"Drugs and AIDS: Getting the Message Out" is an educational film to stimulate ideas and actions that will combat drug abuse and Acquired Immune Deficiency Syndrome (AIDS) in the local community. Its focus is on how people are taking action in their own communities to reduce the spread of drug abuse and AIDS. This program guide is intended to help organizations and educators plan a "Drugs and AIDS" presentation. Section One, "Planning the Program," provides steps for setting goals and objectives, deciding whom to involve, organizing the event, and getting materials. Section Two, "Presenting the Program," offers steps for setting up the equipment, welcome and introductory remarks, showing the film, soliciting first reactions, questions and answers on AIDS and drug abuse, focusing on community outreach, brainstorming, summarizing, and getting technical assistance. Section Three, "Involving the Media," offers tips for involving the media in community action and getting media coverage. Section Four, "Sources and Resources," provides national hotline numbers, a local resource work sheet, technical assistance, print materials, and a list of state alcohol and drug abuse offices. Credits and ordering information are provided on the inside back cover. (TE)
Getting the Message Out

DRUGS and AIDS

U.S. Department of Health and Human Services
Public Health Service
Alcohol, Drug Abuse, and Mental Health Administration

Office for Research Communications
National Institute on Drug Abuse

PROGRAM GUIDE
ACKNOWLEDGEMENTS

The National Institute on Drug Abuse wishes to acknowledge those who previewed the documentary, "Drugs and AIDS: Getting the Message Out," and reviewed and critiqued the accompanying Program Guide. Their participation and input were valuable for helping us assess the Program Guide as a communications tool that people can use with "Drugs and AIDS" to help organize community outreach programs.

They include:

Marie Albert, Information Specialist, Division of Mental Health, Mental Retardation and Substance Abuse, State Department of Health, Atlanta, Georgia

Charlene Doria-Ortiz, Program Specialist, Los Angeles County Drug Abuse Program, Los Angeles, California

Annette Green, Deputy Director, Allegheny County Drug and Alcohol Programs, Pittsburgh, Pennsylvania

Roberta Hantgan, Associate Producer, State of the Art, Inc., Washington, D.C.

Barry Hantman, Community Service Officer, I, Office of Prevention, Training and Education, Division of Narcotic and Drug Abuse Control, State Department of Health, Trenton, New Jersey

Nils Haynes, Minority AIDS Coordinator, State Health Department, Charleston, West Virginia

Gloria Rodriguez, Public Health Consultant, State Health Department, AIDS Treatment and Community Support Unit, East Orange, New Jersey

Deena Watson, Executive Director, DARCO Drug Services, Inc., Dallas, Texas

Susan B. LaChter, Director
Office for Research Communications
National Institute on Drug Abuse
DRUGS and AIDS:

Getting the Message Out

A Program Guide

Jean A. Westler

U. S. Department of Health and Human Services
Public Health Service
Alcohol, Drug Abuse, and Mental Health Administration

Office for Research Communications
National Institute on Drug Abuse
5600 Fishers Lane
Rockville, Maryland 20857
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</table>
IF YOU EVER SHOT DRUGS GET TESTED BEFORE YOU GET PREGNANT.

DON'T MAKE THEM THE AIDS GENERATION.

Almost all babies with AIDS have mommas who shoot up or who sleep with men who have shot up. Babies with AIDS can't live very long.

If you or your partner ever shot drugs, even if it was only once, you probably shared needles or works.

Many drug users have gotten AIDS that way and passed it on to their babies.

If you want a baby, you and your sex partner should have the AIDS test first, before you get pregnant. Until then, help protect yourself and your partner from AIDS by using condoms.

Protect your baby. Get into treatment. The sooner you stop shooting drugs the safer you and your baby will be.

STOP SHOOTING UP AIDS.
GET INTO DRUG TREATMENT.
CALL 1-800 662 HELP.

A Public Service of the National Institute on Drug Abuse, Department of Health and Human Services.
INTRODUCTION

You are planning an educational program for your organization on drug abuse and AIDS. Your members need to know more about AIDS and what they can do to reduce or prevent AIDS and drug abuse. The film, *Drugs and AIDS: Getting the Message Out,* can help because it shows the AIDS epidemic in human terms, at the local level. You will see people who have AIDS because of drug abuse, and those who are trying to help them. You will see outreach programs to help others through AIDS and drug abuse prevention. You will see people such as yourself take action to prevent the spread of AIDS in their community.

"Drugs and AIDS: Getting the Message Out" is a film to stimulate ideas and actions that will combat drug abuse and AIDS in the local community. AIDS is spread among drug abusers by sharing needles and other drug paraphernalia, through sexual relations, and from infected mother to unborn child. Many are concerned because in some areas, such as New York City, up to sixty percent of the intravenous (IV) drug users have tested positive for the Human Immunodeficiency Virus (HIV).

The time is now for prevention programs and risk-reduction education. It can take up to 7 years for infected persons to show signs of AIDS. Even today is too late for many.

The film does not talk about the facts about AIDS or IV drug use. Its focus is on how all kinds of people are taking action in their own communities to reduce the spread of drug abuse and AIDS. If you want to know more about AIDS and drug abuse, you may want to order some of the materials listed in the "Sources and Resources" section, page 13. Also, you can contact your local or State health department or drug abuse authority for data on AIDS and drug abuse in your city. You don't have to be an expert, but you do want some facts about AIDS and drug abuse so that you can help others in your group.

Solutions to the drug abuse and AIDS problem are not easy or cheap. However, this program will show you some of the outreach programs that communities are using to educate IV drug users and help reduce the AIDS epidemic, for example:

- a minister talks about a church member—a young woman who recently passed away of AIDS—and the need for love and understanding.

- an ex-addict outreach worker takes to the streets to talk to drug users about risk reduction related to needle sharing and sexual practices.
an outreach worker brings AIDS education to Main Street by putting posters on poles and in stores, to help people learn that AIDS doesn't just happen elsewhere—it's in their own community.

a mobile health unit goes to a city housing project to discuss drug use, AIDS, and a wide range of health problems, because drugs or AIDS will touch nearly every family in that community.

an AIDS counselor has dinner with a young woman who got AIDS from a boyfriend; she did not know he was an IV drug user.

a radio interview show directed to Blacks, to make them aware of the high incidence of AIDS in the Black community.

The Program Guide is a communications tool to help you plan the "Drugs and AIDS" presentation. Used with the film, the Guide can help you start planning for your own outreach education program. The Guide has a "Sources and Resources" section that lists contacts and materials that may be useful. (See Page 13.)
PLANNING THE PROGRAM

Set goals and objectives; decide whom to involve; organize the event; get materials.

1 Read the Program Guide for help on how to plan the meeting for showing the "Drugs and AIDS" film.

2 Draw up an action plan for your meeting. Include goals and objectives such as:
   (1) What is the purpose of the meeting? (2) Who are the people I have to involve? (3) What do I want to happen at the meeting? (4) How can this group help me reach my goals? (5) Where will we meet and when? (6) What follow-up meetings do I need? (You might want to brainstorm with your colleagues to decide what you want to accomplish and who you need on your team to reach your goals.)

3 Decide on the types of people you want at the meeting. Do you want top policy makers, program directors, program planners? Do you need them from local or State government, the schools, the medical community, churches, or other organizations? What about representatives of special groups that you are trying to reach? What do you want them to do? What will be their role? How will you get them to work with you?

4 Ask the business community to join in the effort. Be sure to include, along with businesses, Chambers of Commerce and service organizations and clubs. Perhaps they will pay for printing materials, provide a meeting place, or take an active role in drug abuse and AIDS prevention.

5 Ask two experts to attend your meeting—one on drug abuse and one on AIDS—to answer questions. Though the meeting is to plan an outreach program, questions about AIDS and drug abuse are sure to come up. If you are putting on a program for service providers, such as firefighters, police, rescue squad members, they may want to know how they can protect themselves from getting AIDS while helping others. Try to answer everyone’s questions or let them know where they can find the answers.
You may want to mail an information pamphlet or the Surgeon General's Report on AIDS (available in English and Spanish) to each person prior to the meeting. Have more copies on hand at the meeting. If you can afford it, have extra copies for attendees to pass along to others. If you want to reach people who speak Spanish or other non-English languages, get materials that are written in their language. Contact a Chamber of Commerce or service club or organization that serves the people you want to reach. They may be able to help you out.

Organize the event: Arrange for the place, date, time, and equipment needed. Send meeting notices to those you want to attend. Do some advance publicity. Arrange for AIDS and drug abuse experts to answer questions. Order a supply of materials for handouts.

On site arrangements:

- VCR and TV screen or monitor. Be sure your videocassette is the right size for your VCR machine (VHS or 3/4"

- Chairs and tables or other writing surfaces

- Blackboard and chalk or flip chart and marker for notes
PRESENTING THE PROGRAM

Set up; welcome; show videotape; first reactions; Q's & A's on AIDS/drug abuse; focus on community programs; brainstorm; sum it up; get technical assistance.

Steps for presenting the program:

1. Set up equipment. Give out handouts.

2. Welcome. Introductions. State the purpose of the meeting and what you hope to accomplish.

3. Show videotape.

4. Let the group react to the videotape itself, rather than the subject of AIDS or drug abuse. (You may want to write their comments on a flip chart or blackboard.)

5. Take questions about AIDS and drug abuse. (This is where the AIDS and drug abuse experts can help.) Limit the Q's & A's to a stated time period—30 minutes at most. The purpose of the meeting is to plan for a community outreach program, not run an information program on AIDS or drug abuse. If your group needs AIDS or drug abuse information, you may want to schedule a special program on a day (or evening) before presenting the film.

6. After the AIDS question and answer session, focus back to what the videotape is suggesting—community education and outreach programs to combat drug abuse and AIDS. That takes a double focus—AIDS prevention and containment, along with drug abuse prevention and treatment.
7 BRAINSTORM for activities and alternatives. What can you do in your own community? Talk about who will do what—and when—and how—and why. Talk about what you want to accomplish and how long it may take.

8 Sum up the main points of the brainstc m session, and include a list of events and dates for follow-up meetings and actions and the persons in charge of each item on your list. This program may be only your first step for community action.

9 Will you need technical assistance? If you want more information or guidelines about how to do a certain type of program, call or write the National Institute on Drug Abuse. (See Page 15, Technical Assistance, for address and phone number.)
**IN Volving The MedIa**

**Involve the media in community action.**
get media coverage.

*Use the Media to Educate the Community:* Ask the local media to print articles, put on radio talk shows with call-ins, and sponsor TV specials. Tap into local, weekly, and non-English language newspapers. Contact radio stations that serve Blacks or Hispanics. Let the media know that IV drug use is a factor in over 25 percent of all cases of AIDS in the United States, and the number is growing. Try to gain their interest and concern for drug users. Many drug users want help to stop drugs. What is the demand for treatment, and how long are the waiting lists for drug treatment programs in your city? (Call your city or State health department or drug abuse authority for the answers.)

*Use the Media to Promote Your Program:*

You will have to decide at what point you want to have the media cover your outreach efforts. You may not want to involve them right away. After you decide what you're going to do, and how, then you want to use the media.

When you are ready, contact your local media and ask for news coverage. If your target group is Black or Hispanic, contact the radio stations and newspapers that serve those groups. You also want to contact local and weekly papers that serve any other special group you are trying to reach.

Examples of what makes a news item:

1. (insert the name of your group) is planning to launch a special program (or action) to deal with IV drug users and AIDS. "Drugs and AIDS are a problem in our community—now—and it won't go away until we take action. We want to educate and inform and do whatever we can to reduce and prevent the problem from spreading." (Describe your program or action.)
2. (The Police Department, Fire Department, Rescue Squad, Emergency Room Physicians, American Red Cross, Links, Junior League, etc.) is teaming up with a local youth group (Girl Scouts, Boys Club, school or church youth groups) to reduce or prevent drug abuse and AIDS. (Describe what you are doing.)

3. The Mayor (or City Council) declares an all-out effort to promote drug abuse prevention and set up treatment programs for drug abusers. "Twenty-five percent (check statistics for your city) of the AIDS cases in our city are the result of IV drug use. If we want to stop the spread of AIDS, we must increase the number of drug treatment programs, promote safe sex practices among IV and other drug users, and conduct education programs to prevent drug abuse. It really is a matter of life and death." (Describe what is being done.)

There are many ways to use the media. Use whatever will work to reach those who are the target of your community education program.
Section Four

SOURCES AND RESOURCES

National hotline numbers; local resource worksheet; technical assistance; print materials, list of State resources.

National Resources:

Drug Abuse Treatment Information Referral Line 1-800-662-HELP
Helps people locate treatment programs in their local area, and directs friends or family members to support groups or services.

National AIDS Hotline (English) 1-800-342-AIDS
National AIDS Hotline (Spanish) 1-800-344-SIDA

National AIDS Information Clearinghouse 1-301-762-5111
Provides assistance in locating organizations that provide AIDS services to the public and professional communities.

State Resources:

For information about drug abuse, contact the Communications or Information Officer of your State Alcohol and Drug Abuse Office. (See list at end of this Section, Page 19.) For information about AIDS, contact your local or State health department for the name of the AIDS Coordinator for your area.

Local Resources:

Prepare a list of local agencies and groups that deal with AIDS or drug abuse. (Perhaps the outline on the next page will help you.) Give out the list at all your meetings. Local resources may include: drug treatment programs, hospital outreach programs, local health departments, social service agencies, school or church programs on AIDS or drug abuse, American Red Cross chapters, Chambers of Commerce (include Black, Hispanic, other).
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<th>LOCAL RESOURCES</th>
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<td>1. Name of organization: ____________________________</td>
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<td>Services or programs offered: ________________________</td>
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<tr>
<td>Hours of operation: _________________________________</td>
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</table>
Technical Assistance:

If you would like technical assistance to develop a drug abuse and AIDS information program in your community, please contact:

Office for Research Communications
National Institute on Drug Abuse
5600 Fishers Lane, Room 10A-54
Rockville, Maryland 20857
(301) 443-1124

Education and Information Materials:

The following materials are available from:

National Clearinghouse for Alcohol & Drug Information (NCADI)
P. O. Box 2345
Rockville, Md 20852
(301) 468-2600
(Ask about bulk quantities for the items you need.)


*AIDS and Drug Abuse.* 1986. Talks about the extent of the problem, how it spreads, and what can be done. 3 pp.

*AIDS and Your Job—Are There Risks?* 1986. General information for all workers; guidelines for some occupations: (1) food handlers; (2) personal services (beauticians, barbers, manicurists, etc.); and (3) jobs that require special precautions (police, firefighter, emergency medical workers, prison employees). 6 pp.


*Understanding AIDS* (English and Spanish) 1988. What is AIDS? How do you get it? How to prevent it. (This booklet was delivered to every household in the United States.) 8 pp.
PRINT ADS

This series of black and white print ads, developed by NIDA, can be used in newsletters, magazines, and newspapers. They also can be used as mini-posters. All provide NIDA’s toll-free treatment information referral phone number. (8 1/2 x 11; 1988)

"Sharing needles can get you more than high. It can get you AIDS." Shows a syringe being passed from one person’s hand to another person’s hand.

"If you ever shot drugs, get tested before you get pregnant. Don’t make them the AIDS generation." Shows four happy babies sitting on the floor.

"Guess who else can get AIDS if you shoot drugs. Your baby can." Shows a baby bottle.

"When you share needles you could be shooting up AIDS." Shows a syringe and a cooker.

"Most babies with AIDS are born to mothers or fathers who have shot drugs." Shows a baby carriage and an intravenous drip.

POSTERS

This series of black and white posters, developed by NIDA, carry the same messages as the print ads described above. (17 x 22; 1988):

"When you share needles you could be shooting up AIDS."

"Guess who else can get AIDS if you shoot drugs. Your baby can."

"Most babies with AIDS are born to mothers or fathers who have shot drugs."

VIDEOTAPES FOR HISPANIC AUDIENCES

For adults only. (Not for school prevention programs.)

"Alicia" and "Olga’s Story," two, 20-minute, videotapes aimed at Hispanic women and men at risk for AIDS because they are sexual partners of IV drug abusers or are drug abusers themselves. Drug counselors and health professionals can use to educate Hispanic clients and stimulate discussion of AIDS. Produced in Spanish by the Latino Consortium/KCET in Los Angeles, for the National Institute on Drug Abuse; dubbed English versions available; VHS, Beta, and 3/4". For more information, contact: National Clearinghouse for Alcohol and Drug Information. (See page 15.)
RADIO MATERIALS

This series consists of 30-second spots and one 60-second *rap* featuring Black, Hispanic, and White speakers.

1. "Scared" - (a) White speaker; (b) Black speaker
2. "Persons with AIDS" (4 spots)
3. "Shooting Gallery"
4. "IV Drug Users and Treatment"
5. "My Man"
6. "IV Drug Users and Sex"
7. "Baby"
8. "IV Drug Users and Pregnancy"
9. *Rap* (60-second)

Numbers 1-4 and 9 address needle-sharing; numbers 5-6 deal with infection through sex; numbers 7-8 address pregnancy and childbirth. Number 2, "Persons with AIDS," features two men and two women who have been infected. They share their moving stories.
Guess who else can get AIDS if you shoot drugs.

Most babies with AIDS are born to mothers or fathers who have shot drugs.

When you share shooting up AIDS.
## STATE ALCOHOL AND DRUG ABUSE OFFICES

(Contact the Communications or Information Officer. Most of the States combine their alcohol and drug abuse programs. The starred (*) listings are drug abuse only.)

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<tr>
<th>State Alcohol &amp; Drug Abuse Comm</th>
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<td>Div of Alcohol &amp; Drug Abuse</td>
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<td>Dept of Mental Health</td>
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<td>1915 S. Ridge Drive</td>
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<td>P. O. Box 687</td>
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<td>Jefferson City, MO 65102</td>
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Alcohol & Drug Abuse Div
State Dept of Institutions
Helena, MT 59601

Div of Alcoholism & Drug Abuse
Dept of Public Institutions
P. O. Box 94728
Lincoln, NE 68509

Bureau of Alcohol & Drug Abuse
Dept of Human Resources
505 E. King St
Carson City, NV 89710

Office of Alcohol & Drug Abuse Prev
Health & Welfare Bldg
Hazen Dr
Concord, NH 03301

Div of Narcotic & Drug Abuse Control*
129 E. Hanover St
Trenton, NJ 08625

Substance Abuse Bureau
Behavioral Health Services Div
P. O. Box 968
Santa Fe, NM 87504

Div of Substance Abuse Services*
Executive Park South, Box 8200
Albany, NY 12203

Alcohol & Drug Abuse Section
Div of Mental Health & Mental Retardation Services
325 N. Salisbury St
Raleigh, NC 27611

Div of Alcoholism & Drug Abuse
State Dept of Human Services
State Capitol/Judicial Wing
Bismarck, ND 58505

Bureau of Drug Abuse*
170 N. High St, 3rd Floor
Columbus, OH 43215

Alcohol & Drug Programs
State Dept of Mental Health
P. O. Box 53777, Capitol Station
Oklahoma City, OK 73152

Office of Alcohol & Drug Abuse Programs
301 Public Service Bldg
Salem, OR 97301

Dep Sec for Drug & Alcohol Programs
State Dept of Health
P. O. Box 90
Harrisburg, PA 17108

Dept of Mental Health, Mental Retardation & Hospitals
Div of Substance Abuse
Cranston, RI 02920

State Comm on Alcohol & Drug Abuse
3700 Forest Dr
Columbia, SC 29204

Div of Alcohol & Drug Abuse
Joe Foss Bldg, 523 E. Capitol
Pierre, SD 57501

Alcohol & Drug Abuse Services
State Dept of Mental Health & Mental Retardation
706 Church St, 4th Floor
Nashville, TN 37219

State Comm on Alcohol & Drug Abuse
1705 Guadalupe St
Austin, TX 78701

Div of Alcoholism & Drugs
150 W. North Temple, Suite 350
P. O. Box 2500
Salt Lake City, UT 84110

Office of Alcohol & Drug Abuse Prog
103 S. Maine St
Waterbury, VT 05676

Office of Substance Abuse Services
State Dept of Mental Health and Mental Retardation
P. O. Box 1797
109 Governor St
Richmond, VA 23214

Bureau of Alcoholism & Substance Abuse
State Dept of Social & Health Services
Mail Stop OB-44W
Olympia, WA 985 7

Div of Alcohol & Drug Abuse
State Capitol, Room 451
1800 Washington St, East
Charleston, WV 25305

Office of Alcohol & Other Drug Abuse
1 W. Wilson St
P. O. Box 7851
Madison, WI 53707

Alcohol & Drug Abuse Programs
Hathaway Bldg
Cheyenne, WY 82002

Dept of Mental Health & Substance Abuse
P. O. Box 8896
Tamuning, Guam 96911

Dept of Anti-Addiction Services
Box B-Y, Rio Piedras Station
Rio Piedras, PR 00928

Div of Mental Health, Alcoholism & Drug Dependency
P. O. Box 520
St. Croix, Virgin Islands 00820

Health Services
Offices of the High Commissioner
Saipan (Trust Territories) 96950

Human Services Clinic
Alcohol & Drug Program
LBJ Tropical Medical Center
Pago Pago, American Samoa 96799

Health Services
Offices of the High Commissioner
Saipan (Trust Territories) 96950
"Drugs and AIDS: Getting the Message Out" was produced for the National Institute on Drug Abuse by State of the Art, Inc., Washington, D.C. Additional copies of the program are available on VHS and 3/4" tape. (A Program Guide will be included.)

For free-loan, contact:

Modern Talking Picture Service
Scheduling Center
5000 Park Street North
St. Petersburg, FL 33709
(813) 541-5763

"Drugs and AIDS" #22834V; state VHS or 3/4" tape.
(Allow 3 weeks if requested by mail.)

To purchase a copy of "Drugs and AIDS,"

(1) Call: 1-800-445-1964 or write to: WETA, Educational Activities, P. O. Box 2626, Washington, DC 20013 (A Program Guide will be included.)

(Approximately $35 for VHS; also available in Beta and 3/4".)

(2) Call: 1-301-763-1896 or write to: National Audiovisual Center, ATTN: Customer Services, 8700 Edgeworth Drive, Capital Heights, MD 20743 (A Program Guide will be included.)

VHS, #A17163 and Beta, #17164 are $80; 3/4", #17162 is $110.
SHARING NEEDLES CAN GET
YOU MORE THAN HIGH.

IT CAN GET YOU AIDS.

You can't tell if someone has the AIDS virus just by looking.

You can't tell if needles or works are infected just by looking.

When you shoot drugs and share needles or works you could get AIDS. Even if you think your drug-sharing partners are clean, if the AIDS virus is present, it could be passed to you.

AIDS is not pretty. It's a long, slow, painful way to die. Do the right thing. Get into treatment. It's the best way to make sure you don't shoot up AIDS.

STOP SHOOTING UP AIDS.
GET INTO DRUG TREATMENT.
CALL 1-800 662 HELP.

A Public Service of the National Institute on Drug Abuse Department of Health and Human Services

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