



**CANADA
MEETING THE CHALLENGE
RELEVER LE DÉFI**

**CANADA, MEETING THE
CHALLENGE: CANADA PAVILION
AT AIDS 2016
PROJECT REPORT**

SUBMITTED ON BEHALF OF ICAD AND CATIE
January 16, 2017



**Canada, Meeting the Challenge: Canada Pavilion at AIDS 2016
Project Report**

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INTRODUCTION

Canada: Meeting the Challenge, the Canada Pavilion at the 2016 International AIDS Conference (AIDS 2016) in Durban, South Africa, brought together AIDS 2016 delegates from Canada and around the world; it showcased Canada's leadership in the HIV response and provided a meeting place for delegates to meet, share their experiences and learn from each other. The Interagency Coalition on AIDS and Development (ICAD), in partnership with CATIE, (the Project Team) led the development and execution of the Canada Pavilion at AIDS 2016, with the assistance of a national advisory committee.

The Canada Pavilion showcased the Canadian response to HIV through six key mechanisms: an electronic collection of Canadian resources available; audio recordings of interviews with staff and peers from a Canadian supervised injection facility; a video demonstrating Canadian excellence and challenges in addressing HIV; an on-site program of informal events; social media engagement of Canadian activities at AIDS 2016, including at the Pavilion; and an open and inviting space to facilitate in-person networking. This report outlines this background of this initiative, summarizes key activities, outlines the results of the evaluation and provides 24 recommendations for future Canada Pavilion planning and implementation activities.

SUMMARY OF RECOMMENDATIONS

To support future teams plan and deliver similar exhibits at International AIDS Conferences, this report includes 22 recommendations to consider in their activities. The recommendations presented are a compilation of reflections, learnings, and insight drawn from the design and execution of the Canada Pavilion at the 2016 International AIDS Conference in Durban, South Africa.

Timeline

Recommendation: *Make efforts to ensure that a funded organization (or partnership) has more than four months to plan and implement a Canada Pavilion. More time is required to provide far more opportunity for national engagement and ensure that Canada is represented fully in the Pavilion.*

Advisors

Recommendation: *Consider engaging a national advisory committee to help plan future Canada Pavilions. If time permits, engage the national advisory committee as early as possible in the planning cycle in order to solicit critical feedback before key activities are designed.*

Branding and design

Recommendation: *Given the effort to develop the 2016 branding and the very positive response, consider using the 2016 branding in future Canada Pavilions.*

Recommendation: *Ensure that the Pavilion design facilitates entry in to the Pavilion from multiple points and encourages visitors to stay for extended periods of time, optimizing engagement among delegates.*

Recommendation: Ensure comfortable seating is available for visitors; this encourages delegates to use the space as a meeting place and an opportunity to rest.

Mechanisms to showcase Canadian content

Recommendation: Consider extensive use of technology/media at the Pavilion to showcase the Canadian response (e.g., video monitors and iPads on stands). Multiple mediums optimize the visitor's experience and draw in delegates otherwise passing by the Pavilion.

Recommendation: Consider developing a video for future Canada Pavilions that demonstrates the HIV response, but ensure adequate time, human resources and funds for such a project.

Recommendation: Consider the true value of a resource collection as a mechanism to showcase the Canadian HIV response, given the extensive resources required to build a useful and comprehensive collection, and the existence of other central online collections already exist (e.g., CATIE website; Canadian HIV/AIDS Legal Network website).

Recommendation: Instead of creating a new database, consider promoting existing online collections of Canadian resources, including those managed by CATIE, the Public Health Agency of Canada, the Canadian HIV/AIDS Legal Network; the Ontario HIV Treatment Network, the BC Centre for Excellence, among others.

Recommendation: If an online resource collection is developed for future Canada Pavilions, consider using the platform developed for the 2016 Pavilion (available at www.canadameetingthechallenge.ca) and using resources to edit and update the existing collection. The website is considered well organized, well-designed, and user-friendly.

Recommendation: Audio recordings can be an effective and different way to engage participants in Canadian work; if audio recordings are created for future Pavilions, consider the value of a visual marker for the recordings to drive participants to listen, rather than relying on Pavilion staff alone.

Recommendation: The on-site program was a very effective way to engage delegates in the Canada Pavilion. Consider developing an informal onsite program in future years; provide the space and support for promoting on-site activities, but do not actively develop sessions for delegates.

Recommendation: Attempt to schedule on-site activities that do not conflict with major sessions in the formal conference program.

Use of social media

Recommendation: Promote on-site activities heavily on social media and verbally to ensure some participation. Encourage delegates to promote their own activities through social media.

Recommendation: Heavily utilize social media to encourage engagement in and promote Canadian activities at the Conference and the Canada Pavilion.

Recommendation: Consider focusing efforts on Twitter and Instagram as social media platforms, rather than Facebook.

Recommendation: Prepare in advance as much social media content as possible, including sourcing hashtags of partners and stakeholders. This is a very time-consuming but valuable activity and requires adequate staffing, resources and planning.

Recommendation: Ensure full-time commitment of at least one staff member on-site at Canada Pavilion, who brings full bilingual capacity to engage in social media and on-site conference-related communications.

Recommendation: Consider using social media frames as a mechanism to attract and engage visitors to the Pavilion and online stakeholders.

Onsite staff and volunteers

Recommendation: Ensure that one staff person at the Pavilion is committed to in-person bilingual communication with delegates (in addition to one staff person committed to bilingual social media engagement).

Recommendation: Schedule volunteers during times when the Pavilion will likely be busy – before plenary sessions, and during lunches and breaks; ensure that Pavilion staff are relieved when a volunteer is on-site, particularly if it is not particularly busy with visitors.

Evaluation

Recommendation: Consider utilizing each of the four evaluation methods used in 2016 in future Canada Pavilions for future exhibits.

BACKGROUND

The Canada Pavilion was implemented at AIDS 2016 from July 18-22, 2016 in Durban, South Africa. This international HIV event was considered to be an important opportunity for the Canadian government to demonstrate Canada's commitment to the global struggle to end HIV as a public health threat by 2030, including its solidarity with developing countries. To this end, the Public Health Agency of Canada (PHAC) funded the development and execution of the Canada Pavilion – *Canada: Meeting the Challenge*. The Pavilion was envisioned as a central platform to profile and share Canadian best practices and achievements, and to engage conference delegates in a friendly, attractive and interactive setting that fostered dialogue and broadened opportunity for Canadians to make connections with each other and international delegates.

ICAD, the lead organization for the initiative, formed a partnership with CATIE to form the Project Team. This team developed, executed and evaluated the Canada Pavilion. This partnership was based on a strong history of successful collaboration between the two organizations. This partnership was established in late March 2016 and continued to its planned completion in September 2016.

Objectives

The Canada Pavilion aimed to:

- Increase Canadian engagement and leadership in the global context by promoting Canadian best practices and achievements
- Provide opportunity for Canadians to learn from other Canadian and international delegates attending AIDS 2016.

Project Team roles and responsibilities

ICAD was responsible to administer project funds. Project planning, implementation and evaluation were executed by both organizations in close partnership. Identified staff at CATIE and ICAD formed the project management team responsible for all aspects of the Canada Pavilion from negotiating and securing logistical requirements, to ensuring stakeholder engagement in the development and implementation of pavilion design, content development, stakeholder communications, and ensuring appropriate staffing and conference-related communication strategies.

Recommendation: *Make efforts to ensure that a funded organization (or partnership) has more than four months to plan and implement a Canada Pavilion. More time is required to provide far more opportunity for national engagement and ensure that Canada is represented fully in the Pavilion.*

SPONSORS AND ADVISORS

Sponsors

Without the support of the Canada Pavilion sponsors, this initiative would not have been possible. The initiative was funded by Public Health Agency of Canada. Five organizations provided in-kind contributions: the Ontario HIV Treatment Network (OHTN), the CIHR Canadian HIV Trials Network (CTN), and the Canadian Association of HIV Research (CAHR). CATIE and the Interagency Coalition on AIDS and Development (ICAD) also provided significant in-kind support to the project in the form of staff time and resources in order to successfully achieve project results despite the challenging time sensitivities.

National Advisory Committee

The Project Team established a National Advisory Committee comprised of 17 representatives from national governmental and non-governmental organizations. Their primary role was to provide critical feedback at key points over the course of the development of the Canada Pavilion and to bring to the Project Team's attention key Canadian resources to be shared through the Canada Pavilion.

Advisory Committee members participated in two teleconferences between April and June 2016 and engaged in ongoing email communications with the Project Team. For more information on the role of the Advisory Committee, please see Appendix A: Terms of Reference.

AIDS 2016 Canada Pavilion National Advisory Committee

- Geri Bailey, First Nations and Inuit Health Branch, Health Canada
- Robert Bardston, Canadian Positive Peoples Network & Canadian HIV/AIDS Black, African and Caribbean Network (CHABAC)
- Glenn Betteridge, CTAC
- Cora Capurro, Public Health Agency of Canada (PHAC)

- Sipporah Enuaraq, Pauktuutit Inuit Women of Canada
- Leila Khalaf, Public Health Agency of Canada (PHAC)
- Ryan Kerr, Ontario HIV Treatment Network (OHTN) and CIHR Centre for REACH (REACH 2.0)
- Elisabeth King, Public Health Agency of Canada (PHAC)
- Arthur Miller, Canadian Aboriginal AIDS Network (CAAN)
- Andrew Matejcic, Canadian Association for HIV Research (CAHR)
- Michelle Peel, Canadian Institutes for Health Research (CIHR)
- Ashlee Pigford, Pauktuutit Inuit Women of Canada
- Tushar Shakaya, Canadian Institutes for Health Research (CIHR)
- Kristin Westland, CIHR Canadian HIV Trials Network (CTN)
- Emily White, Ontario HIV Treatment Network (OHTN) and CIHR Centre for REACH (REACH 2.0)
- Kyle Winters, Canadian Foundation for AIDS Research (CANFAR)
- Tammy Yates, Canadian Working Group on HIV and Rehabilitation (CWGHR)

The engagement of a national advisory committee was an important way to ensure the involvement of nationally representative stakeholders. This advisory committee provided feedback on concrete activities and the design/branding of the pavilion. In future, it may be helpful to engage an advisory committee even earlier in the process to gather critical input *before* key activities are designed. However, for this to be possible the project overall needs a longer time line.

Recommendation: *consider engaging a national advisory committee to help plan future Canada Pavilions. If time permits, engage a national advisory committee even earlier in the Pavilion project planning in order to solicit critical feedback before key activities are designed.*

BRANDING

The Project Team engaged the services of Top Drawer Creative to support the development of the Canada Pavilion branding (see Image 1). The logo that was developed to brand the Canada Pavilion features the iconic HIV red ribbon and the maple leaf. The mosaic-style pieces within the maple leaf represent the multiple stakeholders, partners, sectors and components that make up Canada’s HIV response. The branding was very well-received by the Project Team, national advisory committee, and visitors to the Canada Pavilion.

Top Drawer Creative provided consistent branding and design elements across all platforms; the branding chosen was particularly well suited for this. The logo and tagline (“Canada, Meeting the Challenge”) appeared as part of the Pavilion design and were used extensively: digital branding took place on the video loop; through social media (Facebook and Twitter, primarily), and through the electronic resource collection (available via an off-line App and a website). Given that the Pavilion had no walls and a commitment to “no waste”, there was limited print branding: only the arches and pillars of the Pavilion were branded through signage.

Recommendation: *Given the effort to develop the 2016 branding and the very positive response, consider using the 2016 branding in future Canada Pavilions.*

Image 1: Canada Pavilion Branding



DESIGN

The design of the structure of the Canada Pavilion was led by the Project Team with the support of Freeman AV Canada. The design was based on a philosophy of zero waste, was technology focused, and was based around materials available in Durban to support the local economy and save costs by avoiding shipping materials from Canada to South Africa. A supplier in Durban was identified to build the physical structure and provide audio visual equipment and laptops. Signage printing was also carried out in Durban. CATIE supplied iPads used on-site to showcase the resource collection and carry out some evaluation activities.

The Pavilion was designed to be welcoming and engaging, and allow for maximum interaction between and among Pavilion staff and delegates. The physical structure of the Pavilion was an open-concept, 36m², six-sided structure. This open-concept structure allowed for maximum flow and for entry into the structure from multiple points. It was felt that this design significantly influenced the popularity of the Pavilion and frequency and duration of visitors.

Within the structure, three video monitors and four iPads were placed in strategic locations to showcase the video loop, social media activities, the schedule of Canadian activities at the conference, and the resource collection. The Pavilion also included comfortable seating to encourage delegates to visit the Pavilion and use it as a meeting space. For more information on these activities, see “Six Key Components of the Canada Pavilion”, below. To view the physical structure, including the design and structure, please see Appendix B: Design and Structure

Recommendation: *Ensure that the Pavilion design facilitates entry in to the Pavilion from multiple points and encourages visitors to stay for extended periods of time, optimizing engagement among delegates.*

Recommendation: *Consider extensive use of technology/media at the Pavilion to showcase the Canadian response (e.g., video monitors and iPads on stands). Multiple mediums optimize the visitor’s experience and draw in delegates otherwise passing by the Pavilion.*

Recommendation: *Ensure comfortable seating is available for visitors; this encourages delegates to use the space as a meeting place and an opportunity to rest.*

FIVE KEY COMPONENTS OF THE CANADA PAVILION

To increase knowledge of and engagement in the Canadian response to HIV and to provide an opportunity for Canadian and other delegates to learn from each other, the Canada Pavilion included five key components:

1. A video demonstrating Canadian excellence and challenges in addressing HIV
2. An electronic collection of Canadian resources
3. Audio recordings of interviews with staff and peers from a Canadian supervised injection facility
4. An on-site program of informal events
5. Social media engagement of activities at AIDS 2016, including the Pavilion

Video

To showcase the Canadian response to HIV through a variety of digital mechanisms, the Project Team created a 37-minute video demonstrating Canadian efforts and challenges in addressing HIV. The video was curated from existing film footage of Canadian HIV work, animated HIV infographics, and new footage of interviews with leaders in the HIV response. The video captured Canada's research and front-line efforts including harm reduction innovation, cure research, and enhancements to Canada's global commitments. The video also documented key challenges faced by the entire response, as well as those faced by specific populations, such as stigma and the criminalization of HIV non-disclosure, and efforts to address these challenges. The video, now available on www.catie.ca, www.icad-cisd.com, and on www.canadameetingthechallenge.ca, was displayed on a large screen within the Pavilion and played on a loop. The video was an engaging and interesting mechanism to bring people in to the Pavilion and learn about the Canadian response. Many visitors stayed to watch the entire video, while others viewed shorter clips. The video was designed to accommodate both types of viewing.

The video development was led by the Project Team, who provided all creative direction and sourced all film footage. The OHTN provided a significant in-kind contribution by filming interviews with HIV leaders at the annual Canadian Association of HIV Research (CAHR) Conference and edited the videos for use; CAHR provided meeting-space for this purpose in-kind. The Project Team identified and invited the individuals filmed at CAHR. Top Drawer Creative edited the film footage into one video.

The video was considered a big success by the Project Team, given how well it captured a wide diversity of activities and challenges associated with the Canadian HIV response. The video was meant to be a maximum of 20 minutes; given the breadth of information the team wished to include, the film was extended to almost 40 minutes in length, extending time required to develop the film and funds to create it. The sourcing and creating of video footage and the creation of a detailed story board for the film was unexpectedly very time-consuming for the Project Team. While the video was considered a worthwhile activity, it will be important in future years to ensure adequate time, human and financial resources to develop such a video before initiating the process.

Recommendation: Consider developing a video for future Canada Pavilions that demonstrates the HIV response, but ensure adequate time, human resources and funds for such a project.

An electronic collection of Canadian resources

To demonstrate excellence in the Canadian response to HIV, a key component of the Canada Pavilion was an electronic collection of Canadian resources. This collection was available on-site at the Pavilion and via a website, www.canadameetingthechallenge.ca, to ensure those not at the AIDS Conference would be equally able to view and access the materials. The collection was meant to include *examples* of promising practice in Canadian research, programs and policy; it was not meant to be an exhaustive collection.

The resource collection included over 350 English and French Canadian HIV resources from front-line practice, policy, and research. Resources were included that met specific, but relatively broad, criteria: (1) resources that are applicable to and reflect a regional or national scope, or a broad population; (2) resources that are freely accessible on the Internet and available in downloadable content (e.g., PDF, videos, etc.); (3) resources that are available in English and/or French. Resources in other languages which are relevant to Canada's HIV response were also included as appropriate; and (4) resources, mainly from the last five years, except in the case of seminal resources that have not been recently updated.

To identify resources to be included in the collection, the Project Team reached out to stakeholders across the country through three primary mechanisms, outlined below. While searching took place over two months and was extensive and resource intensive, ultimately the 350 resources profiled were not as demonstrative of the Canadian HIV response as could have been the case had more time been available for this activity. To demonstrate the breadth of Canadian HIV efforts, the collection needed to include far more examples or have better selected examples. The team did not vet the resources or select the 'best' or most important resources to showcase; therefore, the collection was unbalanced, including some seminal resources, but missing others, and some documents highlighting the response among some specific populations, while having limited information on others.

The website launched on July 18, 2016. During the conference, the website was visited by 197 users; 82% were new users; 18% were returning visitors; and there were 1355 page views. During the four days of the conference, on average there were 271 page views per day.

While the website was not promoted after the conference ended, between July 23 and September 30, there were another 156 visitors/users to the website: 73% were new users; there were 608 page views during this time.

1. Survey of National Stakeholders

The Project Team circulated two short bilingual surveys between April and June. These surveys sought out information on specific materials to showcase at the Pavilion through the electronic collection. The surveys were circulated through ICAD and CATIE networks (social media and via email) and through the networks of various Advisory Committee members. To review the surveys, please see Appendix C: Stakeholder Surveys.

While the surveys were promoted widely, they had fewer responses than anticipated. The low response rate is likely attributed to a number of factors, including the timing of its release coinciding, and competing, with the demands of end-of-year reporting to government funders such as, PHAC. The first survey, available for over two weeks, had only 22 responses (18 in English; four in French). The second survey also had particularly low uptake, despite efforts to maximize opportunities at the 2016 CAHR conference to raise awareness and encourage uptake. All in all, 7 English responses were received and

zero in French. However, the Project Team reviewed and took up the suggestions shared via the survey, in particular the feedback about themes to focus on (e.g., harm reduction, HIV testing, gay men's health) and resources to include in the collection (e.g., PASAN resources; Canadian HIV/AIDS Legal Network resources).

2. *One-on-one consultation*

The Project Team reached out to specific organizations to inquire about resources to be included in the electronic collection of resources. The following organizations were sought out to suggest their own and other resources to consider for inclusion. These organizations were selected based on their national, provincial, and/or population-specific focus. Most, but not all organizations replied to the Project Team requests.

- Alberta Community Council on HIV/AIDS (ACCH)
- BC Centre for Excellence in HIV/AIDS (BCCfE)
- Canadian HIV Vaccine Initiative (CHVI)
- Canadian Aboriginal AIDS Network (CAAN)
- Canadian Association of HIV Research (CAHR)
- Canadian HIV/AIDS Legal Network
- Canadian Foundation for AIDS Research (CANFAR)
- Canadian AIDS Society (CAS)
- Canadian HIV/AIDS Black, African and Caribbean Network (CHABAC)
- CATIE
- Canadian HIV Women's Sexual and Reproductive Health Cohort Study (CHIWOS)
- Canadian Institutes for Health Research (CIHR)
- Canadian Positive Peoples Network (CPPN)
- Canadian Treatment Action Council (CTAC)
- Canadian Working Group on HIV and Rehabilitation (CWGHR)
- Canadian Network for Maternal, Newborn, Child Health (CAN-MNCH)
- CARE Canada
- CIHR Canadian HIV Trials Network (CTN)
- Committee for Accessible AIDS Treatment (CAAT)
- Community Based Research Centre (CBRC)
- Dignitas International
- Grandmothers Advocacy Network (GRAN)
- Interagency Coalition on AIDS and Development (ICAD)
- First Nations Inuit Health Branch, Health Canada
- Ontario AIDS Network
- ONE Campaign, Canada
- Ontario Gay Men's Sexual Health Alliance (GMSH)
- Ontario HIV Treatment Network (OHTN)
- Pacific AIDS Network (PAN)
- Pauktuutit Inuit Women of Canada
- PLAN Canada
- Public Health Agency of Canada (PHAC)
- RESULTS Canada

- Save the Children, Canada
- Teresa Group
- World Vision, Canada

3. Internet searching

The Project Team mined specific websites for resources for inclusion, including, but not limited to AIDS Action Now!, CATIE, Canadian HIV/AIDS Legal Network, COCQ-Sida, NCCID, PASAN, and REACH 2.0, among others.

Recommendation: Consider the true value of a resource collection as a mechanism to showcase the Canadian HIV response, given the extensive resources required to build a useful and comprehensive collection, and the existence of other central online collections already exist (e.g., CATIE website; Canadian HIV/AIDS Legal Network website).

Recommendation: Instead of creating a new database, consider promoting existing online collections of Canadian resources, including those managed by CATIE, the Public Health Agency of Canada, the Canadian HIV/AIDS Legal Network; the Ontario HIV Treatment Network, the BC Centre for Excellence, among others.

Recommendation: If an online resource collection is developed for future Canada Pavilions, consider using the platform developed for the 2016 Pavilion (available at www.canadameetingthechallenge.ca) and using resources to edit and update the existing collection. The website is considered well organized, well-designed, and user-friendly.

Audio recordings of interviews with staff and peers from a Canadian supervised injection facility

Given the opportunity to showcase Canadian excellence in harm reduction, the Project Team, under the guidance of the advisory committee, created four audio recordings of Insite, a safe injection facility in Vancouver, BC. The audio recordings were curated to integrate interviews with four individuals – two Insite staff and two Insite consumers. These recordings were showcased in the Canada Pavilion and promoted verbally by Pavilion staff. In addition to the audio files, biographies of the interviewees were provided electronically, as were a selection of published materials on Insite as a leading public health initiative in Canada.

The audio recordings were created through an informal collaboration between the Project Team, the CTN, the OHTN, and Insite. Consultation with Vancouver Coastal Health took place before engaging with Insite to determine their interest and availability. The CTN carried out the interviews and audio recording. The OHTN curated the interviews into four distinct stories, weaving together the perspectives of multiple interviews in each audio recording. Staff from Insite were involved in identifying staff interviewees, engaging consumers to participate, and provided the space to carry out the interviews. The recordings were well received by those who listened to them and may provide an opportunity to further promote the important work of Insite. However, a limited number of visitors listened to full audio recordings. It is possible that their length was a limiting factor (approximately seven minutes each) and that more distinct signage could have directed people appropriately to this activity.

Recommendation: *Audio recordings can be an effective and different way to engage participants in Canadian work. If audio recordings are created for future Pavilions, consider the value of a visual marker for the recordings to drive participants to listen, rather than relying on Pavilion staff alone.*

An on-site program of informal events

Reviewing feedback from previous Canada Pavilions, the Project Team determined that an extensive program at the 2016 Pavilion was ill-advised. Due to the volume of AIDS Conference activities, changing delegate schedules, and side meetings, sessions within the Canada Pavilion historically have not been well-attended. However, the Project Team wanted to provide some opportunity to further showcase Canadian efforts to address HIV, engage Canadians at AIDS 2016, and to draw delegates to the Pavilion. To this end, the Project Team curated an informal on-site program of activities.

The Project Team reached out directly to Canadian AIDS 2016 delegates well in advance of travelling to Durban to invite them to utilize the Canada Pavilion meeting space to showcase their work. The Project Team committed to support this process by promoting their activity through social media on-site. These communications highlighted that, given the competition for activities during the AIDS Conference, it was advised that delegates not take time to develop formal presentations; instead, they were encouraged to use the Pavilion as a networking space related to their work. The Project Team did not actively reach out to people to investigate opportunities to present. Instead, the Project Team promoted the opportunity widely and relied on delegates to come forward with ideas for sessions (either their own or others). The Project Team did not curate any sessions for delegates.

The Project Team collected information on each session (title, speakers, and a summary of the activity), as well as social media information (e.g., pre-written Facebook and Twitter posts; relevant hashtags), which was used to promote the activities taking place on-site. The Project Team actively utilized social media (Facebook and Twitter), as well as promoted the activities to visitors of the Pavilion both verbally and through a printed on-site program (albeit, the print programs were limited – approximately 20 copies – due to the Pavilion’s commitment to “going green”).

Twelve on-site activities were scheduled; eleven took place. Attendees to these sessions ranged from five to 20 people. The twelfth activity, a documentary screening, did not take place due to technical issues. Those activities with fewer participants tended to take place when other AIDS Conference sessions were also taking place (e.g., during plenary sessions) and were those that relied solely on Canada Pavilion social media / verbal communication to promote their activities. Those that had the biggest draws tended to promote their own activities through social media in addition to relying to Canada Pavilion social media activities and informal communication about the activity. There were some comments from visitors to the Canada Pavilion that a print version of the on-site program would be helpful to them in planning their daily activities. The full on-site activity agenda can be found in Appendix D: Onsite Program.

Interest in the on-site activities was a surprise to the Project Team, due to experiences of previous Pavilions. The informal nature and shared ownership of the activities, the efforts that the Project Team took to manage the expectations of people who planned activities (to avoid disappointment or upset if a session was not well-attended), and efforts to promote activities proved successful. The on-site activities acted as a draw to the Pavilion. The Project Team encountered challenges in developing an onsite program largely due to delegates’ changing schedules and inability to commit to providing an onsite activity (or attending an onsite activity) until just before the conference.

Recommendation: *The on-site program was a very effective way to engage delegates in the Canada Pavilion. Consider developing an informal onsite program in future years; provide the space and support for promoting on-site activities, but do not actively develop sessions for delegates.*

Recommendation: *Attempt to schedule on-site activities that do not conflict with major sessions in the formal conference program.*

Recommendation: *Promote on-site activities heavily on social media and verbally to ensure some participation. Encourage delegates to promote their own activities through social media.*

Social media at AIDS 2016

Social media engagement at the AIDS Conference, including the Pavilion, was a central component of the overall promotion strategy for the Canada Pavilion.

The goal of the social media activities onsite was to promote and increase awareness of the Canada Pavilion and its activities; and to promote and increase awareness of Canadian participation at the Conference among AIDS 2016 delegates and stakeholders in the HIV response not at AIDS 2016. To achieve both goals, staff members on-site at the Canada Pavilion as well as in Canada (i.e., two assigned CATIE staff not attending the Conference) were assigned social media responsibilities.

Twitter and Facebook were used as social media tools for the Pavilion. These two social media platforms promoted workshops, posters, presentations, and side events led by Canadians at AIDS 2016; and promoted activities at the Pavilion itself, including but not limited to on-site programming. Instagram was not utilized, primarily due to staffing shortages leading to a lack of photo content. To engage visitors to the Canada Pavilion in the Pavilion's social media activities, the Project Team created social media frames, which included the phrase "My hope for HIV by 2030 is..." in English or French. These proved to be a very engaging mechanism to engage with visitors to the Pavilion. For a photo of the social media frames, please see Appendix E: Social Media Frames.

Twitter was used as the primary social media platform. Instead of creating a Canada Pavilion Twitter account, ICAD and CATIE used their organizational Twitter accounts to maximize the reach of social media activities. The rationale for this decision was agreed upon by both the Project Team and Advisory Committee: given the limited time between project planning and AIDS 2016, there was not adequate time to build a new following on Twitter. A hashtag was created to ensure that Canadian conference-related activities could be linked. Hashtags #AIDS2016can and #SIDA2016can were used.

Use of the hashtags (between July 19 and 22)

- 266 tweets using #AIDS2016can and #SIDA2016can
- 431 retweets that included the hashtags
- 454 likes using the hashtags
- 40 (approximate) Twitter accounts using the hashtags

During the week of the Conference, ICAD and CATIE contributed 115 tweets. In addition to the information above, there is evidence of media also using the hashtag. Examples include:

- @picardonhealth, Canada's leading health reporter with the Globe and Mail;
- @TV5MONDEInfo, the worldwide French speaking cultural channel;
- @John_McCullagh with PositiveLite.com.

Facebook was used in the weeks leading up to and during AIDS 2016. The Project Team created a Facebook page for the Canada Pavilion, primarily to identify and engage with Canadians AIDS 2016 delegates. Uptake of Facebook was quite low. Overall, the Facebook page generated only 38 likes. However, this low number is reflective of the use of social media platforms throughout the Conference as a whole: during the week of the conference there were no hashtags generated through Facebook. Instead, as the Project Team used the social media stream (see below), it became apparent that Twitter was the primary social media platform used during the conference for all delegates.

During AIDS 2016, the Project Team also showcased Canadian participation and activities on-site through a real-time stream of social media content using an application called Strea.ma. Strea.ma displayed all social media content using the hashtags #AIDS2016can and #SIDA2016can on a large screen within the Pavilion. During the week of the Conference 1,222 posts were displayed using this application. The Project Team considered this mechanism to showcase social media content a great success, given the positive response and engagement among visitors to the Pavilion.

While Twitter and the social media stream were considered a success, it was felt by the Project Team that there is room for improvement, particularly around staffing for social media and French language capacity. It would have been more helpful to have one Pavilion staff person *devoted* to social media, given how critical social media was to the overall Pavilion goals. Further, a staff person who has full bilingual capacity is critical to ensure that social media activities can take place adequately in English and French, an important priority. Finally, even more effort could have been made to create tailored social media content to promote and engage with Canadian activities at the Conference and Pavilion.

It was challenging to communicate with the CATIE offices due to the time change between Toronto and Durban. It may have been more effective to have the on-site social media or communications person responsible with external communications as well as those focused on delegates.

Recommendation: Heavily utilize social media to encourage engagement in and promote Canadian activities at the Conference and the Canada Pavilion.

Recommendation: Consider focusing efforts on Twitter and Instagram as social media platforms, rather than Facebook.

Recommendation: Prepare in advance as much social media content as possible, including sourcing hashtags of partners and stakeholders. This is a very time-consuming but valuable activity and requires adequate staffing, resources and planning.

Recommendation: Ensure full-time commitment of at least one staff member on-site at Canada Pavilion, who brings full bilingual capacity to engage in social media and on-site conference-related communications.

Recommendation: Ensure that one staff person at the Pavilion is committed to in-person bilingual communication with delegates (in addition to one staff person committed to bilingual social media engagement).

Recommendation: Consider using social media frames as a mechanism to attract and engage visitors to the Pavilion and online stakeholders.

PROMOTION

The goal of promotional activities leading up to and during the AIDS Conference was to ensure that stakeholders in the Canadian response to HIV (e.g., frontline service providers; researchers) and media were aware of the Canada Pavilion and the activities and issues pertaining to it.

A media release was created and circulated in the months leading up to the AIDS Conference and ICAD and CATIE mailings were utilized to promote that a Canada Pavilion was being developed. Advisory Committee members were also asked to support communication that a Canada Pavilion was being developed. However, social media, primarily Facebook, was the central promotional challenge leading up to the event. An AIDS 2016 delegate page was created and heavily promoted, and both Facebook and Twitter were used extensively throughout the actual conference to promote activities. Please see “social media at AIDS 2016” above, for more information on the use of social media at the conference and recommendations for future Pavilions.

ONSITE STAFF AND VOLUNTEERS

Staff

Four Project Team staff were responsible for staffing the Canada Pavilion during the Conference. One of these four staff was fully bilingual in English and French. This was critical to the success the team had in engaging Francophone delegates and fellow exhibitors at the event. However, given that this person was also responsible for French social media content, engagement with Francophone delegates on site could have been stronger.

Recommendation: Ensure that one staff person at the Pavilion is committed to in-person bilingual communication with delegates (in addition to one staff person committed to bilingual social media engagement).

Volunteers

The Project Team recruited volunteers to support the staffing of the Canada Pavilion. A few weeks prior to the Conference the Project Team circulated a call for volunteers from among known Canadian delegates (approximately 150 individuals). Twenty-four individuals volunteered for a total of 28 hours. The Project Team had mixed feeling about the success of the volunteer strategy. On one hand, reaching out to delegates to volunteer and interacting with volunteers on site was an effective engagement strategy with Canadian delegates. Having volunteers on site also encouraged even more visitation to the Pavilion (there seemed to be a snow-ball effect: colleagues would visit volunteers during their shift; the presence of volunteers also made the Pavilion appear busier, which seemed to encourage even more people to visit and engage). On the other hand, at times volunteers would offer their services during “down times”, limiting the support they could provide. Volunteers were provided with information on the Pavilion via email and trained on-site at the start of a shift, including review of the Pavilion’s security protocol.

Recommendation: Schedule volunteers during times when the Pavilion will likely be busy – before plenary sessions, and during lunches and breaks; ensure that Pavilion staff are relieved when a volunteer is on-site, particularly if it is not particularly busy with visitors.

EVALUATION

The Project Team developed an evaluation plan for the Canada Pavilion, which included four main activities: (1) demographic collection via iPads; (2) visitor counts via an in-person log book; (3) Pavilion evaluation form via two dedicated iPads; and (4) personal reflection of Pavilion staff via a log-book. The Project Team considers these evaluation tools to have been successful.

Recommendation: Consider utilizing each of the four evaluation methods used in 2016 in future Canada Pavilions.

Methods

Demographic collection via iPad: When people opened the resource collection via the iPad, after they selected their language of choice (English or French), they were asked to respond to an optional, confidential demographic survey. The purpose of this survey was to gather information on the number of people who use the iPads. However, this did not capture the number of visitors to the booth (see visitor count, below). To view the demographic survey, see Appendix F: Demographic Survey.

Visitor counts: Each day, two staff at the Pavilion were responsible to count the number of visitors to the Pavilion via two hand-held tickers. Two counts were taken to ensure accuracy of the counts. Final end-of-day counts were compared and an average was recorded in the log book. Surprisingly, on three of four days, the counts were the same or within two counts of each other.

Evaluation form: the Pavilion was also evaluated using a short, confidential evaluation that was self-administered via one of two iPads. Two Pavilion staff varied the iPads during the day and requested that participants fill it out. The goal was 4 surveys per iPad per day. To view the evaluation form, see Appendix G: Evaluation Survey.

Personal reflection via in-person “log book”: Staff at the Pavilion will be asked to fill out an informal paper-based log book at the end of their shift. This was an informal mechanism to collect impressions from the day, conversations that were had, etc. A hard-copy binder was created to house this data collection tool. To view the personal log form, see Appendix H: Staff Log Book.

Results

Demographic survey

See tables below for results of the demographic survey. There were 102 English responses and 3 French responses.

I live in:	N=90
North America – Canada	40%
Africa – South Africa	25%

Africa – the rest of Africa	13%
Europe	10%
Asia, Middle East, and Greater Arabia	5%
North America – United States or Mexico	5%
Central America and the Caribbean	2%
Total	100%

I work or volunteer for: (check all that apply)	N=79
Academic / University	20%
Other community based organization	17%
AIDS Service Organization (ASO)	12%
Community health centre	10%
Government organization	9%
Clinic / Hospital	8%

Visitor counts:

Visitors to the Pavilion (July 18-22)	
July 18, 2016	167
July 19, 2016	136
July 20, 2016	60
July 21, 2016	48

Evaluation survey

Twenty-two individual English surveys were submitted; four French surveys were submitted (total: N=26). This number is slightly under the Project Team’s goal of 32 (4 surveys per iPad per day over four days). However, visits to the Pavilion were not equally distributed across the four days and on July 22, the final day of the conference, the Pavilion was open for shorter hours.

Of the 26 individuals who filled out a survey, 81% primarily worked in Canada; 19% indicated that they live and work outside of Canada; and 4% indicated that they live in Canada but work internationally.

Evaluation statistics

- 92% of participants agreed or strongly agreed that the Canada Pavilion was well organized.
- 92% of participants agreed or strongly agreed that the Canada Pavilion was visually interesting.
- 96% of participants agreed or strongly agreed that Canada Pavilion provided an opportunity to network with Canadian delegates.
- 100% of participants agreed or strongly agreed that Canada Pavilion provided an opportunity to network with non-Canadian delegates.
- 96% of participants agreed or strongly agreed that the Canada Pavilion increased their knowledge of the Canadian response to HIV.
- 92% of participants agreed or strongly agreed that the Canada Pavilion increased my awareness of Canadian resources.

- 88% of participants agreed or strongly agreed that they will use/apply the resources gained through this Pavilion in their work.
- 79% of participants agreed or strongly agreed that they will use/apply the knowledge gained through this Pavilion in their work.
- 84% of participants agreed or strongly agreed that the Canada Pavilion's social media activities increased my knowledge of Canadian activities at AIDS 2016.
- 79% of participants agreed or strongly agreed that they will use/apply the knowledge gained through this Pavilion in their work.
- 100% of participants agreed or strongly agreed that they will use/apply the networks gained through this Pavilion in their work.
- 96% of participants were satisfied or very satisfied with the Canada Pavilion.
- 84% of participants felt that the Pavilion was useful or very useful for the work that they do.

To review the all quantitative responses, please see Appendix I: Quantitative Survey Data.

Qualitative responses

Participants were also asked to respond to two open ended questions. Overall, participants liked the open, welcoming nature of the Pavilion and that it provided them with an opportunity to network and meet with others in Canada and internationally. Participants also enjoyed the onsite programming. One common theme participants highlighted to improve the Pavilion in future years is to provide some form of refreshments. To review the qualitative responses, please see Appendix J: Qualitative Survey Data.

Personal reflections

The personal reflections represent the perception of successes and challenges at the Pavilion; overall, the reflections are very positive. Staff found the Pavilion to be very engaging and had the opportunity to connect with Canadian and international delegates, and broker connections between the two diverse groups. Please see personal reflections in Appendix K: Staff Log Book Reflections.

Appendix A: Advisory Committee Terms of Reference

Terms of Reference National Advisory Committee for the AIDS 2016 Canada Pavilion

A. Background

Durban, South Africa is host to the 21st International AIDS Conference (AIDS 2016) on July 18-22, 2016. This biennial conference is widely perceived as the premier global meeting on HIV and AIDS. It convenes science, leadership and community to share knowledge, best practice and experiences from around the world; where successes are identified and reflections are made on areas where collectively, we need to do better. The International AIDS Conference has historically provided a central platform for emboldening multi-sectoral and cross-country dialogue and inspiring new collaborations to advance all facets of the HIV response.

AIDS 2016 will be an important opportunity for Canada to demonstrate its commitment to the global struggle to end AIDS as a public health threat by 2030, including its solidarity with developing countries. The Canada Booth Exhibit (the Canada Pavilion) at AIDS 2016 will aim to: i) increase Canadian engagement and leadership in the global context by promoting Canadian best practices and achievements, and: ii) provide opportunity for Canadians to learn from international delegates attending AIDS 2016.

The Interagency Coalition on AIDS and Development (ICAD) and the Canadian AIDS Treatment Information Exchange (CATIE) are leading the Canada Pavilion at AIDS 2016. To help guide the planning and preparation of the Canada Pavilion, ICAD/CATIE is establishing a national Advisory Committee comprised of representatives from national governmental and non-governmental organizations.

B. Scope of Commitment

Advisory Committee members are asked to participate in approximately 2-3 teleconferences between April – June 2016 and engage in email communications to provide review and input at key points over the course of the development of the Canada Pavilion. Committee members are representatives from governmental and non-governmental organizations engaged in Canada's HIV response at home and abroad. Members represent diverse sectors, expertise, disciplines and geographies. To facilitate a swift decision making process, committee members should be able to take decisions on behalf of their organization.

To inform Committee discussions, ICAD/CATIE will conduct two short bilingual surveys to solicit broad Canadian engagement in the conceptualization of the Canada Pavilion and the content to be presented. The results of each survey will inform conversations around the conceptualization of the Canada Pavilion and the modalities for showcasing Canadian best practices and achievements. Committee members will be encouraged to share and promote the surveys and activities to be undertaken at the Canada Pavilion within and amongst their networks.

Participating members and their respective organizations will be formally recognized at the Canada Pavilion for their contributions.

C. Objectives

The principle objectives of the committee include:

- To review survey results and advise on the content to be presented at the Canada Pavilion (e.g., programming approaches, policy and research);
- To review survey results and advise on the platforms developed to showcase Canada's multi-sectoral, regionally representative, pan-Canadian response to HIV and AIDS at home and abroad;
- To promote the Canada Pavilion and the activities to be held at the Canada Pavilion in lead-up and during the AIDS 2016 conference proceedings.

D. Anticipated Timelines

Anticipated timelines for Committee members include:

- Confirmed members of the Advisory Committee by Friday April 1, 2016
- 1st teleconference – week of April 11, 2016
- 2nd teleconference – week of May 18, 2016

Doodle polls will be circulated to confirm dates and times of each teleconference. *In some instances, Committee members may be asked to convene in smaller group teleconferences around specific areas of content and expertise.*

Appendix B: Canada Pavilion Design and Structure

Image 1: Pavilion Design

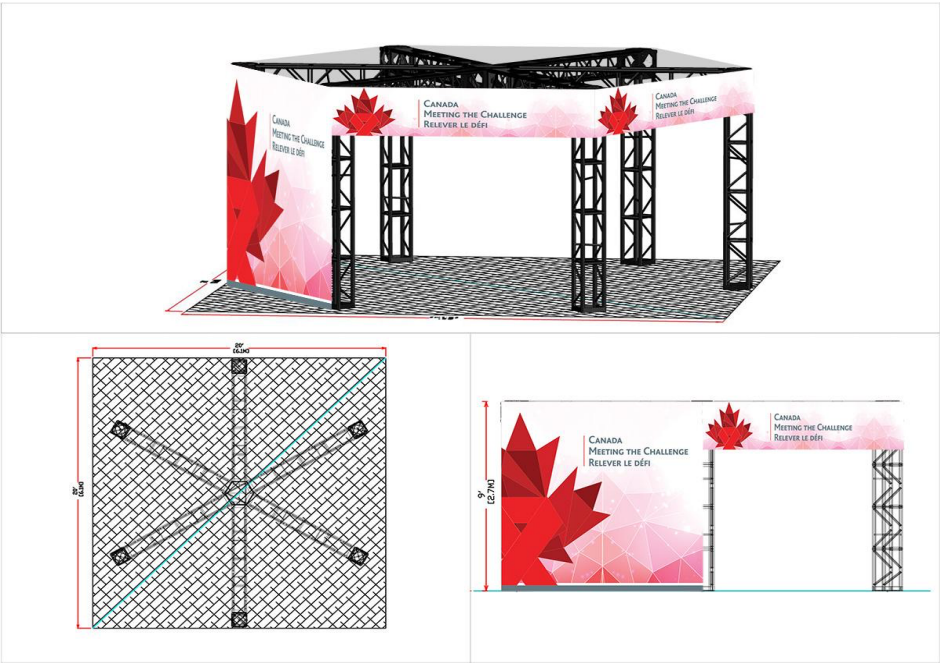


Image 2: Pavilion Structure (1)



Image 3: Pavilion Structure (2)



Image 4: Interior Space (during opening session)



Appendix C: Stakeholder surveys

AIDS 2016 Canada Pavilion Consultation Survey

Are you involved in the HIV movement in Canada and/or internationally? Are you a person living with HIV, an HIV researcher or do you work or volunteer with a local, regional or national HIV organization?

Why are we asking? The Interagency Coalition on AIDS and Development (ICAD), in partnership with CATIE, is leading the development of the Canada Pavilion at the 21st International AIDS Conference (AIDS 2016) on July 18-22, 2016 in Durban, South Africa.

To help guide the planning of the Canada Pavilion, ICAD and CATIE need your input!

The Canada Pavilion will be an open, inviting space for Canadian and international delegates to meet and share ideas and insights about our respective roles in the response to HIV at home and abroad. It will use interactive video screens to showcase examples of Canadian best practices and achievements, as well as innovative programs and online documents. These could be videos (e.g., documentaries, recordings of conference presentations), strategy documents, research reports, online information from websites, ... and much more. See the [primer](#) for more details on the kinds of resources that we are looking for.

We thank you for filling out this 5-minute survey to share your thoughts with us on what you think should be profiled at the Canada Pavilion to showcase Canada's contribution to the HIV response. For more details you can read the [primer on the Conference and the Canada Pavilion](#).

The information that you provide is confidential.

This survey will close on April 12, 2016.

1. a) Please list up to 5 topics that you think are important to highlight as Canada's contribution to HIV research?

1

2

3

4

5

1. b) Please share any further comments on the HIV research contributions suggested above.

2. a) Please list up to 5 topics that you think are important to highlight as Canada's contribution to HIV programming and practice?

1

2

3

4

5

2. b) Please share any further comments on the HIV programming and practice contributions suggested above.

3. a) Please list up to 5 topics that you think are important to highlight as Canada's contribution to HIV policy?

1

2

3

4

5

3. b) Please share any further comments on the HIV policy contributions suggested above.

4. What do you think are important online resources to highlight as the best examples of Canadian work in HIV research, practice, and policy? Please name up to ten (10) resources. Please also include the name of the resource(s) with details on where we can locate them. Web URLs and the author name/organization are particularly helpful.

Please note: Resources included in the online compendium that meet the following criteria will be prioritised: 1) resources that are applicable to and reflect a regional or national scope, or a broad population; 2) resources that are freely accessible on the Internet; and 3) resources that are available in English and/or French. Resources in other languages which are relevant to Canada's HIV response will also be included as appropriate.

1

2

3

4

5

6

7

8

9

10

5. a) Can we contact you for further feedback?

- Yes
- No

If yes, please provide your email address

5. b) Can we contact you with updates about the Canada Pavilion development?

- Email
- Twitter
- No

If yes, please provide your email address and/or your Twitter handle

Second survey to inform the Canada Pavilion at AIDS 2016: please contribute your resources!

Are you involved in the HIV movement in Canada or internationally? Have you or your organization developed resources (e.g. video, documents, tools) to help advance our HIV response?

Why are we asking? The Interagency Coalition on AIDS and Development (ICAD), in partnership with CATIE, is leading the development of the Canada Pavilion at the 21st International AIDS Conference (AIDS 2016) on July 18-22, 2016 in Durban, South Africa.

The Canada Pavilion at AIDS 2016, *Canada: Meeting the challenge* will showcase our country's engagement and leadership in the global HIV response by promoting examples of Canadian best practice and achievement at home and abroad. It will also provide a space at which Canadian and international delegates can meet to share ideas and insights.

In addition to acting as a hub for conversation, the Canada Pavilion will include an electronic collection of resources, highlighting examples of Canada's achievements and innovative programs in our response to the HIV challenge.

We want your resources!

Resources that meet the following criteria will be prioritized: resources that are applicable to and reflect a regional or national scope, or a broad population; resources that are freely accessible online; resources that can be made available offline (e.g., PDFs and videos); and resources that are available in English and/or French. Resources in other languages which are relevant to Canada's HIV response may also be included.

Please submit your resources for inclusion in the electronic collection* at the Pavilion!

*The electronic collection will be available off-line at AIDS 2016 at the Canada Pavilion, meaning that all resources collected will be downloaded into the collection. The full collection will also be available online, through a web url, ensuring open access and accessibility outside of the conference proceedings.

Please take a few minutes today to share with us a list up to ten (10) of your or your organization's resources that are good examples of Canadian work in HIV research, practice, and policy. This survey will close on June 3, 2016! In your responses, we kindly ask to include the link to the resource; if it is not available online, please email it to sbuhler@icad-cisd.com. Please note: Author; organization; title, date; link to resource or if you will email the resource to sbuhler@icad-cisd.com.

Thank you!

Resource 1

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 2

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 3

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 4

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 5

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 6

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 7

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 8

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 9

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Resource 10

Author

Organization

Title

Date

Link to resource OR email to sbuhler@icad-cisd.com

Thank you for your submissions. They will be reviewed for consideration in the collection. Please include your email address in case we need to get in touch.

Appendix D: Onsite Program

TUESDAY JULY 19TH

10:00-11:00	Traditional Opening with <i>T. Sharp Dopler</i>
12:00-1:00	<p>Prioritizing Adolescent Sexual and Reproductive Health in South Africa: AYZAZI - A Youth Engaged Research Project</p> <p>Members of the AYZAZI research team will be onsite to talk about AYZAZI and Adolescent Sexual and Reproductive Health in South Africa. AYZAZI is a youth-centred, interdisciplinary research project that aims to better understand HIV risk among adolescents and young adults (AYA) in South Africa. The study includes 427 AYA aged 16 to 24 years living in Soweto and Durban. Our team is investigating social, behavioural, structural, clinical, and biomedical factors that may contribute to increased risk of HIV infection in AYA. We also want to find out what young people in South Africa think about participating in HIV prevention and vaccine research studies.</p>

WEDNESDAY JULY 20TH

10:00-11:00	<p>We Stand on Guard for Thee: Open Dialogue with Civil Society on Accountability and Canada's Role in Implementing Outcomes from 2016 UN Political Declaration on HIV/AIDS</p> <p>This session is an open format dialogue to generate feedback and insights on selected items in the 2016 UN Political Declaration On HIV/AIDS related to migrant and mobile populations. The goal of this session is to explore what key actions and advocacy interventions Canadian civil society can build with the Canadian Government to ensure commitments in the UN Political Declaration are maintained, monitored, and reported on. This session is facilitated by ABDGN (African Black Diaspora Global Network On HIV/AIDS).</p>
11:00-12:00	<p>Tukisiviit: Do you Understand? Pauktuutit's response to HIV</p> <p>Pauktuutit Inuit Women of Canada is the national non-profit organization representing all Inuit women in Canada. Join us as we share information about who Inuit are, the unique factors that influence risk of HIV transmission among Inuit and how Pauktuutit is working with communities to address this risk including having developed and distributed 'country food flavoured' condom covers! We will lead an interactive mini site visit to share information about HIV and sexual health based on the activities we do in northern communities.</p>
12:00-1:00	<p>Empowering People living with HIV in the Global AIDS Response</p> <p>At this networking session, Dignitas will share about three initiatives: our Teen Club program, our Expert Client program and the Make ART/Stop AIDS Community Film Project - all of which empower people living with HIV to break down barriers to treatment and care for others in their community.</p>
1:00-2:00	<p>CAAN Video Screening: 'Promising Practices In Indigenous Communities In Saskatchewan'</p> <p>Indigenous communities in Saskatchewan are experiencing HIV and AIDS rates among the highest in Canada. Many communities are taking ownership of their health using culturally appropriate practices and addressing the epidemic. These are their stories. It is our hope that this film inspires other communities to address HIV and AIDS issues utilizing their wise practices.</p>

3:00-4:00	Women, sex and intimacy: CHIWOS networking hour with chocolate Come share some chocolate and join a conversation about sex and intimacy with the women of the Canadian HIV Women’s Sexual & Reproductive Health Cohort Study (CHIWOS).
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THURSDAY JULY 21ST

11:00-12:00	Social Marketing Campaign: “Dans mon sac” and “Sexe au menu” with COCQ-SIDA René Légaré, Communications Coordinator at COCQ-SIDA, will give a behind the scenes look at the creation of two sexual health information websites - “Dans mon sac”, a site for women, and “Prêt pour l’action”, a site for gay, bisexual, trans and other men who have sex with men. <i>(In French)</i>
3:00-4:00	Canadian Consensus Statement on the health and prevention benefits of HIV antiretroviral medications and HIV testing: An informal discussion The Canadian Consensus Statement on the health and prevention benefits of HIV antiretroviral medications and HIV testing was prepared by CATIE, CTAC, and PositiveLite.com with input from leaders, community-based organizations and community members with an interest in the HIV response across Canada.

FRIDAY JULY 22ND

10:00-11:00	Digital Stories: Tools for Research and Education The purpose of this session is to illustrate how digital storytelling videos can act as a tool for research and education in community-based HIV research. These digital storytelling videos illustrate the complex and unique lives of women living with HIV and or challenges researchers conducting community-based HIV research may encounter. We will foster a dialogue on how to bridge the gap between research and community.
11:00-12:00	Creating an independent, national network for and by people living with HIV in Canada The Canadian Positive People Network (CPPN) was founded just over 1 year ago. The network is founded on the need that a strong voice community-driven voice led by people living HIV is needed in a heavily professionalized HIV sector in Canada.
12:00-1:00	Ontario Positive Asians (OPA+) Network The Ontario Positive Asians (OPA+) Network aims to connect Asians living with HIV/AIDS across Ontario to collectively identify and act on issues most relevant to our well-being and to promote solidarity among Asians living with HIV/AIDS with allies and supporters.

Appendix F: Demographic Survey

It is helpful to know who is visiting the Canada Pavilion! Please tell us a little about yourself. These responses are optional and confidential.

I live in:

North America – Canada

Africa – South Africa

Africa – the rest of Africa

Asia, Middle East, and Greater Arabia

Europe

North America – United States or Mexico

Central America and the Caribbean

South America

Australia and Oceania

I work or volunteer for:

(check all that apply)

AIDS Service Organization (ASO)

Community health centre

Other community based organization

Public health unit / sexual health clinic

Government organization (other than public health unit)

Clinic / Hospital

Corrections

Academic / University

Media

Other, please indicate (maximum 50 words)

Not applicable

I identify as

(check all that apply)

a gay man, bisexual man, or man who has sex with men

a person who uses substances

an Indigenous person

a current or former prisoner/incarcerated person

a youth (age 29 or younger)

a woman

a transwoman

a transman

a heterosexual man

a sex worker

a person living with HIV

a person living with hepatitis C

a person from the African-Black Diaspora

a migrant

Other, please indicate (maximum 50 words)

My work or volunteering relates to (check all that apply)

Gay men and other men who have sex with men

People who use substances

Indigenous peoples

Current or former prisoners/incarcerated persons

Youth

Women

Trans women

Trans men

Heterosexual men

Sex workers

People living with HIV

People living with HCV

People from the African-Black diaspora

Migrants

Other service providers

Other, please indicate (maximum 50 words)

Please email me a link to the resource collection to view online (www.canadameetingthechallenge.ca)

Enter email address:

Appendix G: Evaluation Survey

We would like your feedback on the Canada Pavilion!

Thank you for taking the time to fill out this short evaluation form.

The following questions are about the Canada Pavilion. Please check the box that that best reflects your response.

	Strongly disagree	Disagree	Agree	Strongly agree	Not applicable
The Canada Pavilion was well organized.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Canada Pavilion was visually interesting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Canada Pavilion provided an opportunity to network with Canadian delegates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Canada Pavilion provided an opportunity to network with non-Canadian delegates.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Canada Pavilion increased my knowledge of the Canadian response to HIV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Canada Pavilion provided good access to Canadian resources.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Canada Pavilion social media activities increased my knowledge of Canadian activities at AIDS 2016	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use/apply the resources gained through this Pavilion in my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use/apply the knowledge gained through this Pavilion in my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use/apply the networks gained through this Pavilion in my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Overall, how satisfied were you with the Canada Pavilion?

- Dissatisfied
- Somewhat satisfied
- Satisfied
- Very satisfied

Overall, how useful was the Pavilion for the work that you do?

- Not useful
- Somewhat useful
- Useful
- Very useful

8. What was useful about the Canada Pavilion? (max 150 words)

9. What do you think would have made the Canada Pavilion better? (max 150 words)

Thank you for your time and effort!

All responses are confidential and will be used to improve the Canada Pavilion at future International AIDS Conferences.

Appendix H: Staff Log Book

Staff name: _____

Time in: _____ Time out: _____

Ticker number (if taken by you): _____ for time period (H:M to H:M): _____

Day: Tuesday Wednesday Thursday Friday

Highlight of the day (in the Canada Pavilion):

One memorable conversation that I had:

Any disappointments today?

Appendix I: Quantitative Survey Data

1) Please indicate which applies to you:

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

Other

Other

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

Nigeria

Malawi

I primarily work in Canada

I primarily work in Canada

I primarily work in Canada

Internationally

Other

I primarily work in Canada

Je travaille principalement au Canada

Je travaille principalement au Canada

Je travaille principalement au Canada

Je travaille principalement au Canada

2) The Canada Pavilion was well organized.

Agree

Strongly agree

Disagree

Disagree

Strongly agree

Strongly agree

Strongly agree

Agree

Strongly agree

Strongly agree

Strongly agree

Agree

Strongly agree

Agree
Strongly agree
Agree
Agree
Strongly agree
Strongly agree
Strongly agree
Strongly agree
Agree
Fortement d'accord
Fortement d'accord
Fortement d'accord
Fortement d'accord

3) The Canada Pavilion was visually interesting.

Disagree
Strongly agree
Agree
Disagree
Strongly agree
Strongly agree
Agree
Agree
Agree
Strongly agree
Agree
Strongly agree
Strongly agree
Agree
Strongly agree
Agree
Strongly agree
Strongly agree
Agree
Strongly agree
Agree
Agree
Fortement d'accord
Fortement d'accord
D'accord
Fortement d'accord

4) The Canada Pavilion provided an opportunity to network with Canadian delegates.

Agree

Strongly agree
Agree
Agree
Strongly agree
Strongly agree
Agree
Strongly disagree
Agree
Strongly agree
Strongly agree
Agree
Strongly agree
Agree
Strongly agree
Strongly agree
Agree
Agree
Strongly agree
Strongly agree
Strongly agree
Agree
Fortement d'accord
Fortement d'accord
Fortement d'accord
Fortement d'accord

5) The Canada Pavilion provided an opportunity to network with non-Canadian delegates.

Agree
Strongly agree
Agree
Disagree
Agree
Disagree
Agree
Agree
Disagree
Strongly agree
Agree
Agree
Agree
Not applicable
Agree
Strongly agree
Strongly agree

Agree
Strongly agree
Disagree
Strongly agree
Agree
D'accord
D'accord
D'accord
Fortement d'accord

6) The Canada Pavilion increased my knowledge of the Canadian response to HIV.

Agree
Agree
Agree
Disagree
Agree
Strongly agree
Agree
Not applicable
Agree
Strongly agree
Strongly agree
Agree
Strongly agree
Agree
Agree
Agree
Agree
Strongly agree
Agree
Strongly agree
Agree
Agree
D'accord
D'accord
Sans objet
Fortement d'accord

7) The Canada Pavilion increased my awareness of Canadian resources.

Agree
Strongly agree
Agree
Strongly disagree
Disagree

Strongly agree
Agree
Agree
Agree
Strongly agree
Agree
Agree
Strongly agree
Agree
Agree
Agree
Strongly agree
Agree
Agree
Agree
Strongly agree
Agree
D'accord
D'accord
D'accord
Fortement d'accord

8) The Canada Pavilion's social media activities increased my knowledge of Canadian activities at AIDS 2016

Strongly agree
Strongly agree
Agree
Disagree
Disagree
Strongly agree
Strongly agree
Strongly agree
Strongly agree
Strongly agree
Agree
Agree
Agree
Agree
Disagree
Disagree
Strongly agree
Strongly agree
Agree
Agree
Strongly agree

Agree
Fortement d'accord
Sans objet
D'accord
D'accord

9) I will use/apply the resources gained through this Pavilion in my work.

Agree
Strongly agree
Agree
Strongly disagree
Disagree
Strongly agree
Agree
Agree
Disagree
Agree
Agree
Agree
Strongly agree
Agree
Agree
Agree
Agree
Agree
Not applicable
Not applicable
Strongly agree
Agree
Fortement d'accord
D'accord
D'accord
D'accord

10) I will use/apply the knowledge gained through this Pavilion in my work.

Agree
Strongly agree
Agree
Strongly disagree
Agree
Strongly agree
Agree
Agree
Not applicable

Agree
Agree
Agree
Agree
Not applicable
Agree
Agree
Agree
Strongly agree
Agree
Agree
Strongly agree
Agree
D'accord
D'accord
D'accord
D'accord

11) I will use/apply the networks gained through this Pavilion in my work.

Agree
Strongly agree
Agree
Agree
Agree
Strongly agree
Strongly agree
Agree
Not applicable
Agree
Strongly agree
Agree
Not applicable
Not applicable
Agree
Agree
Agree
Strongly agree
Strongly agree
Agree
Strongly agree
Agree
Fortement d'accord
D'accord
D'accord

D'accord

12) Overall, how satisfied were you with the Canada Pavilion?

Very satisfied
Very satisfied
Satisfied
Dissatisfied
Very satisfied
Very satisfied
Very satisfied
Very satisfied
Satisfied
Very satisfied
Satisfied
Very satisfied
Very satisfied
Satisfied
Satisfied
Satisfied
Satisfied
Satisfied
Very satisfied
Satisfied
Satisfied
Satisfied
Satisfied
Satisfait
Très satisfait
Satisfait
Très satisfait

13) Overall, how useful was the Pavilion for the work that you do?

Useful
Very useful
Useful
Not useful
Somewhat useful
Very useful
Useful
Useful
Somewhat useful
Very useful
Useful
Useful
Very useful

Somewhat useful

Useful

Useful

Useful

Very useful

Very useful

Useful

Useful

Useful

Utile

Très utile

Utile

Très utile

Appendix J: Qualitative Survey Data

1) What did you like the most about the Canada Pavilion? (max 150 words)
Amazing
The flow and the couches and chairs
Erin Henry
TV with video
Meeting other Canadians
The range of resources, meeting new people, and the comfy couches!
Friendly and helpful staff??
Friendly staff. Bilingual.
Space to hang out and unwind with other Canadian delegates
Meeting other activist and women living with HIV interested in sexual and reproductive rights for women and girls
Attended the CHIWOS session. Was very interesting!
The interactive sessions
The energy and warmth of the hosts, as well as the setup. Thank you for representing so well Canada's efforts in the fight against HIV!
Opportunity
Interactive
IV in aboriginal populations
Na
The space was comfortable; staff were friendly and welcoming; use of multiple media allowed one to engage with information in different formats.
The videos, the opportunity to learn more and a fabulous place to network, even take a breather! Thank you!
,
Welcoming, friendly, informed and resourceful team and pavilion
Test submission. Please ignore.
Les beb
Les presentations.
La convivialité de l'équipe. L'emplacement. L'ouverture sur le monde.
L'accueil, l'imformation et les échanges

2) What do you think would have made the Canada Pavilion better? (max 150 words)
Visually appealing booth
Having give aways would increase participation
No comment
Better organization. More obvious resources. Champion Canadian research in visible ways. Support for Canadian delegates.
More info
Refreshments?
Some form of giveaway to draw and keep people in

M
Nothing
N/A
?
Not sure
L
Perhaps a little too stark, too pared down? Maybe having a few items other than just on tablets would help make zone a bit warmer? But congrats.
More publications
No idea
Na
Can't think of anything else.
Adding a time in the afternoon with a bit of music from the different indigenous cultures. Integrating exhibitions w/global village.
Coffee
Bigger space more resources, take away materials
Test submission. Please ignore.
Je l'aime bien l'espace. C'est bien arrangé pour le réseautage et les petites rencontres.
Rien
Je ne vois rien qui peut être amélioré.
Le rendre plus visible

Appendix K: Staff Log Book Results

<p>July 19</p>
<p>Staff person 1</p> <p><i>Highlight of the day</i> Opening was fantastic! Sharp was great; opened in a good way; lots of energy and attracted a big crowd of Canadians and others!</p> <p><i>Memorable conversation</i> German researcher who wanted to know a lot about Canada's response to HIV in the workplace.</p> <p><i>Any disappointments?</i> No.</p>
<p>Staff person 2</p> <p><i>Highlight of the day</i> Researchers and peer from the AYAZAZI Study shared insightful observations from their work with South African adolescents regarding HIV/STI risk perception and prevention strategies.</p> <p><i>Memorable conversation</i> Speaking with Professor Angela Kaida of SFU who is engaged in knowledge exchange between South African and Canada regarding youth sexual health and prevention education.</p> <p><i>Any disappointments?</i> No.</p>
<p>Staff person</p> <p><i>Highlight of the day</i> The opening with Sharp was moving and I think an important way to start the day.</p> <p><i>Memorable conversation</i> Learning from AYAZAZI team about youth sexual and reproductive health, their concerns, challenges and potential for sharing with other contexts such as Canada</p> <p><i>Any disappointments?</i> No.</p>
<p>July 20</p>
<p>Staff person 1</p> <p><i>Highlight of the day</i></p>

I loved that the space felt comfortable enough for the CHIWOS gang to hang out on the floor, have intimate conversations, etc. It was also great when the Pauktuutit gang got some African women writing their names in Inuktitut and had an opportunity to open the door to talk about HIV and sexual health work in their various home countries.

Memorable conversation

Speaking with folks from Dignitas about their work in PMTCT and nutrition for mothers and children.

Any disappointments?

The CAAN video didn't work out (they were having technical difficulties), which was unfortunate, but not big deal.

Staff person 2

Highlight of the day

Onsite programming fills the space. We are the busiest little booth that doesn't have an espresso machine. The time-lapse video.

Memorable conversation

- 1) Discussion with NGO in Lebanon working with MSM. He also spent 15 minutes using the resource iPad.
- 2) Complaint from a Canadian woman who felt that "CATIE" should provide a "road map" of Canadian activities especially to individuals not associated with organizations; I tried to defend the work.

Any disappointments?

We could have provided a 'drop table' for third-party flyers. But would this go against our 'go-green' goal?

Staff person 3

Highlight of the day

I spoke to a *number* of people from outside of Canada who wanted to know about x, y or z about Canadian work and how Canadian organizations can help them – made a number of connections between Canadians and international people – felt like a great broker!

Volunteers showed up!

On-site programming successfully engaged people in the space!

Memorable conversation

No response.

Any disappointments?

No.

Staff person 4

Highlight of the day

I met the Executive Director of a Ghanaian organization – Youth Alliance for Health and Human Rights that provides support and education/testing for MSM in Ghana. They are also organizing the *first ever* National Day Against Homophobia in Ghana and are primarily volunteer-run.

Memorable conversation

The CHIWOS session at the Canada Pavilion included a candid discussion of criminalization of HIV and how to navigate disclosure. I connected with Prof Kaida and Kalysha Crossen regarding their work on women’s sexual health and the CHIWOS and AYAZAZI research initiatives.

Any disappointments?

Valerie Nicholson was upset that there was no ‘road’ map for Canadian activities at the conference.

July 21

Staff person 1

Highlight of the day

Spending time at the Pavilion with random Canadians popping by to relax and take a break from the conference.

Memorable conversation

Meeting Alex from Hornet in the US – great and interesting connection for gay men’s health stuff in Canada.

Any disappointments?

Not really – a little slow today.

Staff person 2

Highlight of the day

No response.

Memorable conversation

No response

Any disappointments?

There wasn’t much turnout for the onsite sessions today.

Staff person 3

Highlight of the day

Meeting a Philippines activist who is doing education and outreach with youth who are involved in survival sex work. He was interested in print and online resources on sex workers and sexual health.

Memorable conversation

Speaking with Rene Legare from COCQ-Sida about their website/social marketing campaign from Quebec. Great group dialogue on sharing and promoting the campaign in French speaking communities.

Any disappointments?

Fewer people came to the Pavilion today, but it was to be expected, to some extent.

July 22

Staff person 1

Highlight of the day

Christian Hui shared information with CPPN with a great turn-out including Positive Lite, ViiV, CHIWOS, and others; A great networking opportunity for various community actors.

Memorable conversation

Connected with Programming Director for the AIDS 2016 Espace Francophone (exhibit representing France and 36 French-speaking countries) who is interested in collaborating on communications or programming for the Canada Pavilion in 2018.

Any disappointments?

No.

Staff person 2

Highlight of the day

Spent a lot of time with a government worker from the province of KwaZulu-Natal. He was very interested in harm reduction, and safe injection and safer smoking particularly. He engaged with the Insite audio recordings for some time and then we had a long conversation about the drug use challenges in the province, how it compares with Canada, and the value of SIFs, like Insite, as a major public health intervention.

Memorable conversation

See above!

Any disappointments?

No.