

totally  
**OUTRIGHT**

for

F A C I L I T A T O R S

Michael Kwag





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with illustrations by Ken Boesem

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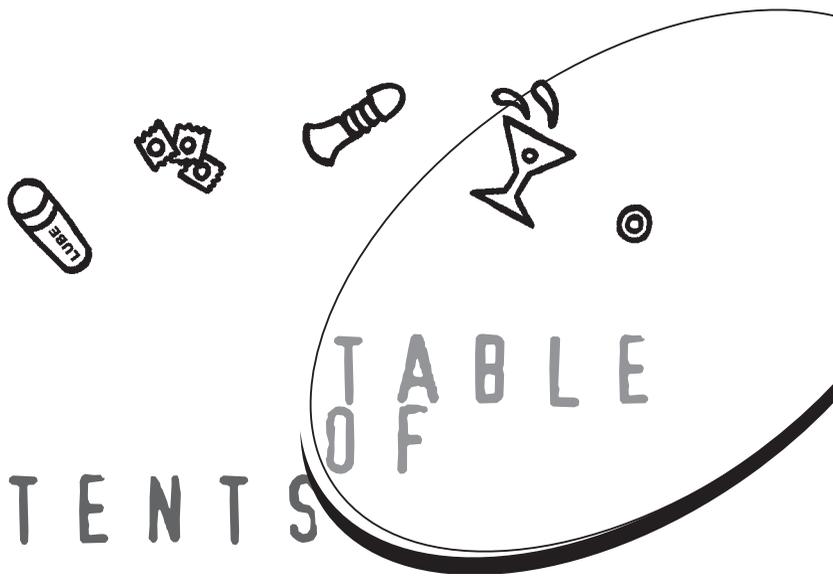
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Please visit  
[www.outright.ca](http://www.outright.ca)  
for course support information.



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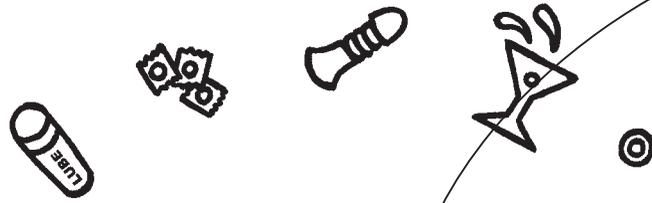
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# FOREWORD

Young gay men have the potential to play important roles in our communities but all too few actually get an opportunity to make a significant contribution. In the movement for gay health, however, youth are very much needed as leaders and advocates. Youth involvement only makes good sense. We have fresh perspectives and our voices and experiences are needed to provide insight into a dynamically evolving culture.

A number of serious challenges still confront young gay men today. Gay sexuality continues to bring on social, physical, mental, emotional, and economic consequences that have an impact on our overall health and well-being, not just our sexual health. According to the Sex Now survey, conducted by the Community Based Research Centre (CBRC) in British Columbia, several critical gaps exist among the health needs of young gay men. Relative to older gay men, younger guys generally know little about HIV and STIs or how to access gay-friendly health care resources, often while coping with greater psychological burdens of stigma, isolation and social marginalization. Under these circumstances, the health of young gay men remains vulnerable, not only to HIV and other STIs, but also to a variety of mental health and substance use problems.

In response to such findings, the CBRC developed Totally Outright, a sexual health leadership course for gay guys under 26. Totally Outright is a community intervention designed to address the broad health and social development needs of young gay men. Using a comprehensive program of workshops, presentations, and interactive learning activities, the course builds knowledge and skills necessary to provide leadership for community action on gay men's health. By empowering young gay men to become effective leaders within their own sexual and social networks, Totally Outright addresses a critical need for gay health development.

Totally Outright also provides an innovative context for young gay men to join in with and engage the wider issues and concerns of gay community. Former participants report that there are too few opportunities to meet other young gay

men apart from bars and clubs. For them, Totally Outright is a chance to connect with peers in a socially meaningful and productive way.

Ranging from basic STI information to health policy analysis, the course provides valuable exposure to a variety of topics of interest in gay health. More, it gives young gay men a chance to demonstrate their critical thinking and add their voices to the gay health movement. By providing the tools, support, and opportunity to learn about gay health, Totally Outright paves the way for young gay men to become its new leaders.

Our experiences in facilitating Totally Outright have been both exciting and rewarding. As young gay men ourselves, we recognize the need and the impact of a health leadership program specifically geared to gay youth. Young gay men have the potential and drive to become great collaborators and even initiators in the movement for gay health. We have witnessed great leaps of learning and growth in participants who have been inspired and empowered by the program. That's an incredible feeling! We only hope that your experience with Totally Outright proves to be as exhilarating as ours.

Olivier Ferlatte & Michael Kwag, Facilitators  
Vancouver, March 2007

SEXUALITY

# **CURRICULUM OUTRIGHT TOTALLY**

- 1. Gay Health: Then, Now and the Future**
- 2. Research on Gay Men's Health: Global & Local**
- 3. Sexual Health Basics for Gay Men's Fieldwork**
- 4. Gay Sexuality, Health & Culture**
- 5. Coming Out**
- 6. Health Messaging: Social Marketing 101 for Gay Men**
- 7. Substance Use, Gay Men and Harm Reduction**
- 8. Health Promotion & Community Development**
- 9. Gay Health Strategy**
- 10. Policy Realities and Gay Men's Health**
- 11. Diversity in Gay Relationships**
- 12. Positive Prevention: Engaging Positive Men**
- 13. Adult Development and Gay Relationships**
- 14. Practical Outreach Skills for Gay Settings**
- 15. Gay Men Accessing Health Care**
- 16. Exploring Gay Men's Mental Health**
- 17. Gay Men's Health is Our Agenda: The Way Forward...**



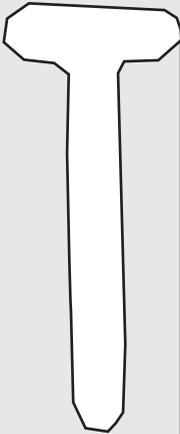
*Totally Outright a guide for sexual health leaders* is the core textbook of the Totally Outright training program. The Guide was written, vetted and illustrated by a team of young gay men supported by the Community Based Research Centre in Vancouver Canada. It is essential reading for a complete grasp of the program.

By Olivier Ferlatte and Michael Harris  
Illustrated by Ken Boesum

*Totally Outright for facilitators* is the companion guide for people planning a Totally Outright program.



# I N T R O D U C T I O N



The first Totally Outright course was held in January, 2005 and we completed a second round in February, 2007. In many respects, it was an amazing experience that went way beyond our expectations. ***Totally Outright for Facilitators*** is meant to guide you through a similar adventure in your own city utilizing some of the strategies that made Totally Outright successful in Vancouver. Here we offer insights from the lessons we learned during the program's development and implementation.

This manual is based on my personal experience with Totally Outright — first as a participant recruiter and then as a facilitator. I hope that my close relationship with the program can give you a better idea of what might work for you and your "team". I emphasize team because that's really what Totally Outright is all about — creating the crucial peer and professional networks that will provide the basis for running the course. For starters, you can depend on your community advisory "team" to support your efforts by providing valuable contacts. Some of them may also help deliver the course content by being a presenter. A peer-driven, asset-based philosophy underpins all the planning, coordination, and implementation of this program — a theme that I will discuss in more detail later.

Judging from my experience, running a successful Totally Outright course requires substantial planning: from creating an outreach strategy to recruit potential participants and workshop presenters; to finding an inspirational venue that meets your space needs and budget. While it's obvious that performing well as a facilitator is important, adequate administrative and logistical efforts make the job much easier. *Totally Outright for Facilitators* provides a suggested outline on how to proceed with a preparation work plan, starting with an environmental scan through to running the course while preparing for the unexpected. Finally, I want to emphasize how important it is to arrange the program so that it meets both the needs and capacities of your community. Along with *Totally Outright: a guide for sexual health leaders*, *Totally Outright for Facilitators* provides you with all the tools necessary to shape the course for your city.

I want to conclude by saying how much I have enjoyed my experience with Totally Outright. I came into the course with little knowledge of HIV/AIDS or gay men's health issues. I had few connections with the gay organizations or the gay community in general. But I was supported by an incredible team of gay guys who work in Vancouver. I've had the awe inspiring opportunity to witness life-changing transformations among my friends and peers (including my own) with Totally Outright. So many of the guys who got involved in the course are now active sexual health leaders! I have had a chance to connect with so many people who gave me the conviction and affirmation that our work as gay health promoters is valuable to ourselves and the world around us. It has been an amazing experience to be part of Totally Outright and I hope that you derive as much learning and pleasure as I have in coordinating and facilitating the program.

Michael Kwag



# PLANNING THE PROGRAM

# E

## ENVIRONMENTAL SCAN

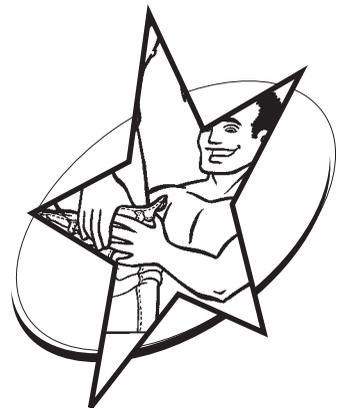
The first step in planning Totally Outright involves a broad environmental scan of available resources and capacities within your community. Even if you have some experience working with gay men's sexual health, and already have a sense of where to look for course participants and presenters, conducting an environmental scan will help spread the word about Totally Outright and generate discussion about it. A wide-ranging environmental scan involves locating potential partners and supporters from different

segments of the community, including those who might be working with gay men in other ways than sexual health. This might include gay men working in a social setting such as a café or drop-in centre or in gay sports or cultural organizations. Of course, you don't want to lose sight of meeting other guys who are already working or volunteering for gay health initiatives. Gay men working professionally in the health field can also help you identify guys who would be effective at delivering specific presentations. In Vancouver this kind of environmental scan was a crucial first step for developing both the Totally Outright faculty as well as our participant outreach strategy.

Identifying what available resources exist within your community will strengthen your capacity to deliver the course effectively and efficiently. It's easier, for example, to utilize existing networks to spread the word about Totally Outright and build interest in the course than to start advertising from scratch. A local physician, STI nurse or prevention worker can help identify colleagues that specialize in various components of the program such as mental health, community development, or health research. Recruiting participants will also be easier once you find gay men who work with other gay men who can promote the course where they work. Finally, once you have identified a number of participants and presenters, it's important to document an inventory of their various skills and capacities as you will require this data for detailed planning.

### **Key Points:**

- ☆ Identify gay men working in health or related fields as potential partners and supporters.
- ☆ Familiarize yourself with local groups or programs that would be interested in Totally Outright.
- ☆ Locate and utilize existing resources and networks for course outreach and promotion.
- ☆ Develop a contact list of key individuals for future reference.
- ☆ Make an inventory of skills and capacities for advisory team and faculty recruitment purposes.



## LITERATURE REVIEW

It's a good idea to freshen up on your knowledge of the current situation with gay men's health. That means reading up on relevant news, current events and getting to know who's doing what and where. An important step involves undertaking a literature review in a traditional sense, searching for scientific articles about gay health issues. This provides valuable background and current information about topics and issues that will be discussed during *Totally Outright*. You might also want to look up websites of various organizations and groups involved in gay health initiatives. The point is that you want to gain wide awareness of the issues, concerns and roles of different groups that are important to young gay men and their health.

It would also be advisable to become familiar with current literature on group facilitation. Young gay men are the main audience of the program and capturing their interest and commitment to *Totally Outright* is the central aim. A skilled facilitator understands how to speak to a diverse group of guys with varied experiences and is able to capture their attention and motivation. As emphasized in *Totally Outright: a guide for sexual health leaders* (p. 12), an effective sexual health leader is "in the know." He is:

1. Sexually savvy — understands the links between gay sexuality, health, and culture.
2. Trend wise — stays well-informed about current issues affecting gay health, and
3. Communications competent — uses effective communication techniques when speaking on gay health issues.

### Key Points:

- ☆ Read up and stay informed on current issues and events relevant to gay health and young gay men specifically.
- ☆ Review current scientific literature, news and other media.
- ☆ Read the complete text of *Totally Outright: a guide for sexual health leaders*.

## COMMUNITY ADVISORY TEAM

Establishing a community advisory team will help to make *Totally Outright* locally known and supported. This team should include gay men, working in health or related organizations, who can provide the necessary connections critical to course development. A strong advisory team will ensure that local expertise is included on the course faculty. Collaboration with community supporters can also provide helpful advice about where to look for potential course presenters and participants.

Consider weekly or bi-weekly meetings with this group to assist in program planning, especially on your first time through the course. Decide whether an informal or formal committee structure will work best. At the very least, you will want to establish some routine of regular contact. In my experience, advisory team



meetings provided a valuable source of advice, input, and validation. In addition, many of our team members actually had the necessary skills and capacities to deliver the program content. When I started work on the first Totally Outright, I depended heavily on the insight and knowledge of the guys on this team. They were a source of information on everything from places to conduct my outreach to providing a well informed perspective on the current issues in gay men's health.

### **Key Points:**

- ☆ Create a community advisory team to help plan the course with their input, involvement, knowledge and expertise.
- ☆ Consider some form of recognition for team members who are contributing their valuable time.
- ☆ Establish regular contact with the advisory team (in-person, phone, or email) for advice, validation, and assistance in course preparation.

## **COURSE TEAM**

Creating your Totally Outright course team is the next step in planning and delivering a successful program. You'll need to identify guys who can lead the complete program and its learning activities. We suggest two youthful facilitators who have experience working with young gay men: perhaps a support group leader, or someone who has been involved in local gay youth initiatives. Maybe this describes you and you are planning on facilitating the course. As suggested, it will be helpful to have a co-facilitator. In addition to supporting each other during planning and execution, he will also make your work-load a lot easier!

The course facilitators will need to become intimately knowledgeable about the Totally Outright program. They will also provide administrative and logistical support to the community advisory team. They need to dynamic guys who possess strong communication and group leadership skills given that much of the participant experience will be determined by their ability to create a supportive environment for an intense learning experience.

Several months before the course is scheduled, you will need to hire a participant recruiter. His main task will be assembling the group of young gay men who will take the course. In our view, the recruiter should be a young gay man that potential participants can immediately connect with such as a student at a local college or someone already showing leadership in the community. It is an real asset if he has pre-existing connections with other young gay men in social settings such as school, sports or cultural gatherings.

This isn't to say that the recruiter or facilitators need to have all the skills and resources they require prior to organizing the course. When I first became involved in Totally Outright as the peer recruiter, I had relatively limited experience with the "gay community." I had only been involved as a volunteer in the LGBT student

organization at my university. With the support of the rest of the Totally Outright team, I was able to build contacts with a wide-range of individuals, groups, and networks within Vancouver's gay community. This enabled me to connect with many potential course participants and collaborators.

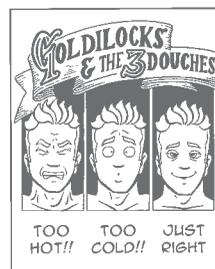
Outreach and recruitment for participants and presenters should be informed by a peer-driven and asset-based approach. By framing Totally Outright as created by gay men *for* gay men, the appeal and relevance of the course will be self-evident. One of the attractive aspects of Totally Outright is the focus on empowering gay youth to be its organizers and facilitators. Experience with running the program will ultimately boost their capacities to be effective gay health leaders in other ways.

Ideally, the two course facilitators and one recruiter should be supported by paid compensation. Remuneration helps to establish a sense of value and worth in work with gay health. While the amount may be subject to the specific budget you have, the course might well be more difficult to coordinate without compensation. The pay incentive makes a difference in terms of quality and commitment. If you only have room in your budget for some but not all of the staff positions, you might consider finding a local organization to sponsor one. Given that many young gay men are drawn to whatever jobs are available, the creation of more employment opportunities in gay health should have a positive impact on their interest in the work.

Generally speaking, the long-term aim of running Totally Outright is to create a new cohort of young gay men equipped with the knowledge, skills, motivation, and direction to become active leaders engaged in building gay men's health. It's an ambitious goal, but I believe that by offering young gay men meaningful employment in the field, we will begin to cultivate a culture where involvement in gay health is seen to be both relevant and rewarding.

### Key Points:

- ☆ Hire facilitators to coordinate course planning, administration and instruction.
- ☆ Hire a peer recruiter to conduct outreach activities and support course planning.
- ☆ Staffing considerations: age 18 to 26; connections with other young gay men; strong communication skills; prior involvement in gay health an asset.
- ☆ Establish regular meeting schedules to carry out the work plan and course requirements.



## RECRUITMENT OUTREACH

The two main success measures of Totally Outright recruitment are simple: a full class of candidates (20-25) all of whom have promising leadership qualities. This is why having a well planned and effective outreach strategy is so important. Quantity is obviously easy to measure. But leadership qualities are less so and will depend on the mix of guys in your city. When you begin the project, you should spend some time thinking about the ideal qualities you are looking for in course participants. If they aren't already keen and capable, they will need to be by the end of the program.

Outline a broad outreach strategy to get to a diversity of places where young gay men gather, such as colleges, universities, sport teams and other recreational and social groups. It's worthwhile to note that the process of outreach and recruitment will be ongoing and it may take several attempts to promote the course at each location in order to generate interest and commitment. When developing the work-plan and timeline for the course, you'll help yourself significantly by providing ample time to make multiple contacts with individuals and groups. In Vancouver, the recruitment process took four to five months of effort.

Our recruitment process has repeatedly produced a diverse group of guys with varied interests, ranging from theatre to athletics; politics to human rights. I credit this diversity to our outreach planning. We have contacted guys through email and online networks, college and university listservs as well as posters and other print material displayed throughout Vancouver's gay village. All this supports our word-of-mouth strategy to reach interested candidates. College and university groups are an important target. Many gay men involved in campus groups are in the Totally Outright age cohort. They may also have come out recently and are looking for direction.

The task of the recruiter is to coordinate an outreach strategy by acting as the course liaison with potential course candidates. Potential participants can, in turn, help to further promote the course through word-of-mouth among their own peer networks. Much of the initial outreach effort involves a process of identifying and understanding the many and various networks that young gay men are connected to. Research the groups in your area that currently serve gay men in some capacity as customers, clients, or members. Use your own judgment and advice from colleagues to find out where outreach will be most effective. The participant recruiter should also utilize his own existing network of peers as well as contacts provided by the rest of the advisory team. In short, the recruiter must be a capable networker.

Creating a marketing strategy will be an important asset to your outreach effort. The first step involves developing an effective recruitment message. Prior to commencing outreach the course recruiter should create a promotional message about Totally Outright to "sell" the program locally. Start by asking why local gay guys would be interested in Totally Outright in the first place. This is an important question to ask given that the nature and scope of the course is likely to be completely unknown to the average gay guy. The answer may well depend on the unique interests and experiences of each individual but it's helpful to identify

common issues and concerns. For example, your outreach message could suggest taking action on local issues such as HIV and other STI incidence rates, problems of depression, social isolation or the lack of meeting space for young gay men.

Another point, take into account the unique characteristics of the particular group you are addressing. If the specific audience already works in a sexual health context, for example, it would be beneficial to highlight related topics of the course such as 'developing social marketing messages for gay men'. This method is effective because it calls on the pre-existing interests of the group. For some community groups you might want to emphasize the value of becoming involved in gay men's health, not just sexual health.

The recruiter should have a comfortable grasp of course content and be able act as a knowledgeable representative of Totally Outright. It will help if the recruiter writes a draft promotional text that can be used and modified for various purposes. This will assist with the on-going task of sending out emails to contacts. In my experience, the process of developing an outreach message pushed me to gain detailed knowledge of the Totally Outright program. It also helped me develop my capacity to communicate more effectively. It takes some time and effort to hone the content and style that works comfortably, but it is definitely worth it. The process of writing and re-writing goes a long way toward developing stronger communication skills. By becoming intimate with the course material and engaging in the process of developing a solid outreach message, the recruiter will be able to confidently promote the course to his peers and contacts.

As part of your marketing strategy, plan how you will get your message out to a large and diverse audience using available resources. Begin by identifying resources on the web such as listservs, email networks, blogs, dating services and internet forums such as 'Yahoo! Groups'. Online promotion can be very effective for recruitment as it's one of the few ways to access *gay guys as a group*. For example, our recruiter set up an online profile on a popular gay contact site which he used to display information and respond to questions about the course. We actually recruited some participants that way.

While email and web resources are cost effective, you may want to supplement the outreach by creating some print materials to assist in advertising. Try using business cards for contact information, and post cards or posters for more detailed information. You may also want to get a cell phone for the recruiter, as this will make it easy for him to stay in touch with potential participants.

While advertisements in community newspapers might reinforce your message, they are often costly and may have little impact in terms of increasing the number of applicants. In our experience, the ads we placed in our local gay newspaper did not result in any applications. This was confirmed when we asked applicants where they had heard of Totally Outright. While many different sources were cited (i.e., friends, organizational referrals, email list), not a single applicant identified our newspaper ads.



Finally, set up a website that contains all the relevant information about Totally Outright including the dates, course description, contact information for the recruiter, and a link to an application form. A well designed website will support your outreach and recruitment activities significantly. Potential applicants can conveniently obtain further information about the course by reviewing the material online or by contacting the recruiter directly. The website should be promoted in all your print materials and email communications. Since the website will be the main 'store-front' link to the program, it's worthwhile to spend some time and resources to design and market it as effectively as possible. Having your application form on the website will make it readily accessible to potential applicants and provide necessary information for the program team when it comes time to selecting candidates for the program.

### **Key Points:**

- ☆ Develop an outreach message that will appeal to young gay men, appropriate for local promotion and recruitment purposes.
- ☆ Design print and web resources (i.e., postcards and course website) that will be used to carry your outreach and recruitment message.
- ☆ Include relevant information about the course (i.e., dates, venue and topics) and the recruiter's contact data on all promotional materials.
- ☆ Provide your recruiter with a cell phone.
- ☆ Set up an application form that can be accessed on the course website: see an example at [www.outright.ca](http://www.outright.ca)
- ☆ Plan an outreach strategy that identifies the various individuals, groups, and organizations to target, and outlines a promotional agenda and contact list.
- ☆ Identify contacts that can assist you in promoting the course in their organizations and/or networks.
- ☆ Allocate sufficient time to return to your target audiences periodically in order to keep the promotional message current.

## **ARRANGING THE PROGRAM**

Establishing a Totally Outright course for your city means arranging your own version of the program according to the abilities of the leaders around you. Think about the untapped skills and capacities of all the gay men in your area employed as health professionals such as doctors, nurses, social workers, counselors, prevention workers, researchers and so on. The whole course will be delivered by them! Since those guys usually have first-hand experience working with gay men on a regular basis, they will also have a good idea of the health priorities and challenges that confront your community.

Our community advisory team began its work on curriculum development by brainstorming different topics that members felt were important to address given our local situation and the context of a gay men's sexual health program. We created

a workshop on the history of the HIV/AIDS movement in Vancouver this way. We also developed our own approach to topics like coming out, dealing with STI's, finding a doctor, accessing local health care resources and so on.

Core topics need to be covered in the program but the broad scope of *Totally Outright* allows for local adaptation and approaches. We feel that a gay men's health course ought to centre on sexual health. After all gay sexuality is the only reason for a gay health focus. So the program revolves around HIV, other STIs, coming out, relationships and so forth. These topics are all covered in detail in the *Totally Outright guide for sexual health leaders*. However, the way you put the course together and the way the topics are delivered are completely up to you and your advisory team.

After establishing the preliminary program, the next task involves identifying guys who will serve as the presenters or facilitators of each session. Your environmental scan will have noted the skills and expertise of local gay men who can deliver specific kinds of health information effectively. Members of your advisory team will have detailed knowledge about who is doing what and where. Take advantage of the 'hidden' community leaders and develop a strong faculty capable of effectively delivering the *Totally Outright* program repeatedly.

*Totally Outright* encourages communities to make the course their own by integrating their unique perspectives and experiences. That said, there's no need to reinvent the wheel. You might find that the way we structured the course in Vancouver will work just as effectively in your city. Later in this manual we provide templates for all the sessions in the Vancouver program in order to give you an idea of what the complete program looks like.

Along with workshops and presentations, two other types of learning opportunities are offered in *Totally Outright*: a field assignment and a team project. Both of these are key components and should be planned early in course preparation.

The fieldwork assignment involves a real-world activity for participants which will take them into the community to engage in health promotion work. We have used the field assignment to have course participants conduct short surveys in the bars and caf  s of Vancouver's gay village. These surveys evaluated the most recent sexual health message campaigns in our city. A survey is a great way for participants to experience doing outreach and talking to gay men about health issues. But you may find other equally engaging ways to get participants into community action. Many of our graduates cited their fieldwork to be among the most challenging and rewarding experiences in the course. I will discuss planning for the fieldwork assignment in further detail elsewhere.

The team project is an important opportunity for participants to work together in small groups. Each group will research and develop a media message campaign about a relevant gay health issue. The project gets started on the first day of the course with team formation and topic selection, and ends on the final day with a presentation from each group. Team members work together during the

program and at least one meeting outside of course time to create their media message campaign presentation. Course facilitators should be prepared to support participants by consulting, problem solving and helping with presentation resources (i.e., data projector). The team project is a demanding part of Totally Outright but it is a key learning moment for team building and leadership development. One of our teams actually went on to get a grant to develop their Totally Outright presentation idea.

### **Key Points:**

- ☆ Identify local course goals and develop your program accordingly.
- ☆ Plan each session using the core curriculum templates, the advice of your community advisory committee, as well as local needs, interests, and capacities.
- ☆ Identify session presenters and panelists. Use the core curriculum templates to help them develop their presentations.
- ☆ Plan the field assignment and team project early in the course planning.
- ☆ Organize a field assignment where participants will actively engage with gay men on the street (bars, coffee shops, etc.) such as a survey on a recent social marketing campaign or other health promotion activity.
- ☆ Plan for participant team projects to be completed for presentation at the end of the course.

## **BUDGET**

Whether you are working with a tight or comfortable budget (we've had both) you'll need to forecast anticipated costs while leaving room for the unexpected. You'll want to create a budget based on available resources and plan for all the major expenses such as the venue, catering, human resources, and outreach materials. Assuming you already have experience working with budgets, I'll briefly review our fiscal experience and some of the cost-saving measures we explored.

Totally Outright can be delivered on a relatively frugal budget. While some items such as the costs of venue and catering may be unavoidable, most expenses can be modified according to what you have available. A comfortable budget enabled us to book a hotel conference room with great catering options, create advertisements in the local gay newspaper, provide plaques to graduates and give appreciation items for all our presenters. On a limited budget, we found inexpensive venue space, reduced catering costs, didn't use newspaper ads for recruitment, and provided framed certificates instead of plaques for graduates.

One important note about the budget is that the Totally Outright model assumes a high degree of community partnership and collaboration. Simply put, our course couldn't have been delivered without the largess of all the presenters who donated their time and expertise.

In the event that you are working with a tight budget, you might consider partnering with another organization that can help absorb some of the costs, especially the venue or staff. The Community Based Research Centre runs Totally Outright in partnership with Gayway, the gay men's health promotion program of AIDS Vancouver. Among their many contributions, Gayway also provides one of our course facilitators.

### Key Points:

- ☆ Construct a budget according available resources, listing major expenses (i.e., facilities, food, human resources, outreach materials).
- ☆ Identify possible cost-sharing arrangements with community partners.

## WORK PLAN AND LOGISTICS

This final note on course planning is devoted to an overview of administrative, technical, and logistical issues. Some of the major administrative components that you'll organize include a participant orientation session, the venue and catering, the fieldwork assignment, as well as scheduling all the workshops and presentations. Create a work plan that allows for a comfortable time-frame to conduct all the necessary organizational activities for the course. That way, you'll be able to easily deal with unexpected developments.

In order to recruit from a broad and diverse base of young gay men, the course recruiter will need sufficient time to plan and carry out his outreach strategy effectively. The course recruiter should allocate some time to follow-up with each of the outreach audiences in order to maximize the number of applications. Determine an appropriate deadline for applications. Consider competing schedules that might affect the program like school papers, exams or holidays. Allow enough time to follow-up on each application. The application and selection process for course recruits is discussed in the next section.

Create a timeline to ensure your website can be designed and print material distributed early on. After applications come in, plan to meet and follow-up with each participant. Organize a participant orientation meeting prior to the actual course dates. As early as possible, plan the course program for the faculty team who will deliver the content. This will ensure the participation of working professionals who often have tight schedules.

The general timing and structure of the course is another important consideration. Choose your course dates strategically in order to maximize participation. Beware of exam periods or holidays. Make sure the dates give you plenty of lead time for recruitment. In Vancouver, we scheduled the course for two weekends at the end of January and early February with a weekend break in between for work on team projects. This gives us from September to January to conduct recruitment and course planning activities. We can recommend this



structure because our experience shows it works, but your team may want to structure the program differently. You might try running the program over a month of evening meetings for example. Once the dates of the course are established, the program team can plan the work ahead accordingly. Be kind to yourself and plan early!

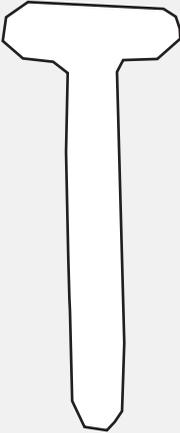
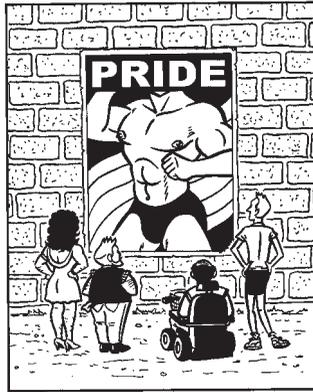
Finally, it will be helpful to keep a central database of contact information for all involved in planning and delivering the course: contacts at various health organizations; producers for the outreach materials and website, as well as community leaders and businesses. This database will become important reference to stay well-organized and connected.

#### Key Points:

- ☆ Create a work plan that includes all course preparation activities.
- ☆ Plan enough time to maximize the return on outreach and promotion activities (i.e., number of applications received).
- ☆ Follow-up regularly with all applications and other important contacts.
- ☆ Plan course dates carefully and well in advance to allow for sufficient planning, recruitment and course activities.
- ☆ Confirm availability presenters and participants for all course dates to avoid potential scheduling conflicts.
- ☆ Establish a contact list for all participants, faculty, and others such as venue and catering staff.



# SETTING UP



**This section is a concise step-by-step guide to setting up for delivery of the course. Here's what you need to do to organize participants, faculty, course activities and sessions.**

## PARTICIPANTS

### Candidate Selection

- ☆ Evaluate applicants based on age-group, interest, experience, commitment, and leadership potential. Totally Outright appeals to a broad range of ages. We've had applications from guys in their 30's and 40's. Nevertheless, we've limited our program to guys under 26. We think young gay guys need their own space. Guys over thirty will get a chance in a Totally Outright course just for them.
- ☆ Follow-up promising applications with a brief, informal interview to assess each candidate face to face. Some guys may come to the conclusion that Totally Outright won't fit in just then. Other commitments may take priority.
- ☆ Try to arrange a diverse group of guys with varied experiences and interests.
- ☆ Confirm each participant's availability for the course dates and orientation session. We have made it mandatory for all candidates to commit to full attendance.
- ☆ Reconfirm attendance about one week in advance and complete a final list of course participants

### Pre-course Orientation

- ☆ Organize a pre-course orientation session 2-3 weeks in advance led by the facilitators and recruiter to warm up relationships among the applicants.
- ☆ Provide detailed information about course activities and sessions including the team project and fieldwork assignment.
- ☆ Use this opportunity to get to know the applicants individually and to assess group energy and commitment.

### Team Formation and Project

- ☆ Organize applicants into teams based on personality, life experience, and interests.
- ☆ Announce teams on the first morning of the course.
- ☆ Each team will work on a media message project, for a gay men's health issue of their own choice, culminating with a presentation to be delivered on the final afternoon of the program.

## FACULTY

- ☆ Find an appropriate presenter to lead each content session of the course from among local health professions and organizations. Confirm availability well in advance and follow-up when course dates are near.
- ☆ Ask presenters and panelists to write up a short bio for introductions.
- ☆ Provide support and guidance to each presenter: an overview of the whole program and their session template (see curriculum section). Discuss alternative ways to present the material.
- ☆ Identify back-up presenters and panelists in the event of unexpected circumstances like illness or emergencies.

## ACTIVITIES AND SESSIONS

### Field Assignment

- ☆ Identify an appropriate field assignment that will take participants into the community to engage in hands-on health promotion.
- ☆ Create a list of potential community venues for the outreach assignment such as bars or clubs, coffee shops, stores, etc.
- ☆ Identify a contact person at each venue and obtain written permission for the outreach activity on a specified day and time.
- ☆ Follow-up with venue contacts, in person when possible, and provide them with any requested additional information.
- ☆ Present an orientation session on outreach for course participants (see Session template 14: Practical outreach skills for gay settings).

### Learning Sessions

- ☆ Construct a complete program for the course using the content found in session templates (section 5).
- ☆ Create a day by day agenda of session and circulate to course faculty.
- ☆ Plan ice breakers and group activities to stimulate relationship building among participants.
- ☆ Plan "learning circle" discussions at the end of each day to debrief experiences.

### Pre-course Checklist

#### Participants:

- ☆ Confirm course dates and location.
- ☆ Investigate catering preferences (vegetarian, allergies, kosher, etc.)

#### Presenters:

- ☆ Confirm availability for course dates and session times.
- ☆ Confirm audio/visual requirements and other learning materials (i.e. flipcharts).

#### Administration:

- ☆ Ensure all required audio/visual materials are available (i.e. laptop computer, data projector, activity description worksheets, flip chart and coloured pens, etc.)
- ☆ Arrange sufficient name tags, copies of *Totally Outright: a guide for sexual health leaders*, course agendas, evaluation forms, etc.

# TOTALLY OUTRIGHT PROGRAM

SATURDAY 1 MORNING	SATURDAY 1 AFTERNOON
<p><b>Opening Up</b></p> <p>Welcome &amp; Introductions</p> <p>1. Gay Health: Then, Now, and the Future</p> <p>Team Formation</p>	<p><b>Gay Sex, Health &amp; Fieldwork</b></p> <p>2. Research on Gay Health</p> <p>3. Sexual Health Basics</p>
SUNDAY 1 MORNING	SUNDAY 1 AFTERNOON
<p><b>Defining Gay Health</b></p> <p>4. Gay Sexuality, Health &amp; Culture</p> <p>5. Coming Out</p>	<p><b>Action on Prevention</b></p> <p>6. Health Messaging</p> <p>7. Substance Use &amp; Harm Reduction</p> <p>8. Health Promotion and Gay Community</p> <p>Team Project: plan presentation in off time</p>
SATURDAY 2 MORNING	SATURDAY 2 AFTERNOON
<p><b>Gay Health &amp; Health Policy</b></p> <p>9. Gay Health Strategy</p> <p>10. Policy Realities</p>	<p><b>Men in Relationships</b></p> <p>11. Diversity in Relationships</p> <p>12. Positive Prevention</p> <p>13. Relationships &amp; Adult Development</p> <p>14. Practical Outreach Skills</p> <p>Fieldwork: health promotion in gay settings</p>
SUNDAY 2 MORNING	SUNDAY 2 AFTERNOON
<p><b>Health Access &amp; Supportive Care</b></p> <p>15. Accessing Health Care</p> <p>16. Exploring Mental Health</p> <p>Team Meeting: prepare project presentations</p>	<p><b>Agenda for Gay Health</b></p> <p>17. Gay Men's Health Agenda</p> <p>Team Presentations: health message campaigns</p>



# FACILITATOR NOTES

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**On the first day of Totally Outright you'll probably be very excited and maybe a little nervous. You've done all the preparation work and now it's time to actually see how it all plays out. Enjoy! Although I remember the first day being a bit stressful, it was the joy of witnessing everything come together that has really stuck with me. All the time and energy invested into planning finally comes to fruition.**

## Set-Up

- ☆ Prepare all audio-visual equipment: laptop and data projector.
- ☆ Prepare presentation materials: flip charts, pens, paper, handouts.
- ☆ Have name tags available for each participant and facilitator.

## General Facilitation Notes

- ☆ Develop a supportive, informal atmosphere throughout the course.
- ☆ Use flip-charts to record notes in group discussions.
- ☆ Use prepared short bios when introducing all presenters and panelists.
- ☆ Formally thank all presenters and panelists after their presentation.
- ☆ Have additional information and print resources available.
- ☆ Provide appropriate chapter and page references for each presentation.

*Please refer to Section 5 for complete details on each session.*

## DAY 1 MORNING: OPENING UP

### Welcome

- ☆ Greet each participant individually as he enters the room.
- ☆ Facilitators and recruiter should circulate around the room before the course begins to welcome participants.

### Introduction

- ☆ Begin Day 1 with an icebreaker to get participants moving around and acquainted with one another.
- ☆ Suggestion: Participant Scavenger Hunt: Prepare a handout that requires participants to find guys matching listed items (i.e. has tattoo, is vegetarian, etc.)
- ☆ Facilitators introduce themselves, backgrounds, role in the course.

### Group Discussion

- ☆ Find out what personal goals participants have for their learning.
- ☆ Validate their goals; write them on a flip chart.
- ☆ Establish the primary goals of the Totally Outright program:
  1. Enabling young gay men to become sexual health leaders in their peer and community networks.
  2. Building young gay men's knowledge, skills and leadership capacities for gay health promotion.
- ☆ Emphasize compulsory attendance for all course dates and activities; active participation in team efforts (project details follow).

### Outline Course Program and Agenda

- ☆ Distribute a copy of *Totally Outright: a guide for sexual health leaders* and course program to all participants.

- ☆ Present an overview of the entire course program; review learning activities for the day to begin each day of the course.
- ☆ Discuss the format of the course: interactive presentations by local experts, large group discussions, small group work, team formation, team project, field work.

### Ground Rules and Agreements

- ☆ Establish ground rules to ensure emotional safety: facilitators may need to accommodate different levels of comfort among participants.
- ☆ Write ground rules on a flip-chart and post for the remainder of the course.
- ☆ Examples of ground rules:
  1. Be respectful: avoid interrupting others.
  2. People have a right to respectfully disagree.
  3. Confidentiality: what's said in the room stays in the room.
  4. Right to err: there is no right or wrong opinion.
  5. Be constructive: use statements that begin with "I...".
  6. Time out: break any time for any reason.
- ☆ Ask participants to suggest additional ground rules and write their responses on a flip chart.
- ☆ Open a brief discussion about how to create a supportive environment throughout the course(a central tenet of health promotion practice).

### Housekeeping

- ☆ Facilitators need to be concerned with maintaining a comfortable learning space for all participants. Address the following:
- ☆ Food & drinks, breaks, smoking, cell phones, washrooms,, etc.

### Session 1: Gay Health: then, now and the future

- ☆ This topic is a backgrounder on gay men's health movement.
- ☆ Mission of sponsoring organization(s):  
*In Vancouver, Totally Outright is conducted by the Community Based Research Centre in partnership with Gayway (AIDS Vancouver's gay men's health promotion program).*
- ☆ Presenter will review:
  1. Current gay health situation in a historical context.
  2. What's going on at local, regional, national, international levels.
  3. How the course connects to gay health promotion, the need for younger men's involvement, capacity building and leadership.

### Team Formation and Project

- ☆ Assign participants to teams based on pre-course orientation. If necessary, make adjustments on the first morning.
- ☆ Each team should create a name for themselves.

- ☆ The project is to:
  1. get guys working creatively with relevant issues in gay health.
  2. develop critical thinking about health promotion messages for gay men.
- ☆ Provide a list of potential project topic: drugs & harm reduction, welcoming newcomers to the "scene", STI test promotion, etc.
- ☆ Allow time for the group to identify skills and capacities, the topic they want to work on and plans for working together.
- ☆ Invite questions and discussion about the project.
- ☆ Provide information on available presentation resources, i.e., lap top computer.
- ☆ Be sure to touch base with each group periodically to assist them with the process.
- ☆ If necessary, arrange for teams to meet with a facilitator off course time.

## DAY 1 AFTERNOON: GAY SEX, HEALTH, AND FIELDWORK

### Group Discussion

- ☆ Start a brief opening chat to get participants thinking about the afternoon.
- ☆ Topics to consider for the afternoon and the rest of the course:
- ☆ What does gay sex mean to you? What does gay health mean to you? What does it mean to be healthy? Sexually healthy? What makes a gay man healthy?

### Session 2: Research on Gay Men's Health: global & local

- ☆ Review of global research on gay men, HIV and health.
- ☆ Review of local research: in Vancouver we review data from our Sex Now survey.
- ☆ Significant data: demographic differences, current issues challenges, program and policy responses (or lack of).

### Session 3: Sexual Health Basics for Gay Men's Fieldwork

- ☆ Gay sex from a street health perspective:
  1. What gay men do...
  2. Common sexual health issues among gay men.
  3. Identifying STI's: symptoms, testing, treatment.
- ☆ Information resource — local HIV/STI testing information and locations.
- ☆ Q & A and group discussion.

### Team Space — Debriefing

- ☆ Meet in teams to debrief day's experiences.
- ☆ Ask groups to review activities and presentations.
- ☆ Consider personal impact, course content, lessons learned, things to integrate into personal life.
- ☆ Share responses in a large discussion circle.

## DAY 2 MORNING: DEFINING GAY HEALTH AND ISSUES

### Check-in

- ☆ Participants share their reflections from previous day.
- ☆ Elicit and summarize main themes and issues of previous day on flip chart.
- ☆ Overview workshops and activities for the day.

### Group Discussion

- ☆ Defining gay men's health — how do we define health, gay health and what it means to be a healthy gay man?
- ☆ Summarize notes on flip chart.

### Session 4: Gay Sexuality, Health & Culture

- ☆ Sexual health is a complex issue: goes beyond health as an absence of disease toward a multidimensional explanation that encompasses physical, mental, emotional, social and spiritual influences on well-being.
- ☆ Expands the notion of gay sexual health to show the influence of wider determinants of health (like heterosexism and social status) on the individual and collective well-being of gay men.

### Session 5: Coming Out

- ☆ A pre-eminent concern for gay men is coming out. What does it mean to us individually and collectively and how does it affect community health?
- ☆ Coming out as identity formation: life-long process with stages, close relationship between sexual identity formation and well-being.

### Team Space

- ☆ Discuss and review morning topics — share lessons learned between groups.
- ☆ Work on topic for team project plan individual contributions.

## DAY 2 AFTERNOON: ACTION ON PREVENTION

### Session 6: Health Messaging: social marketing 101 for gay men

- ☆ The evolution of gay men's health promotion from community HIV prevention message making.
- ☆ Models of social change with examples.
- ☆ Gay health promotion realities: mainstream resistance and backlash.
- ☆ Distribute sample print resources. Open Q & A.

### Session 7: Substance Use, Gay Men and Harm Reduction

- ☆ Harm reduction is a non judgmental approach to health promotion when risky practices are an acknowledged reality.
- ☆ Harm reduction's main principle: minimizing potential exposure in a context of risk. Acknowledges that people do things that involve health risks but usually try to find a path of least exposure through it — values that can be supported.
- ☆ Harm reduction practices in sexual and substance use contexts.
- ☆ Distribute sample resources for Q & A.

## Session 8: Health Promotion and Community Development

- ☆ Health promotion in the context of gay community — what influences gay health beyond drugs, sex and STIs?
- ☆ Social determinants of health — how do they affect gay men?
- ☆ Building community and social cohesion: In Vancouver we feature Gayway a storefront resource centre for gay men's health promotion.

### Team Space — Debriefing

- ☆ Organize a circle discussion to discuss day's topics and themes.
- ☆ Team project: suggest a meeting outside of course time to work on team message campaign project.

## DAY 3 MORNING: GAY HEALTH AND POLICY

### Check-in

- ☆ Elicit reflections from previous days.
- ☆ Recap main themes and issues of previous days.
- ☆ Outline session agenda and activities for the remainder of the course.
- ☆ Exercise: Draw a picture of a "healthy" gay community (visualize ideal health conditions for gay men).

### Group Discussion

- ☆ Is gay health (individual/collective) affected by policy and legislation?
- ☆ What is the appropriate role of the state in addressing gay men's health?
- ☆ How can gay men get involved in shaping health policies that matters to us?

## Session 9: Gay Health Strategy

- ☆ What would happen if the health system adopted a comprehensive approach to gay health rather than ad-hoc, piecemeal approaches like HIV/STI prevention?
- ☆ Understanding the links between policy and health.

## Session 10: Policy Realities in Gay Men's Health

- ☆ Problems and practicalities in gaining support for gay health from the health system.
- ☆ Inside perspective from within the bureaucracy.

### Team Space

- ☆ Discuss morning workshops in teams.
- ☆ Work on team project for remainder of morning and throughout lunch period.

## DAY 3 AFTERNOON: MEN IN RELATIONSHIPS

### Introduction

- ☆ Temperature game: Group activity to illustrate perceptions about relationships.
- ☆ Have all participants line up on one side of the room
- ☆ Make statements "I am single" and "I want to be in a relationship."
- ☆ Ask participants move to one side of the room, or the other, or in between: depending on their level of agreement or disagreement.
- ☆ Encourage each participants to state desire for a 'relationship' in own words.
- ☆ Illustrates diverse interpretations of gay relationships.

### Session 11: Diversity in Gay Relationships

- ☆ Discuss ethnic diversity among gay men and how it might influence the way gay men relate to each other.
- ☆ Explore the impact of race and cultural difference and how they relate to health.

### Session 12: Positive Prevention: engaging HIV positive men

- ☆ Positive men have shaped their own sexuality in the post AIDS world.
- ☆ How should we engage HIV positive men in prevention?

### Session 13: Adult Development and Gay Relationships

- ☆ Contrary to popular belief, many gay men are in relationships and research shows that most want one.
- ☆ Adult development issues experienced by gay men in relationships.
- ☆ Gay men have worked out a range of relationship options.
- ☆ Panel discussion to share life experiences with gay relationships.

### Debrief

- ☆ Discuss the day's activities and topics in a large group circle.
- ☆ Prepare for evening field assignment.
- ☆ Organize meeting location, catering (if required).
- ☆ Overview the outreach activity of the field assignment.

### Session 14: Practical Outreach Skills for Gay Settings

- ☆ Raise awareness of potential ethical issues that may arise in conducting outreach
- ☆ How to approach other gay men in community venue settings.

### Field Assignment

- ☆ In Vancouver, we conduct a survey to evaluate a recent gay health message campaign. Each participant interviews a quota of at least 10 men in community settings like cafés, bars or clubs.
- ☆ Organize participants into teams and assign venues.
- ☆ Supply outreach tools: surveys, clipboards, pens, Totally Outright t-shirts, appreciation items to thank community participants.

## DAY 4 MORNING: HEALTH ACCESS AND SUPPORTIVE CARE

### Check-in

- ☆ Reflect on field assignment experience in large group.
- ☆ Summarize main themes and issues of previous day on flip chart.
- ☆ Recap agenda of workshops and activities for the rest of the course.

### Session 15: Gay Men Accessing Health Care

- ☆ Gay men have unique health concerns that should be recognized by health care providers and managed in gay-positive clinical settings.
- ☆ How do gay men communicate with their health care providers?

### Session 16: Exploring Gay Men's Mental Health

- ☆ Professional counseling can help us through difficult emotional times. What are the options for gay men?
- ☆ A counselor or therapist's perspective on gay men's mental health issues.

### Team Space

- ☆ Final preparation for afternoon team presentations.

## DAY 4 AFTERNOON: AGENDA FOR GAY HEALTH

### Session 17: Gay Men's Health is Our Agenda: the way forward ...

- ☆ Current priorities in gay men's health.
- ☆ The role of young gay men in developing gay health.
- ☆ Outline local options for getting involved: volunteer and work opportunities, upcoming projects and initiatives, email or communication networks.
- ☆ Profile past graduates of Totally Outright.

### Team Presentations

- ☆ Give each team about 30 minutes for their presentation (10 min. for questions).
- ☆ Provide audio-visual support for the presentations as needed.
- ☆ Invite community colleagues to the presentations, such as advisory team, presenters, sponsoring partners, etc.

### Closing Circle

- ☆ Share overall reflections on Totally Outright: learnings, perspectives, feelings.

### Evaluation

- ☆ See section 6 for course evaluation questionnaire.
- ☆ Allow participants about 15 minutes to complete their course evaluation.

### Awards

- ☆ Present a certificate to each participants recognizing the hard work and achievement.



# CURRICULUM NOTES

- 1 **Gay Health: Then, Now and the Future**
- 2 **Research on Gay Men's Health: Global & Local**
- 3 **Sexual Health Basics for Gay Men's Fieldwork**
- 4 **Gay Sexuality, Health & Culture**
- 5 **Coming Out**
- 6 **Health Messaging: Social Marketing 101 for Gay Men**
- 7 **Substance Use, Gay Men and Harm Reduction**
- 8 **Health Promotion & Community Development**
- 9 **Gay Health Strategy**
- 10 **Policy Realities in Gay Men's Health**
- 11 **Diversity in Gay Men's Relationships**
- 12 **Positive Prevention: Engaging Positive Men**
- 13 **Adult Development and Gay Relationships**
- 14 **Practical Outreach Skills for Gay Settings**
- 15 **Gay Men Accessing Health Care**
- 16 **Exploring Gay Men's Mental Health**
- 17 **Gay Men's Health is Our Agenda:  
The Way Forward...**

## SESSION 1 GAY HEALTH: THEN, NOW AND THE FUTURE

### Learning

- Objectives
- By the end of the session, participants will have developed critical knowledge of the global and local history of HIV/AIDS and its impact on gay men.
  - Participants will understand the context of current priorities for gay men's health and implications for the future.

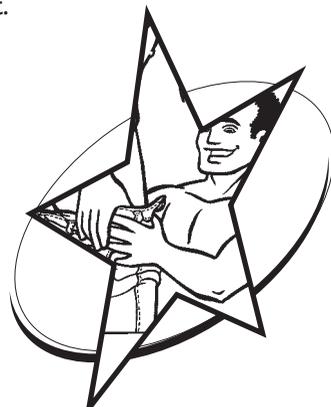
- Presenters
- A community leader from within the local gay men's health movement who has had longtime involvement in HIV/AIDS work.
  - Alternatives: professor, graduate student, physician, nurse: someone who has witnessed the local history of HIV/AIDS in gay men.

- Method
- Lecture: outline major historical developments in gay health promotion and policy focusing on local context, comparing with other cities and countries.
  - Q & A

- Content
- Why gay men should never be passive about gay health in public policy. Historical responses to HIV/AIDS and gay men's health, how gay health evolved locally and internationally, government and non-government response.
  - *Totally Outright: a guide for sexual health leaders*: Chapters I & II.

- Materials
- Laptop computer and data projector  
Powerpoint: photos, research studies, news clippings.

- Evaluation
- Participants will be able to:
1. Reference the history of gay men's health in describing the role of sexual health leaders.
  2. Apply historical lessons to team project.



## SESSION 2 RESEARCH ON GAY MEN'S HEALTH: GLOBAL & LOCAL

### Learning

- Objectives**
- By the end of this session, participants will understand the state of gay men's health research in terms of its global and local developments.
  - Participants will grasp the current situation for gay men's health from what is known in local and global studies.
- Presenters**
- A researcher engaged in community-based, epidemiological or social science studies with broad knowledge of the scientific literature on gay men.
  - Alternatives: prevention worker with extensive research knowledge, graduate student, public health physician
- Methods**
- Lecture: outline gay men's research citing local, national and international studies focusing on locally relevant data on demographics and sexual practice.
  - Group work: use search engines to investigate topics studied in gay men's research. Locate and gather local data, explore main themes.
- Content**
- How gay health research has evolved from HIV prevention studies in Australia, Canada, Netherlands, the U.K. and U.S., etc.
  - Gay researchers: Barry Adam, Gary Dowsett, Ford Hickson, Ted Myers, Garrett Prestage, Ron Stall, etc.
  - Local data: demographics, gay men's relationships, health knowledge, sexual practice & risk, community participation.
  - *Totally Outright: a guide for sexual health leaders:* Chapter 1 pp 8-12.
- Materials**
- Laptop computer(s) and data projector  
Powerpoint with data tables  
Sample hard copies of local research reports
- Evaluation**
- Participants will be able to:
1. Interpret current issues from local data on gay health, sexual risk and preventive practices.
  2. Reference local data to justify topic and approach in team project.

## SESSION 3 SEXUAL HEALTH BASICS FOR GAY MEN'S FIELDWORK

### Learning

- Objectives
- By the end of this session, participants will be able to discuss gay men's pleasure, risks, safety and preventive practices in the context of sexual health promotion initiatives.
  - Participants will gain practical tools to manage their personal risks and to act as a sexual health resource among their peers.

- Presenters
- An STI nurse with extensive experience working with gay men.
  - Alternatives: primary care physician, public health specialist, prevention activist with extensive experience in gay sexual health.

- Methods
- Lecture: outline gay sexual health promotion, common STIs, prevention and treatment.
  - Interactive discussion: work with current knowledge in group and expand on it.
  - Workshop: Teams locate info on common STIs on the web.

- Content
- HIV and STIs: sexual behavior, infection risks, preventive behaviour, symptoms, testing, treatment, public health interventions.
  - Local STI data and current epidemiological trends.
  - Gay health promotion v. STI prevention: is there a difference?
  - *Totally Outright: a guide for sexual health leaders*: Chapters 2-5.

- Materials
- Laptop computer(s) and data projector  
Flip-chart for group discussion

- Evaluation
- Participants will be able to:
1. Describe HIV and common STIs, their natural histories and their impact on gay men locally and globally.
  2. Incorporate knowledge and justify prevention approach in team projects.

## SESSION 4 GAY SEXUALITY, HEALTH & CULTURE

### Learning

**Objectives** • By the end of the session participants will be able to speak confidently about gay men's sexual pleasure, the evolution of gay culture and the impact of societal resistance.

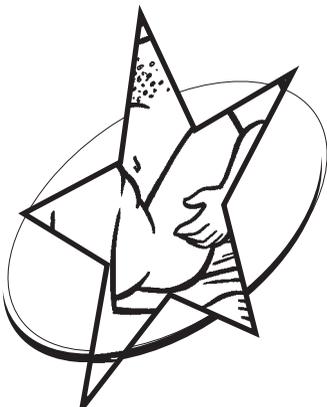
**Presenters** • Ideally a sexual health worker with extensive experience and knowledge of population health theory and literature.  
• Alternatives: research professor, graduate student.

**Methods** • Lecture: outline gay men's sexual pleasure and health in the context of mainstream society.  
• Group discussion: critically analyze the relationship between sexual pleasure and health.

**Content** • Definitions: sexual health; population health; determinants of health Sources: WHO, Health Canada, UNAIDS.  
• Relationship between health and sexual health.  
• How gay sexuality, culture and health are interlinked.  
• Impact of societal resistance, denial, stigma and discrimination.  
• *Totally Outright: a guide for sexual health leaders:* Chapters 1, 3, 4.

**Materials** Laptop computer and data projector  
Flip chart  
Sample hard copies of selected studies, journal articles, books

**Evaluation** Participants will be able to:  
1. Discuss gay sexuality, culture and health and their relation to mainstream social values.  
2. Incorporate learning into team project.



## SESSION 5 COMING OUT

### Learning

- Objectives**
- By the end of the session, participants will understand the relationships between gay health, sexual identity and cultural values related to coming out.
  - Participants will be able to discuss the social, psychological and health impacts of heterosexism and homophobia on gay men at individual, collective, and population levels.

- Presenters**
- Professional with extensive human rights or counseling experience with gay men.
  - Alternatives: lawyer, psychologist, social worker, research professor, graduate student.

- Methods**
- Lecture: an introduction into heterosexism, homophobia, human rights and coming out in relation to gay health and well-being
  - Group exercise: discuss 'stages' of coming out

- Content**
- Process and experience with coming out in gay life.
  - Homophobia, heterosexism and human rights: how they impact gay men's health — psychologically, socially, physically.
  - Relationship between self-esteem and sexual identity.
  - Ethics of coming out.
  - *Totally Outright: a guide for sexual health leaders:* Chapters 6, 7.

- Materials**
- Laptop computer and data projector  
Flip Chart  
Sample resources: coming out literature, local referral info, selected research

- Evaluation**
- Participants will be able to:
1. Describe the health impacts of heterosexism, homophobia and coming out.
  2. Apply lessons learned into team projects.

## SESSION 6 HEALTH MESSAGING: SOCIAL MARKETING 101 FOR GAY MEN

### Learning

**Objectives** • By the end of the session participants will know how to exploit the principles of social marketing to prepare health promotion messages for gay audiences.

**Presenters** • Senior level health program manager with extensive experience in message making for gay men: locally, regionally, and nationally.  
• Alternatives: Social marketing consultant, ad-firm account manager, media communications professor, popular culture critic

**Methods** • Lecture: present an outline of basic processes in developing prevention messages for gay men. Using selected examples, illustrate social marketing techniques and approaches.  
• Group exercise: critically analyze underlying values of a sample of social marketing campaigns aimed at gay men

**Content** • Social marketing: a research driven process of influencing change of practice in populations.  
• Evolution of gay health promotion from HIV prevention messaging.  
• Processes in developing and testing media messages.  
• Models of message uptake, change of practice, outcome evaluation  
• Gay health marketing realities: steering through mainstream resistance and backlash.  
• *Totally Outright: a guide for sexual health leaders:* Chapter 1 Pages 11-21.

**Materials** Laptop computer and data projector  
Flip chart  
Sample sources: campaign materials, articles, newsclippings, web pages

**Evaluation** Participants will be able to:  
1. Critically interpret the underlying values and intentions of social marketing message campaigns aimed at gay men.  
2. Integrate social marketing principles into team project.

## SESSION 7 SUBSTANCE USE, GAY MEN AND HARM REDUCTION

- Learning Objectives**
- By the end of the session participants will apply principles of harm reduction to the context of gay men's drug use and party scenes.
  - Participants will have a grasp of the current issues and trends with substance use in local and international gay scenes.
- Presenters**
- Ideally a community prevention worker /street nurse working with gay men in a substance use context.
  - Alternatives: counselor, social worker, psychologist, psychiatrist, physician, nurse, researcher
- Methods**
- Lecture: outline the basics of harm reduction — definitions, applications, implications for practice.
  - Group work: discuss practical ways of supporting someone who is showing signs of problem drug-use.
- Content**
- Harm reduction and how it applies to gay health.
  - Popular drugs in use by gay men — basic information on effects, risks and harm reduction.
  - Harm reduction as a method: minimizing risk exposure.
  - Relationship between health and substance use.
  - *Totally Outright: a guide for sexual health leaders*: Chapter 10
- Materials**
- Laptop computer and data projector  
Flip-charts  
Samples: print materials/brochures, internet sources
- Evaluation**
- Participants will be able to:
1. Understand describe harm reduction approaches in a context of gay party scenes.
  2. Apply harm reduction principles in the team project



## SESSION 8 HEALTH PROMOTION AND COMMUNITY DEVELOPMENT

### Learning

- Objectives
- By the end of the session participants will recognize the impact of broad social influences on health and well being.
  - Participants will be able to apply asset-based approaches to community development activities aimed at strengthening the health status of gay men.

- Presenters
- Ideally a prevention/health promotion worker extensively engaged in gay community development efforts for gay health.
  - Alternatives: public health physician; health policy consultant, social worker, social researcher, health admin graduate student

- Methods
- Lecture: outline gay health promotion as a holistic practice of engaging community in creating environments supportive to individual and collective well being.
  - Group Work: Study local examples of community-building initiatives to solve social problems.

- Content
- Ottawa Charter for Health Promotion
  - Population Health
  - Social Determinants of health
  - Individual and collective well-being
  - ABCD Asset-based community development
  - Social network, peer-driven strategies
  - Gayway model: applying community assets to overcome its deficits
  - *Totally Outright: a guide for sexual health leaders*: Chapters 7, 11.

- Materials
- Laptop computer and data projector  
Flip-charts  
Sample reference materials: brochures, articles, ads/magazines, web pages

- Evaluation
- Participants will be able to:
1. Discuss the concepts of health promotion, holistic health strategies, community development for a health supportive environment
  2. Apply concept 'community development for an environment supportive to health' to team project.

## SESSION 9 GAY HEALTH STRATEGY

- Learning Objectives
- By the end of the session participants will comprehend the health impact of social determinants on gay men's experience.
  - Participants will have gained insight into why gay health promotion is good public policy.
- Presenters
- A health leader —researcher, activist, physician, prevention worker — extensively involved in gay men's health promotion from a public policy perspective.
  - Alternatives: political science, health administration graduate student
- Methods
- Lecture: Outline population health theory to describe social determinants and their impact on gay men.
  - Team: Internet search 'population health' in theory and policy. Discuss relationship to gay men's experience.
- Content
- HIV is a troubling 'health status' indicator which suggests approaching gay men as a 'special population' in health policy. Gay health is a broad strategy aimed at overcoming the impact of social determinants.
  - Population health theory.
  - Determinants of the health of populations.
  - Focus on local experience to probe potential interventions framed by population health theory e.g. 'creating supportive environments'
  - *Totally Outright: a guide for sexual health leaders:* Chapter I, II.
- Materials
- Laptop computer and data projector  
Sample sources: studies, articles, newspaper clippings, web pages
- Evaluation
- Participants will be able to:
1. Describe the impact of social determinants of health on gay populations as rationale for gay health strategy.
  2. Apply population health theory to team project.

## SESSION 10 POLICY REALITIES IN GAY MEN'S HEALTH

### Learning

**Objectives**

- By the end of the session participants will be critically informed of the realities of the current political climate inside health bureaucracies impacting on gay health at local, regional and national levels.

**Presenters**

- A policy administrator employed in a health bureaucracy overseeing programs affecting gay men.
- Alternatives: consultant working with public health ministries and other state agencies.

**Methods**

- Presentation: Describe the role of the state in gay men's health from insider experience with implementing health policy.
- Q&A

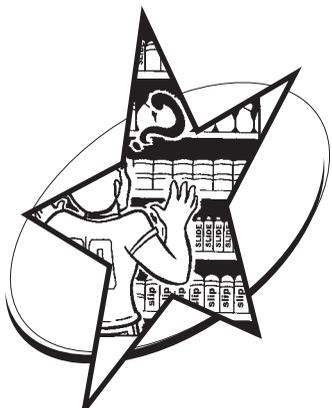
**Content**

- Local experience with policy and program funding relevant to gay men's health.
- Links between health policy and community health outcomes.
- Experience with policy development for gay men.
- Gay men's health status as an outcome of public policy.
- *Totally Outright: a guide for sexual health leaders*: Chapters 1, 9 (pages 113-114), and 11.

**Materials** Laptop computer and data projector  
Sample sources: studies, articles, newspaper clippings, internet.

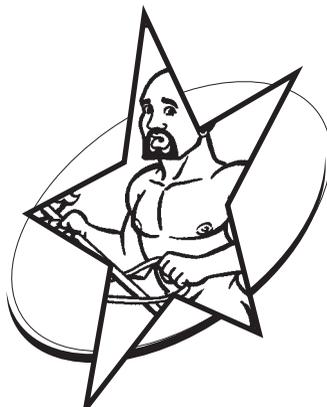
**Evaluation** Participants will be able to:

1. Describe the relationships between health policy, health program funding and health outcomes in the context of gay men's struggle with HIV.
2. Apply lessons learned to team projects.



## SESSION 11 DIVERSITY IN GAY RELATIONSHIPS

- Learning Objectives**
- By the end of the session participants will have considered the impact of racial and ethnic diversity in gay community and how this affects relationships among gay men, especially couples.
- Presenters**
- Ideally, a gay social activist in a mixed-ethnic/race relationship.
  - Alternatives: human rights lawyer, social worker, psychologist
- Methods**
- Presentation: First hand reflections on experience with race, ethnicity and the social values of gay men.
  - Discussion: Elicit observations about ethnic and racial diversity in local gay community.
- Content**
- Local experience with racial and ethnic diversity in gay community
  - *Totally Outright: a guide for sexual health leaders*: Chapter 8 (pages 99-107)
- Materials**
- Laptop computer and data projector  
Sample resources from ethnicity based gay men's organizations.
- Evaluation**
- Participants will be able to:
1. Critically reflect on personal values and practices accommodating ethnic and racial diversity.
  2. Apply lessons learned to team projects.



## SESSION 12 POSITIVE PREVENTION: ENGAGING POSITIVE MEN

### Learning

- Objectives**
- By the end of the session participants will appreciate the importance and principles underlying prevention for HIV positive men.
- Presenters**
- Ideally a prevention worker with specific experience working with HIV-positive men.
  - Alternatives: social worker, psychologist
- Methods**
- Lecture: Outline principles and issues underlying positive prevention initiatives.
  - Discussion: How do the sexual ethics of gay men impact on gay health?
- Content**
- Positive prevention affirms healthy sexuality: sexual health promotion for HIV positive men.
  - Role of positive men in shaping gay men's health.
  - Examples of positive prevention initiatives.
  - Asset-based, peer-driven approaches to prevention.
  - *Totally Outright: a guide for sexual health leaders*: Chapters 5 and 8 (pay close attention to pages 74-77, 106).
- Materials**
- Laptop computer and data projector  
Flip-chart  
Sample resources: brochures, articles, ads/magazines, web pages
- Evaluation**
- Participants will be able to:
1. Discuss HIV prevention with HIV positive men.
  2. Apply positive prevention approach in team project

## SESSION 13 ADULT DEVELOPMENT AND GAY RELATIONSHIPS

### Learning

**Objectives** • By the end of the session, participants will recognize the scope and variety of relationship experiences that gay men may encounter in different stages of life and maturation.

**Presenters** • A diverse panel of typical gay men who are currently or have been in a relationship with another man.  
• Alternatives: counselor, psychologist, social worker

**Methods** • Panel discussion: what's your experience with relationships?  
• Q & A

**Content** • Gay men differ from other men in maturing through life and relationships. Many of us are coming out when straight friends are getting married and having families. As a consequence, gay guys often go through different types of relationships as they mature through their 20's to 30's, 40's and beyond.  
• Relationship styles: open, monogamous, single, partnered, married.  
• *Totally Outright: a guide for sexual health leaders*: Chapter 8.

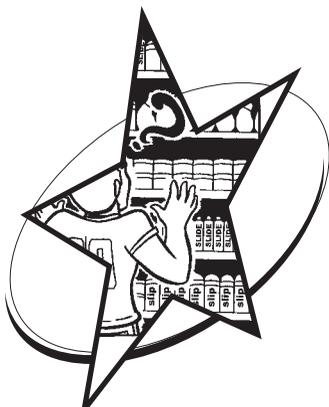
**Materials** Flip Chart  
Sample resources: local counseling referral list

**Evaluation** Participants will be able to:  
1. Gain insight into their own experiences and expectations in relationships with other gay men.  
2. Apply insights to the team project.

## SESSION 14 PRACTICAL OUTREACH SKILLS FOR GAY SETTINGS

### Learning

- Objectives**
- By the end of the session, participants will be able to apply effective one-on-one communication principles to their outreach work in gay community settings.
- Presenters**
- Community worker with outreach experience in gay streets, café's, bars, baths, parks.
  - Alternatives: street nurse, social worker, social researcher, graduate student.
- Methods**
- Demo: Practice interpersonal communication skills.
  - Group exercises: Work through a variety of 'contact' scenarios.
  - Field assignment: Outreach in gay spaces interacting with gay men.
- Content**
- Establishing presence, personal image, developing rapport, conversation openers, exchanging information, appreciation items, developing relationships. Street safety.
  - *Totally Outright: a guide for sexual health leaders*: Chapter I pages 11-21, Chapter II.
- Materials**
- Flip Chart  
Items to be used in outreach: survey forms, clipboards, giveaway items
- Evaluation**
- Participants will be able to:
1. Organize outreach activities in gay settings.
  2. Apply outreach skills during fieldwork assignment.
  3. Apply lessons learned to team project.



## SESSION 15 GAY MEN ACCESSING HEALTH CARE

### Learning

- Objectives
- By the end of the session participants will know how to access gay-appropriate health care.
  - Participants will be sufficiently aware of supportive qualities needed in clinical settings to be able to guide their peers into gay-appropriate health care.

- Presenters
- Ideally, a health care provider in clinical practice with gay men.
  - Alternatives: health care activist

- Methods
- Lecture: outline specific health care needs of gay men and typical barriers to access.
  - Discussion: what health services have you used and what were they like?

- Content
- Gay men have unique health concerns that should be recognized by health care providers and managed in gay-positive clinical settings.
  - Locally available health care resources (i.e. clinics, family doctors)
  - Features of gay-positive clinical settings.
  - Health and human rights.
  - *Totally Outright: a guide for sexual health leaders*: Chapter 9.

- Materials
- Laptop computer and data projector
  - Local health care resource list.

- Evaluation
- Participants will be able to:
1. Recognize insensitive health care practices.
  2. Gain access to gay-positive health care.
  3. Apply lessons learned to team project.



## SESSION 16 EXPLORING GAY MEN'S MENTAL HEALTH

### Learning

- Objectives**
- By the end of the session participants will have developed insight into the emotional terrain of gay life and how to access gay-supportive mental health care as needed.
  - Participants will know how to recognize depression and other symptoms, where to access supportive care and how to direct peers experiencing emotional crisis.

- Presenters**
- Ideally, a seasoned counselor, psychotherapist, clinical psychologist or psychiatrist in clinical practice with gay men.
  - Alternatives: peer counselor

- Methods**
- Lecture: Prevalent mental health problems and care needs of gay men.
  - Discussion: How do you deal with emotional turmoil?

- Content**
- High risk gay sex is increasingly recognized in psychosocial research as a symptom of mental health problems originating from youthful experience with marginalization, isolation, rejection, sex abuse and the like. Many gay men suffer inner conflict with heterosexism and its unattainable social expectations which can often result in depression.
  - Local experience with substance abuse, depression, sex addiction and their treatment.
  - Evaluation of local mental health services and access issues for gay men.
  - *Totally Outright: a guide for sexual health leaders*: Chapter 7.

- Materials**
- Laptop computer and data projector  
Sample resources: mental health service lists

- Evaluation**
- Participants will be able to:
1. Recognize their own symptoms in need of care.
  2. Access gay-appropriate mental health care
  3. Direct peers in emotional crisis to appropriate care.
  4. Apply lessons learned to team project,

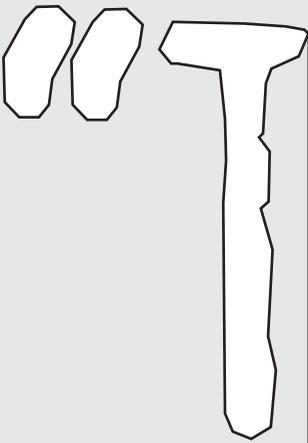
## SESSION 17 GAY MEN'S HEALTH IS OUR AGENDA: THE WAY FORWARD...

- Learning Objectives**
- By the end of the session participants will see the potential and future of gay men's health and their role in achieving it.
- Presenters**
- A panel of gay men with diverse experiences of AIDS care, HIV prevention and gay health promotion.
  - Ideally, at least one of the panelists should be a young gay man (i.e., Totally Outright graduate) with recent field experience.
- Methods**
- Panel Discussion
- Content**
- Gay health is slowly evolving as a movement but is largely still based on HIV/AIDS programs.
  - Experience with gay men's health promotion.
  - Access to health funding programs.
  - Potential futures.
  - *Totally Outright: a guide for sexual health leaders*: Chapter 11.
- Materials** Flip Chart
- Evaluation** Participants will be able to:
1. Access opportunities for further involvement in gay health promotion.
  2. Organize peers for new initiatives.





# EVALUATION COURSE



***Totally Outright has reinforced my belief that gay men can be successful, can have fulfilling lives and careers, can be surrounded by a positive group of friends, and can be healthy. It sounds so corny, but I have never felt so strongly that 'gay is okay,' as I do after taking the course. Totally Outright has introduced me to some new friends, sparked my interest in the gay health field, reminded me of how important it is to have gay men in my life, provided me with some important information relating to health and sexuality, and inspired me to write more."***

Now that you have completed your first round of Totally Outright, the last step is the course evaluation. All the time and energy that you and your team have invested into planning should lead to an end result that you can be proud of. The quotes in this section were made by Totally Outright graduates on their evaluation forms. Their perspective on the experience validated everything we worked so hard to do.

***"Totally  
Outright had a  
large impact on me.  
The holistic health  
approach with a gay  
perspective — you don't  
get it anywhere else."***

Evaluation enables you to receive valuable feedback from the participants. Given that this is a program for young gay men, it makes sense to pay close attention to how they reacted to the course material, presentations, structure, and environment. In Vancouver, we close the course by sitting in a circle and asking the participants to share their general impressions. It's proven to be an emotional moment and also helps to refresh memories about how much has been accomplished. For your reference, our evaluation questionnaire can be found at the end of this section. Be sure to inform participants on the privacy and anonymity of their evaluations so they feel comfortable sharing their experiences. Later you can organize data from the questionnaires into themes and share the results with your advisory team.

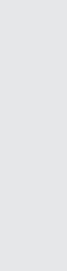
The evaluations are an important source of information on several aspects of the course. You can use the data to pinpoint areas that require more attention in the future like the venue, dates or catering. The data will also tell you what features of the course hit home. For example, our evaluations confirmed that participants most valued the fieldwork experience as a unique opportunity to engage with other gay men. You can use this information when you plan the next course. In Vancouver, for example, many participants felt that gay men's mental health required greater attention so we further developed our session on the topic.

***"There was a lot  
about sexual health  
I didn't know or was  
misinformed about before,  
and now I'm much more  
informed."***

The evaluations will provide you with data on how the course impacted participants personally. This information can be used to assess whether the course objectives have been met. One of the central goals of Totally Outright is to support young gay men with the knowledge, skills and abilities to become active sexual health leaders. It's important that participants feel like they have a personal stake or connection to the program's goals. Look for evidence that shows how strongly participants were influenced by the program.



**"The field trip was one of the best experiences of the program. Getting into the community was a positive learning experience!"**



**"Totally Outright has left me feeling committed, powerful, and optimistic. Committed to making a difference in the gay community and seeing how many ways there are to do that; powerful because I know I can make that difference and I know there are others out there working very hard; optimistic because while gay might be good, it's going to get better!"**

Evaluation can reveal both intended and unintended results. It can help identify unanticipated impacts. This may be important to know both for improving the course itself and to inform other health promotion efforts with young gay men. In other words, use the evaluation as an opportunity to critically examine how young gay men relate to the program. This information can be applied to other efforts geared towards them.

***"I learned to keep an open mind about things like HIV status"***

In Vancouver, we learned that universities and colleges were responsive to outreach. Many of our graduates are students. But it also made us think more about young guys who were already working and how to reach them. Having a mix of life experiences can enrich the course for the participants. You can use this information to inform course recruitment in the future.

***"What I enjoyed most about the course was interacting with peers who were so diverse and interesting in a safe and open environment."***

We found that young gay men are interested in connecting with their peers outside of the conventional bar or club scenes. Many participants said that the course was a novel way to meet and interact with other young gay guys. Many felt that there is a lack of dialogue on health issues in their milieu. We learned through evaluation that young gay men need more opportunity to engage with each other in a context where they can openly discuss their health and social concerns.

***"Most enjoyable was getting to interact with a great group of people in a gay friendly setting that didn't relate to looking for sex."***

Be sure to spend some time with your team to debrief and discuss the data presented by the course evaluations. It's important for everyone on the project to have a sense of how the course affects the participants, as well as to identify areas where they could do things differently. Hearing about the participants' positive reactions to the course can be a valuable source of encouragement for those working on the project. The evaluation process will also assist you in reflecting on the work that's been contributed over the preceding months. The participant feedback and the reflections of your project team will not only provide closure but also an effective guide on future directions of the course.

The evaluation process is also a vital way to assess the learning gained from organizing and facilitating the course. It helps to identify what worked well in addition to recognizing things that might have been overlooked. Broadly speaking, evaluation is an opportunity for you to critically analyze how best to provide a sexual health leadership course for young gay men. Having a test run under your belt, you can now identify which components of the course need further development. Finally, use the evaluation to celebrate the program's successes and to acknowledge the hard work that went into it.

***"Honestly, I learned about myself; the way I relate to myself as a gay male. I could go into great detail about this answer but this is probably the best way the sum it up. I learned that gay health is the health of a community of which I am part of and self-reflection has inspired me to make a contribution to this community."***

### **Key Points:**

- ☆ Close the course by sitting in a circle and asking the participants to share their general impressions.
- ☆ Questionnaire — assure participants about the privacy and anonymity of their evaluations so they feel comfortable sharing their opinions and experiences.
- ☆ The evaluation questionnaire at the end of this section can be used to evaluate the venue, food, curriculum, and other aspects of the course.
- ☆ Circulate the evaluation data among the community advisory and course teams so everyone gets an opportunity to see how the course impacted the participants.
- ☆ Use this information to inform planning of the course in the future — what worked and what could be improved.
- ☆ Evaluation can reveal unintended learnings and help identify what wasn't anticipated in planning.
- ☆ Use the evaluation to celebrate successes and to acknowledge the all the effort that went into Totally Outright.

# PARTICIPANT EVALUATION QUESTIONS

**We ask Totally Outright participants to anonymously evaluate the course. Here is a list of questions we ask them to respond to.**

1. On a scale of 1 (lowest) to 5 (highest), how would you rate your Totally Outright experience?
2. On a scale of 1 (lowest) to 5 (highest), how would you rate the Totally Outright guide for sexual health leaders?
3. How did the Totally Outright guide assist you in your understanding of gay men's health and community leadership?
4. What was the most important thing you learned in Totally Outright?
5. What did you most enjoy about the course?
6. What did you least enjoy about the course?
7. Is there anything we should do differently next time?
8. How was the venue and food?
9. What are your thoughts regarding the timing and/or scheduling of the course (i.e. 4 day-long sessions over two weekends in January & February)?
10. What was the biggest challenge for you in taking the course?
11. What impact has Totally Outright had on you?
12. Would you recommend the course to friends? Why or why not?
13. Is there any content that was not covered that you think should be included in the course?
14. What did you learn by going on the field trip to evaluate the health campaign?
15. Do you think you will continue to stay involved in gay health in some way? If so, how do you think you will stay involved?
16. Is there any other feedback you'd like to provide to us?





