



INTERNATIONAL SMALL  
GRANTS FUND (ISGF)  
BRAZIL - 2006



Elton John AIDS Foundation


**FINAL REPORT**

**JULY, 2007.**





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## **Recipient Institutions**

### **São Paulo:**

**CFSS – Coletivo Feminista Sexualidade e Saúde**

**CORSA – Cidadania, Orgulho, Respeito, Solidariedade e Amor**

**GAPA/SP – Grupo de Apoio a Prevenção à AIDS**

**PROAD – Programa de Atenção ao Dependente**

**SEIVA – Serviço de Esperança e Incentivo à Vida Agora**

### **Fortaleza:**

**APROCE – Associação de Prostitutas do Ceará**

**GAPA/CE – Grupo de Apoio a Prevenção à AIDS**

**NAVE – Núcleo de Ação e Valorização da Espécie Humana**

## **Funding**

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# 1

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## MONITORING ACTIVITIES



## **1 MONITORING ACTIVITIES**

ASF performed close monitoring activities with the Brazilian recipient organisations through meetings and reports, via telephone and e-mail.

All projects started in May/June 2006 when funding was transferred to ASF and forwarded to the recipient Institutions.

However, many projects were dependant upon the school year or Institutional year calendar (starting in January – Brazil) causing projects to be extended beyond the usual one-year period for implementation of ISGF projects. Therefore some projects will end in December 2007.

Monitoring activities were also reduced in 2006/2007 due to lack of funding for ASF. A proposal for an ISGF 2006 Brazil monitoring project was sent to EJAF in the end of 2005.

One of the NGOs (FFF – Foundation Florestan Fernandes) could not implement the project due to technical problems. Funding for this project has been withheld and is now being requested by ASF for monitoring activities, meetings with the NGOs and selection process for ISGF 2007 projects in Brazil.

We await EJAF contact regarding the possibility of using this money for this purpose and acceptance of the new proposed projects for Brazil and guidelines and instructions for the continuance of Small Grant projects in 2007.

### **1.1 Monitoring Meetings**

An initial (2005) meeting was held with all coordinators from the current (2006) and previous projects in order to monitor the progress of the projects and to facilitate the interchange of experiences among the recipient organisations. Additional meetings were also held upon request of the recipient organisations or ASF.

### **1.2 Financial Advice and Monitoring**

ASF financial department conducted meetings with each recipient organisation for counselling and advice on financial matters and the ASF's reporting system.

An ASF proprietary internet based software was used to monitor all financial activities of the projects. All recipient organisations were instructed on how to use the program, which is available on-line for data input and consultation.

Information regarding financial management of each individual project is available upon request.



EJAF ISGF Brazil – 2006 projects are listed in the table below:

**Table 1 Summary of the ISGF projects in São Paulo**

Recipient Organisation	Area	Project Title / Objectives	Status
<b>CFSS - Coletivo Feminista Sexualidade e Saúde</b>	Prevention	Integrating clients to the strategies for prevention of STD/AIDS, in the universe of prostitution  <i>To reduce vulnerability among males, clients of sex professionals, educating men to be protagonists of prevention and their peers</i>	Completed
<b>CORSA - Cidadania, Orgulho, Respeito, Solidariedade e Amor</b>	Life Appraisal and Prevention	Breaking through isolation  <i>Training of homosexuals on social inclusion, acceptance and sexual freedom among homosexuals</i>	Completed
<b>GAPA São Paulo - Grupo de Apoio a Prevenção a Aids</b>	Communication, Education and Human Rights	Book: Opening the doors of SUS (National Health Program)  <i>Production of book on human rights including the following subjects: citizenship, people living with HIV/AIDS, drugs, women, sex professionals, transgender and legislation of the National Health System.</i>	Ongoing
<b>PROAD - Programa de Atenção ao Dependente</b>	Damage Reduction	Damage Reduction Program  <i>Training and supervision of drug users and former drug users to act as damage reduction agents with the aim of reducing the risk of HIV contamination in injectable drug users.</i>	Completed
<b>SEIVA- Serviço de Esperança e Incentivo à Vida Agora</b>	Prevention and Education	Our Family  <i>HIV/AIDS/STD prevention training of Health Family Program Teams of the Municipality of Ilha Solteira and other 4 satellite towns.</i>	Ongoing
<b>FFF – Fundação Florestan Fernandes</b>	Prevention		Not implemented

**Table 2 Summary of the ISGF projects in Fortaleza**

Recipient Organisation	Area	Project Title / Objectives	Status
<b>APROCE - Associação de Prostitutas do Ceará</b>	Prevention	Informed and Prepared Women – Daily Action  <i>Prevention campaigns targeting sex professionals and their clients through field work</i>	Completed
<b>GAPA Ceará - Grupo de Apoio à Prevenção à Aids</b>	Information, Prevention and Human Rights	Dial AIDS  <i>Training of professionals of a Dial-in service to improve delivery of prevention information</i>	Completed
<b>Nave - Núcleo de Ação e Valorização da Espécie Humana</b>	Life improvement e Art Therapy	Art & Citizenship – A possible frontier  <i>Art Therapy activities for 80 people living with HIV/AIDS</i>	Completed



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**SUMMARY OF PROJECTS – SÃO PAULO**

## 2 SUMMARY OF PROJECTS – SÃO PAULO

### 2.1 PROJECT 1 – Integrating Clients to the Strategies for Prevention of STD/AIDS, in the Universe of Prostitution

**Area:** Prevention

**Project Objectives:** To reduce vulnerability among males, clients of sex professionals, educating men to be protagonists of prevention and their peers

**Institution:** CFSS – Coletivo Feminista Sexualidade e Saúde

**Project Coordinator:** Ana Galati

**Website:** [www.mulheres.org.br](http://www.mulheres.org.br)



Fig. 1A



Fig. 1B

**Figure 1** (A) and (B): Work locations of sex workers in Pinheiros, São Paulo



### **2.1.1 Organisation History**

CFSS – Coletivo Feminista Sexualidade Saúde is a non-governmental organisation operating since 1981 in the City of São Paulo. Its mission is to promote health and women's sexual and reproductive rights. It is also a feminist health centre which provides integral care to women (STDs and AIDS prevention, contraception, prenatal care, education, mental health, etc.), in addition to training programs to health care professionals and related fields.

### **2.1.2 Project Description**

The objectives of the project are the following:

- To reduce vulnerability to STDs/AIDS among men/clients of sex workers taking into account the concept of masculinity in the Brazilian culture;
- To develop a methodology and language to approach men and turn male population into protagonists of prevention;
- To train men/clients to educate their peers;
- To facilitate access to STD/AIDS prevention, treatment and testing programs for this population, thus providing a reference system.

### **2.1.3 Work Plan and Project Activities**

- Survey of the number of clients who usually visit the points of highest client turnover;
- Number of participants per group;
- Number of participants per workshop;
- Number of condoms distributed;
- Prejudice inventory, information related to STDs/AIDS and compliance with condom use pre- and post-intervention;
- Evaluation performed by the men themselves after the workshops and distribution of educational booklets;
- Evaluation of the intervention through focal groups with the clients;
- Evaluation performed with the sex workers of brothels where workshops were carried out to measure behavioural changes related to the use of condoms by the clients.

**Table 3**      **Flow Chart of Activities – Project Integrating Clients to the Strategies for Prevention of STD/AIDS, in the Universe of Prostitution – EJAF ISGF 2006**

Activity	Month												
	01	02	03	04	05	06	07	08	09	10	11	12	01
Initial, monitoring and closing project meetings in ASF main office	X			X					X				X
Program presentation for people running brothels and non-brothel based hot spots	X	X											
Identification of 4 sex worker's spots with the highest client turnover, where the weekly groups will be performed	X	X											
Educational groups with sex worker's clients (4 per month), average of 10 men in each group.		X	X	X	X	X	X	X	X	X	X		

### Project Activities

- Conduct Educational workshops;
- Survey with brothel's managers on how to create posters and the best way to exhibit them;
- Create educational posters for STD/AIDS prevention;
- Distribute the posters.

#### 2.1.4 Process Indicators and Accomplishments

**Table 4**      **Process Indicators – Project Integrating Clients to the Strategies for Prevention of STD/AIDS, in the Universe of Prostitution – EJAF ISGF 2006 (Jan/2007)**

Activity	Date	Indicator	Number
Program presentation for people running brothels and non-brothel based hot spots	Apr, May	Number of managers contacted	20
Identification of 4 sex worker's spots with the highest client turnover, where the weekly groups will be formed	Apr, May	Number of brothels with the highest client turnover and accept to cooperate	4
Educational groups with clients (4 per month), average of 10 men per group.	May/2006 to Feb/2007	Number of participants per group	400
Completion of questionnaires by clients groups for pre- and post-intervention evaluation.	May/2006 to Feb/2007	Number of questionnaires completed	400
Condom distribution among the clients	May/2006 to Feb/2007	Number of condoms distributed	3800 (5 per client)
Identification of potential locations to conduct the educational workshops	Aug/2006	Number of identified locations	10
Educational workshops (4 per month), average of 15 men per group.	Sep/2006 a Feb/2007	Number of workshops conducted / Total number of participants	24/360
Systematization of data collected during the project	Mar/2007	Qualitative and quantitative reporting	01 report produced



## **Accomplishments**

- Mapping and identification of 4 locations to conduct the educational workshops;
- Meeting with 2 nightclub managers of the region of Pinheiros, called Fortaleza and Freelancer, to discuss the Project and the possibility to conduct workshops and display posters;
- 34 Educational workshops conducted, 16 in brothels and the others with clients of street-based sex worker from the region of Sé and Parque da Luz;
- 3060 Condoms distributed among the clients;
- Meeting with Coletivo's team for poster development;
- Distributions of posters.

### **2.1.5 Lessons Learned and Constraints**

After a meeting with the brothel's managers, to get authorization for the workshops, we noticed that they were very protective with the clients referred as punctual clients, who book an hour during the day and are of difficult access. Eventual clients do not want to be disturbed. The only way to deal with these difficulties was to meet the eventual clients in the surrounding bars where they usually go before going into the brothel. The night clubs have both policemen and delinquents as clients and the sex workers consider both to have the same power "both policemen and delinquents have the same power" (sentence quoted by a sex worker), some of them do not want to pay for the service or wear condoms.

The night clubs' clients refused to complete the questionnaire, all questions were asked informally.

An important lesson learned for the project implementation was the understanding that we must respect the fact that the sex worker is the "product" and the client is the "consumer".

### **2.1.6 Futures Goals**

- To continue the project using the same approach with night clubs managers, which need more time to show results;
- Development of a booklet for clients with information on STD/AIDS prevention to answer the doubts raised by the clients;
- To print and distribute 1,000 posters.

## 2.2 PROJECT 2 – Breaking Through Isolation

- Area:** Life Appraisal and Prevention  
Training of homosexuals on social inclusion, acceptance and sexual freedom among homosexuals
- Project Objectives:**
- Institution:** CORSA – Cidadania, Orgulho, Respeito, Solidariedade e Amor (Citizenship, Pride, Respect, Solidarity and Love)
- Project Coordinator:** Fernando Andrade Silva
- Website:** [www.corsa.org.br](http://www.corsa.org.br)

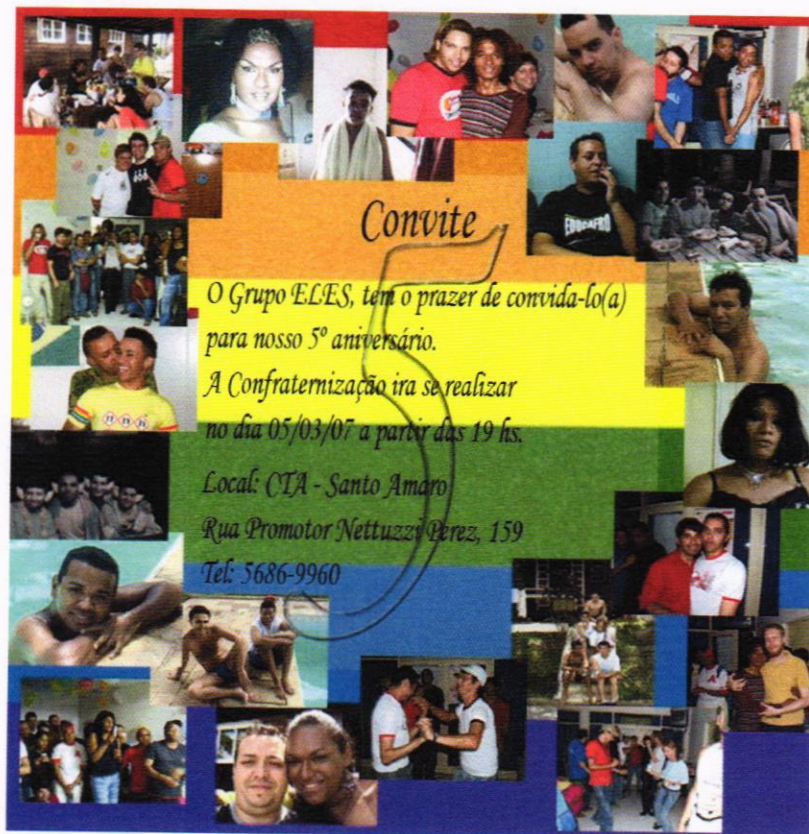


Figure 2 Anniversary Invitation "Eles Group"

### 2.2.1 Organisation History

CORSA – Cidadania, Orgulho, Respeito, Solidariedade e Amor is a non-profitable civil association, established in 1995, with the aim of raising awareness and promote emancipation of de GLBT community GLBT (gays, lesbians, bisexual and transgender).



### 2.2.2 Project Description

Our mission is to enable homosexuals living in the southern region of the City of São Paulo to meet their peers in an environment of friendship and freedom of expression, which would allow them to feel comfortable with their sexuality, and to reflect on their personal lives, their position in the community they live in, their views of the world and society in general.

### 2.2.3 Work Plan and Project Activities

- Search of partnerships for the creation of the groups;
- Planning and organisation of group activities;
- Dissemination of information on safer sex practices – STDs/AIDS prevention;
- Fight against internalized prejudices;
- Building self-esteem and development of citizenship of participants;
- Capacity building activities for healthcare professionals.

**Table 5**      **Flow Chart of Activities – Project Breaking Through Isolation – EJAF ISGF 2006**

Activity	Month											
	01	02	03	04	05	06	07	08	09	10	11	12
Creation of the groups	X	X	X	X								
Groups regular meetings					X	X	X	X	X			
Preparing for the VI Youth Week – "Youth Talking Over its Place", in the City of Diadema							X	X	X			

### Project Activities

- Planning and organisation of concurrent activities;
- Scheduling for groups regular meetings;
- Dissemination of information on safer sex practices;
- Fighting against internalized prejudices (building self-esteem and developing citizenship);
- To train health care Professionals to enable them to accept and treat the MSM population (minimizing prejudice among employees).

#### **2.2.4 Process Indicators and Accomplishments**

- Number of planning meetings = 10;
- Number of meetings for group creation = 10;
- Addressed/discussed topics = 40;
- Number of regular group meetings = 40;
- Number of participants = Mean 20,775 (each meeting);
- Workshops:
  - Sex + Safe = 04;
  - Amusement activities = 01;
  - Pedagogical activities = 02;
  - Cultural activities = 04.

#### **Accomplishments (January, 2007)**

- Referral for serological tests (STDs/AIDS);
- Referral for Hepatitis B vaccine;
- Referral for psychotherapists;
- Social activities apart from group meetings.

#### **2.2.5 Constraints**

- Inadequate dissemination of group activities due to the lack of specific printed material.



## **2.3 PROJECT 3 - Book: Opening the Doors of SUS (National Health Program)**

**Area:** Communication, Education and Human Rights  
**Project Objectives:** Production of book on human rights including the following subjects: citizenship, people living with HIV/AIDS, drugs, women, sex professionals, transgender and legislation of the National Health System  
**Institution:** GAPA/SP – Grupo de Apoio à Prevenção à AIDS (Support Group for AIDS Prevention)  
**Project Coordinators:** Áurea Celeste da Silva Abbade and Fátima Baião  
**Website:** [www.gapabrsp.org.br](http://www.gapabrsp.org.br)

### **2.3.1 Organisation History**

GAPA-SP – Grupo de Apoio à Prevenção à AIDS São Paulo is the first community based non governmental organisation of Latin America and it was established in 27/04/1985. It was also the first entity to deal only with subjects involving human rights of people living with HIV/AIDS.

### **2.3.2 Project Description**

The main objective of the project is to publish a book entitled "Abrindo as portas do SUS" (Opening the Doors of SUS – National Health Program) with articles of several people engaged in the fight for human rights. Each of these specialists will produce a three to five pages article/text on the following subjects: "Exercício Diário de Cidadania no SUS", "SUS e Pessoas Vivendo com HIV/AIDS", "Droga e SUS", "SUS e Mulher", "SUS e Profissionais do Sexo", "SUS e Transgênero", "O que é o SUS" e "SUS e a Legislação" (Daily exercise of citizenship in the SUS", "SUS and people living with HIV/AIDS", "Drugs and SUS", "SUS and women", "SUS and sex workers", "SUS and transgender", "What is SUS" and "SUS and legislation".

The Idea of the book came about due to the questions raised by the audience mostly constituted by women and people living with HIV/AIDS.

We believe that this book will be an important ally to people living with HIV/AIDS who need to and use the SUS (public health system) on regular basis, in many cases not having information about the rights and benefits to which they are entitled to through the SUS and where to claim these rights in case the services are not being offered according to what it is established by law. We also believe that this book will be a great tool which will help people living and coexisting with HIV/AIDS to fight for their rights. Petition templates will be included in the book.

### **2.3.3 Work Plan and Project Activities**

The proposal to address SUS was presented following some difficulties and Project approval and after our participation in the lecture on SUS in the Prevention Seminar conducted in Belo Horizonte.

The coordination team selected the topics to be addressed and who would be invited to write the texts. The invitations were then sent and promptly accepted.

The articles have been delivered and reviewed and are currently being printed. The planned date to launch the book is November/December 2007 (ENONG/World AIDS Day).

Suggested location for the event: OAB/SP (Brazilian Bar Association/São Paulo) (not confirmed).

### **2.3.4 Project Activities**

- Production and review of texts - completed;
- Printing – ongoing;
- Book launch – November/December 2007. The book launch will probably take place at the Brazilian Bar Association – São Paulo.
  - Distribution of the books to all NGOs in the country;
  - Distribution of the books in São Paulo to all SAES/UBS (Referral Centres /Primary care Units) - Health care Units reference centres;
  - Distribution of books for all persons present in the book launching.

### **2.3.5 Constraints**

The original idea to produce a book with articles written by law students and young lawyers in some way involved with human rights of people living with HIV/AIDS was not successful as there was little interest and students were busy with academic papers. Therefore, we had to change the strategy and invited specialists in each field of interest.



## 2.4 PROJECT 4 – DAMAGE REDUCTION PROGRAM

- Area:** Damage Reduction
- Project Objectives:** Training and supervision of drug users and former drug users to act as damage reduction agents with the aim of reducing injectable drug users.
- Institution:** PROAD – Programa de Atenção ao Dependente (Drug Addiction Support Program)
- Project Coordinator:** Rita de Cássia Haiek



*Fig. 3A - Prostitution Spot Transvestites*



*Fig. 3B - "Crack land", São Paulo*

**Figure 3** Areas of Action of the project: Fig. 3A – Prostitution Spot of Transvestites; Fig. 3B – "Crack land", São Paulo

### **2.4.1 Organisation History**

PROAD – Programa de Atenção ao Dependente (Drug Addiction Support Program) is a service offered in association with the Departments of Psychiatry and Medical Psychology of Universidade Federal de São Paulo.

It was created in 1987 with aim of developing support, educational, research and prevention activities related to drug dependence.

### **2.4.2 Project Description**

The Project aims to expand the distribution/exchange of syringes of PROAD-UNIFESP Drug Addition Support Program through field work. The objective of the Project is to identify, train and supervise drug users or former drug users cared for at PROAD to work as damage reducing agents in previously identified regions at higher risk to use inject able drugs or to HIV either due to sharing infected syringes and needles or due to unsafe sex practices.

### **2.4.3 Work Plan and Project Activities**

- To strengthen and expand the distribution and exchange of syringes of PROAD Drug Addiction Support Program aiming to avoid the sharing of syringes among inject able drug users, thus preventing HIV and Hepatitis C infection;
- Introduce the use of prevention kits containing disposable syringes and other safe injection appliances according to IDUs inject able drug use standards and change user's behaviour in order to have an epidemiological impact in this population;
- Suggest exchanging crack for marijuana as a means of reducing damage to the crack user population, who do not want or can not stop using the drug, identified during the Project's field work;
- To train patients treated at PROAD to work as damage reducing agents to improve health conditions in the community they live;
- Weekly meetings with the Project coordinator to discuss field supervision;
- Coordinator monthly visits to the field;
- Bimonthly meetings with the PEDST/AIDS (STDs/AIDS State program);
- To produce monthly worksheets to the Government Supplies Department of goods and prevention kits (PE DST/AIDS);
- 30 hour of field work per week – damage reduction agents;
- Participation in the weekly supervision meetings;



- Attendance and compliance of damage reducing agents with the medical/psychological treatment offered by PROAD: weekly appointments with a psychologist and psychiatrist;
- Participation in forums and strategic work groups to discuss guidelines and public policies for drug addiction support.

In addition, we intend to offer a refreshment course to the damage reducing agents in the next semester in partnership with PEDST/AIDS.

#### **2.4.4 Process/Results Indicators**

Some qualitative and quantitative goals served as reference process indicators of the Project expansion. These are:

- Identified and trained patients linked to the program;
- The Project will be evaluated through control worksheets indicating:
  - Number of people reached;
  - Gender;
  - Age;
  - Number of distributed prevention kits (syringes and condoms);
  - Number of work fields opened.
- Recruitment of helpers, called "friends of the Project". This can indicate the community support to the Project as well as the acceptance of the program in the location. The community establishes exchange points and volunteers;
- Referral to the Public Health System, UBS (Primary Healthcare Unit, STD/AIDS and Hepatitis specialized testing and treatment through the SAEs e CTAs and drug abuse treatment. PROAD is the reference Unit for these cases.
- Number of drug users who participated in the project = 512
- Number of Kits distributed to replace needles and syringes = 3.833
- Number of condoms distributed = 6.300
- Drug users referred to STD/AIDS services and to treat alcohol and drug abuse = 252

#### **2.4.5 Constraints**

- The main difficult to deal with during the first semester was a relapse into drug abuse in one of the damage reduction agent. This temporarily compromised his productivity and required a joint effort of the team to support him and maintain his health, as well as the quality of the work;

- Some of the drug users were afraid of taking part in the Project as they think that the Reduction Damage Program might attract the attention of the police;
- Drug users frequently move houses, thus the Project team lose contact with them and have to constantly change the field location.



## 2.5 PROJECT 5 – Our Family

**Area:** Prevention and Education  
**Project Objectives:** HIV/AIDS/STD prevention training of Health Family Program teams of the Municipality of Ilha Solteira and other 4 satellite towns  
**Institution:** SEIVA – Serviço de Esperança e Incentivo à Vida Agora  
**Project Coordinator:** Dr. Mário Márcio Estremote  
**Website:** [www.ilhasolteira.com.br/seiva](http://www.ilhasolteira.com.br/seiva)



*Fig. 4A*



*Fig. 4B*

**Figure 4** (A) and (B): Training sessions of Health Family Program professionals "Issues on Prevention, Health Promotion and Social Inclusion"

### 2.5.1 Organisation History

SEIVA - Serviço Esperança e Incentivo à Vida Agora ("Service for Hope and Life Incentive Now") is community-based Non-governmental Organisation created in 10 August 1993 by a group of volunteers and healthcare professionals.

### 2.5.2 Project Description

In this Project, 14 teams of the Family Health Program will be trained in 05 municipalities of Ilha Solteira, involving directly 150 health care professionals. The aim of this is to indirectly reach 7.500 families, for a total of approximately 37.500 people, further expanding the STD/HIV/AIDS prevention and educational actions to fieldwork team.

### 2.5.3 Work Plan and Project Activities

**Table 6 Work Plan – Project Our Family – EJAF ISGF 2006**

Activity	Date	Indicator	Number
Registration	July – August 2006	Number of municipalities contacted and visited	05
Material acquisition	September 2006	Educational material acquired	
Registration	July – August 2006	Number of teams enrolled in the training courses	14
Training	October 2006 to April 2007	Number of training courses performed.	07
Training	October 2006 to April 2007	Number of trained persons	150
Training	October 2006 to April 2007	Attendance	90%
Training	October 2006 to April 2007	Number of evaluated participants	150
Monitoring	December 2006 to May 2007	Number of monitored participants	150



**Table 7 Flow Chart of Activities – Project Our Family – EJAF ISGF 2006**

Activity	Month													
	06	07	08	09	10	11	12	01	02	03	04	05	06	
Planning	X													
Contact and enrolment of professionals to participate in the training sessions		X	X											
Purchase and development of educational material				X										
07 training sessions of 16 hours each for Family Health Programs of 05 municipalities of Ilha Solteira region					X	X	X	X	X	X	X			
Assessment of the training workshops					X	X	X	X	X	X	X			
Monitoring						X	X	X	X	X	X	X		
Closing event													X	

### Project Activities

- Planning;
- Contact and enrolment of professionals to participate in the training sessions;
- Purchase and production of educational material;
- Two completed training sessions: a 24 hours training for nurses of the Family Health Program and a 16 hours training session for Health Community Agents and Nurse Aids;
- Monitoring meetings.

### 2.5.4 Process Indicators and Accomplishments

**Table 8 Process Indicators – Project Our Family – EJAF ISGF 2006 (Jan/2007)**

Activity	Indicator	Number
Registration	Number of municipalities contacted and visited	05
Material acquisition	Educational material acquired	
Registration	Number of teams enrolled in the training courses	14
Training	Number of training courses performed.	07
Training	Number of trained persons	150
Training	Attendance	90%
Training	Number of evaluated participants	150
Monitoring	Number of monitored participants	150

- All planned visits (100%) to NGOs and GOs were performed;
- 100% of the GO and NGOs adhered to and are participating in the project;
- 100% of the registrations of the 05 municipalities belong to the Project
- 50% of educational materials purchased and developed;
- 28,57% of training sessions conducted;
- 100% of training sessions assessed, i.e., two complete training sessions conducted;
- 315 adolescents and 230 women assisted directly in the Municipality of Itapura;
- 500 adolescents assisted directly, 350 women enrolled in discussion groups, 2,250 families and 6,750 people assisted door-to-door in Pereira Barreto;
- 1,358 adolescents educated at schools.

#### **2.5.5 Constraints**

All Family Health Program teams of the municipalities participating in the Project were engaged in a training program offered by the State Health Department of São Paulo, making it difficult to carry out the activities proposed by the Project.

In order to carry out all planned activities will complete the training until the end of 2007. No additional funding will be required.



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**SUMMARY OF PROJECTS – FORTALEZA**

### 3 SUMMARY OF PROJECTS – FORTALEZA

#### 3.1 PROJECT 6 – Informed and Prepared Woman – Daily Action

**Area:** Prevention  
**Project Objectives:** Prevention campaigns targeting sex professionals and their clients through field work  
**Institution:** APROCE – Associação de Prostitutas do Ceará (Association of Sex Workers of Ceará)  
**Project Coordinator:** Rosarina de Fátima Sampaio da Silva



Figure 5 Educational Workshop on STD/HIV/AIDS

##### 3.1.1 Organisation History

APROCE – Associação das Prostitutas do Ceará (Female Sex Worker's Association of Ceará) is an entity committed with the defence of human and sexual rights of female sex workers and which aims to develop fair and dignified working and living conditions for these women.

STD/AIDS prevention was added to the needs for better working and living conditions of sex workers. Former sex workers, sex workers, scholars, men and women gathered in an Assembly meeting held on 13 November 1990 formally expressed their wish to organize the category together with APROCE Foundation.

### 3.1.2 Project Description

The aim of the Project is to reach 800 female sex workers, 200 partners and 300 people indirectly approached in field work or prevention campaigns. In total the Project aims to directly and indirectly reach 1300 people, among sex workers, partners and community offering information on prevention methods.

### 3.1.3 Work Plan and Project Activities

**Table 9** Flow Chart of Activities – Informed and Prepared Woman – Daily Action – EJAF ISGF 2006

Activity	Month											
	01	02	03	04	05	06	07	08	09	10	11	12
Strategic planning with Project coordinators, social educators and others	X					X						
Capacity building for project educators and agents	X					X						
Meetings to develop work strategies	X	X	X	X	X	X	X	X	X	X		
Educational workshops on STD/HIV/AIDS and sexuality in the target regions		X	X	X	X	X	X	X	X	X		
Lectures on STD/HIV/AIDS and sexuality in the target regions		X	X	X	X	X	X	X	X	X		
Six (06) Educational campaigns;		X		X		X		X	X	X		
Completion of questionnaires to evaluate and study the target population	X					X						
Workshops on self-esteem		X		X		X		X		X		
Lectures to raise awareness on the importance of preventive screening tests			X		X		X		X			
Organisation of the Health Day for the assessment and care of simple pathologies, and educational activities, etc.			X				X					X
Workshops on damage reducing		X				X						X
Educational work on STDs/HIV /AIDS prevention in schools, Universities, Companies, etc.		X	X	X	X	X	X	X	X	X	X	X
Seminar on the problems related to drug abuse (activity not planned but accomplished)			X									
Research on the problems related to drug abuse		X										
Health, Entertainment and Citizenship Day in which different services related to reproductive health and entertainment activities were offered to female sex workers and to the community				X			X			X		



## **Project Activities**

- Strategic planning with Project coordinators, social educators and others;
- Capacity building for project educators and agents;
- Meetings to develop work strategies;
- Educational workshops on HIV/AIDS/SDT;
- Educational workshops on HIV/AIDS/SDT;
- 6 educational campaigns;
- Questionnaires for assessment and study of the target population;
- Workshops on self-esteem;
- Lectures to raise awareness on the importance of having preventive screening tests;
- Organisation and implementation of the Health, Entertainment and Citizenship Day in which different services related to reproductive health and entertainment activities were offered to female sex worker and to the community;
- Workshops on damage reduction;
- Educational work on STDs/HIV/AIDS prevention in schools, Universities, Companies, etc.;
- Seminar on the problems related to drug abuse;
- Research on the problems related to drug abuse.

### **3.1.4 Process Indicators and Accomplishments**

- 20 Training sessions for the project team and APROCE's volunteers on the preventative perspective in the Tran versatility of human rights;
- Assessment of STDs/HIV/AIDS prevention in the target population;
- Systematization of the ongoing work in the target areas, maintaining some actions and implementing new ones including 227 preventive tests for cervical cancer and other diseases related to women's health;
- The following activities were also performed: 43 workshops, lectures and weekly visits (160 visits) in target areas and discussion events (2 strategic meetings and 1 discussion seminar on the problem of drug abuse among sex workers).

The preventative work, i.e. STD/HIV/AIDS prevention and the prevention of diseases related to women's health such as cervical cancer resulted in a maintenance and systematization of these actions which contributed to a behaviour change among female sex workers and allowed the performance

of 227 screening tests for cervical cancer and STDS and gynaecological hygiene.

#### **3.1.5 Constraints**

- Access to sex workers is difficult due to the lack of transportation in their working hours.
- Drug abuse among sex workers;
- Insufficient number of condoms;
- Lack of educational material;
- Inconstant conditions of the activity related to tourist seasons;
- Limited use of condoms.

### 3.2 PROJECT 7 – Dial AIDS

**Area:** Information, Prevention and Human Rights  
**Project Objectives:** Training of professionals of a Dial-in service to improve delivery of prevention information  
**Institution:** GAPA-CE – Grupo de Apoio à Prevenção à AIDS  
**Project Coordinator:** Marcos Antonio Silva  
**Website:** [www.gapace.com.br](http://www.gapace.com.br)



Fig. 6A – Bus-Outdoor



Fig. 6B – Bus-Outdoor

**Figure 6** (A) and (B): AIDS Hotline Poster – Bus-Outdoor Advertisement



### 3.2.1 Organisation History

GAPA-CE – Grupo de Apoio à Prevenção à AIDS Ceará (AIDS Support and Prevention Group – Ceará) is a non-profit organisation established in 30 June 1989 and recognized by the City of Fortaleza as an Institutional of public utility.

### 3.2.2 Project Description

The aim of Project Disque AIDS (Dial AIDS) is to contribute for the improvement of communication mechanisms in order to protect and promote the human rights of people living with HIV/AIDS through the dissemination of information and collective building of strategies to mobilize the population.

### 3.2.3 Work Plan and Project Activities

**Table 10**      **Work Plan – Project Dial AIDS - EJAF ISGF 2006**

Activity	Time frame	Description	#
Recruitment and screening – capacity building	03/Feb/2006	Number of people recruited	10
Select trainee call operators among those qualified	07/Feb and Mar/2006	Number of selected trainees	04
Acquisition of general use materials	24/Jan, Feb and Jul/2006	Acquisition of general use materials	02
Development of educational material for the participants	Monthly	Development of educational material.	03
Capacity building sessions	02/02/2006	Renting a location	01
Define members who will participate in the study group	08/03/2006	Number of participants	04
Define the group to run phone service and shifts for the AIDS Hotline	08/03/2006	Number of selected trainees	04
Define administrative meetings	09/03/2006 Every fortnight	Number of meetings.	12
Create texts with information on STD/AIDS prevention and similar conditions	15/Jun/2006	Number of educational materials produced	10
Study group meetings	20/03/2006 Every fortnight	Number of group meetings	12
Art creation and production of posters and flyers	07/Mar and Aug/2006	Produced material	1.500
Define thematic and strategy scheduling for study group operation	01/Mar/2006	Planning Meeting	01
Art creation and production of the out bus	Feb/Mar and Aug/2006	Produced material	400
Marketing and advertising for December 1st	10/Sep/Oct and Nov 2006	Produced material.	5.000
Media interviews on topics related to December 1 <sup>st</sup> celebration	15/Sep/Oct and Nov 2006	# of interviews	05
Phone service to provide specialized information on STD/AIDS	Daily	Number of answered phone calls.	2.000
Assessment and monitoring	Bimonthly	# of reports	06

**Table 11 Flow Chart of Activities – Project Dial AIDS - EJAF ISGF 2006**

Activity	Month												
	01	02	03	04	05	06	07	08	09	10	11	12	01
Initial meeting with ASF	X												
Recruitment and selection of 10 people		X											
Selection of call operators among those qualified		X											
Selection of 04 trainee call operators among those qualified		X	X										
Define a location and date for the capacity building session	X												
Acquire educational and general use materials for the participants	X	X					X						
Capacity building session;		X											
Selection of members who will participate in the study group			X										
Define the group to run phone service and shifts for the AIDS Hotline			X										
Create texts with information on STD/AIDS prevention and similar conditions	X			X		X		X		X		X	
Study group meetings every fortnight				X	X	X	X	X	X	X	X	X	X
Art creation and production of posters and flyers			X					X					
Define thematic and strategy scheduling for study group operation			X										
Marketing and advertising for December 1st										X	X	X	
Media interviews on topics related to December 1 <sup>st</sup> celebration										X	X	X	
Phone service to provide specialized information on STD/AIDS		X	X	X	X	X	X	X	X	X	X		
Assessment and monitoring				X			X			X			X
Project closing meeting													X

## Project Activities

- Phone service in the Project: working hours. Answerers: Carlos Roberto (morning) and Maria Naílame (afternoon);
- Social marketing advertisement strategy;
- Strategic meeting with The AIDS Hotline Project Team;
- Strategic meeting with The Institutional Marketing Project Team;
- Planned payments;



- Meetings for the discussion of STD/HIV/AIDS texts;
- Project Social Balance;
- Field reports on the developed actions;
- Financial reports;
- Activities were intensified during the carnival (*Bus-Door* advertisements and TV and Radio interviews about the problems of women living with HIV/AIDS).

### 3.2.4 Process Indicators and Accomplishments

**Table 12** Process Indicators – Project Dial AIDS – EJAF ISGF 2006 (Jan/2007)

Obj. number	Specific Objectives	EXPECTED RESULTS
1	Improve the capacity level on HIV/AIDS and other STDs among GAPA-CE AIDS hotline workers	▪ 10 people recruited to participate in the HIV/AIDS and other STDs prevention capacity building session
		▪ 01 30 hours capacity building program on HIV/AIDS prevention, complete
		▪ 01 implemented study group
		▪ 01 monthly meeting for the evaluation of the developed activities, complete
		▪ 2.000 phone calls answered
2	To expand the AIDS Hotline advertising strategy among the general population of Fortaleza and in other municipalities of the State;	▪ 1.000 posters produced to advertise the AIDS Hotline
		▪ 10.000 flyers produced to advertise the AIDS Hotline
		▪ 30 bus-outdoor advertisement
		▪ 01 website created

During the Project there was special concern regarding dissemination of information about the project and partnerships with other Institutions including television networks, newspapers, postal service, local community radio broadcasters, volunteers and a bus company

The advertisement of the AIDS Hotline number in posters exhibited in Seminars, Events and in the media was well accepted and facilitated due to the good reputation GAPA/CE has gained through the good work of its member in developing several projects with the community of Fortaleza.

### 3.2.5 Constraints

- Advertisement: how to have access to the media with the available resources;



- Phone lines;
- Training of volunteers;
- Information technologies;
- Administrative resources;
- Logo;
- Social marketing;
- Database;
- Difficulties to insert the Foundation Logo in the media Fortaleza's large circulation newspapers alleged that by exhibiting the Foundation logo they would be doing commercial advertisement and therefore the Project would have to be charged for it.

### 3.3 PROJECT 8 - Art & Citizenship – A Possible Frontier

**Area:** Life appraisal and Art therapy  
**Project Objectives:** Art Therapy activities for 80 people living with HIV/AIDS  
**Institution:** NAVE - Núcleo de Ação e Valorização da Espécie Humana  
**Project Coordinator:** Helena Damasceno



**Figure 7**      **Solidarity Choir**

#### 3.3.1 Organisation History

NAVE – Núcleo de Ação e Valorização da Espécie Humana is non-governmental, non-profit Organisation established in August 1998. Its mission is to develop actions to value human beings, thus contributing to develop citizenship and local culture through the creation of spaces for promotion of life, love and ethics in order to value gender and ethnical differences, and free sexual expression.

#### 3.3.2 Project Description

To develop, during 6 months, actions related to art therapy together with Modules on Human Development & Citizenship and art courses with 80 male and female aged 18 years and older living with AIDS referred by the Social Care Service of Hospital São José, and other similar institutions.

### 3.3.3 Work Plan Project Activities

**Table 13 Work Plan –Project Art & Citizenship – A Possible Frontier – EJAF ISGF 2006**

Activity	Date	Indicator	Number
Initial meeting with ASF	Month 1	% of Project implementation actions	
Training of the technical team	Month 1	Number of trained technicians	10
Acquisition of consumer goods and equipment	Months 1 and 2	Consumer goods	X
Planning meetings for Project actions	Month 1	Project actions planned	12 months
06 Modules - Basics on Human Development	Month 2 to Month 5 Mont 7 to Month 10	Modules implemented and Complete, number o children and teenagers participating in the modules	8 months
06 Modules - Art Therapy	Month 2 to Month 5 Mont 7 to Month 10	Modules implemented and complete, number of Children and adolescents participating in the modules	8 months
Creation of 2 groups of Multiplying agents	Month 2 to Month 5 Mont 7 to Month 10	Groups created, number of children and adolescents as multiplying agents	2 Groups in 8 months
02 Monthly meetings	Month 2 to Month 5 Mont 7 to Month 10	Number of meetings	16 meetings
02 Workshops	Month 6 and Month 11	Number of Workshops	2
Systematic follow-up of Modules; technical team meetings and qualitative/quantitative reports	From Month 1 To Month 11	Number of generated reports, monitored and evaluated actions	16 meetings
Project closing meeting	Month 11	Project evaluated	1

**Table 14 Flow Chart of Activities – Project Art & Citizenship – A Possible Frontier – EJAF ISGF 2006**

Activity	Month										
	01	02	03	04	05	06	07	08	09	10	11
Initial meeting with ASF	X										
Formation of the technical team	X										
Purchase of consumer goods and equipment	X										
Planning meetings for Project actions	X										
06 Modules – Basic on Human Development		X	X	X	X		X	X	X	X	
06 Modules – Art Therapy		X	X	X	X		X	X	X	X	
Creation of 2 groups of multiplying agents		X	X	X	X		X	X	X	X	
02 Monthly meetings with the families						X					X
02 Workshops											
Systematic follow-up of modules; technical team meetings and qualitative/quantitative reports	X	X	X	X	X	X	X	X	X	X	X
Project closing meeting											X



## Project Activities

- Professionals Capacity building 6 – Project Art & Citizenship;
- Active participation in the meetings of the NGOs/AIDS Forum;
- Seminar on the trafficking in human beings;
- International Day for the Elimination of Violence Against Women;
- Participation in the activities of the Centro de Referência da Mulher – theatre;
- World Aids Day.

### 3.3.4 Process Indicators and Accomplishments

**Table 15**      **Process Indicators – Project Art & Citizenship – A Possible Frontier – EJAF ISGF 2006 (Jan/2007)**

# Specific Obj.	# Activity	Intervention Indicators	Means of verifications	Obj.
01	1.1	% of Project implementation actions;	Training of technical team, purchase of consumer goods and equipment, planning and internal reports;	10
02	2.1	Nº. People benefited who actively participated in the modules and courses;	Meeting minutes, planning meetings for Project actions;	12 meetings
03	3.1	Number of meetings held;	Reports; Photographic register, signature book in events	16 meetings
04	4.1	Number of workshops held; Number of events performed; Number of benefited people; Nº. of reports generated % of actions monitored and evaluated	Reports.	

## Accomplishments

- Increase from 80 to 150 in the number of people directly benefited;
- Improvement of the quality of life of people living with HIV/AIDS as well as their competencies and potentialities;
- Four weekly meetings with 30 participants/day in which art therapy and human development activities were provided and art courses were offered;

- Expansion of partnerships by carrying out the activities in locations familiar to people;
- Expansion of the target public, involving other two Institutions in addition to Hospital São José, (Centro de Convivência Madre Regina and Rede Nacional de Pessoas Vivendo com HIV/AIDS);
- Transport voucher to allow people to go activities site;
- Improvement of self-esteem through art therapy, theatre and music modules;
- Training people to enable them to have access to the job market and/or to generate income (Craft courses, biscuit, fabric painting, etc.);
- Stimulate cooperation through art courses;
- Work aiming to involve the children of people living with HIV/AIDS through music and theatre classes, regardless of the HIV test result of these children;
- Creation of a Solidarity Choir;
- Formation group of Flute players;
- Strengthening of active citizenship of people living with AIDS and their families;
- Production of a fanatic magazine based on individual and collective experiences;

### **3.3.5 Constraints**

- Internal conflicts in a partner Institution, which were solved but hindered the communication among the parties;
- Low educational level of beneficiaries;
- Treatment resistance influencing the continuity of the group;
- Difficulty to have a photographic registry. Most people treated did not feel comfortable with this kind of exposition.

### **3.3.6 Lessons Learned**

One of the lessons learned was that AIDS has not only a pauperising feature but affects people with low self-esteem, with lack of information and affection. Many are victims of family abandon and need spaces where they have people to take care of them.

Art is a tool that brings new significance to life and helps to build an active citizenship







