

WORKSCOPE FOR SUBCONTRACTORS: NORTH CAROLINA CENTRAL UNIVERSITY

Project Title: Project STYLE (Strength Through Youth Livin' Empowered)
Applicant name: University of North Carolina-Chapel Hill
HRSA grant number: H97HA03789
Website : www.stylenc.org

We have proposed a collaborative initiative between UNC, a community-based AIDS service organization (the Alliance of AIDS Services-Carolina) and a local Historically Black University (North Carolina Central University). We have made substantial progress on our plan to develop, implement, and evaluate a social marketing campaign on college campuses, which will promote access to HIV treatment and care among newly diagnosed African American HIV-infected college students at a consortium of colleges in the Raleigh-Durham Metropolitan Area.

OVERALL STUDY DESCRIPTION

Cases of HIV on college campuses in North Carolina have risen dramatically since mid-2001. The striking increase in HIV infections among young black men who have sex with men (MSM) underscores our limited knowledge as well as limited success in reaching young MSM (YMSM) of color who attend college. Researchers at the University of North Carolina together with student health providers, university officials, and officials in the North Carolina department of Health and Human Services have come together to develop an effective response to this evolving epidemic. Our goals are two fold. First, we seek to understand the forces that are driving the epidemic. Second, we will develop and implement interventions that both interrupt the spread of HIV among college students as well as promote access to health care for newly diagnosed college students.

Our HIV prevention campaign is divided into two phases. In Phase I, we have conducted elicitation research designed to inform development of an intervention. We have conducted 4 focus groups consisting of black MSM attending the targeted colleges and universities at which we elicited the beliefs, perceptions and needs of black MSM as well as administering a venue based survey. In Phase II, a social marketing campaign was designed and continues to be disseminated on campuses and in the community with the ultimate goals of increasing awareness of HIV risk in the community, and emphasizing the importance of HIV testing and entry into care for HIV-positive YMSM. We continue to mount a targeted outreach intervention consisting of a media campaign, increased provision of HIV counseling and testing on college campuses and in the community via rapid HIV testing.

To promote access to HIV care among newly diagnosed, HIV-infected YMSM we will continue to take advantage of the presence of experienced Disease Intervention Specialists and our outreach workers. Two adolescent HIV clinics (one at The Infectious Diseases Clinic at the University of North Carolina at Chapel Hill (UNC IDC) and one at the Wake County Health Department) are the facilities to which new patients are referred. Health outcomes of those infected may be improved by receiving immediate and on-going care and are being measured by in-person surveys with all seropositive YMSM (newly diagnosed and those currently in care). This survey measures variables associated with retention in care, adherence to medications, and practice of risk reduction behaviors. This survey was created by the GW YES center and to date 35 baseline interviews have been completed and 50 follow-ups.

In addition to offering medical care for young men living with HIV, STYLE provides one-on-one and group support. Through our partnership with the Alliance of AIDS Services- Carolina, we are able to provide an array of ancillary services, including emergency financial assistance, food pantry, and transportation assistance.

NORTH CAROLINA CENTRAL UNIVERSITY

PROJECT STYLE has partnered with both the Alliance of AIDS Services-Carolina (AAS-C) and North Carolina Central University (NCCU) to provide outreach activities on the targeted campuses as well as at selected venues. The AAS-C has a long history of being able to provide quality outreach and prevention services to members of the target population. NCCU serves as a primary nexus of outreach and research activity, under the direction of Dr. David Jolly. Through NCCU Dr. Jolly is the advisor for *Colors*, a dynamic LGBT student-run organization. In addition, he works with the University to oversee a variety of services, including HIV/STD peer education, the SAFE (Save a Fellow Eagle) program, training programs for youth to serve as peer educators, outreach and prevention programs every Fall semester, ongoing risk reduction communication, and HIV testing referrals. This unit is supported by HIV/STD Prevention and Care funds from the NC State Department of Health and Human Services, as well as other grants and HIV initiatives. Outreach workers are housed at both AAS-C and NCCU and work to provide outreach activities on campus

and in a variety of community venues. Additionally, the outreach staff assist clients with linkage into appropriate social services through AAS-C and facilitate our weekly support groups for HIV+ Black MSM.

Co-investigator/NCCU Project Head (0.20 FTE): Dr. David Jolly helped found OutRight, an organization that provided support services to lesbian and gay youth in Durham for several years in the early 1990's. A number of OutRight youth were young MSM of color. In 2000, he organized a day-long workshop at NCCU on sexual diversity that drew over 80 students, faculty and staff. Dr. Jolly currently serves as faculty advisor to Project SAFE, NCCU's HIV/STD peer education program. His responsibilities on this project will include:

- **Focus Groups:** Assist in developing interview and focus group guides. Help to conduct interviews and focus groups. Analyze and interpret results of interviews and focus groups.
- **Media campaign:** Consult on development of interventions and small media campaign materials, especially those designed for use on college campuses.
- **Advisory Board:** Recruit members for the project advisory board, especially members from the university community. Serve as liaison between the project and Project Commit To Prevent partners from other HBCUs in NC.
- **Evaluation:** Assist in design, implementation and analysis of process evaluation.

One Outreach Worker at this site (.50 FTE): (Jeff Love) Mr. Love works out of North Carolina Central University, has extensive experience working with the target population, and is a young MSM of color. The activities of the outreach workers include:

- **Small media campaign:** Outreach workers will disseminate small media materials on college campuses and at selected venues. They will solicit participation from community businesses and distribute small media materials there as well.
- **Focus groups:** Participate in focus groups.
- **Survey Administration:** Administer surveys on college campuses among general student population and target population.
- **Testing event coordination:** Assist project coordinator with organizing HIV testing events on college campuses in the area.
- **Support group facilitation:** Co-facilitate twice weekly HIV+ men's support group.
- **Facilitate discussions of issues related to HIV/STDs:** The Outreach workers will look for opportunities to facilitate discussion about how best to create a safe and comfortable environment for gay and bisexual men of color. Additionally they will make presentations to Black Fraternities, Faculty Senate, University Administrators, Dean of Students, Residential Life, Campus ministry, Student government. Position will also serve as primary liaison with other community based agencies.

WORKSCOPES FOR SUBCONTRACTORS: ALLIANCE OF AIDS SERVICES

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care for HIV-positive YMSM. We continue to mount a targeted outreach intervention consisting of a media campaign, increased provision of HIV counseling and testing on college campuses and in the community via rapid HIV testing.

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ALLIANCE OF AIDS SERVICES

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One Outreach Worker (.50 FTE): (Sebastian Battle) Mr Battle works from the Alliance of AIDS Services-Carolina. Mr. Battle has extensive experience working with the target population, and is a young MSM of color. The activities of the outreach workers include:

Small media campaign: Outreach workers will disseminate small media materials on college campuses and at selected venues. They will solicit participation from community businesses and distribute small media materials there as well.

Focus groups: Participate in focus groups

Survey Administration: Administer surveys on college campuses among general student population and target population

Support group facilitation: Co-facilitate twice weekly HIV+ men's support group.

Client Services Advocate: Provide access to social and supportive services available for HIV+ individuals through AAS-C. Maintain regular contact with clients to promote retention in care.

Facilitate discussions of issues related to HIV/STDs: The Outreach workers will look for opportunities to facilitate discussion about how best to create a safe and comfortable environment for gay and bisexual men of color. Additionally they will make presentations to Black Fraternities, Faculty Senate, University Administrators, Dean of Students, Residential Life, Campus ministry, Student government.

Work Plan for Outreach Worker, Project STYLE

Goal 1:

Build relationships with campus organizations, community groups, and public health agencies that serve MSM of color to access target population

- Visit organizations and agencies and distribute information on Project STYLE
- Establish contacts with DIS to facilitate seamless referrals of newly diagnosed persons to care

Documentation: Maintain log of visits to agencies and organizations
Maintain a database of contacts

Goal 2:

Develop familiarity with resources and services for HIV+ MSM

- Review existing directory
- Expand directory as new resources and services are identified
- **Meet with Dr. Hightow, UNC Clinic, Wake Clinic to learn resources**

Documentation: Update directory regularly

Goal 3:

Assist in planning and staffing outreach activities and events to access target population, increase project visibility, disseminate information on HIV/AIDS, encourage HIV testing, foster discussions on how to create safe, comfortable environments for college-age MSM of color, etc.

- Attend community meetings
- Create and deliver presentations to campus organizations and community groups
- Staff health fairs, rapid HIV testing events, etc.

Documentation: Maintain log of outreach events

Goal 4:

Serve as a resource for young HIV+ MSM

- Provide basic education and emotional support to clients
- Refer to medical care and case management
- Provide transportation to care/services as appropriate
- Be on call for referrals

Documentation: Maintain log of client contacts and services provided

Goal 5:

Administer surveys in clinical, campus, and community settings for planning and evaluation of the project

- Assist in development of instruments as requested

Goal 6:

Assist in the design and implementation of a social marketing campaign

- Review draft materials
- Distribute materials from social marketing campaign

STATE OF NORTH CAROLINA OFFICE OF STATE PERSONNEL POSITION DESCRIPTION FORM (PD-102R-92)	Approved Classification: Effective Date: Analyst:
1. Present Classification Title of Pos.	7. Pres. 15 Digit PN Prop. 15 Digit PN
2. Usual Working Title of Position: Community Outreach Worker and Client Advocate	8. Department, Univ.: Health Education, NCCU
3. Requested Classification of Position	9. Instit. & Divis.
4. Name of Immediate Supervisor: David Jolly	10. Section and Unit
5. Supv. Pos. Title and Pos. Number: Assistant Professor, 10326	11. Address: Miller-Morgan Building, P.O. Box 19738, Durham, NC 27707
6. Name of Employee	12. Loc. of Work: Miller-Morgan Health Sciences Building (office), NCCU campus, and larger Raleigh-Durham community

I. A. Primary Purpose of the Organizational Unit:

“Outreach, Care, and Prevention to Engage HIV Seropositive Men Who Have Sex with Men (MSM) of Color” is a new grant-funded project targeting MSM of color attending college in the Raleigh-Durham metropolitan area. The goals of the project are to develop and implement culturally appropriate strategies for providing these men with HIV prevention messages, encouraging HIV testing in this population, linking those men who test positive or have previously tested positive to HIV care services, and keeping them in care.

B. Primary Purpose of the Position:

To conduct outreach to college-aged men of color at risk for HIV/AIDS. To provide HIV prevention messages, to encourage HIV testing, to provide those who test positive or who have previously tested positive but have not entered or fallen out of care with basic education and support, to link them to medical care and case management services, and to provide follow up to keep them in care.

Work Schedule:

Flexible schedule requiring some evening and weekend work.

D. Change in Responsibilities or Organizational Relationship:

II. A. Description of Responsibilities and Duties:

Facilitate discussions of issues related to HIV/STDs, including how to create a safe and comfortable campus environments for MSM of color.

Administer surveys on college campuses among general student population and target population.

Assist in developing and implementing a social marketing campaign targeting MSM of color on college campuses. This work includes:

Developing messages appropriate to the target population to encourage HIV risk reduction and HIV testing.

Helping design print and broadcast media to convey those messages – e.g., brochures, ads, PSAs

Distributing materials on college campuses and at selected community venues.

Engage the target population directly through face-to-face and internet outreach.

Work closely with HIV/STD Disease Intervention Specialists to bring HIV-infected college-aged men of color into a system of medical care

Follow up with clients to maintain them in care.

Link clients to case management services to ensure that legal, financial, and psychosocial needs are met.

Provide basic education and emotional support to clients.

Assist other project staff in developing and maintaining relationships with service providers.

Attend meetings in the community to build project visibility and enhance project services.

Perform other job-related tasks assigned by the NCCU site supervisor or UNC-CH Project Coordinator.

B. Other Position Characteristics:

1. Accuracy Required in Work:

Precision in following project protocols is essential to successful implementation of the project. Accuracy in data reporting is critical to valid and reliable evaluation of the project

2. Consequence of Error:

The project may not be implemented as planned or project activities accurately monitored, thereby compromising the effectiveness of the project and/or the ability to evaluate the project.

3. Instructions Provided to Employee:

General instructions on the implementation of the project and protocols for project evaluation will be provided by the NCCU site supervisor and the Project Director at UNC-Chapel Hill. The employee will have substantial latitude in the daily processes and procedures of his/her work.

4. Guides, Regulations, Policies and References Used by Employee:

These include guidelines for project implementation, protocols for project evaluation, university policies, and department procedures.

5. Supervision Received by Employee:

The employee will be directly supervised by the Co-investigator for the project at NCCU. He will also receive instruction and feedback from the Project Director at UNC-Chapel Hill. The employee will meet with the Co-investigator and the Project Director at UNC-CH at least weekly for reporting and planning purposes and will submit regular reports to the Co-investigator and the Project Director documenting project activities and progress towards project goals.

6. Variety and Purpose of Personal Contacts:

The position involves regular contact with a variety of people for purposes of planning, implementing and evaluating the project. These include students at NCCU and other colleges in the Raleigh-Durham area, other project staff, medical staff providing HIV clinical services, HIV case managers, staff at community-based AIDS service organizations and other agencies providing services to HIV-infected individuals, university administrators, faculty, and staff; and representatives from the funding agency (Health Services and Research Administration).

Physical Effort:

The physical/mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand and walk; use hands to finger, handle or feel objects, tools, or controls; reach with hands and arms. The employee frequently is required to stoop, kneel, crouch, talk or hear. The employee is occasionally required to climb or balance. The employee must occasionally lift and/or move 10+ pounds

Work Environment and Conditions:

Office environments at universities and in community agencies. Outreach activities will take place at various campus and community venues (e.g., student unions, cafeterias, gyms, bars, clubs, and other areas where the target population congregates). Some outreach will be conducted outdoors on college campuses and in the community.

Machines, Tools, Instruments, Equipment and Materials Used:

Computer, paper and pen, educational materials, data collection instruments, reporting forms

10. Visual Attention, Mental Concentration and Manipulative Skills:

Specific vision abilities required by this job include close vision, color vision, peripheral vision, depth perception, and the ability to adjust focus. Mental demands include the ability to learn and adapt to changes, exercise discretion and good judgment, pay close attention to detail, manifest courteous and professional behavior, and deal with stressful situations.

11. Safety for Others:

Position involves no substantial responsibility for the physical safety of others. Position requires employee to maintain confidentiality of personal information shared by project clients in order to protect clients' psychological well-being.

12. Dynamics of Work:

The project must be implemented carefully and efficiently. Deadlines and reporting requirements will necessitate task orientation, organizational skills, and the ability to multi-task. Working with a college-aged population will require strong interpersonal skills and a flexible schedule.

III. Knowledges, Skills & Abilities and Training & Experience Requirements:

A. List all of the Knowledges, Skills and Abilities essential to perform the work at the beginning or entry level. Include and physical abilities required.

Good organizational skills.

Excellent communication skills, both written and verbal, including the ability to:

Read and comprehend written materials

Write routine reports and correspondence

Speak effectively before groups

Ability to critique health education materials, select and/or help develop materials appropriate to the target population, and adapt materials to make them culturally appropriate.

Skill in project implementation, including documentation of project activities.

Demonstrated commitment to the principles of diversity and a willingness to work with diverse populations.

Knowledge of HIV/AIDS prevention and awareness of issues affecting people living with and at risk for HIV/AIDS

Familiarity with the issues facing young men of color who have sex with other men.

Ability to work well with college-aged individuals to develop and maintain good working relationships with campus and community organizations.

Ability to work independently and cooperatively in a team.

Ability to exercise sound judgment in difficult situations.

Sufficient computer skills to operate Word and Excel programs, do we want to say something about facility with the Internet

B. 1.State the minimum level of formal training necessary to aid a person in developing the entry knowledge, skills and abilities. Please specify area(s) of study and courses, if possible.

Graduation from a four-year college or university.

2.Would this formal training fully prepare an individual for entry into this position? If not, what type(s) of other training and/or experience (consider paid work, volunteer work, or other applicable life experience) would be necessary in addition to the formal training?

One to two years of relevant experience is preferred, e.g., volunteer or professional experience in HIV/STD outreach/prevention education, working with young MSM of color, or working with people living with, affected by or at risk for HIV/AIDS.

3.What type(s) of training and/or experience (paid work, volunteer work, etc.) might be substituted as being equivalent to the formal training?

Sufficient volunteer or professional experience as described above.

C.Is a license or certification required by statute to perform the duties of this position? If so, describe, and identify the statute.

Valid NC drivers license is required as is adequate transportation to perform job duties.