

COMMUNITY HIV/AIDS MOBILIZATION PROJECT CHAMP ACADEMY

2007 Prevention Justice Partnership

Power Up Your Community and Campaign for Change

CALL FOR APPLICATIONS

The **Community HIV/AIDS Mobilization Project (CHAMP)** is a national activist organization building and expanding a strong movement for HIV prevention. We are seeking **grassroots organizations from across the United States** to collaborate with us on a twelve-month, campaign-based activist training program — **The Prevention Justice Partnership**.

Condom distribution, needle exchange, comprehensive sex education, and harm reduction services are HIV prevention programs that have been proven to work — when they are sufficiently funded and widely implemented. Sadly, this is not the reality in communities across the United States.

The impact of incarceration and the lack of drug treatment, affordable housing, and access to healthcare are conditions that facilitate HIV infection in our communities, yet policies that adequately address them scarcely exist.

From our experiences working with people from around the country, we know how difficult it is to fight for sound HIV prevention policies in the current political and economic climate. **We also know from the history of AIDS activism how powerful a small, but well-organized, group of people can be as catalysts for change.**

While organizing skills can be explained in workshops or conferences, we believe **on-going collaboration**— between experienced mentors and a group of community activists on a campaign of their choosing — is a crucial, often missing element that transforms training into action, and action into real change.

If your organization is interested in launching or strengthening a strategic grassroots campaign to fight for policies that will reduce HIV in your communities, CHAMP invites you to collaborate with us in the 2007 Prevention Justice Partnership.

What is the Prevention Justice Partnership (PJP)?

The PJP is an intensive **skills training, strategic planning, technical assistance** and **capacity building** program, built on the successful organizing models from the past quarter century of the AIDS activist and allied movements. This program is designed to enable members of your group to collectively plan, build, launch, and sustain winnable HIV prevention policy campaigns.

CHAMP believes that the collective power of a well-organized community is our best weapon against stigma, ignorance, denial, discrimination, and government indifference — forces that are still driving the AIDS crisis today.

Our strategies are rooted in social justice and human rights, designed to confront the root causes of AIDS by addressing disparities across race, class, gender and sexuality.

We amplify the power of people living with HIV, their loved ones and allies in demanding for the necessary scientific research and public health policies to curtail the domestic and global pandemic.

We strive to expand and sustain an independent and powerful HIV/AIDS movement in the United States by training and mobilizing a new generation of AIDS activists.

JOIN US!

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- **Skills training** – Our curricula include a comprehensive set of tested activist tools for community organizing, mobilization, and media amplification.
- **Strategic planning** – Our site-specific approach critically assesses your resources and maximizes them into effective and successful outcomes.
- **Technical assistance** – From in-depth policy research & analysis to web-based advocacy know-how, we can get you over structural barriers & hit the ground running.
- **Capacity building** – Our emphasis on your organization's long-term sustainability helps you tackle challenges such as fundraising and membership growth.

What's more, our staff members bring over 82 collective years of community organizing and training experience to you, **steering you clear from common pitfalls in this difficult work.**



Members of 2006 PJP Partner ALPHA develop a campaign for harm reduction policies in Boise, Idaho

How does the PJP work?

1. Program design tailored to your needs

Each partner organization will have two CHAMP staff assigned for the duration of the program year. We will work with your designated coordinators to customize the training curricula that will best benefit your group's development prior to program initiation.

2. Quarterly on-site skills training sessions

We will travel to your location and conduct two-day training sessions on a quarterly basis. These interactive sessions will take you from issue identification & research to strategy planning and campaign tactics. Each session will include

concrete projects such as media interventions for group members to learn from hands-on campaign execution, or public town meetings.

3. On-going mentorship and support for partner site coordinators

Weekly phone calls with CHAMP staff will help your coordinators to conduct research, monitor campaign progress, revise strategies, document successes, and develop a base of support.

4. Education and networking to keep your group current and connected

We'll provide periodic updates on HIV prevention research and policy issues, and connect your organization with national and international networks of activists in the growing HIV prevention advocacy movement.

5. Evaluate and grow

At the year's end, we will help you evaluate your accomplishments and develop a next-steps plan that is realistic, measurable, and goal oriented.

As prevention justice partners, organizations will receive the following services:

98 hours of customized onsite training/support; 12 hours of dedicated technical assistance/capacity building on organizational development; 8 hours of CHAMP staff time every week; and access to an online members database for ongoing use by your group, even after the year has concluded.

NOTE - The PJP is not an outsourced policy department – we work alongside your group to increase their capacity. It does not train people to deliver prevention services. It is designed for group learning through collaboration, not for unaffiliated individuals. Individuals interested in organizer training can contact us for our annual community catalyst training.

SAMPLE PJP TRAINING CURRICULA

FIRST QUARTER

Introduction to community organizing

- Understanding grassroots power & the role of advocacy
- Using community resources for strategic problem solving

Issue development

- Conducting background research & needs assessment
- Choosing a campaign issue

SECOND QUARTER

Mapping out an advocacy campaign

- Understanding targets, goals, & clarifying demands
- Using a strategy chart
- Building campaign infrastructure

Building support

- Keeping track of supporters
- Finding and working with allies
- Holding community forums & using sign-on letters
- Meeting facilitation & group decision making

THIRD QUARTER

Introduction to strategic communication

- Understanding media's role in the history of the AIDS
- Using communication tools for advocacy

Strategic media planning

- Understanding media infrastructure
- Riding the news cycle

Framing your message

- Evaluating news-worthiness of your issue
- Looking for story angles and press hooks
- Using effective sound bites

Working with media outlets

- Developing relationships with reporters
- Building a press contact list
- Making a press kit

Into the press pit

- Training Spokespersons
- Writing press releases and advisories
- Using Op-Eds and letters to the editor

FOURTH QUARTER

Strategic campaign assessment

- Revisiting goals, allies, targets, & tactics
- Using escalation tactics
- Holding rallies & protests
- Training for civil disobedience or other tactics

Organizational capacity building

- Planning for the long haul
- Recruiting and diversifying membership
- Networking with regional and national allies
- Developing new leadership

Who should apply?

Potential partners are grassroots groups (or an advocacy body affiliated with an ASO or CBO) looking to expand their power through community organizing and mobilization. The group **MUST** have:

- a)** A **core group** of AT LEAST 8 active members—which can consist of staff, board, volunteers, clients and/or members of the community—who are committed to work together on an advocacy campaign for the year. *This core group may be an existing group or may be a group that forms for the purpose of this project.*
- b)** Two designated **site coordinators** who will dedicate a combined 10-hour-per-week to the PJP. They may be volunteers or staff, but must have demonstrated capacity and commitment to serve as site coordinators.
- c)** The understanding and **support of organizational leadership** on the requirements of the PJP, shown through a letter of support from the Executive Director and/or Board (or alternative leadership)
- d)** Meeting space and/or conference call capacity for the core group to meet on a regular basis (preferably weekly).
- e)** Transportation, meeting space and food for the quarterly two-day trainings for all core group members.
- f)** A commitment to work with CHAMP on an end-of-year plan to create sustained support for the campaign.
- g)** Completed registration forms from all core group members prior to program initiation.



Waheedah, of 2006 PJP Partner ACT UP Philadelphia, explains the importance of comprehensive HIV prevention to the media.

What does it cost?

The Prevention Justice Partnership provides over \$23,000 in services and materials by CHAMP. However, thanks to generous foundation support, we are offering this yearly program for **\$5,000 -15,000**, depending on your group's budget and available resources. **Full scholarships** are available for all-volunteer and very low budget groups. CHAMP can also assist with local fundraising or develop a **payment plan**. **Groups concerned about ability to pay should call us to discuss options.**

What is the application and selection process?

The PJP application process is competitive – only six organizations will be selected as 2007 partners. We have created an application process that will help you to identify your community organizing strengths and needs. We encourage you to use this application form as an assessment tool and generate a discussion with your members about the problems facing your community and ways to address them.

The deadline for application is **October 20th, 2006**. The application must be submitted by at least one of the people who would serve as a site coordinator. A letter of support from your organization's Executive Director and/or Board of Directors, acknowledging the requirements of the PJP and a commitment to fulfill them, must be submitted along with your application. Groups that do not have a director or board are encouraged to apply – just contact us to talk about alternatives.

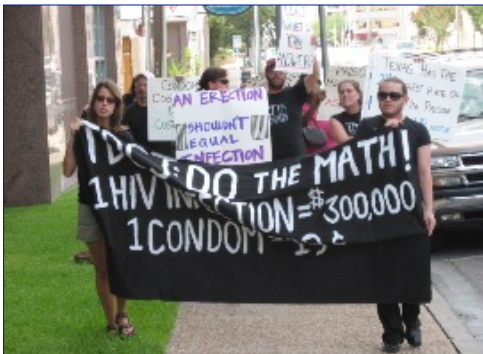
Upon review of your application, we will schedule a **phone interview** with qualified applicants. Interviews last 30 minutes and must include at least one potential site coordinator as well as one other staff person or officer of the partner organization. On that call, we will discuss your interests, answer questions about the program, and discuss potential issue areas for which we can provide campaign support.

Important Dates for the 2007 PJP

October 20, 2006:	Deadline for initial application submission
November 13, 2006:	Phone interviews completed with all applicants
November 20, 2006:	Partner group selected and partnership agreements signed
December 1, 2006:	2007 Partnerships announced to the AIDS community and press
January 2007:	Introductory 3 hour meetings with CHAMP staff and partner groups
February 2007:	First quarter training period
May 2007:	Second quarter training period
August 2007:	Third quarter training period
November 2007:	Fourth quarter training period
December 2007:	Sustainability meetings with partner groups and evaluations

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For a flavor of the PJP, here are the profiles of our 2006 Partners and their campaigns



ACT UP Austin was revived as a response to the call to action made by the Campaign to End AIDS. Twelve core group members consist of service providers, support group members, people living with HIV/AIDS, students, and members of prison healthcare and the Texas gay marriage initiative. They are working on a campaign to gain condom access for inmates in the Texas State Prison system. Taking advantage of a state review of the Texas Department of Criminal Justice (TDCJ) policies this year, the group has submitted a sign-on letter and recommendations, demanded a meeting with the TDCJ, and launched a letter writing campaign. Upping the ante, ACT UP staged a demonstration in front of TDCJ offices, which was covered by two local TV network affiliates.

ACT UP Philadelphia A veteran of the AIDS activist movement, this powerful group has grown along with the ever-changing AIDS crisis for eighteen years. Recognizing sustainability as one of the many challenges facing a diverse, community based, and all volunteer organization, the group is working on internal organizational goals such as fundraising, leadership development, and infrastructure building. In addition, nine core group members have chosen condom availability in prisons and public schools in the city of Philadelphia as the campaign issue. While policies on condom access in jails and public high schools have been on the books for almost two decades, they are not readily available to all in need. Their campaign demanding safe and widespread condom access in all jails and high schools has already yielded results, securing a written agreement that condoms will be removed from the contraband list in Philly Prison System, and they are currently collaborating with the PPS to produce a bilingual educational video to inform all residents of the PPS of the condom access policies.

Allies Linked for the Prevention of HIV and AIDS/ALPHA - Founded by a HIV+ youth in 2003, this all-volunteer organization provides HIV prevention counseling and testing services in a community setting in Boise, Idaho. While these services are vital, ALPHA also realizes that more must be done to stem the growing HIV epidemic. The core group has chosen to advocate for a pilot needle exchange program in Boise under the public health emergency exception law. Given a history of setbacks on previous attempts of establishing a needle exchange in Boise, the decision by the group to tackle this issue is especially heartening. In view of the political challenges in Idaho, the group is committed to a long-term campaign, incorporating community based harm reduction strategies including bleach kits availability and overdose prevention, as well as advocate for detox centers and drug treatment slots. CHAMP also reached out to the Harm Reduction Project in Salt Lake City for their expertise on the issue given similar geo-religious settings. The group is currently working on a needs assessment and a strategy discussion with local service providers.

North Carolina Harm Reduction Coalition – A diverse statewide coalition of PLWHAs, current and former IDUs, service-organizations, religious leaders, researchers, students, and community allies, the NCHRC was created in response to the HIV epidemic among people of color and injecting drug users in the state. Our first quarter trainings on base building and event planning came in handy for coalition members, who were organizing an unprecedented march on the state capitol. CHAMP also helped to sharpen media outreach in the weeks before and during the march. The group is currently working on amplifying the voices of people with HIV and winning the passage of state legislation that will create pilot needle exchange programs in North Carolina. In addition, CHAMP is working with their incoming board president as one of our site coordinators to assist in the transition to new leadership in the organization.



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APPLICATION QUESTIONNAIRE

Please complete and submit this form by **OCTOBER 20, 2006**. Use all the room you need to fully answer the questions. **Be sure to attach a letter of support signed by the Executive Director, Board or appropriate leadership of the partner organization.** Send your completed application to Sarah Howell, Director of CHAMP Academy, by email at showell@champnetwork.org or call 401.427.2302 x 2 with any questions.

Partner Organization Questions

Name of organization:

Executive Director (if applicable):

This organization is:

- an independent activist group
- an AIDS service organization or community-based organization (ASO or CBO)
- an advocacy group affiliated with an ASO or CBO
- a local or state coalition
- other: please describe:

Annual budget: _____

The fee for the Prevention Justice Partnership is \$15,000. Please select one option:

- My organization can provide this fee, either in whole or via a payment plan
- My organization would require a partial scholarship of \$5,000 or \$10,000.
- My organization would require a full scholarship

Please explain:

1. What is your organization's mission?

2. Do you currently have staff or volunteers who are fully or partially dedicated to advocacy and/or policy work? If yes, describe:

3. Please describe your most recent advocacy related project, if any.

4. What does HIV prevention mean to your organization?

5. What does community organizing and policy mean for your organization?

6. Is your organization or members of your organization currently part of any coalitions or collaborations? If so, please describe:

7. Do you have a “target” population? Who do you serve and/or mobilize?

8. Why is your organization interested in participating in the Prevention Justice Partnership?

9. What skills and knowledge do you hope to take away with you upon completing the trainings?

10. What do you think might be some of the challenges in fulfilling the requirements of being a Prevention Justice Partner?

11. Which of the following stages best reflect your group or organization’s readiness to choose an issue for your PJP campaign:

___ We are a clean slate, no definite ideas at this time

___ We are gathering information and looking at potential issues
(please describe):

___ We have a campaign issue and working on an action plan.
(please describe):

___ We have an on-going campaign
(please describe):

___ Other
(please describe):

