continually being updated, so check back often.

Each year's campaign materials feature promotional items (changing every year) such as stickers, magnets, t-shirts and ball caps, all sold to you at cost. Our print product collection (changing every year) offers free posters, cards, bookmarks etc., which can be ordered from our website, by phone, fax or mail.

This toolkit has everything you need to create "media spikes" of interest throughout the year – just add your personal touch and go!

Check page 16 for a list of helpful resources which go beyond the reach of this toolkit.

*Social marketing seeks to influence people's behaviour, not to benefit the marketer, but to benefit the target audience and the general society.*

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For information about other SMC resources, contact the Canadian HIV/AIDS Information Centre at:  
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## THE CAMPAIGN THEME

**Stigma and discrimination** contribute to the spread of HIV/AIDS.

The fear of facing that stigma and discrimination keeps many people living with HIV/AIDS from seeking medical treatment. They may avoid revealing their status, or avoid practising safer sex.

Like HIV/AIDS, stigma and discrimination are universal: every person living with HIV — as well as their family, friends and health care providers — may have to deal with the destructive nature of stigma and discrimination. Two decades into the epidemic, we have learned that stigma and discrimination are the greatest barriers to:

- preventing further infections
- providing adequate care, support and treatment, and
- easing the impact of HIV/AIDS.

HIV/AIDS-related stigma and discrimination lead to the violation of human rights, and hinder our ability to:

- prevent new infections
- provide good care, support and treatment, and
- lessen the associated burdens of living with HIV/AIDS.

Freedom from discrimination is a fundamental human right. Highlighting HIV/AIDS-related stigma and discrimination reminds us of our rights and responsibilities as members of the human community.

## DEFINITION

### **Stigma and Stigmatization**

Stigma is applied to a feature or characteristic of a person or a group of people (for instance, someone's skin colour, speech, behaviour, ethnic origin) in order to discredit, devalue or reject the individual or the group.

Stigmatization means focusing on a trait or behaviour of someone else and judging that trait as bad, wrong or of no value. Stigmatization is harmful. It often makes people feel shameful, deviant, discredited or penalized.

### **Discrimination**

Discrimination follows stigmatization. When a stigma is applied to an individual or a group, the individuals are then treated differently and unfairly.

In other words, some people discriminate against people living with HIV/AIDS by saying, "They got AIDS because of who they are, and they deserve it."

Discrimination causes the loss of jobs, partners, homes, medical coverage, insurance and other basic life needs.

In our society, discrimination tends to be more subtle, yet with the same destructive results as in the past. While at one time an HIV-positive individual might have been fired outright, now that person might be laid off or pressured to the point of quitting.

*AIDS attacks the body: Prejudice attacks the spirit.  
One is caused by a virus: One is caused by ignorance.  
Both can kill.*

- New Zealand AIDS Foundation

The mandate of the Social Marketing Campaign (SMC) is to provide materials, including this booklet, to aid community organizations in creating their own

HIV/AIDS Social Marketing Campaigns, with the theme of "Stigma & Discrimination".

## TIPS FOR PLANNING YOUR CAMPAIGN

1

Get some help! Bring your staff and volunteers together for a planning day or series of meetings to establish a planning committee that will brainstorm, assign tasks, monitor progress, trouble-shoot, participate and evaluate activities and products. Who to ask? Try people, organizations and groups that you may already work with:

- health clinics, medical offices, hospital staff
- community volunteers: Guide and Scout groups, YM/YWCA, Boys & Girls Club, Kinsmen, Kiwanis
- schools
- local politicians and municipal staff
- business leaders (owners/managers of key establishments in your community), members of local Chamber of Commerce
- your clients

2

Assign specific jobs to everyone on the committee. You'll need to fill several positions to address: publicity, managing the actual event, budget, administrative support, organizing event volunteers, etc.

3

Set goals for your campaign. Define what you want to accomplish in your community:

- change public behaviour surrounding stigma & discrimination
- policy change
- increase program funding
- increase awareness

4

Know who you want to reach (your audiences). Consider the following:

- people who can actually make changes (i.e. government)
- people who can influence changes (i.e. media, HIV/AIDS stakeholders, lobbyists, action groups)
- at-risk members of your community (i.e. your clients)
- the general public
- don't forget groups who may be opposed to your work – consider their opinions and methods of operation

5

Develop key messages to emphasize during your campaign. Each message should:

- urge the audience to end stigma & discrimination
- explain why it's important – and how it affects them personally
- suggest a behaviour change that may lead to an end to discrimination and increased quality of life for persons living with HIV

## TIPS FOR PLANNING YOUR CAMPAIGN *CONTD.*

**6** Don't re-invent the wheel! There are a lot of resources available to you (this booklet is a great start!). Check our website at [www.aidsida.cpha.ca](http://www.aidsida.cpha.ca) for more resource materials and links to other great sites with loads of ideas. Why waste time trying to come up with a new idea when there are lots of great ones that have proven successful? They'll still be "new" to your community.

**7** Use your time wisely. We've got a basic agenda on page 5 that you can photocopy and reuse for each meeting. An electronic version is available to download from our website. This may help you to keep effective agendas and minutes of meetings, which are valuable organizational tools.

**8** The people on your planning committee are likely as busy as you are! Consider teleconferences to minimize travel time disruptions to everyone's day. Meetings at mealtimes (ask everyone to brown-bag a meal) may also make it easier for people to participate.

**9** Motivate and reward your committee members with a small surprise at each meeting – an inexpensive dollar-store trinket, an edible treat or a personal message of thanks for their efforts. Recognition goes a long way.

**10** Keep costs down by asking local businesses to sponsor your event. There are many kinds of sponsors:

- "financial" – the business gives you a lump sum of money.
- "in-kind" – the business donates goods or services that you would otherwise have to purchase. Local media will often donate air time to promote your event.
- "event" – the business gives a large lump sum, and the event is then called by their name, such as "The 'Ourtown Pizza' AIDS Walk". This type of sponsorship should bring several thousand dollars, and typically the business owner/manager will sit on your planning committee, and help run the event.

Locally owned businesses are more likely to sponsor your event than big, nation-wide companies. Call for an appointment, then go in person to ask for sponsorship. You'll need to bring a written request on your organization's letterhead. (See sample page 12.) The sponsor will expect to be publicly "recognized" for their sponsorship. Usually, it's by including their logo on your posters, tickets, etc., and a reference to their sponsorship in documents such as press releases and newsletter articles. Because they receive this publicity value in exchange for the sponsorship, you usually would not write a charitable donation receipt for a sponsorship. Check with your accountant!

**11** Make community awareness of stigma and discrimination a year-round event. Aside from your campaign, keep an eye open for opportunities to create "media spikes" of interest – supply the local media with ongoing human interest stories, respond to issues with the HIV/AIDS community point of view, contribute opinion pieces or letters to the editor.

## AWARENESS CAMPAIGN WORK PLAN 20\_\_

Time line	Task	Who's Responsible	Start Date	Target Completion	Completed
4 months before	Recruit planning committee				
	Set meeting dates				
	Assign committee roles				
	Set tangible goals of awareness campaign				
	Define key audiences				
	Create key messages				
	Set budget guidelines for the campaign, identify sources of funding				
3 months before	Plan evaluation of the success/impact of your campaign				
	Choose activities/events/products to meet your goals and target your audience				
	Evaluate initial planning stage				
	Assign/train a spokesperson				
	Solicit sponsors from local businesses				
	Book venue for event(s)				
	Reserve rental items (tent, chairs, tables, stage, sound equipment) if needed for your event(s)				
2 months before	Order campaign materials				
	Create distribution plan for campaign materials				
	Establish media contacts				
	Contact local community organizations, offer speaker				
	Prepare media information kit				
	Recruit event volunteers				
	Prepare press release				
	Interim evaluation – are we where we should be?				
1 month before	Obtain municipal permits (if needed) for your event, inform local police of plans/route for marches, parades, demonstrations, events. If you're working with police, you can sometimes have the permit fees waived – ask if this is possible for your event.				
	Write public service announcements				
	Identify spaces for posters (in-house and in the community)				
	Book ad space in local publications, cable channels, radio				
	Train event volunteers				
1 week before	Create and insert ad into local publications, cable channels, radio				
	Issue press release				
	Distribute posters/awareness materials				
2 weeks after	Distribute public service announcements to local radio, TV and print media				
	Hold event				
	Post-event cleanup				
	Post-event wrap-up meeting				
	Recognition for event volunteers				
	End of campaign evaluation				

## MEETING AGENDA

<b>Meeting date:</b> _____	<b>Location:</b> _____
<b>Committee:</b>	
Chair: _____	Volunteers: _____
Finance: _____	Publicity: _____
Administration: _____	Spokesperson: _____
Other: _____	Other: _____

**1** Goals

**2** Activities Plan

**3** Budget

**4** Workplan update

**5** Publicity

**6** Messages

**7** Volunteers

**8** Evaluation

**9** Other business

## CAMPAIGN PLANNING COMMITTEE SAMPLE TERMS OF REFERENCE

### Campaign Vision:

To focus the general public’s attention, and deepen their understanding about HIV/AIDS and the related stigma and discrimination that people living with HIV face on a daily basis.

### Committee Responsibilities:

The committee will carry out activities on a year-round basis, including;

#### 1. Developing Key Messages

The Committee will develop key messages, to include:

- Current, relevant data on HIV/AIDS on a local, national and international level as appropriate
- An explanation of how HIV/AIDS-related stigma and discrimination affects all members of our community and society
- A call to action for change in the target audience’s behaviour, to result in a fair, compassionate and non-discriminatory society

#### 2. Communicating Key Messages

The Committee will work in partnership with the local community, government, media and stakeholders to communicate the messages both externally and internally. The strategy should include:

- The training and development of a credible and accomplished spokesperson
- Development of good working relations with media and other stakeholders
- Careful planning of events and publicity to ensure the messages are spread to all target audiences
- Ordering and using campaign materials available from [www.aidsida.cpha.ca](http://www.aidsida.cpha.ca) if appropriate for the campaign

#### 3. Organizing and Executing Awareness Events

The Committee will organize and carry out one or more awareness events, to provide a stage for communicating messages. Preparation should include:

- Deciding on the type(s) of events
- Setting time, date, location
- Planning all logistics (equipment, permits, publicity, volunteers, etc.)
- Ongoing evaluation of event
- Budgeting and accounting for event-related expenses and revenues

### Committee Process:

The Campaign committee will work primarily as a team, with each member being accountable for fulfilling the objectives in a particular area of responsibility (above).

The sub-committees will be accountable to the larger group and decisions will be made by consensus or majority (as appropriate to the culture of your group).

Meeting schedules and communication strategies will be decided by the Committee as required. Much of the committee work will be conducted by telephone or electronic communication (as appropriate).

### Terms of Office:

Each organization represented on the Committee (see below) is committed to supporting at least one individual employee in doing the work required by the Committee. Every effort will be made to ensure continuity of the committee members. In the event that an individual member leaves an organization, however, that organization’s commitment to the campaign should not be affected.

### Committee Composition:

The Committee is composed of representatives from the following organizations:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

## AWARENESS CAMPAIGN BUDGET 20\_\_

### REVENUE

Item	Projected	Actual	Difference between Actual and Projected
Government grants			
Allocated from our agency's operating budget			
Corporate sponsorship			
Cash value of in-kind donations			
Cash donations			
Sales of promotional items			
Admissions/entry fees			
GST rebate			
Other			
<b>Total</b>			

### EXPENSES

Item	Projected	Actual	Difference between Actual and Projected
Travel expenses			
Location rental			
Equipment rental			
Purchase of promotional items			
Advertising			
Postage			
Fax/Phone			
Supplies			
Printing/Photocopying			
Volunteer recognition items			
Permits/licenses			
Meals (supplied to staff/volunteers working during regular mealtimes)			
GST			
Retail cost of in-kind donations, had they been purchased			
Other			
<b>Total</b>			

	Total Revenue	\$	
Less	Total Expenses	\$	
<b>Grand Total</b>	Excess of Revenue after expenses	\$	

Financial Officer: \_\_\_\_\_

Organization: \_\_\_\_\_

## EVENTS & ACTIVITIES

Don't spend excessive amounts of time brainstorming "new" ideas. Many communities have come up with great ideas and materials for campaign events, which we've listed here for you.

Stay focused on the theme and your goals and objectives, plan early, and contact the Canadian HIV/AIDS Information Centre to discover other campaign activities and products. On our website ([www.aidsida.cpha.ca](http://www.aidsida.cpha.ca)) you can read about some innovative ideas that other Canadian organizations have used in their own community campaigns. Below you'll find some other quick ideas from organizations across the country.

**Information tables, displays, open houses:** Make these visually attractive, and have lots of give-aways.

**Interfaith services/candlelight prayer vigils:** Hold these in support of people living with HIV/AIDS.

**Awareness brunch or wine & cheese at City Hall:** Invite local politicians to participate, and quote their statements of support in your news release.

**Community panel or discussion group:** Invite a human rights specialist (lawyer) or therapist to this forum on the topic of stigma & discrimination.

**Hold contests:** Ask the community to design a poster, button, rap song or comic strip. These contests are more popular with youth. Local media may cover the winner's entry – and it gives you good campaign material.

**Celebrity sports games:** Get local media, politicians and business people involved. Viewers could be charged nominal admission as a fundraising method.

**Theatre event:** Ask local playwrights and dramatic groups to write/stage a play or vignettes with the theme of stigma and discrimination. Arts/entertainment reporters may offer coverage.

**Hold an HIV/AIDS-themed film festival:** Screen topical movies (e.g. *Angels in America*, *The Hours*, and *Philadelphia*) with discussion groups.

**Art gallery:** Commission a local artist to create a work of art using condoms – or ask designers to create clothing using condoms – display with a fashion show.

**AIDS memorial quilt display & vigil:** Enlist a local sewing club for expert support: see [www.aidsquilt.org](http://www.aidsquilt.org) for more details.

### AIDS Walks/Runs

**Red Ribbon campaign:** Sell or give away – ask local merchants to give a discount to anyone wearing the ribbon during the campaign week.

**AIDS Dance-a-thon:** Involve local radio stations, ask participants to get sponsors.

**Volunteer recognition day/fundraiser:** Celebrate your organization's workers – get a local business to sponsor and donate the award gifts.

**Cut-a-thon:** Ask a community hair salon to donate part of their week's proceeds to HIV/AIDS.

**Taxi drivers delivering HIV/AIDS messages:** Following basic HIV/AIDS awareness training, ask drivers to hand each customer campaign material, and be willing to discuss it.

**Poetry or essay contest:** Don't limit it to schools! Have several age categories, and ask local media to promote winners by publishing their work.

**"Poster Blitz":** Have one day set aside for volunteers and staff to distribute and place posters all around your community. Either create your own, or order campaign posters free from [www.aidsida.cpha.ca](http://www.aidsida.cpha.ca). Place in store windows, libraries, doctors' offices, gyms and fitness clubs, day care centres, coffee shops and restaurants, schools, elevators in office buildings and more – be sure to ask the owner/manager's permission first!

There are lots of good venues for your event, including cafeterias, classrooms, convention centres, shopping centres, churches, schools, City Hall, parks, health centres, recreation complexes, day cares, libraries, pubs, college and university residences, hospitals and correctional facilities.

## EVALUATE YOUR CAMPAIGN

### Monitor the campaign as it happens

- Take minutes at all planning meetings.
- Take photos or videos of all phases of your campaign events and build a scrapbook or archive of the event.
- Prepare a budget for each event and keep all related receipts. Enter expenditures into a spreadsheet to tabulate what the event actually cost against what you had budgeted.
- For each event, count and keep a record of how many participants and how many media representatives attended and note their media outlets (e.g., newspaper, TV station).

### Measure your results

- Measure the outcomes of your event against your objectives. For instance, if your goal was to raise awareness among educators in your community during the campaign, then you'll want to find out: 1) what participants know before they attend your event, and 2) what they know after your event. Don't forget to capture the basic information as well: how many education-based events you ran, how many people attended, where they were from (e.g., media, students, and health care workers).
- Use a survey to assess your participants' knowledge and awareness of the subject your event addresses, and gain feedback about your event. With each order of campaign resources, we'll provide you with an assessment tool (survey) to help you evaluate the impact of your campaign on your clients. The survey results will help you in planning next year's campaign. If you decide to do your own survey, check out our sample questionnaire.
- Interview a sample of participants at each of your events.

### Follow through at campaign's end

- Make sure you have a debriefing session with all of your planners and volunteers immediately after the campaign and take minutes. Capture what worked well, what did not work and why, and what was missing.
- Choose a few funding sources to approach for your next campaign. Find out what information they will require you to have to apply for funds.
- Make sure to keep copies of your evaluation summary for next year.

### Evaluation points

- Are we on schedule?
- Have invitations gone out in time?
- Are guest speakers/musicians/facilitators confirmed?
- Are we on, over or under budget? Look at the Actual vs. Projected Expenses column in the budget to see where the projections were inaccurate and need revision for next year.
- If we are over budget, what can we do to make sure we get back on budget?
- Which businesses, organizations, and/or individuals have been particularly helpful?
- Are volunteers made to feel helpful?
- What challenges have surfaced?
- How many people attended, and from where?
- What did they know before the event, what did they know after the event?
- What worked well?
- Did we get media coverage? If yes, was the coverage accurate, low or high profile, who was quoted, what was the tone? If not, why not?

Finally, learn from your successes as the campaign unfolds, and build for next year. Review the evaluation with your planning committee to understand what was accomplished, what needs immediate follow-up and what lessons can be learned.

**Sample Questions for Your Participants**

1. What brought you here today?
2. How did you hear about this event?
3. How many people in Canada are HIV positive? a) 11,000    b) 24,000    c) 56,000    d) 83,000    e) 128,000
4. Is HIV: a) a minor illness treatable with antibiotics    b) a chronic illness treatable with drugs  
c) a fatal illness with no cure, but drugs extend the lifespan
5. Did you learn anything new about HIV/AIDS today?
6. Please answer the following on a scale of 1 to 5 (1 is strongly disagree, 5 is strongly agree)
 

a. The event was at a convenient time.	1	2	3	4	5
b. The event was easy to get to.	1	2	3	4	5
c. The location was comfortable.	1	2	3	4	5
d. The event was well organized.	1	2	3	4	5
e. Event items were affordable.	1	2	3	4	5
f. I enjoyed the entertainment.	1	2	3	4	5
g. I enjoyed the refreshments.	1	2	3	4	5
h. I would attend another event like this one.	1	2	3	4	5

## WORKING WITH THE MEDIA

You can't get your message out to the public alone. The media are your easiest route to the general public - so it is well worth the time and effort to ensure good working relationships.

- Develop a contact list of reporters and editors (editors are usually senior newsroom staff). Make sure you have correct names, addresses, fax and phone numbers. Try checking websites, or just using the phone book and calling the main newsroom numbers. We have access to a media database, and would be happy to provide you with local media contact information. Call us at 1-877-999-7740 to request your list.
- Respect their busy schedules! In the afternoon, reporters are working to meet deadlines, and have little time to chat. Schedule contact phone calls for the morning hours.
- Begin your relationship by sending a "backgrounder", a one-page fact sheet about your organization, with statistics and contact information.
- Then, place a follow-up phone call – ask if they received the backgrounder, then explain your group's role, and offer a spokesperson as a source for any HIV/AIDS-related stories.
- Now that you know the reporters, they'll recognize your organization when you send out your media advisory or news release.
- After sending out a release, follow it with another phone call to "sell" the reporter/editor on your story. Keep the call brief, get straight to the point, and emphasize the value and interest of your story (see "Is It News?", right).
- Place a reminder call the day of the event.
- Regardless of the response, thank the reporter/editor for his/her time and interest. If your story isn't covered, there will always be another opportunity!

### IS IT NEWS?

Reporters are looking for stories that their audience wants and needs to know about. Your job is to present your story to the reporter so that he/she can quickly grasp the angle that is important to the audience.

The reporter is looking for:

**Relevance:** why your story is important to their audience

**Timeliness:** your organization's same-day reaction to a related national media story

**Novelty:** something totally new or unheard of, an event never staged before

**Proximity:** the local aspect of the story, what's happening right in the community

**Human Interest:** the personal, biographical aspect of the story, the impact on one person's life

### OOPS – THEY GOT IT WRONG!

Even the best-intentioned journalist can sometimes make honest errors when reporting a story. Assess how serious the error is before taking action:

Misspelled name, incorrect business title, minor factual error which won't change your reputation or the how the public views your organization/event.	A quick, friendly phone call the next day to the reporter to remind him/her of the correct version, for their next or follow-up story. Don't ask for a correction if no real harm is done to you or your organization.
Serious factual error which would harm your reputation, and change the way the public views you or your organization/event.	An immediate, pleasant and professional call to the reporter (or editor if the reporter is unavailable) pointing out the serious error. Ask for a correction to be published in the next edition, or a corrected version included in their next broadcast.
What appears to be a deliberate twisting of facts, having your statements reported out of context (changing the meaning of your words) which hurts your personal or your organization's reputation.	An immediate, pleasant and professional call to the reporter (or editor if the reporter is unavailable) pointing out the problem. Ask for an explanation, and a public retraction. If you tape-recorded the interview, you can prove what you said. Make sure they know about the recording. If the editor refuses a retraction, try a letter to the editor of your local paper, clearing up the misunderstanding and stating your side of the story. And be cautious with that reporter in the future! Consider the reputation of the news outlet – you usually won't win a "war of words" with the media. If you are seriously concerned, consider speaking with a lawyer about a libel case.

## MEDIA TOOLS

There are some fairly "standard" documents that reporters are used to working with. Templates, along with articles and campaign ads/graphics, and other media tools, are available on our website, [www.aidsida.cpha.ca](http://www.aidsida.cpha.ca), to download and customize.

### Media Advisory:

This is a planning tool to allow news reporters to decide their activities days ahead.

- It should be sent 3 to 4 days before an event, directly to assignment editors if possible.
- Keep it very brief and compelling; describe the event and its impact.
- Make sure the "when" and "where" are clearly detailed.
- Conclude with contact information.

### News Release:

This is your main means of communicating your story to the media – smaller organizations may reprint some or all of it, so good writing is a must!

- Start with the title "News Release" in bold letters at the top of the document.
- Use an attention-grabbing headline, followed by a release date. (If you want to keep an announcement under wraps, put "embargoed until x:xxpm on date/month/year".)
- The first paragraph should answer "who, what, where, when, why and how" about your event.
- Maximum 2 pages; one page is even better. Include a quote from your organization's leader or spokesperson.
- Following the main body, type "-30-", centred on the page. (This is a traditional symbol, used to indicate the end of news release or story.)
- Last on the page is "For more information, contact: xxxx".

### Backgrounder:

A good document to send when you are getting to know your media contacts. It should be on your organization's letterhead or campaign information sheets (included with this Community Action Toolkit)

- Start with the title "Backgrounder" in bold letters at the top of the document.
- Maximum one page outline of your organization's history, goals and achievements.
- End with key contact people and contact information at the bottom.
- Can be about your organization, about a specific topic (HIV/AIDS) or event.

### Photo Opportunity:

You will rarely stage a photo opportunity by itself (unless a major celebrity is visiting and endorsing your cause), but if there will be anything exceptionally visually interesting (cheque presentation, unique event, protest or demonstration) at your event, it's worthwhile putting "Photo Opportunity" in bold text at the top of the news release, followed by a description of what the photographer will see.

### NEWS RELEASE

For immediate release  
November 23, 2004

#### **\$10,000 for Services for Ourtowners Living with HIV**

(Ourtown, OURPROVINCE) – Ten thousand dollars buys a lot of medical help and hope. The Ourtown AIDS Outreach Clinic is overwhelmed by the community response to their annual Red Ribbon Awareness Campaign. Over 3 months, they raised \$10,237.

There are nearly 200 people in Ourtown living with HIV/AIDS – that's 5% of our population. The funds raised will subsidize prescription medication, and enable the Clinic to continue offering sexual health services and counseling, and HIV prevention programs.

The Ourtown AIDS Outreach Clinic is a charitable, non-profit organization dedicated to promoting HIV/AIDS prevention, and care for community members living with HIV/AIDS.

-30-

For more information, please contact:  
Jane Smith, (000) 123-4567  
Director, Ourtown AIDS Outreach Clinic

July 15, 2005

### BACKGROUNDER

Ourtown AIDS Outreach Clinic

Serving more than 200 residents of Ourtown (5% of the population) living with HIV, the Ourtown AIDS Outreach Clinic is a vital part of our community's health service network.

Our clients receive counseling services, help with diet and medications, and assistance finding accommodations, child care and employment. We offer all of this in a confidential, non-judgmental setting. For many of those living with HIV/AIDS, these services make the difference between merely existing and living their lives to their fullest potential.

Established in 1984 as a charitable, non-profit organization dedicated to promoting HIV/AIDS prevention, and care for community members living with HIV/AIDS, the Ourtown AIDS Outreach Clinic runs partly with provincial health funding and federal grants. To maintain a full spectrum of services, we rely heavily on annual fundraising events. Ourtown residents have a solid history of generous support – each year we raise over \$15,000 in the community!

A volunteer board of directors (chaired by Mary Allen, president of the Ourtown Bank) directs the activities and long-term planning and financial management of the Ourtown AIDS Outreach Clinic. The clinic itself is staffed by one half-time doctor, 2 nurse-practitioners, 4 social workers and about 50 community volunteers. Last year, the Ourtown AIDS Outreach Clinic served 211 clients in our community.

For more information, please contact:  
Jane Smith, (000) 123-4567  
Director, Ourtown AIDS Outreach Clinic

## MEDIA TOOLS

### SAMPLE SPONSORSHIP REQUEST LETTER

Day, Month, Year

Ms. Judy Blank  
Owner  
Haircut Paradise  
Ourtown, Ourprovince, A1A 1A1

Dear Ms. Blank:

Imagine living your life being made to feel ashamed of who you are, being judged as a "bad person".

That's the reality faced by over 100 residents of our community.

They are living with the disease known as HIV – and many will end up dying of AIDS. What is worse than that medical diagnosis is living every day with the stigma and discrimination that accompany HIV/AIDS. Having your children taunted because of your health status. Having a landlord evict you because you have HIV. Friends and family refusing to speak to you. Facing pressure at work to quit because co-workers are afraid they'll contract the virus.

Would you like to be a part of alleviating their troubles? I invite you to help support the Ourtown AIDS Outreach Clinic by sponsoring our annual "AIDS Walk" taking place this December 1.

As a gold sponsor (\$1000 level), we will print your business logo on the walkers' t-shirts, and display it prominently on event banners, posters, and all related print material.

Thank you for considering becoming a partner of the Ourtown AIDS Outreach Clinic. Thank you for caring,

Jane Smith  
Director, Ourtown AIDS Outreach Clinic

### PUBLIC SERVICE ANNOUNCEMENT

Start Date: September 1, 2004  
End Date: October 15, 2004

30-second announcement

#### ANNOUNCER

HIV and AIDS isn't just a big city problem. People in our community are living with HIV/AIDS. Many more are at risk. The Ourtown AIDS Outreach Clinic promotes HIV/AIDS awareness. We provide counseling, health services and education programs. This year's Red Ribbon Campaign helps fund our vital work. Your red ribbon shows your support for people living with HIV/AIDS. This month, Ourtown Mall stores are pleased to offer a 10% discount to everyone wearing the Red Ribbon. For details, contact the Ourtown AIDS clinic at 123-4567.

Script prepared by:  
John Jones  
Ourtown AIDS Outreach Clinic  
(000) 123-4567

### News Conference:

These are staged only when there is significant media interest in the issue/event, or the issue is too complex to cover in a simple news release. It's also a way of having your spokesperson conduct many interviews at once. Don't call a news conference for a simple announcement – reporters will soon ignore your releases.

- Set a convenient time (mid-morning) to allow reporters to meet their deadlines
- Send out media advisories 3 to 4 days in advance
- Choose a location that is:
  - ~ accessible
  - ~ large enough to accommodate everyone invited, with space for cameras and lighting equipment
  - ~ equipped with sufficient electrical outlets
- Decorate with a banner displaying your organization's name and logo
- Set up microphone and speakers
- Prepare a podium if there will be a speech, banquet table and chairs otherwise
- Provide drinking water for the speakers

### Media Kit:

This is handy to have on hand at your events as a complete resource for reporters. After the event, send a copy to journalists who did not attend. It should contain:

- Backgrounder on your organization, statistics on HIV/AIDS in your town, province and Canada
- Business card & contact information
- News releases, backgrounders, copies of speeches, biographies of speakers, copies of promotional material (posters, etc.)

### Public Service Announcement:

Consider contacting your local radio stations and offering to record your PSA at their studio in place of expecting their announcers to read it.

- The standard format calls for double-spaced lines,
- Indicate reading time (25 words = 10 seconds, 40 words = 20 seconds, 80 words = 30 seconds)
- Send out at least 2 to 4 weeks before the event

### Advertising:

Many agencies pay for advertising space (called display ads) in their local newspapers. Consider asking the manager for a sponsorship for your event, with their contribution being free advertising space. With enough advance planning and notice, the newspaper may even contribute editorial (story) coverage, especially in small community publications. To create your ads, visit our website, [www.aidsida.cpha.ca](http://www.aidsida.cpha.ca), to download campaign graphics.

## ASSIGN & PREPARE A SPOKESPERSON

### ON-CAMERA APPEARANCE:

It may sound frivolous, but if something about your personal appearance is distracting, the audience focuses on that instead of your message.

#### Here are some easy tips:

- Wear a solid colour (bright primary colours are good, along with greys and browns)
- Avoid white or black (they don't work well on video – substitute pale blue and charcoal grey)
- Special makeup is unnecessary, but both men and women should powder their noses and foreheads, because facial oil in those regions reflects TV camera lights, and takes the viewers' attention
- Small patterns (plaid) don't work well on camera
- If you're wearing pants, ensure your socks/hose reach to your knee: this avoids having long shinbones show when you sit down for the interview

#### Mannerisms:

- Keep your hands loosely in your lap; avoid fidgeting, or clenching your fists
- Don't play with the microphone or its cable, because the sounds are amplified on the audio track
- Look the reporter in the eye, and ignore the camera: you'll appear more natural
- If looking the reporter in the eye feels awkward, stare at his/her eyebrows: the camera can't tell the difference!
- Take a few seconds before answering to collect your thoughts, the pause will seem to take forever, but actually appears more conversational
- Lean slightly forward and toward the reporter, making you look more alert and engaged in the conversation

### Preparing for the limelight:

- Relax! The majority of journalists are ethical and fair-minded. Your job is to provide honest, expert information for them to report.
- Know what you are talking about. Discuss with the event committee which topics you handle, and which should be referred to other agencies/spokespersons.
- Prepare (and practise) key messages. If the interview is going in a direction you're unprepared for, steer it back on course by saying, "That's a good question, but the issue is (insert message)".
- Your message should be short enough to fit as a "sound bite" – 15 to 20 seconds maximum. That way, your entire message is more likely to be used in the finished report.
- If a journalist who is known to be antagonistic wants to interview you, remember that you almost always look worse if you refuse an interview. Protect yourself from being misquoted or having your comments taken out of context by tape-recording the entire interview.
- You can retain control of the interview by not only answering the reporter's questions, but also bringing up topics and points that you want to talk about.
- Establish ground rules for the interview, including which questions will be asked. If there is something you will not talk about (such as if you or a partner are living with HIV/AIDS and don't want to share your personal story), make that clear to the reporter.
- Retain control of the interview. You are in charge, and you always have the power to stop the interview at any time if the reporter is verbally abusive, or not honouring the ground rules you both agreed to. Simply stop answering questions, thank the reporter and say you have another commitment, then walk out of the interview area.
- There is NO SUCH THING AS OFF THE RECORD! Assume every telephone call is being recorded, and that the TV camera and microphones are recording every word – even during the technical set-up and tear-down.
- Never lie or fudge an answer. If you don't know, simply admit that you don't have that information right now and promise to find out the answer – then follow up on that promise with a prompt response to the journalist.
- Use plain language, and avoid jargon and technical language. You may know the acronyms or scientific words, but the audience doesn't.
- Try to relate statistics to something the audience knows (instead of "3000 people", try "enough people to fill our football stadium").

## ASSIGN & PREPARE A SPOKESPERSON

### Why do we need a spokesperson?

It is essential to have someone who can comfortably and consistently work with print and broadcast media representatives. All committee members and staff should refer media inquiries to the spokesperson.

Your spokesperson will:

- deliver your key messages,
- ensure your messages are consistent, and
- remain your "one point of contact" for the media before, during and after the campaign.

(You may also need to identify other individuals to act as subject specialists or area experts on legal, economic or technical aspects of your message or your work.)

Look for a spokesperson among your staff, from your advisory committee or board of directors, or among your volunteers. They should have an interest and skill in public speaking and community relations. An individual from within your organization or your community who is well known and respected can bring positive attention to stigma and discrimination issues related to HIV/AIDS.

A human rights lawyer or a celebrity committed to HIV/AIDS issues are two good choices for consideration.

### MESSAGES

These are prepared statements that summarize what you want the public to know. Memorize one or two, and you'll always be prepared for an interview! Here are three sample messages to start with – you may want to create and personalize some for your own community:

***HIV/AIDS-related stigma is a form of prejudice caused by people's fear about the disease and hostility toward the groups of people who are most affected by it. Stigma leads to discrimination, and discrimination is AGAINST THE LAW!***

***Health Canada reports that as many as 56,000 Canadians are living with HIV/AIDS, of which nearly one-third (about 17,000 individuals) do not know they have HIV.***

***Worldwide, UNAIDS reports that at the end of 2001, 40 million people were living with HIV/AIDS, and 14 million children were orphaned as a result of HIV/AIDS.***

Use the theme of stigma and discrimination to highlight how people can respond to the ongoing crisis of HIV/AIDS. Tailor your key messages to reflect what you want people in your community to take away with them after your event or after reading or seeing one of your products.

## CAMPAIGN RESOURCES

This toolkit should help you conduct a basic campaign. It is available to download at [www.aidssida.cpha.ca](http://www.aidssida.cpha.ca). Choose "Campaign" from the main menu. Our website offers many more resources:

Resource	Suggestions for Use
Backgrounders: (downloadable) <ul style="list-style-type: none"> <li>• Canadian HIV/AIDS Awareness Week</li> <li>• HIV/AIDS</li> <li>• Stigma &amp; Discrimination</li> <li>• Human Rights &amp; HIV/AIDS</li> <li>• Success Stories</li> </ul> (Check website for current backgrounder availability)	<ul style="list-style-type: none"> <li>• Briefing for spokesperson</li> <li>• Part of media kit</li> <li>• Media outreach</li> <li>• Part of human interest story pitch, along with local angle</li> </ul>
Speakers package (downloadable) <ul style="list-style-type: none"> <li>• (tips, notes, PowerPoint) (check for availability 2004)</li> </ul>	Spokesperson briefing, presentations to community groups
Print advertisements (downloadable)	Customize with your organization's information, insert in local print media, create your own posters or other print material
Campaign print products may include posters, campaign cards, condom holders, bookmarks, stickers, etc. <ul style="list-style-type: none"> <li>• Product line changes yearly</li> <li>• Check website for current availability</li> <li>• Order copies, free</li> </ul>	<ul style="list-style-type: none"> <li>• Display in your office/client area, in public areas (stores, restaurants, schools, telephone posts, etc.)</li> <li>• Giveaways to clients</li> <li>• Part of media kit</li> <li>• Include in mass mailings</li> <li>• Ask local merchants to tuck into each shopping bag</li> <li>• Use as teaching tools,</li> <li>• Promote as holiday treats or gift basket stuffers, age-appropriate</li> <li>• For clients</li> <li>• Use as reward for participation in seminars, part of HIV/AIDS teaching module</li> <li>• Use as proof of event admission paid</li> </ul>
Campaign promotional items may include t-shirts, temporary tattoos, hats, magnets, key chains etc. <ul style="list-style-type: none"> <li>• Product line changes yearly</li> <li>• Check website for current availability</li> <li>• Order at cost</li> </ul>	<ul style="list-style-type: none"> <li>• Give away or sell for fundraising, include in media kit, send to community leaders to solicit their support for your campaign</li> <li>• Give-aways at public information display, use as proof of admission paid for event, include in media kit, reward for participation in event (i.e. AIDS walk)</li> <li>• Have staff wear for visibility at event, prize for contests, spokesperson to wear for public appearances, offer to radio station as prizes for HIV/AIDS Awareness "trivia question"</li> <li>• Give-aways for media, rewards for staff and volunteers, prize for school contests (age-appropriate)</li> <li>• Event decoration</li> </ul>
Newsletter articles (downloadable)	Download, customize and submit to local print publications, send as email attachment to all your contacts as campaign publicity
Media tools: (downloadable) <ul style="list-style-type: none"> <li>• News Release template</li> <li>• PSA template</li> <li>• Media Advisory template</li> <li>• Backgrounder template</li> <li>• Sponsorship Letter template</li> </ul>	<ul style="list-style-type: none"> <li>• Download and customize for all your events</li> <li>• Saves you time and effort</li> </ul>
Municipal Proclamation template (downloadable)	Download and customize for your municipality, use when contacting local officials for campaign support
Designing and Delivering HIV/AIDS Training – A Facilitator's Guide (download or order a copy)	A valuable tool for HIV/AIDS educators to facilitate HIV prevention education for front-line workers who do not normally do HIV education as part of their job
Community HIV/AIDS Action Toolkit (download or order a copy)	Plan and execute your community-level campaign, both for Canadian HIV/AIDS Awareness Week or highlighting stigma and discrimination throughout the year

You can search online for other resources in our collection that will help you to create a successful campaign. All you have to do is visit [www.aidssida.cpha.ca](http://www.aidssida.cpha.ca).

## RESEARCH RESOURCES

This toolkit is just one of the many excellent guides to social marketing available. Your campaign can be either simple or complex and you may wish to draw upon the experiences of other organizations when planning your events and publicity. Here's a list of online resources that provide invaluable material:

- <http://www.actoronto.org/website/home.nsf/pages/campaigns> (only in English)
- <http://www.apathyislethal.org/index.asp> (only in English)
- <http://www.areyouhivprejudiced.org/campaign/> (only in English)
- <http://www.asiac.org/lahp.htm> (only in English)
- <http://www.benton.org/publibrary/toolkits/stratcommtool.html> (only in English)
- <http://www.cablepositive.org/> (only in English)
- <http://www.canfar.ca/> (only in English)
- <http://www.city.toronto.on.ca/health/aaw/index.htm> (only in English)
- <http://www.condoms4life.org/home.htm> (only in English)
- <http://www.gatesfoundation.org/globalhealth/hivaidstb/hivaids/wad2002/default.htm> (only in English)
- <http://www.hc-sc.gc.ca/english/socialmarketing/index.html> (English)
- <http://www.hc-sc.gc.ca/francais/marketing-social/index.html> (French)
- <http://www.healthypenis2003.org/index.html> (only in English)
- <http://www.hivstopswithme.org> (only in English)
- <http://www.ifrc.org/what/health/hivaids/antistigma/> (English)
- <http://www.ifrc.org/fr/what/health/hivaids/antistigma/> (French)
- <http://www.knowhivaids.org/> (only in English)
- [http://www.msss.gouv.qc.ca/sujets/prob\\_sante/mts\\_vih\\_sida.html](http://www.msss.gouv.qc.ca/sujets/prob_sante/mts_vih_sida.html) (only in French)
- <http://www.nlm.nih.gov/exhibition/visualculture/hivaids.html> (only in English)
- <http://www.penses-g.ca> (French)
- <http://www.preventionsource.bc.ca/pdf/13.pdf> (only in English)
- <http://www.think-again.ca> (English)
- [www.toolsofchange.com](http://www.toolsofchange.com) (bilingual)
- <http://www.unaids.org/en/events/campaigns.asp> (only in English)
- <http://www.uthinkonline.com/giveitup4kids/> (only in English)
- [www.united-church.ca/beads/home](http://www.united-church.ca/beads/home) (only in English)

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For information about other resources, contact the Canadian HIV/AIDS Information Centre at: 400-1565 Carling Avenue, Ottawa, ON , K1Z 8R1. Toll-free: 1-877-999-7740. Tel. (613) 725-3434. Fax (613) 725-1205. Email: [aidsida@cpha.ca](mailto:aidsida@cpha.ca)



