

# ARCW

## AIDS RESOURCE CENTER OF WISCONSIN

LEADING WISCONSIN'S RESPONSE TO AIDS

November 7, 2002

Amy Doczy, STD/HIV Program Manager  
Milwaukee City Hall  
200 East Wells St.  
Milwaukee, WI 53202-3560

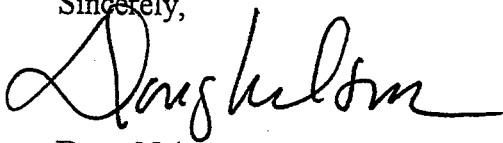
Dear Ms. Doczy:

Enclosed is a proposal from the AIDS Resource Center of Wisconsin (ARCW) requesting a City of Milwaukee Health Department – Milwaukee AIDS Initiative grant of \$60,000 for ARCW's MSM HIV Prevention program. Seven copies of this proposal and all required attachments are included for the city's review committee.

If this proposal is funded, ARCW will provide comprehensive HIV prevention services to reduce new infections among men who have sex with men (MSM) in Milwaukee through outreach to gay bars, public sex environments (PSEs) and the Internet. Through this program, ARCW will reach 3,200 MSM in Milwaukee, including providing 320 HIV tests and 80 STD tests.

Thank you for your assistance. If you have any questions, please call me at (414) 273-1991.

Sincerely,



Doug Nelson  
Executive Director

820 NORTH PLANKINTON AVENUE 53203 PO BOX 510498 53203-0092 MILWAUKEE WISCONSIN  
414-273-1991 800-359-9272 FAX 414-273-2357 [www.arcw.org](http://www.arcw.org)

APPLETON EAU CLAIRE GREEN BAY KENOSHA LA CROSSE MADISON MILWAUKEE SUPERIOR WAUSAU

The AIDS Resource Center of Wisconsin (ARCW) is seeking \$60,000 to support a comprehensive, HIV prevention program to reduce new infections among men who have sex with men (MSM) in Milwaukee through outreach to gay bars, public sex environments (PSEs) and the Internet.

## **I. Need Statement**

The 2002 Wisconsin HIV Prevention Plan prioritizes HIV prevention services for IDUs across Wisconsin. Milwaukee remains the epicenter of the state's AIDS epidemic, reporting 51% of HIV infections in 2000-2001. Of the total 4,919 AIDS cases reported in Wisconsin, 1,852, or 38%, have been reported in the City of Milwaukee.

Sixty percent of cumulative AIDS cases in the City of Milwaukee have been reported among MSM, and in 2001, 48% of all reported AIDS cases were among MSM. Between 1990 and 2000, 50% of MSM reported with HIV infections were under 30 years of age. Between 1996 and 2000, 67% of MSM HIV infections were among Caucasian MSM and 33% were among MSM of color. (Wisconsin AIDS/HIV Program, 2002)

A leading indicator of HIV prevalence in a community is the prevalence of other sexually transmitted diseases. According to data from the Wisconsin Department of Health and Family Services, in 2001, Milwaukee accounted for 55% of the reported chlamydia, gonorrhea, syphilis, and herpes cases in Wisconsin. This concentration of STDs in Milwaukee affirms that HIV risk behaviors also occur at high rates in this area.

ARCW's 18-year history of serving the MSM population has provided important information on the need for greater prevention programming among MSM. In 2001, of the 2,000 HIV-positive individuals ARCW served, 50% were MSM. ARCW's MSM clients are significantly diverse, with the following demographics: 2% are less than 24 years old; 68% are

25-44 years old; 30% are over 44 years old; 29% are African-American, 6% are Hispanic, and 65% are Caucasian.

Annually, ARCW conducts its Gay Men's Health Survey, which in recent years has identified the following HIV risk behaviors: 60% of MSM surveyed reported frequent alcohol consumption, and 42% reported engaging in anal intercourse without using a condom. These factors place many MSM at high risk for HIV.

ARCW has identified the following barriers to serving the MSM population:

- MSM who have lived through much of the AIDS epidemic may be apathetic about traditional HIV prevention messages and may exhibit prevention fatigue, becoming less receptive to outreach interventions.
- An increasing number of MSM utilize the Internet as a means of contacting other MSM for sexual encounters, many of which may be high-risk.
- Within the MSM community, particularly among transgender persons and MSM of color, individuals may face ongoing discrimination and cultural pressures that stigmatize their sexual orientation. These MSM are very reluctant to disclose their sexual orientation and HIV risk behaviors.

ARCW overcomes these barriers based on its long standing work with the MSM community; utilizing indigenous staff and offering a wide range of services to meet the needs of the MSM community.

ARCW provides a continuum of HIV prevention service that meet MSM in venues they frequent, assist MSM in addressing their addictions, and aid them in reducing HIV risk behaviors.

## **II. Describe and Support Intervention Strategy**

There are several studies that demonstrate the effectiveness of outreach as a component to changing HIV risk behaviors and as a means of reducing HIV risk behaviors and drawing MSM into more intensive HIV prevention programs. For example, a study conducted by Choi and Coates (1994) revealed the effectiveness of outreach, including those targeting MSM. The study found that outreach interventions reduced the frequency of high-risk sexual behaviors among MSM by 78%. A 1996 study of the Mpowerment project identified the effectiveness of outreach utilizing YMSM peers. Results of this study showed a 25% reduction in unprotected anal intercourse, and a 50% reduction in anal intercourse with non-primary partners. ARCW has utilized this information in the development and implementation of HIV prevention outreach as an intervention for MSM.

ARCW will conduct outreach interventions to gay bars, PSEs, and on the Internet to reach MSM at high risk for HIV in Milwaukee. Four trained, experienced, and culturally competent prevention specialists will conduct HIV prevention outreach and recruit, train, and supervise 20 volunteers from MSM populations to serve as peer prevention educators. Peer educators will be trained on HIV transmission and prevention strategies, methods for conducting outreach, risk reduction counseling, and referral resources for MSM.

ARCW's HIV prevention outreach to MSM will include:

**Gay Bar Outreach** will be conducted in 17 gay bars in Milwaukee, including Ballgame, Boot Camp, C'est La Vie, Club Boom, Club 219, Conversations, Emeralds, Fluid, Harbor Room, La Cage, M&M Club, Pulse, South Water Street Docks, Switch, This Is It, Triangle, and Woody's. The prevention specialists will distribute HIV prevention materials, provide face-to-face HIV risk reduction counseling, and assist MSM in accessing additional HIV prevention services. ARCW will conduct outreach to bars on a regular weekly schedule based on

agreements with bar owners and the level of bar patronage. Risk reduction materials will be available in bars at all times. Outreach will include HIV and STD counseling and testing at least monthly in gay bars, with test results provided by prevention specialists within two weeks during follow-up outreach or through ARCW's clinic. ARCW's gay bar outreach will be enhanced by a widely placed marketing campaign that reinforces prevention messages. ARCW will utilize posters, brochures, paid advertisements in the gay media, and a calendar featuring its MSM outreach volunteers communicating prevention messages.

**PSE Outreach** will be conducted throughout Milwaukee, including parks, adult bookstores, or spas, based on the occurrence of high-risk HIV behaviors at these venues. Prevention specialists will provide HIV risk reduction materials, face-to-face conversations on HIV risk reduction and the dangers of accessing PSEs, and information on additional prevention services. Outreach will occur seasonally for parks and at times of high utilization for adult bookstores and spas. HIV counseling and testing will be provided at PSEs that are appropriate for testing, with results provided at the PSE or at ARCW's clinic.

**Internet Outreach.** ARCW will conduct outreach to **one** of the most highly utilized Internet sites where MSM in Milwaukee meet other men to schedule sex encounters, which may involve high-risk behaviors. Outreach will occur at **Gay.com**. ARCW will purchase locations on the Internet site to place HIV risk reduction messages and provide prevention resources 24 hours a day, seven days a week. ARCW will maintain a consistent, daily presence on the site and in chat rooms to engage MSM in HIV prevention discussions, respond to questions, and provide referrals for prevention services. ARCW will develop a bulletin board system on its website, enabling MSM to post HIV questions and receive responses from ARCW.

**Referrals for Intensified HIV Prevention Services.** ARCW outreach interventions for MSM will serve as a foundation from which MSM will be referred into ARCW's more intensified individual and group counseling intervention programs, its prevention case management program, and programs provided by community agencies offering MSM HIV prevention and counseling services.

**MSM Outreach Staff.** Stephanie Hume is ARCW's Associate Director Prevention-Gay Community Programs. Ms. Hume is a Caucasian, lesbian and in 12-step recovery and will serve as a prevention specialist for this intervention. She has been an active member of the LGBT community since 1986, providing HIV prevention services to the community for three years. Daniel Klingler, ARCW's Gay Outreach Manager, a Caucasian/Native American, gay male, has a Master's Degree in Student Affairs Administration and Higher Education and is pursuing his doctorate. He has one year of experience in providing HIV prevention services to MSM and will serve as a prevention specialist for this intervention. ARCW's gay outreach prevention specialists, Kelvin Adkisson and Michael Goertz, have a combined five years of experience providing HIV prevention services to MSM. Over the two years of the grant, 20 volunteers indigenous to the community will provide HIV prevention outreach to MSM in gay bars twice a month.

ARCW prevention specialists serving the MSM community have significant experience, training, and cultural competency that enable them to effectively reach and serve the MSM population. ARCW's prevention specialists include African-American, gay, lesbian, and young adult individuals. Cultural competency training is constant through staff education via conferences and ARCW in-service trainings on current epidemiological trends, prevention strategies, outreach to MSM of color, Internet outreach, and cultural sensitivity.

### **III. Project Goals, Objectives, and Program Activities**

The overriding goal of ARCW's HIV prevention programs for MSM is to reduce new infections among this population. These programs also provide necessary social support and self-worth and self-esteem building to achieve this goal.

ARCW will meet its goal for the two-year period by pursuing the following objectives, annually:

**Objective 1)** Conduct outreach interventions to gay bars, PSEs, and on the Internet to reach MSM at high risk for HIV in Milwaukee, **achieving 2,850 contacts annually**. Based on ARCW's experience, 80% or **2,280** MSM, will reduce their risk behaviors.

**Objective 2)** Conduct HIV prevention outreach making **9,000** HIV prevention contacts and interventions with MSM and distributing HIV prevention materials including condoms.

**Objective 3)** Provide **160** HIV counseling and tests for MSM. Based on ARCW's experience, 2% of MSM will test positive for HIV.

**Removed objective 4**

ARCW will meet its objectives in 2003 and 2004 through the following implementation strategies and program activities:

- 1) Employ four prevention specialists to coordinate the services provided to MSM at gay bars, PSEs, and on the Internet.
- 2) Conduct gay bar outreach bi-monthly, during times of high patronage, from early to late evening.
- 3) Maintain and expand HIV counseling and testing locations to reach additional MSM.
- 4) Conduct PSE and Internet outreach during times of high presence of MSM, including days, evenings, and late nights.

- 5) Develop and maintain an HIV prevention presence on **one** Internet site frequented by Milwaukee MSM looking to meet up for sex.

Timeline

- January 2003 to March 2003      Make **600** prevention contacts to MSM at gay bars and PSEs.  
Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.  
**(... Provide 20 STD Tests... Line Removed)**
- April 2003 to June 2003      Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.  
Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.  
**(... Provide 20 STD Tests... Line Removed)**  
Launch Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW HIV prevention posting.  
Conduct 400 Gay Men's Health Surveys at Pridefest.
- July 2003 to September 2003      Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.  
Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.  
**(... Provide 20 STD Tests... Line Removed)**  
Maintain Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW's HIV prevention posting.
- October 2003 to December 2003      Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.  
Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.  
**(... Provide 20 STD Tests... Line Removed)** Maintain Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW's HIV prevention posting.
- January 2004 to March 2004      Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.  
Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.  
**(... Provide 20 STD Tests... Line Removed)**



Maintain Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW's HIV prevention posting.

April 2004 to June 2004

Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.

Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.

**(... Provide 20 STD Tests... Line Removed)**

Maintain Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW's HIV prevention posting.

Conduct 400 Gay Men's Health Surveys at Pridefest.

July 2004 to September 2004

Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.

Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.

**(... Provide 20 STD Tests... Line Removed)**

Maintain Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW's HIV prevention posting.

October 2004 to December 2004

Make **600** prevention contacts to MSM at gay bars, PSEs, and the Internet.

Provide HIV counseling, testing and referral services to **40** MSM through gay bar outreach.

**(... Provide 20 STD Tests... Line Removed)**

Maintain Internet presence on **one** website frequented by MSM, receiving **150** hits a month on ARCW's HIV prevention posting.

#### **IV. Evaluation**

ARCW's Director of Prevention Services, Scott Stokes, will provide direction and management oversight to this program. Mr. Stokes has been involved in HIV prevention work for 15 years and has 10 years of supervisory experience. Ms. Hume and Mr. Klingler will provide guidance and direction on all aspects of programming. Supervisory staff conduct biweekly personal management interviews to review the prevention specialists' and program

performance. They also conduct monthly HIV prevention staff meetings and quarterly program reviews with each staff.

ARCW will specifically measure the following outcomes:

- The number of MSM accessing HIV prevention services.
- The number of MSM provided HIV education, counseling and testing and referral to other community resources through peer HIV prevention outreach.
- The number of MSM receiving HIV Prevention Case Management assessments and services.

ARCW will collect demographics of outreach contacts, type of interaction, number of safer sex and written materials distributed, and referrals made. ARCW will also utilize an outreach satisfaction survey for both contacts and gatekeepers.

Mark Wojno, Ph.D., serves as ARCW's full-time program evaluator and has over 10 years experience in evaluating the effectiveness of community-based interventions to meet the needs of low-income and underserved individuals in Wisconsin. Dr. Wojno, in conjunction with other ARCW staff serving the IDU community will evaluate the program's effectiveness in meeting these outcomes.

## **V. Community Sensitivity, Involvement, and Support**

### **A. Community Involvement**

ARCW regularly convenes focus groups of MSM to gain valuable feedback for improved prevention program operations. ARCW has Client Advisory Panels throughout Wisconsin which provide feedback to program staff regarding the effectiveness of ARCW service delivery for HIV-positive individuals. ARCW retains a Client Advocate, an HIV-positive individual, who addresses concerns of clients whose needs are not being met. ARCW uses both annual and

targeted client surveys to measure the satisfaction of services, identify gaps in services, and assess whether programs are meeting client needs. ARCW's five-year strategic plan enhances its strategy of gaining community input by completing annual collaborator surveys to identify opportunities to increase collaboration and improve programs.

#### B. Communication Capabilities

ARCW provides HIV prevention materials in both English and Spanish and currently has 12 trained peer HIV prevention educators conducting outreach. For MSM with low literacy levels, ARCW prevention specialists provide information one-on-one verbally.

#### C. Partner Agencies

ARCW adheres to the National Minority AIDS Council's Continuum of Collaboration by collaborating with over 100 drug treatment centers, faith-based organizations, community-based organizations, local public health departments, and other partners. ARCW also networks with community members and organizations that have ready access to at-risk populations, and offers technical assistance and training in HIV prevention and risk reduction to community-based organizations and schools. In 2001, ARCW subcontracted more than \$1 million through 46 community subcontracts to extend the network of HIV prevention, care, and treatment services and maintain strong community collaborations throughout Wisconsin.

ARCW collaborates with over 40 organizations in conducting MSM prevention programming in Milwaukee, including: STD Specialties, Inc. Horizons, Inc., the Counseling Center, Center for Child and Family Services, Gay Youth Milwaukee, Milwaukee LGBT Community Center, Northcott Neighborhood House, Milwaukee Urban League, Sixteenth Street Community Health Center, Health Care for the Homeless, Children's Hospital of Wisconsin, UMOS, Medical College of Wisconsin, the Legal Aid Society of Wisconsin, Bi-Definition,

Black Health Coalition, Black and White Men Together, Brady East STD Clinic, Gemini Gender, Milwaukee Health Services, Parents and Friends of Lesbians and Gays, Planned Parenthood, and 17 gay bars.

#### D. Program Coordination

ARCW staff also participate on various community task forces, such as the Milwaukee Ryan White Consortia, Wisconsin's HIV Prevention Planning Council, the Pride Committee, the Black Health Coalition, the Hispanic AIDS Task Force, the Temporary Assistance for Needy Families Task Force, the Milwaukee Women's Center Advisory Board, and the LGBT Community Center Programming Committee, to garner input from these community members to strengthen ARCW services.

#### **VI. Description of Applicant**

Established in 1985, ARCW is a private, nonprofit health and social service agency with a singular mission to confront and alleviate HIV disease in Wisconsin. ARCW provides aggressive HIV prevention programs; comprehensive health and social services for people affected by HIV disease; clinical research on HIV treatment; and HIV advocacy. ARCW has a strategic plan in place which reaffirms its commitment to HIV prevention services through vision statements, strategic directions, goals, and objectives for the next five years.

ARCW is Wisconsin's largest AIDS service organization. Operating out of 10 offices that span the state, ARCW has two offices in Milwaukee and one office in each of the following cities: Appleton, Eau Claire, Green Bay, Kenosha, La Crosse, Madison, Superior, and Wausau. ARCW completed its 2002 fiscal year with a \$10.8 million operating budget, 139 employees, and 1,600 volunteers, providing HIV prevention, care, and treatment services throughout Wisconsin. An elected, statewide, 17-member volunteer Board of Directors establishes ARCW's

mission, goals, and policy, and provides fiduciary oversight for sound financial management of all resources.

ARCW has an 18-year history of providing HIV prevention, research, care, and treatment services to MSM. ARCW has provided bar and street outreach services to MSM that include counseling on HIV risk reduction, distribution of HIV risk reduction materials, skills building, AODA assessment and referral, HIV counseling and testing, and referrals to HIV and non-HIV related health and social services. Each year, ARCW makes 6,700 prevention contacts with MSM through outreach, distributing brochures, safe sex materials, and 61,000 condoms to MSM. ARCW initiated Wisconsin's first HIV prevention outreach to public sex environments, serving MSM in locations from Milwaukee to Superior. ARCW has also provided group-counseling HIV prevention interventions, including the following programs: Boyz Nite and Spectrum for MSM, Soul2Soul for MSM of color, and True Colors and Rainbow Clubs for young MSM.

ARCW provides comprehensive HIV health and social services for 1,000 HIV-positive MSM. These integrated services include social work case management, mental health therapy, medical care, dental care, complimentary health services, food pantry, legal services, rent and financial assistance, housing, drug treatment, prevention case management, and vocational counseling.

ARCW aggressively pursues other government and private funding to enhance the reach of City of Milwaukee AIDS Initiative funding. ARCW raises over \$2 million in private funding from local corporations, foundations, and individuals each year. ARCW is unique in matching, at a minimum, all local government HIV prevention funding, on a one-for-one, basis with other government and private funds thus doubling the impact of Milwaukee AIDS funding.

## **VII. Budget**

See attached budget.

**City of Milwaukee Health Department  
Milwaukee AIDS Initiative  
Exhibit III  
2003 Budget**

**AGENCY NAME:** AIDS Resource Center of Wisconsin

**PROJECT TITLE:** MSM Outreach

Number of Positions	FTE Equivalent	Line Description	Monthly Salary	TOTAL
		<b>PERSONNEL COSTS</b> (Include positions title(s) here)		
1	.1	Director of Prevention	\$4,511	\$5,414
1	.5	Associate Director of Prevention	2,918	17,508
1	1	Prevention Specialist	2,489	29,870
1	1	Prevention Specialist	2,158	25,907
1	1	Prevention Specialist	2,283	27,395
		<b>TOTAL PERSONNEL COSTS</b>		\$106,094
		<b>FRINGE BENEFITS</b> (Include fringe benefit rate for your agency)		
		Fringe benefits as 26%		27,584
		<b>TOTAL FRINGE BENEFITS</b>		\$27,584
		<b>Supplies and Materials</b> (Include brief description and amount of supply items)		
		Printing and Marketing		\$1,500
		Program Materials		5,000
		Postage		600
		<b>TOTAL SUPPLIES AND MATERIALS</b>		\$7,100
		<b>Services</b> (Include brief description and amount of service)		
		<b>TOTAL SERVICES</b>		
		<b>EQUIPMENT</b> (Include brief description and amount of each equipment item)		
		<b>TOTAL EQUIPMENT</b>		

Number of Positions	FTE Equivalent	Line Description	Monthly Salary	TOTAL
		<b>OTHER COSTS</b>		
		Occupancy (rent, utilities, telephone)		\$9,800
		Meeting/Training		800
		Travel/Mileage		1,000
		Technology Support		1,840
		<b>TOTAL OTHER COSTS</b>		\$13,440
		<b>Indirect Costs</b>		
		<b>TOTAL INDIRECT COSTS</b>		
		<b>TOTAL COSTS</b>		\$154,218

		<b>OTHER SOURCES OF INCOME (IF APPLICABLE)</b> (both anticipated or confirmed)		
		CAIR (confirmed)		10,000
		State of Wisconsin (confirmed)		50,000
		City of Milwaukee (confirmed)		41,300
		ARCW private fund development (pending)		52,918
		<b>TOTAL OTHER SOURCES OF INCOME</b>		\$154,218



**City of Milwaukee Health Department  
Milwaukee AIDS Initiative  
Exhibit III  
2004 Budget**

**AGENCY NAME:** AIDS Resource Center of Wisconsin

**PROJECT TITLE:** MSM Outreach

Number of Positions	FTE Equivalent	Line Description	Monthly Salary	TOTAL
		<b>PERSONNEL COSTS</b> (Include positions title(s) here)		
1	.1	Director of Prevention	\$4,646	\$5,575
1	.5	Associate Director of Prevention	3,005	18,033
1	1	Prevention Specialist	2,563	30,764
1	1	Prevention Specialist	2,223	26,673
1	1	Prevention Specialist	2,351	28,218
		<b>TOTAL PERSONNEL COSTS</b>		\$109,263
		<b>FRINGE BENEFITS</b> (Include fringe benefit rate for your agency)		
		Fringe benefits as 26%		28,408
		<b>TOTAL FRINGE BENEFITS</b>		\$28,408
		<b>Supplies and Materials</b> (Include brief description and amount of supply items)		
		Printing and Marketing		\$1,700
		Program Materials		5,000
		Postage		600
		<b>TOTAL SUPPLIES AND MATERIALS</b>		\$7,300
		<b>Services</b> (Include brief description and amount of service)		
		<b>TOTAL SERVICES</b>		
		<b>EQUIPMENT</b> (Include brief description and amount of each equipment item)		
		<b>TOTAL EQUIPMENT</b>		

Number of Positions	FTE Equivalent	Line Description	Monthly Salary	TOTAL
		<b>OTHER COSTS</b>		
		Occupancy (rent, utilities, telephone)		\$9,900
		Meeting/Training		800
		Travel/Mileage		1,000
		Technology Support		1,840
		<b>TOTAL OTHER COSTS</b>		<b>\$13,540</b>
		<b>Indirect Costs</b>		
		<b>TOTAL INDIRECT COSTS</b>		
		<b>TOTAL COSTS</b>		<b>\$158,511</b>

		<b>OTHER SOURCES OF INCOME (IF APPLICABLE)</b> (both anticipated or confirmed)		
		CAIR (confirmed)		10,000
		State of Wisconsin (confirmed)		50,000
		City of Milwaukee (confirmed)		41,300
		ARCW private fund development (pending)		57,211
		<b>TOTAL OTHER SOURCES OF INCOME</b>		<b>\$158,511</b>