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Programming Connection Case Study Package / Trousse d'étude de cas diffusée dans Connectons nos programmes

Materials from: ORCHID

A program of:
Asian Society for the Intervention of AIDS (ASIA)
Suite 225-119 West Pender St.
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This document was assembled and uploaded to the Programming Connection in October, 2010.

For more information on ORCHID, read the Case Study in CATIE's Programming Connection at www2.catie.ca/en/pc.

The Programming Connection is designed to encourage the revitalization of existing programs and the creation of new programs. Should you use any part of these materials, please credit the author/organization as named on this cover sheet.

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La présente documentation a été assemblée et téléchargée dans Connectons nos programmes en octobre, 2010.

Pour plus de renseignements sur ORCHID, veuillez lire l'étude de cas dans Connectons nos programmes de CATIE à : www2.catie.ca/fr/cnp.

L'outil Connectons nos programmes a été conçu pour encourager la revitalisation de programmes existants et la création de nouveaux programmes. Si vous utilisez ces documents en totalité ou en partie, veuillez citer en référence l'auteur ou l'organisme tel qu'il figure dans cette page couverture.

Lessons Learned: The ORCHID Project Experience

Understanding your target population:

Take the time to make connections and understand the complexities and dynamics involved in connecting with your target group.

- Example: When wanting to access Asian indoor sex workers we had to spend a lot of time learning about the location of these venues and brainstorming how best to gain access. It was clear that in order to reach the women we needed to find out who would be our first point of contact. Considering that at the time many owners were men, we decided it was best to approach them directly with written, language specific, materials. With respect for Asian cultural customs we decided to take a box of cookies for the owner and Chinese style purses for the employees. This also provided a way for the women to keep their subsequent harm reduction supplies (condoms, lube etc.). The male owners appreciated that the ORCHID outreach teams could speak to staff about their sexual health needs, as the owner would not approach this topic directly with the women due to cultural norms.

Peer Model:

Will your project benefit from including members of the target population?

Recruiting women from our target population has been the core component of our service delivery. It is important to provide both initial and ongoing training and skills development. You must also be willing to put appropriate supports in place when working with individuals transitioning into peer positions.

- Example: The peers have guided the process of creating cultural and language specific information as they have worked in the context of indoor sex venues. In order to do so, the project coordinator has had to be willing to support the peers through issues of child custody, drug use, housing, schooling, and other life factors.
- Be aware of the challenges that a peer might experience, as they may no longer be an active member of the target population so they might find that their social networks have changed.

Language specific material:

Provide both written and verbal information in a format that can be easily digested by members of your target population. This might involve finding out specific terms or terminology that should or should not be used. If you need to provide services in a language other than English ensure that you have a process to ensure translation continuity.

- How will you be providing the appropriate language capacity? Through volunteers or other community agencies? Ensure that translation costs have been worked into your project budget.
- Ensure that you do “back translation” for all written material. Example: The translation has occurred from English to Mandarin; therefore the back translation is having an outside person translate it back from Mandarin to English to ensure the contents are correct.
- Provide ongoing training support if you will be providing verbal translation as a part of your outreach efforts as it can be difficult to ensure translation continuity.

- Provide your outreach team with translation training and understand the difference between translation and interpretation.

Be willing to adjust project goals and timelines:

The need to be flexible is paramount as it is hard to predict the successes and challenges of outreach, as well as the overall outreach conditions of trying to reach a particular group.

- Example: ORCHID has monthly team meetings where we discuss the current circumstances in outreach and brainstorm alternate approaches when needed, such as meeting women outside of their workplace, adjusting our outreach packages, and further developing our language specific resources to include information outside of sexual health.
- Over the last year ORCHID developed an on-site ESL program to meet the needs of indoor sex workers as a part of our monthly outreach visits.

Don't be afraid to create partnerships with other programs, agencies, or individuals:

It is important to recognize that although there might not be a program like yours, there might be others that can provide additional services to your client population, as well provide valuable input or suggestions regarding your outreach strategies.

- Example: ORCHID's partnership with the BC Centre for Disease Control street nurses benefits the indoor sex workers as the street nurse program can provide health-screening tests. In addition, by working together both programs have a better sense of the realities of indoor sex workers. ORCHID peers and volunteers have been able to provide language services to the street nurse program as needed.

The above are just a few examples of our lessons learned. If you would like further information about the project please contact Soni Thindal via email at orchid@asia.bc.ca or by telephone at 604-727-4737.

10 strategies of engagement with “hard to reach” populations

By Jamie Myrah

Vulnerable. At-risk. Disadvantaged. Disengaged. Marginalized. Multi-barriered. Under-represented. Socially excluded. Regardless of the language we use to describe them, they are the individuals, sub-groups, and sometimes entire populations we strive to target or engage due to the vulnerability and health disparities they face as a result of their unequal access to power, participation, and services in our communities. Sometimes they are close to us, sharing characteristics and experiences that make it easier for us to reach out, relate, and communicate effectively. But at other times they are not. Instead they are the “hard-to-reach” and we are challenged with finding appropriate ways to engage people with whom we don’t share a commonly understood way of looking at and being in the world.

Health promotion is ultimately about people having control over their own health and the power to make healthy choices. Therefore, as people invested in improving the health and well-being of our communities, it is essential that our approaches be culturally relevant and speak to the lived experiences, priorities, and assets of those whose lives we wish to impact. To be successful in this requires substantive community involvement in our planning and decision-making processes. Such participation demands that we engage those who may be hardest for us to reach and to build relationships based on mutual respect, inclusivity, and trust. Here are some things to consider when reaching out:

1. Learn to recognize the many aspects of diversity, including those both visible and invisible.

Be aware of cultural biases, generalizations, and systemic and institutional barriers.

How to create a culturally specific HIV outreach strategy: Take home information

2. Challenge your own assumptions and cultural biases, including about the reasons for and effects of stigma and discrimination.
3. Seek to learn and gain understanding from others – ask questions, elicit input and feedback, listen more and talk less.
4. Take personal responsibility for breaking down barriers. Take action to remove limitations to participation.
5. Create space for difference. Cultivate a culture of open-mindedness where all contributions are valued. Promote opportunities for learning and sharing.
6. Model mutual respect and inclusivity, including the use of bias-free language.
7. Be flexible – diversify approaches, adapt materials, etc. Provide individualized attention and support when necessary.
8. Train staff and volunteers in issues of social equality and cross-cultural communication.
9. Partner with others who are closer to the target group. Remember to recognize potential power imbalances between organizations.
10. Exercise patience, accommodation, sensitivity, and non-judgment.

Engaging those hardest for us to reach is no easy feat, but in the end the process itself can be as rewarding for us personally as it is for our communities as a whole.

ORCHID
Outreach Do's and Don'ts

Make sure that you always mention the following points in your introduction when you first visit a new parlour or meet a new girl, owner or manager:

- 1. Tell the person that the ORCHID Project is a women's health service and provides monthly supplies, HIV/AIDS/ STI information, support in accessing health care and other services**
- 2. Say that all the services are free**
- 3. Say that ORCHID is a fully confidential service**
- 4. Say that ORCHID is NOT connected to police, government or immigration**

Do's

- *Remember that we are offering a service, not imposing our service upon parlours*
- Mention the four important introduction points when visiting a new parlour or meeting a new girl, owner or manager
- Be well informed about the ORCHID Project and how it can benefit the parlour so you can answer questions
- If you encounter questions that you cannot answer refer them to ORCHID staff
- Show the contact person in the parlour that we have supplies, open up your bag and show them the ORCHID supplies bag in a discrete manner. Show the contents of the bag without taking out the condoms if someone is resistant to the ORCHID team
- If you really need to know someone's name (i.e. booking a clinic visit) only ask them for their working name. WE do not need to know their real names!!
- Always wear your t-shirt when doing outreach
- Always be friendly and respectful!!!

Don'ts

- NEVER ask for names of the women who work in the parlours
- Do not mention ASIA or the word AIDS on the first few visits to a new parlour
- Do not mention the word condoms/ lube on the first visit
- Never ask information about clients
- If you see a client going into a parlour (when you arrive at the parlour) Don't Go in right away. (We need to respect their business and clients)
- Never ask a manager if you can talk to the girls (once a rapport is built they will offer you access to the women)
- Don't mention questionnaires or research

ORCHID SCENARIO TRAINING

Below are some common scenarios and questions that you may encounter in outreach.
The following is a guide on how to deal with particular situations.

1. *How do you deal with women saying that we don't need condoms/we don't do full services.*

- You can suggest that the women can use the supplies in their personal lives
- If someone is persistent and they have not accepted any supplies you can say that we are sorry to bother you and we will remove them off the list

(Be sure to let the coordinator know if a parlour wishes to be removed from outreach)

2. *What do you when you an encounter a client inside or outside the parlour?*

- If outside, wait until the client enter or leaves the parlour. (Wait at least 10 mins if someone is entering the parlour)
- If you encounter a client inside the parlour, step aside to a place where you will not have to interact
- Be respectful!! It is very important that we remember this is their business!!

3. *How can I warn the women in the parlour/ parlour owners about the current police raids?*

- Let them know about the other areas that have been affected (Never tell other parlour names)
- Let them know to be careful and alert
- Let them know that if the police comes, they will often come into the parlours with immigration/ city inspectors/ health inspectors as well
- Make sure that they clear out the garbage regularly so there is no evidence on site.

4. *What do I do when someone asks me about the research or questionnaire?*

- Immediately refer them to Soni or Paulien
- You can give them Paulien's or Soni's card
- Explain that you are involved in the service and that Soni and Paulien can explain all about the research

5. *What Do I do when there is a person there that shares too much information?*

- Redirect the conversation to what ORCHID does
- Ask them how they think Orchid could help them
- If the conversation is making you uncomfortable then drop off the condoms and leave, let them know Orchid will be by in a month's time to drop off supplies again

ORCHID, ASIA
Volunteer Training Scenarios

6. ***What do I do if I am standing outside a place and have doubts that it is place that does full service?***
 - Do not go in
 - Report back to the Coordinator

7. ***What do I do when they say they want/need more condoms?***
 - Ask them where they were getting the condoms before ORCHID?
 - (We want to find out if Orchid is there only source of condoms)
 - If you can, ask them why they need more condoms: is it a busy parlour? Are they sharing condoms with another place?
 - If yes, we can deliver two bags and maybe we can add the other place to our outreach list.

8. ***How many times will we visit a parlour before we give up?***
 - We generally go 4-5 times but in depends on the comfort level of the outreach time
 - Specifics from your outreach visit should be recorded in the contact notes
 - Also pay attention to the notes section on the route sheet that will let you know what the last visit was like
 - If you feel uncomfortable at a parlour leave immediately and report back to the Coordinator



The *Outreach and Research in Community Health Initiatives and Development Project*

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orchid@asia.bc.ca www.asia.bc.ca

Dear Owner or Manager,

The Asian Society for the Intervention of AIDS (ASIA) is a non-profit, community-based organization. We are committed to providing culturally appropriate and language specific support, outreach, advocacy, research and education on HIV/AIDS and related issues to Asian communities.

The ORCHID Project is one of ASIA's exciting projects. We have partnered with BC Centre for Disease Control to provide free and confidential health care and health information to Asian women employed at massage parlours, body rubs, and relaxation spas.

We would like to offer your staff:

- Free health care referrals and support.
- Answers to health related questions.
- Free interpretation and/or translation services in Mandarin, Cantonese Vietnamese, Punjabi, Gujarati, Hindi, Filipino (Tagalog), Thai, Japanese and Spanish.
- Free and discrete safe-sex supplies such as condoms, female-condoms, and lubricant.
- Advocacy for immigration, housing and other services.

The ORCHID Project is both a research project and a health service outreach project. In both its research and outreach work, ASIA is committed to protecting your privacy as well as the privacy of your staff. No names or personal information will be required and optional research surveys that are completed will be administered confidentially.

If you have any questions please contact Soni at 604-727-4737 or 604-669-5567.

Sincerely,

Soni Thindal
ORCHID Project Coordinator





**The *Outreach and Research in Community Health
Initiatives and Development Project***

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Outreach Report

Date: _____ **Route:** _____ **Visit Time:** _____ **Members of Outreach:** _____

	Location Abbreviation	How many people meet	How many gir!(s) work	Sent Package Number	What Brochure or Booklet sent (Pick #) 1. Orchid Brochure 2. Legal Right Brochure 3. STI Booklet 4. Other	What question they asked 1. HIV/AIDS or STI 2. Community Resources 3. Health System 4. Referral 5. Other
1						
2						
3						
4						
5						
6						
7						