

**GRASS ROOTS COMMUNITY
ORGANIZING: THE CRYSTAL METH
CRISIS AND GAY MEN**

**CAPE COD SYMPOSIUM
SEPTEMBER 2006**

WHAT IS ADVOCACY

- ADVOCACY IS.....
 - Raising issues
 - Speaking Out
 - Standing up for what you want changed
 - Exercising power together to effect change
 - Persuading decision-makers to work for better health

STEPS TO MAKE CHANGE HAPPEN

- Getting the Facts: Research and Data Collection
- Building Support Through Organizing and Coalition Building
- Making a Plan: Develop Goals and Strategies
- Communicating Your Message: Convincing the Public and Decision-Makers

RESEARCH

Research and Data Collection Involve:

- Collecting Information About a Problem Or Issue
- Using Relevant and Accurate Facts to Describe the Issue and Influence Decision-Makers

RESOURCES

You Can Find Out More Through:

- Organizations, Community Members, and Individuals
- Books, Newspapers, and Periodicals
- The Internet
- Government Information: Through a Federal Freedom of Information Act (FOIA) Request or State Public Records Act (PRA) Request
- Academic Sources
- Data Sources and Research Organizations

ORGANIZING AND COALITION BUILDING

- **Organizing** Is Educating and Inspiring People In the Community to Join Together to Solve Problems
- **Coalition Building** is Involving Diverse Groups to Identify and Solve Community Problems

Basic Principles of Organizing People

- Win Real, Concrete Improvement In People's Lives,
- Give People a Sense of Their Own Power As a Group, and
- Build community Power to Influence Decision-Makers

BASIC PRINCIPLES OF COALITION BUILDING

- Agree on Issues, Goals, Structure, Roles, and Resources
- Define Core Values
- Build Skills and Leadership
- Share Credit, Victories, and Setbacks
- Assess Progress and Impact

MAKING A PLAN

- If You Don't Know Where You Are Going, You'll Probably End Up Somewhere Else
- A Plan Is a Road Map to Reaching a Solution

A PLAN NEEDS TO CLEARLY STATE...

- Goals
- Tasks and Timeline
- Partners
- Resources

KEY QUESTIONS

- What is the Issue/Problem?
- What Policy Do You Want to Change?
- Who are the Decision-Makers (i.e.. Legislature, Governmental Agencies, Businesses, etc.)?
- How do you Get Them to Change the Policy?
- Who Agrees With You and Who Opposes You?
- What are Your Action Steps?
- What Resources are Needed?

SUCCESSFUL COMMUNICATIONS

- Convincing the Right People to Build Support
- Four Elements:
 - Accurate and Relevant Facts
 - Important Problem/Issue
 - Simple and Compelling Story Based on Common Values
 - Reach the Right Audience

VENUES AND ACTIVITIES

- Community/Town Hall Meetings
- Canvassing Neighborhood Homes
- Handouts, Leaflets, and Fact Sheets
- Media: Newspapers, Radio and Television
- Internet
- Churches

KEY QUESTIONS

- Who are you Trying to Influence?
- What is the Best Way to Reach Them?
 - Audience/Market
 - Message
 - Method

CRYSTAL METH EPIDEMIC OVERVIEW

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C4: CONCERNED COMMUNITIES CONFRONTING CRYSTAL

Aims to Develop Locally Tailored
Interventions to Counter the Negative
Effects of Crystal Meth Addiction,
Particularly Among Men Who Have Sex
With Men (MSM)

COALITION PARTNERS

- California Endowment
- City of West Hollywood, California
- Desert AIDS Project – Palm Springs, California
- In the Meantime – South Los Angeles

TOWN HALL MEETINGS

- Three Successful Town Hall Meetings in West Hollywood: October 2004, March 2005 and May 2005
- One Successful Town Hall Meeting in Palm Springs, California in May 2005
- One Successful Town Hall Meeting in South Los Angeles in July 2006

METHODS OF COMMUNICATION

- Town Hall Meetings
- Local Advocacy Training
- High Visibility – Coalition with Other Agencies – The Summit in Los Angeles at the Gay, Lesbian, Bi Sexual and Transgender Center – October 2005
- Internet – Crystal Meth Website
- Local Crystal Meth Task Force

Topics Discussed at Town Hall Meetings

- Crystal Meth – HIV/AIDS Connection
- Mental Health Issues
- Physical Deterioration
- Employment Factors
- Environmental Toxins
- Resource Diversion From Other Programs

7 Goals of Advocacy Trainings

- To Energize a Community Dialogue That Will Translate Into Continuing Individual Conversations and Increased Awareness
- To Strategize on Potentially Effective Interventions
- To Identify Priorities Within Specific Service Populations (By Geography, Race, Age Group, Gender, and Orientation)

GOALS - CONTINUED

- To Identify Local, Regional, State, and National Resources That are or Might Be Available
- To Train Participants On Rudimentary Evaluation Protocols, Using Tools Developed In the C4 Project
- To Facilitate Creation of Task Forces or Other Locally Defined Groups and Outline Techniques to Maintain Involvement Over Time
- To Identify Leadership and Reporting/Monitoring Responsibility

GETTING THE MESSAGE OUT

- Media Sponsors
- Local Cable and Broadcast Media (Live Feed of event)
- Print Advertising
- Distribution of Posters and Flyers
- Web Casting of event – Virtual Town Hall Meeting

TOWN HALL TIME LINE

- Monthly Preparation Meetings – 90 days
- Establish List of Sponsors – 60 days
- Confirm Speakers – 60 Days Out
- Establish a Budget – 60 Days Out
- Find a Venue – 60 Days Out
- Prepare Ad Design – 45 Days Out
- Place Advertising – 15 to 30 Days Out –
Depends on Monthly, Bi-Monthly, or Weekly

TOWN HALL TIME LINE - CONTINUED

- Set up Public Relations, News Coverage (Radio, Print, and TV), PSAs, Video Taping of Event – 30 Days Out
- Order Room Set Up (Examples – Rent Director's Chairs, Audience Chairs, Tables for Sponsors, Food and Refreshments) – 30 Days Out
- Distribute Posters and Handouts – 15 Days Out
- Prepare Questions for Moderator to Ask Panelists and Finalize Bios (One Paragraph) – 15 Days Out
- Event Night

EVENT SPONSORS

- City of West Hollywood Provided Venue and City Cable Channel for Live Feed
- Desert Aids Project Assisted In Obtaining Press and Providing Volunteers for the Event. They also sent out a Mass Email to all of Their Clients
- LA Shanti Sent Out a Mailing to all of Their Clients
- The Camelot Theatre Provided the Venue for the Palm Springs Event
- In the Meantime was our Local Partner in South LA and Assisted in Locating Venue, Obtaining Panelist, Food and Refreshments, and Advertising
- Catch One Disco Provided the Venue in South LA
- California Endowment
- Office of AIDS Policy and Planning

PANELISTS

- It is ALL LOCAL – Trying to Use the Same Panel in South LA as was used in West Hollywood Would Not Work
- South LA Did Not Want Sound System, Mics, and Power Point Presentations; Food and Refreshments Important in South LA
- West Hollywood and Palm Springs Panelists: Included Celebrities that had Were in Recovery Themselves or had Stories to Share about Family and Friends with CM Addiction Issues; Physicians, Cleve Jones (AIDS Activist Was Moderator for all of these Events), Mental Health Therapists and Treatment Program Personnel who have Expertise in this area, and Local Support Organizations (ie APLA Bath House Initiative Personnel)
- South LA Panelists Included: Moderator from State Office of AIDS, Program Director for Alternatives, Representative from LA City AIDS Coordinators Office, Father Taz from House of Omni, Rep from Black AIDS Institute, Ivan Daniels Productions, international Porn Star, Community Activist and Rep from Gilead Sciences

PREPARE A BUDGET

- EXAMPLE: SOUTH LA BUDGET

- Executive Director (.10)	\$7,500
- Project Director (.33)	\$4,000
- Benefits (@23%)	\$2,645
- Total Personnel	\$14,145
- Program Site Costs	\$3,500
- Advertising and Outreach	\$6,000
- Travel Expenses (Includes Honorariums)	\$1,000
- Telephone	\$1,000
- Web Site Hosting	\$2,000
- Design and Printing of Program Materials	\$2,314
- Total Non Personnel	\$15,814
- Direct Costs	\$29,959
- Indirect Costs @ 15% (Rent Excluded)	\$4,494
- Total Direct and In Direct	\$34,453
- Other Costs	
- Sub Contracts	
- Outreach and Advocacy Consultant	\$6,500
- Web Master	0
- Program Evaluation Consultant	\$5,000
- Partner: In the Meantime and The Village Foundation	\$10,000
- Total Other Costs	\$16,500
- Grand Total	\$50,953

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ADVERTISING THE EVENT

- The Sentinel Magazine \$250 for half page ad in one edition
- In LA Magazine – full page ad – 2 weeks prior to the event – ad cost – Approx \$2,000
- In Frontiers Magazine – full page ad – 2 weeks prior to the event – ad cost – Approx \$2,000 – Approx \$2,000
- At The Beach – Program ad – large Gay Black Celebration every 4th of July Weekend
- Free Spa's From LA Weekly, ABC, KPFK Radio Show, The Wave Radio Show and Our Weekly
- In the Meantime Newsletter Mailing

MISCELLANEOUS RESPONSIBILITIES

- Prepare Evaluation and Feedback Forms – See Attached Example Prepared By Sharon Hudson
- General Information Sheet – for Contacting interested individuals to Participate In Advocacy Training
- Coordinating with LA County Crystal Meth Task Force so as Not to Duplicate Efforts and offer Support to Individual Local task Forces That have their Own Needs

EVENT NIGHT

- Raffle Tickets and Prizes
- One Hour for Panel and One Hour for Audience – Interactive
- Evaluation and Research – General Information Sheet and Pre/Post Test – General Info Sheet Will Be Used to Contact Potential Volunteers for the Eventual Task Force

PALM SPRINGS AS AN EXAMPLE

- Town Hall Meeting in May 2005
- Stated Goals:
 - To Uncover and Discuss Openly the Role that Crystal Methamphetamine Use Plays in HIV Transmission
 - To Generate a Community Dialogue That Will Translate Into Individual Conversations and Ultimately Greater Awareness
 - To Prompt Community Leaders and Individuals to Take Swift and Meaningful Action

PALM SPRINGS TOWN HALL

- Panelists: Cleve Jones, Chad Allen, Paul Lekakis, Mike Rizzo, Dr. Clayton Barbour, and Robin Johnson
- Sponsors: Alternatives, The Camelot Theatre, Desert AIDS Project
- Advertising: The Desert Sun, The Bottom Line, Frontiers and In LA Magazines
- First Hour: Panel Discussion
- Second Hour: Questions and Comments from the Audience Focused on How to Address the Epidemic in the Community
- Local Media Coverage Before and After the Event: Local Television, Radio and Newspapers

CRYSTAL METH TASK FORCE

The Greater Palm Springs Crystal Meth Task Force is a Community-Based Organization Whose Objective is to Diminish the Devastating and Far-Reaching Effects of Crystal Meth Use in the Coachella Valley Through Outreach, Education, Prevention, and Rehabilitation

CRYSTAL METH TASK FORCE

- Currently has over 50 members
- Members Include:
 - Recovering Addicts
 - Mental Health Professionals
 - Physicians
 - Concerned Friends and Family
 - Local Merchants and Resort Owners
 - Clergy

CRYSTAL METH TASK FORCE

- The Task Force Identifies, Prioritizes, and Then Launches Initiatives that Individual Teams then Implement
- Current Initiatives:
 - Fund Raising
 - Outreach
 - Education/Prevention
 - Crystal Meth Helpline
 - Task Force Web Site

CRYSTAL METH TASK FORCE

- Educating and In Servicing Resort Owners
- Development of Crystal Meth 101 Power Point for Education in Community
- Booth at Weekly Palm Springs Street Fair
- Development of Educational Literature (ie Quitting Crystal brochure)
- Resources for Finding Help
- Web Site: www.pscrystmethtaskforce.org
- 24 Hour Hot Line
- Fund Raising Events at The Studios of Palm Springs

QUESTIONS AND FEEDBACK

Thank you to:

- MICHAEL RALKE – FOUNDER AND OF ALTERNATIVES, INC AND RAINBOW BRIDGE COMMUNITY SERVICES, INC. – CONTACT INFO: 800-342-5429
- JOE AMICO – VICE PRESIDENT OF CLINICAL SERVICES AT ALTERNATIVES – 818-256-9393
- BRAD ALTERNATIVES – VICE PRESIDENT OF ALTERNATIVES AND EXECUTIVE DIRECTOR OF RAINBOW BRIDGE COMMUNITY SERVICES, INC – 310-989-0599

FINAL THOUGHTS

- **AT THE SUMMIT IN OCTOBER 2005, MARIO PEREZ, DIRECTOR OF OAPP, ASKED THAT ALL AGENCIES COORDINATE ALL THEIR EFFORTS INTO ONE TASK FORCE RATHER THAN OPERATING ON THEIR OWN AND POSSIBLY DUPLICATING SERVICES AND NOT BEING COST EFFICIENT**
- **EACH NEIGHBORHOOD IN GREATER LA COUNTY HAS DIFFERENT NEEDS AND DEMANDS – WHAT WORKS IN WEST HOLLYWOOD DOES NOT WORK IN SOUTH LA**
- **PROPOSING TO THE COUNTY TASK FORCE TO OPERATE AS AN UMBRELLA FOR EACH LOCAL AREA (IDENTIFIED AS SPAS) AND GIVE THEM SUPPORT THROUGH GRANT WRITING, FUNDING IDEAS, WEB SITE, AND OTHER TECHNICAL ASSISTANCE. COUNTY TASK FORCE COULD MEET WITH SPA LEADERS QUARTERLY TO PLAN ACTIONS AND PROVIDE LEADERSHIP**
- **ONE COUNTY TASK FORCE WEB SITE WITH LINKS TO LOCAL SITES**
- **EACH LOCAL SITE WOULD HAVE 3 SUB COMMITTEES: PREVENTION AND EDUCATION, TREATMENT AND FUND RAISING**
- **ADVOCACY TRAINING WOULD BE THE FIRST STEP AFTER THE INITIAL TOWN HALL MEETING FOR INTERESTED TASK FORCE MEMBERS**

DRAFT RECOMMENDATIONS FROM LA CRYSTAL METH WORKING GROUP – OCTOBER 29, 2005

- Maintain the Los Angeles Crystal Methamphetamine Working Group
- Create a Centralized Information Resource and Resource Guide
- Collaborate with Other Urban Areas/Cities
- Conduct and Promote Comprehensive Trainings on Topics Related to Crystal Meth Use (including Sexual Orientation, Sexual Addiction, HIV/AIDS Treatment Adhere hence
- Integration of Services: Mental Health, Substance Use. HIV/STDs

DRAFT RECOMMENDATIONS - 2

- Create Resources for Family, Peers, and Friends of Crystal Meth Users
- Research and Collection Data
- Increase Number of In-Patient Treatment Programs Available for Gay and Bisexual Men (these Programs Need to Include Relapse Prevention Services – Triggers)
- Create/Support Physical Social Spaces and Opportunities for (Young) Gay Men to Congregate (Not Bars or Circuit Parties)
- Launch a Targeted Social Marketing Campaign or Support Community- Based Public Awareness and Prevention Education Campaigns Around Meth Use