

INTERNATIONAL VISITOR LEADERSHIP PROGRAM

U ORGANIZACIJI:

Department of State Sjedinjenih Američkih Država

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OBLIK IZVJEŠTAJA:

- Naziv
- Dobivene značajne informacije
- Osobni komentar

WASHINGTON, DC

NORMALNO SRCE

Drama, dobitnica Tony nagrade

Napisao: Tony Kramer

Režirao: George C. Wolfe

Priča o početku HIV/AIDS-a. Prikazana je priča o nastanku prve HIV/AIDS nevladine organizacije, s čime su se doktori borili te kako su političari i društvo reagirali na ovu epidemiju “unutar gay zajednice”.

ORGANIZED BY:

United States Department of State

TIMESCALE:

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REPORT

ITINERARY:

- 07/27/2012-07/30/2012 Washington, DC
- 07/31/2012 Baltimore, Maryland
- 08/01/2012-08/03/2012 Little Rock, AR
- 08/04/2012-08/08/2012 Raleigh, NC

REPORT FORM:

- Name
- Important information received
- Personal opinion

WASHINGTON, DC

THE NORMAL HEART

Tony Award-winning play

Written by: Tony Kramer

Directed by: George C. Wolfe

Story about the beginning of HIV/AIDS. We saw the story how the first NGO was formed, what were the doctors struggling with, and how politicians and society reacted to this epidemic “in the gay community”.

FHI 360

CILJANJE JAVNOZDRAVSTVENIH PORUKA PREMA SPECIFIČNIM POPULACIJAMA

Javnozdravstvene poruke moraju biti usmjerene prema onim populacijama kod kojih je epidemija najizraženija. U SAD-u je za latino amerikance napravljen zbir priča, koje vode osobu kroz niz scenarija, navodeći ih na promjene u ponašanju za koje znamo da se događaju u svakodnevnom životu. Tiskani mediji ne nude ovakve priče gdje je glavni lik uzor korisniku. Prethodno, u samom procesu izrade je nužno testirati materijale koje planirate plasirati. Prvo se ponude višestruke ideje i testiraju se glavne poruke s korisnicima. Bitno je znati razumiju li korisnici poruke te da li bi ih one potaknule na akciju. Najbolja poruka se potom selektira. Također se istražuje način na koji ljudi žele čuti poruku na temelju kojeg se radi diseminacijski plan. Ako znamo kako ta populacija dobiva poruke općenito, možemo planirati hoće li kampanja ići preko radija, javnog prijevoza, sms poruka ili socijalnih medija.

Na taj način je osmišljena kampanja “Testiranje nas čini jačima”, koja je namijenjena afroameričkoj MSM populaciji, a financira ju Centar za kontrolu i prevenciju bolesti u SAD-u (CDC). Afroamerička MSM populacija ima najveću epidemiju HIV/AIDS-a te je uočeno kako se ne preklapaju sa drugim rasama ili intravenskim uživateljima droga. Ova nacionalna kampanja povezana je sa centrima za testiranje (koji većinom koriste brze testove) i imaju nacionalni i lokalni plan zakupljivanja oglašavajućih prostora u medijima. Također koriste kina i događanja u zajednici poput afroameričkog pride-a, na kojima je prvenstveni cilj zadobiti pažnju prolaznika (slikati se sa zgodnim modelom...). Cilj kampanje je poslati poruku kako za ovu populaciju nije dovoljno testiranje jednom godišnje, već svakih 3-6 mjeseci. U suradnji s nevladinim organizacijama, CDC je saznao kako ova populacija ne želi “slabu” poruku te da, usprkos davanja najviše važnosti ljepoti, u stvarnosti žele slike iz stvarnog života kako bi poslanu poruku i primili. Ne žele seks u kampanji, već veze, samopoštovanje...

Poruke su.

Testiranje nas čini jačima!

FHI 360

TARGETING PUBLIC HEALTH MESSAGES TO SPECIFIC POPULATIONS

Public health messages need to be aimed at populations with the highest epidemic. In USA for Latino Americans, a collection of novellas has been put together, which guide a person through multiple scenarios, moving them through process of behavior change that we know happens in real life. Print media doesn't offer such role model stories. But before that, during the process of design it is essential to test materials that you are planning to hand out. First, you draft multiple ideas and test tag lines with end users. It is important to know do users understand the message and would the message spur them to action. The best message is thus selected. We also do research about how people want to hear the message, which we use as basis for our dissemination plan. If we are aware of how this population receives messages in general, we can plan will the campaign approach users through radio, public transport, text messages or social media.

This approach was used while designing a campaign “Testing makes us stronger!”, aimed at African American MSM, funded by CDC. African Americans MSM have the highest HIV epidemic, and they don't mix with other race, or with IDUs. This national campaign has linkages with testing sites (that mostly use rapid tests), and a national and local media buy plan. Movie theatres are also used, along with community events like black pride, where the goal is to get people's attention (take pictures with a handsome model...). The aim was to send a message that testing once a year for this population is not enough, and that they should test every 3-6 months. In collaboration with NGO's, CDC found out that African American don't want a weak tag line, and despite regarding beauty as the greatest value, they actually wanted real life pictures to receive the message. They don't want sex in the campaign, but relationships, self-esteem...

The messages go like this.

Testing makes us stronger!

Your HIV test result expires every time you have risky sex.

Stay strong and informed.

Get tested.

Rezultat tvog HIV testa ističe rok trajanja svaki put kada imaš rizičan seks.

Ostani snažan i informiran.

Testiraj se.

Nađi besplatno, brzo i povjerljivo testiranje blizu tebe.

Mi se borimo protiv HIV-a tako da pričamo o tome i da znamo svoj status.

Mi se testiramo.

Crni gay i biseksualni muškarci usprotivite se HIV-u.

Mi smo snažni i informirani.

Mi se testiramo.

Što se tiče skrivenih MSM, nada je da će se identificirati sa nekim slikama (muškarci koji izgledaju više hetero) te da će se do njih uspjeti doći preko oglašavanja na javnim mjestima (javni prijevoz...).

Evaluacijski kriterij je broj obavljenih testiranja.

Posao je nevladinih organizacija širenje informacija u barovima, restoranima, dućanima... Prije toga moraju dokazati CDC-ju da to mogu provesti (pisma podrške klubova...).

Sve ovo moguće je zbog natuknice u Nacionalnoj HIV/AIDS strategiji o potrebi za dosegom specifičnih populacija, što je donešeno prije tri godine.

HUMAN RIGHTS CAMPAIGN (HRC)

Ova organizacija se isključivo bavi sa politikom i stigmom, ne korisnicima. Napravili su bilten za zdravstvene djelatnike u kojem se navodi zbog čega je bitno da budu korektni prema pacijentima sa HIV-om i LGBT populaciji općenito (indeks jednakosti u zdravstvu). Glavna poruka zdravstvu je da pacijenti mjere kvalitetu svojeg zdravlja kroz prizmu tretmana prema njima. Svi zaslužuju dostupnost kvalitetnoj zdravstvenoj usluzi oslobođenoj od diskriminacije.

Što se zagovaranja tiče, prate rad Kongresa i Senata i utječu na njihove odluke stvarajući regulatore koji su zaštitne mjere onima koji su diskriminirani.

Također se bave stigmom u lokalnim zajednicama, gdje su uspješni pružiti prava osoba koja žive s HIV-om kroz program protiv vršnjačkog nasilja.

Find free, fast and confidential testing near you.

We fight HIV by speaking up and knowing our status.

We get tested.

Black gay and bisexual men are standing up against HIV.

We're staying strong and informed.

We get tested.

As far as hidden MSM is concerned, it is hoped that they will relate to some of the images (more straight looking guys) and that they will be reached by outdoor advertising sites (public transport...).

Evaluation criterion is the number of tests performed.

It is NGO's job to disseminate information at bars, restaurants, stores...

Beforehand they must prove to CDC that they are able to do this (support letters from clubs...).

All of this is possible because there is a note in The National HIV/AIDS Strategy about the need to reach specific populations, which happened three years ago.

HUMAN RIGHTS CAMPAIGN (HRC)

This organization deals exclusively with policy and stigma, not end users. They made a bulletin for hospital workers on why it is important to be correct towards HIV patients and LGBT in general (healthcare equality index). The main message to healthcare is that patients measure the quality of their healthcare through the lens of how they are treated. Everyone deserves access to high-quality care free from discrimination.

As far as advocacy is concerned, we track work of The Congress and The Senate and influence their decisions by making regulators that are safeguards for those that are discriminated.

We also address stigma in local communities, where we have passed HIV rights through an anti-bullying program. Basically nobody wants kids to be bullied, HIV is secondary, but it works. In working with corporations

U osnovi, nitko ne želi da djeca budu zlostavljana, a HIV je sekundaran i to funkcionira. U radu sa korporacijama i stigmom na radnom mjestu, šaljemo poruke kompanijama kako mogu zaraditi više ako su otvoreni. Materijali se mogu naći na: www.hrc.org

BALTIMORE, MARYLAND

URED ZA ZDRAVSTVO I MENTALNU HIGIJENU MARYLAND

Ova državna agencija pod sobom ima 20 lokalnih zdravstvenih centara (domova zdravlja). Glavni projekti vezani uz HIV koje financiraju su: stambeno zbrinjavanje, outreach testiranje i psihosocijalna podrška. Također imaju odvojeni odjel koji radi sa svim spolno-prenosivim bolestima te još jedan odjel koji prati epidemiološke podatke i evaluira sve programe.

Rade mobilne outreach programe. Financiraju 6 organizacija u državi (lokalni zdravstveni servisi i nevladine udruge), koji provode outreach u područjima najveće epidemije zbog povećanog rizika prijenosa. Outreach provode na nekoliko različitih lokacija: bolnice, gay barovi, prenoćišta... Također surađuju s nevladinim sektorom za promociju svojih aktivnosti. Redovito rade probir svih ostalih spolno prenosivih bolesti kao HIV prevenciju, jer je poznato da one olakšavaju prijenos HIV-a.

Program stambenog zbrinjavanja (HOPWA: Prilike stambenog zbrinjavanja osoba koje žive s HIV-om) financira federalna vlada, a provode ju zajedno državna vlada, centri za socijalnu skrb i zdravstveni centri. Stambenim zbrinjavanjem tijekom godina uspjela se osigurati osobama koje žive s HIV-om povezanost sa uslugama i podrškom.

Također provode usluge outreach-a putem interneta za MSM populaciju i to na stranicama gdje se uobičajeno sastaju. Osoba koja radi outreach otvori profil na stranici, započne diskusiju i na kraju predloži mjesta na kojima se može testirati. Osim ovog oblika prevencije, također održavaju Dan testiranja na HIV, 27.6., kada lokalne zdravstvene ustanove testiraju ljude u najvećoj mogućoj mjeri. Isto tako posjećuju i usko specijalizirane događaje za mlade. Jedan je Summit mladih, u trajanju 7 dana, na kojem pokrivaju prevenciju spolno prenosivih bolesti, kontracepciju i poštovanje u vezama. Za studente je rađeno natjecanje u plesu vezano uz HIV, na koje se odazvao velik broj mladih, a iskorišten je za preventivne aktivnosti.

and stigma at workplace, we reach out with messages that companies can earn more by being open.

Materials may be found on: www.hrc.org

BALTIMORE, MARYLAND

MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGENE

This state agency has additional 20 local health departments. Main projects they fund as far as HIV is concerned are: housing, outreach testing and psychosocial support. They also have a separate department that works with all STDs, and one more department that follows epidemiological data and evaluates all programs.

Their outreach programs are mobile. They have 6 grantees throughout the state (local health services and NGO's), which do outreach in areas where the epidemic is the highest, because of the elevated risk of transmission. The outreach is done in several different places: hospitals, gay bars, homeless shelters...

They also use NGO's for promotion of their activities. STD screenings are done regularly as HIV prevention, because they facilitate HIV transmission.

Housing program (HOPWA: Housing Opportunities for People with AIDS) is funded by the federal government, and is implemented by the state government, social services and health services. Throughout the years this made sure that people living with HIV are connected to support and services by providing them housing.

They also provide online outreach services for MSM on websites where they meet. Outreach person makes a profile on the site, starts discussion, and in the end proposes testing sites. Apart from this form of prevention they also do HIV Testing Day, 27th June, when local healthcare services get people tested as much as possible. They also visit special youth events. One is Youth summit, which lasts one week, and they cover STD prevention, contraception and respect in relationships. For college students they have done a dance competition connected to HIV, which was a big turnout, and it was used for prevention.

As far as campaigns go, diverse campaigns for diverse populations are

Što se tiče kampanji, provode se različite kampanje za specifične populacije:

1) HIV PRESTAJE SA MNOM!

Cilj je smanjenje stigme.

Osobe izlaze i otvoreno govore o svom životu s HIV-om.

Također ima preventivnu vrijednost, jer podiže svijest o riziku (...osoba koju znam iz mog kvarta je dobila tu bolest jer je...).

2) JOŠ SMO UVIJEK OVDJE

Prevenција za zajednicu afroamerikanaca MSM.

Koriste se osobe-modeli koji ne žive s HIV-om.

3) PAZI SE, TESTIRAJ SE

Prevenција za heteroseksualne partnere.

Koristili su sliku jako zaljubljenog para sa sljedećom porukom: "Imaš dojam kao da ga znaš oduvijek, ali ne znaš sve. Testiraj se."

"JOHN HOPKINS" SVEUČILIŠTE ZA SESTRINSTVO

U sklopu ovog sveučilišta postoji nekoliko klinika, a samo sveučilište je globalno prepoznatljivo po edukacijama za sestrinstvo i izgradnji kapaciteta diljem svijeta, pogotovo u područjima pogođenim HIV/AIDS-om.

U SAD-u ako pacijenta s HIV-om pregleda medicinska sestra, on/a ne treba posjetiti doktora. Medicinske sestre su educirane i rade dijagnostiku, propisuju terapiju... Ako pacijent koji živi s HIV-om ne želi svoj status na otpusnom pismu, moraju potpisati dokument kojim će to pravo zatražiti. Nakon toga pišu se samo oportunističke bolesti. U SAD-u ne postoji obaveza pisanja cjelokupne dijagnoze na otpusno pismo, već o tome odlučuje pacijent. Problem ostaje nedostatak osiguranja za ARV terapiju kod mnogih, no postoji i dodatni problem kod onih koji su osigurani i koji primaju ARV terapiju. Bili su slučajevi pacijenata s HIV-om, kojima je dijagnosticiran karcinom, no njihovo osiguranje je pokrivalo ARV terapiju, ali ne i terapiju potrebnu za liječenje karcinoma.

Postoje određena pravila za medicinske sestre koje žive s HIV-om. Nije im dopušteno raditi određene kirurške zahvate te se posao koji smiju obavljati

done:

1) HIV STOPS WITH ME!

The objective is stigma reduction.

Persons come out and speak openly about their life with HIV.

It also has a prevention value, because it increases awareness about the risk (...the person I know from my community got this disease by...).

2) WE'RE STILL HERE

Prevention for African American MSM community.

Role-models who don't live with HIV are used.

3) TAKE CARE, TAKE TEST

Prevention for heterosexual partners.

They've used a picture of a couple very much in love with the following message: "It feels like you've known him forever, but you don't know everything. Get tested."

JOHN HOPKINS UNIVERSITY SCHOOL OF NURSING

This university has several clinics attached to it, and is known globally for providing nursing education and capacity building all over the world, especially in areas affected with HIV/AIDS.

In the US, if an HIV patient sees a nurse, s/he doesn't have to see a doctor. A nurse is educated to do diagnostics, prescribe therapy... If an HIV patient doesn't want their HIV status to be on the release forms, they must sign a release of information form, stating that they don't want HIV to be seen. Then, just the opportunistic infections are written down. In US, there is no obligation to write the entire diagnosis to release forms, the patient decides. The problem is lack of insurance for ARV treatment for many, but there is also an additional problem for those that are insured and that receive ARV therapy. There were cases of HIV patients who got cancer, and their insurance covered ARV therapy, but didn't cover treatment for cancer.

There are some rules for nurses living with HIV. They are not allowed to perform some surgeries, and the activities they are allowed to do depends

razlikuje prema tome imaju li nemjerljivu količinu virusa u krvi ili ne. Pacijentima se nastoje pružiti kulturalno osjetljivi pregledi, što znači da se pacijentu koji je gay nastoji naći gay zdravstveni djelatnik. Ovo se radi na zahtjev pacijenta.

Vijest je kako počinje PREP (Pred-ekspozicijska profilaksa) za MSM (HIV lijek Truvada kao mehanizam prevencije za MSM). Čak razmišljaju o otvaranju posebne gay klinike kako bismo pružili najbolju moguću njegu. Ne samo zbog PREP-a, nego i brzih testova za kućnu uporabu koji će biti dostupni u listopadu, za što isto moraju prižiti zdravstvene usluge i podršku. Jedan podatak koji trenutno zabrinjava je povećanje raka debelog crijeva među MSM, koji je posljedica HPV infekcije. Traže načine kojima bismo povećali kolonoskopiju.

Outreach testiranje radi se u kombijima u suradnji sa Uredom za zdravstvo grada Baltimore-a. Za one koji žele ostati potpuno anonimni, mogu naručiti preko internet testove za spolno prenosive bolesti za kućnu uporabu i HIV test za kućnu uporabu, koji im se onda šalju na kućnu adresu ili im sestra odlazi u kućnu posjetu obaviti testiranje.

Također počinju studiju vezanu uz PREP i MSM. Glavni problem je što još uvijek ne postoji dovoljno dobar način slanja poruka MSM populaciji. Ovo istraživanje bit će bazirano na socijalnim medijima. Koristit će se osoba koja će pokrenuti diskusiju na socijalnim medijima, jer su preporuke za PREP korištenje Truvade sa kondomima i oni su uvjereni da mnogi ljudi to ne shvaćaju kada je riječ o HIV-u. Osim toga, lijek ne štiti osobu od ostalih spolno prenosivih bolesti. Još uvijek se ne zna tko će platiti PREP i kako će osiguranja pokrivati troškove onih koji su u riziku.

Više možete saznati na:

<http://www.prep4tomorrow.org/>

URED ZA ZDRAVSTVO GRADA BALTIMORE-A

Provode mnogo outreach testiranja (kombijem), kao i testiranja u domovima zdravlja. Nakon što nekome bude potvrđen pozitivan test, upućuje ga se na zdravstvenu njegu. Kako bi povećali testiranje ostvaruju partnerstvo s lokalnim uslugama poput hitne službe, gdje se svakome nudi test na HIV, što donosi bolje rezultate od pukog partnerstva sa klinikama za spolno prenosive bolesti. Za sva testiranja koriste brze testove.

Dodatno rade “usluge za partnere”, koje su povećale testiranje na HIV,

upon whether they have undetectable viral load or not.

The hospital tries to provide patients with culturally sensitive appointments, meaning if the patient is gay, the tendency is to get them to see a gay healthcare provider. This is done on patient’s request.

The news is that PREP (Pre-Exposure Prophylaxis) is about to start for MSM (Truvada HIV drug as prevention tool for MSM). They are even considering opening a specific gay clinic to provide the best possible care. It isn’t just PREP, but also in home rapid tests that will be available in October, for which care and support must also be provided. One data that brings up concern at this moment is an increase of anal cancer among MSM due to HPV infection. They are looking for ways to increase colonoscopy.

Outreach testing is done in mobile vans with Baltimore City Health Department. For those who wish to be completely anonymous, they can order online an STI home kit and HIV home test, which is then send by mail, or the nurse goes to their homes and does the testing.

They are also starting a study concerning PREP and MSM. The main issue is that there is no sufficient way to send out messages to MSM. The research will be social media based. They will use a person who will initiate discussions on social media, because the recommendations for PREP say Truvada and condoms, and the believe is that many people don’t get that when it comes to HIV. Besides, drug doesn’t protect you from other STI’s. They still don’t know who will pay for PREP and how insurance will cover costs for those at risk.

Find out more on:

<http://www.prep4tomorrow.org/>

BALTIMORE CITY HEALTH DEPARTMENT

They do a lot of outreach testing (using a van) and also testing in Health Centers. After someone has tested positive, s/he is linked to care. To enhance testing they tend to partner with community services, such as emergency rooms and ambulances, where an HIV test is offered to everyone, which brings better results than just a partnership with STI clinics. Rapid tests are used for all testing procedures.

Additionally they do “partner services”, which enhanced testing on HIV,

sifilis i gonoreju za 65% u posljednjih 5 godina.

Putem interneta osobe imaju priliku naručiti testove za kućnu uporabu. Internet stranica se zove "Želim set". Uz set, na sajtu se nude informacije o mjestima testiranja, informacije o kombiju i informacije na kojim sljedećim socijalnim aktivnosti će se obavljati testiranje.

Također provode kampanju u javnom prijevozu i na mjestima gdje mladi izlaze, pod nazivom: "Imaj muda, testiraj se!" Uoči gay parade također rade kampanju: "Ponosi se svojim zdravljem."

LITTLE ROCK, ARKANSAS

ARCARE I SVEUČILIŠTE MEDICINSKIH ZNANOSTI U ARKANSAS
Vidjeli smo kako Domovi zdravlja rade u zabačenim područjima i kako zamjenjuju mnoge gradske službe. Zbog velikih udaljenosti i nedostatka medicinskog osoblja, domovi zdravlja također koriste Telemedicine – procjenu hitnih pacijenata preko video link-a. Kako bi pomogli u zadovoljavanju osnovnih zdravstvenih potreba građana, znanstvenici razvijaju konstrukte poput "zdravstvene pismenosti".

Problemi povezani sa HIV-om su nedostatak testiranja i nagli porast HIV-a među afroameričkim ženama. Arcare radi outreach testiranje na kojem poklanja "vrećicu iznenađenja", u kojoj se nalazi nekoliko stvari kao poklon za testiranje (kemijska olovka, četkica za zube, zubni konac...). Većina ljudi se pojavi na testiranju samo kako bi dobili "vrećicu iznenađenja".

Diskriminacija vezana uz HIV postoji, no ljudi ju ne prijavljuju. Dobra stvar je što osoba ne može izgubiti posao zbog pozitivnog statusa. Postoji pravna zaštita, koja karakterizira HIV kao invalidnost.

O LGBT pitanjima se uopće ne raspravlja. Kao da ne postoje. Ova država će omogućiti sklapanje gay brakova tek kada oni budu afirmirani na federalnoj razini. LGBT osobe često odlaze u druge države SAD-a.

UDRUGA ŽENA ARKANSASA (AMA/AWA)

Rade outreach testiranja koja se financiraju iz federalnog budžeta. Provode ga u mobilnom kombiju, koji ima čekaonu i tri sobe za pregled. Budući da je sredina ruralna, ljudi se okupljaju isključivo u crkvama, gdje se testiranje

syphilis and gonorrhea by 65% in the last 5 years.

Online, people have the opportunity to order tests for home use. The site is called "I want the kit". Along with the kit, on the site they provide information about testing sites, van information, and information about next social events they will visit to do outreach.

They also do a campaign in public transport and areas young people hang out, called: "Have Balls, Get Tested!" Before gay pride they also do: "Have Pride In Your Health" campaign.

LITTLE ROCK, ARKANSAS

ARCARE & UNIVERSITY OF ARKANSAS FOR MEDICAL SCIENCE
We saw how Health centers work in remote areas, and how they replace diverse community services. Due to great distances and lack of medical staff, centers also use Telemedicine – video link assessment of urgent patients. To help satisfy the basic health needs of citizens, scholars are developing constructs like Health Literacy.

The problem connected to HIV is the lack of testing, and the fact that HIV is rising quickly in the African American women. Arcare does outreach testing for which it gives away a "goodie bag", which contains several things as presents for testing (pen, toothbrush, dental floss...). Most people show up for the testing just to get the "goodie bag".

HIV-related discrimination exists, but it doesn't get reported. Good thing is that one can't lose their job because of HIV. There is legal protection, which states that HIV is a disability.

LGBT issues are not discussed at all. It's like they don't exist. This state will allow gay marriage only when it will be established at the federal level. LGBT tend to migrate to other states.

ASSOCIATION OF WOMEN OF ARKANSAS (AMA/AWA)

They do outreach testing, which is financed by the federal budget. It is done in a mobile van, which has a waiting room and 3 examination rooms. Since it's a rural area, people gather only in churches, so the testing is done there. They of course don't mention HIV, it is a health screening. First they

i provodi. Naravno da ne spominju HIV, već rade zdravstvene preglede. Prvo provjeravaju krvni tlak, pa razinu šećera u krvi i nakon toga ponude brze testove na HIV i hepatitis. Do ovog trenutka većina ljudi pristane, jer je riječ o cjelokupnom zdravstvenom pregledu. Na licu mjesta također nude i psihosocijalnu podršku.

Osim ovog, rade i kulturološke programe za žene iz Latinske Amerike u svrhu smanjenja samo-stigme. Kroz natjecanja u pjesništvu i programe stjecanja vještina pomažu mnogim ženama koje baš i ne govore engleski.

RALEIGH, SJEVERNA KAROLINA

FHI 360, RALEIGH

Vidjeli smo studije koje potvrđuju efikasnost socijalnih mreža u doseg skrivenih MSM, čak i u zemljama sa homofobnom klimom, poput Gane. Ovim načinom stupljeno je u kontakt sa 18 000 MSM.

Što se istraživanja u zajednici tiče, o niti jednoj stvari se ne odlučuje bez istraživanja te su svi programi bazirani na znanju prikupljenom iz zajednice. Ovaj pristup rezultirao je povećanju HIV testiranja, koji više nije veliki problem.

JEDNAKOST SJEVERNA KAROLINA

Ovo je centar za LGBT zagovaranje i osobe koje žive s HIV-om. Postoji ogromna stigma i HIV nije baš popraćen u medijima. Zbog toga su napravili film o životu s HIV-om za one koji tek saznaju dijagnozu. Koristili su različite osobe iz zajednice, kako bi se svatko tko gleda film mogao identificirati s nekim, a najbitnija poruka je osnaživanje. U 20 minuta prikazali su uspješne i sretno ljude, no također su obradili sve glavne probleme života s HIV-om.

Možete pogledati video “Living +” na sljedećoj internet stranici.
<http://ncaidsunitedamericorps.wordpress.com/2012/06/26/living-full-version/>

Najveći problem je osigurati osobama ARV terapiju. Ne rade puno više od toga, osim zagovaranja. Pomogli su uspostaviti “Zakon o prevenciji nasilja

check blood pressure, then blood sugar level, and in the end they offer HIV and hepatitis rapid tests. By this point most people agree, because it is a complete health screening. Psychosocial support is also offered at site. Apart from this, to reduce self-stigma they do cultural programs, especially for Latin American women. Through poetry contests and skill acquisition programs they’ve helped a lot of women who don’t speak English that well.

RALEIGH, NORTH CAROLINA

FHI 360, RALEIGH

We saw studies that confirmed the efficacy of social networks to reach hidden MSM, even in countries known for homophobic climate, like Ghana. They’ve managed to reach 18 000 MSM this way.

As far as research in the community go, not one thing is decided without research, and all programs are based upon the knowledge gained from the community. This approach resulted in increase of HIV testing, which isn’t a big issue anymore.

EQUALITY NORTH CAROLINA

This is a center for LGBT rights advocacy, but also people living with HIV. There is a huge stigma, and HIV is not really followed by the media. That’s why they made a movie for those who just got their diagnosis about the life with HIV. They used different members of community so that everyone can relate to someone, and the most important message is empowerment. In 20 minutes they’ve showed people that are successful, happy, but also addressed all the major problems of life with HIV.

You can watch “Living +” video on this site:
<http://ncaidsunitedamericorps.wordpress.com/2012/06/26/living-full-version/>

The biggest issue is getting people on ARV treatment. They don’t do much else, except advocacy. They helped to establish “School Violence Preven-

u školama”, anti-bullying zakon koji štiti LGBT djecu i djecu koja žive s HIV-om. On se sada provodi u školama i školski sustav je jedini odgovoran za njegovu primjenu. Osim predrasuda, dodatni problem predstavlja utjecaj crkve. Nevladine organizacije ne posjećuju škole.

Imaju 1000 volontera koji sudjeluju u kampanjama za naša zagovaranja, poput konstitucijskog amandmana u S.K., koji je učvrstio heteroseksualne brakove kao jedine moguće, što je dosada najveći poraz.

Stvaraju koalicije sa drugim organizacijama u zajednici kako bismo stekli veći utjecaj i veću vjerodostojnost te uštedjeli novac. Tijekom kampanje protiv amandmana ostvarili su partnerstvo sa Afroameričkom organizacijom za građanska prava, koja je stara i vrlo prestižna. Puno im je pomogla sa tiskanjem letaka, radom u kampanji...

HIP KLINIKA

Ova Klinika za spolno prenosive infekcije je ujedno i AIDS klinika. Osobe se ovamo dolaze testirati, dolaze po terapiju i medicinske savjete. Također ovdje mogu dobiti psihosocijalnu podršku.

LGBT CENTAR RALEIGH

Rade LGBT zagovaranje. Imaju 3000 članova, a financiraju ih pojedinci i korporacije. U SAD-u postoji sistem koji omogućuje osobama da dobiju porezne olakšice ako doniraju civilnim organizacijama, što je velika pomoć.

Mobiliziraju glasače za političke izbore i prikupljamo sredstva za političke kampanje. Prije toga povjeravaju jesu li političaru kojeg podržavaju bitni njihovi ciljevi.

LGBT u S.K. mogu dobiti otkaz zbog svoje seksualne orijentacije. Nude im podršku.

Također nude podršku mladim ljudima koji tek izlaze sa svojim statusom, no brinu se i za starije LGBT osobe, koje su često same.

Oko ključnih pitanja ostvaruju partnerstvo sa različitim organizacijama. Partnerstvo funkcionira prema principu: “Možemo se ne slagati po mnogim pitanjima, no kada je riječ o diskriminaciji možemo raditi za istim stolom kako bismo progurali ovo pitanje kroz politike i zajednicu.”

WRAL-TV

Najpopularnija lokalna TV postaja. Za nevladine organizacije rade plaćene oglase te reportaže na zahtjev. Također su radili dokumentarni film u vezi

tion Act”, an anti-bullying law that protects LGBT and HIV kids. It is now implemented by schools, and the school system is solely responsible for implementation. Apart from prejudice, additional problem is the influence of the church. Non-governmental organizations don't visit schools.

They have 1000 volunteers to campaign for our advocacies, like constitutional amendment in N.C., which enforced heterosexual marriages as the only possibility, and is so far the biggest loss.

We do coalition with other organizations in the community to gain bigger influence and credibility, and also to save money. During the campaign against the amendment, they'd partnered with an African American Civil Rights Organization, which is old and very prestige. It helped them a lot by printing leaflets, working in the campaign...

HIP CLINIC

This STI Clinic is also an AIDS Clinic. People come here to get tested, get their treatment and medical advice. Also, they can get psychosocial support here.

LGBT CENTER OF RALEIGH

They do LGBT advocacy. They have 3000 members, and are financed by individuals and corporate organizations. In the USA there is a system that allows a person to get tax deductions if they donate civil organizations, and this helps a lot.

They mobilize voters for political elections and raise money for political campaigns. Before that they make sure that their issues are important to a politician who is supported.

LGBT in N.C. can get fired due to their sexual orientation. They offer support.

They also offer support to young people that are just coming out, but also take care of the old LGBT, that tend to be on their own.

They partner on key issues with diverse organizations. Here is how this works: “We may disagree on a lot of issues, but when it comes to discrimination we can work at the same table to push this issue in policies and communities.”

WRAL-TV

The most popular local TV station. For community based organizations,

nedavnog “pokreta očuvanja braka”. Traje 30 minuta i prikazuje tradicionalnu obitelj pa gay obitelj kroz niz situacija.

Njihov dojam ostaje da je amandman prošao zbog utjecaja crkve i zajednica koje nikada prije nisu imale stvarni kontakt s LGBT osobama.

WRAL dokumentarni “Amandman” možete naći na:
www.wral.com

U Zagrebu, 7.9.2012.

Autor:
Latica Mirjanic, MA Psych

they do paid ads, and cover stories on demand. They’ve also done a documentary on the recent “marriage protection movement”. It lasts 30 minutes and depicts a traditional family and then a gay family in diverse situations. Their impression is that Amendment passed because of the church influence, and communities which never really had contact with LGBT before.

WRAL Documentary: The Amendment can be accessed on:
www.wral.com

Zagreb, 7th September, 2012.

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