



*A Sexual Health Clinic
and more for
guys into guys.*

Ottawa Public Health

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Who are we?



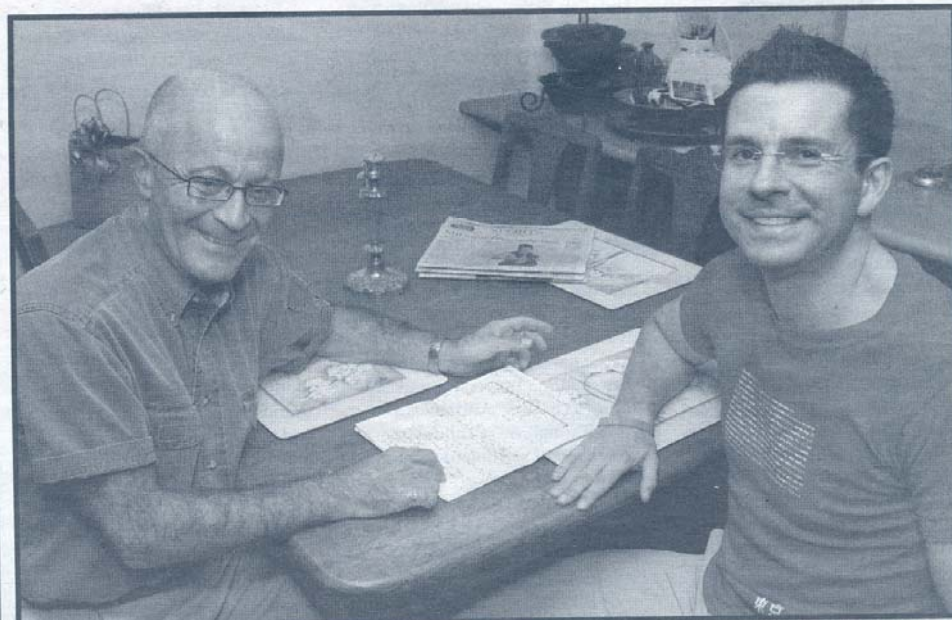
WELCOME TO GAY ZONE



Once upon a time... the GMWI.. 2005

A clinic of our own

Gay men's health needs being surveyed



SHAWN SCALLEN

IN THE GAYBOURHOOD. Barry Deepröse and Kevin Muise, co-chairs of Ottawa's Gay Men's Wellness Initiative, want to find a way to better serve the specific health needs of gay men.

...2007

What are gay men telling us and what should we do about it.

- Barriers to testing
 - Wait times
 - Services not adapted to the needs of the community
 - Feeling of being judged...

Difference and Inequality

- **Diversity** - differences between people along various dimensions, such as race, age, gender, sexual orientation, disability, geographic origin, immigration status, and family status. Often used in context of culture, education, workplaces
- **Natural versus Social Inequalities**
- **Individual versus Group Inequalities**
- **Social inequality** – groups having differential access to the things that matter – systemic and structural

Dimensions of health equity

- Inequity of access
- Inequity of opportunity
- Inequity in outcomes

(People, Places, Processes, VicHealth, Australia)

Not all inequalities are avoidable, but changing systems and structures can help us reduce those that are.

- **Sociocultural domain was identified as a priority for learning** to understand the needs of diverse groups and implement socially and culturally appropriate programs and services.

When Opportunity knocks

Local Community Health Centre opens it's doors

Starting from scratch

- On-going discussions on common goals and objectives
- No new resources available
- Partnership for resources
- Project Charter – letter of agreement

Who are the partners



Centretown Community Health Centre
Centre de santé communautaire du Centre-ville



Ottawa Gay Men's Wellness Initiative
Initiative pour le mieux-être des hommes gais d'Ottawa

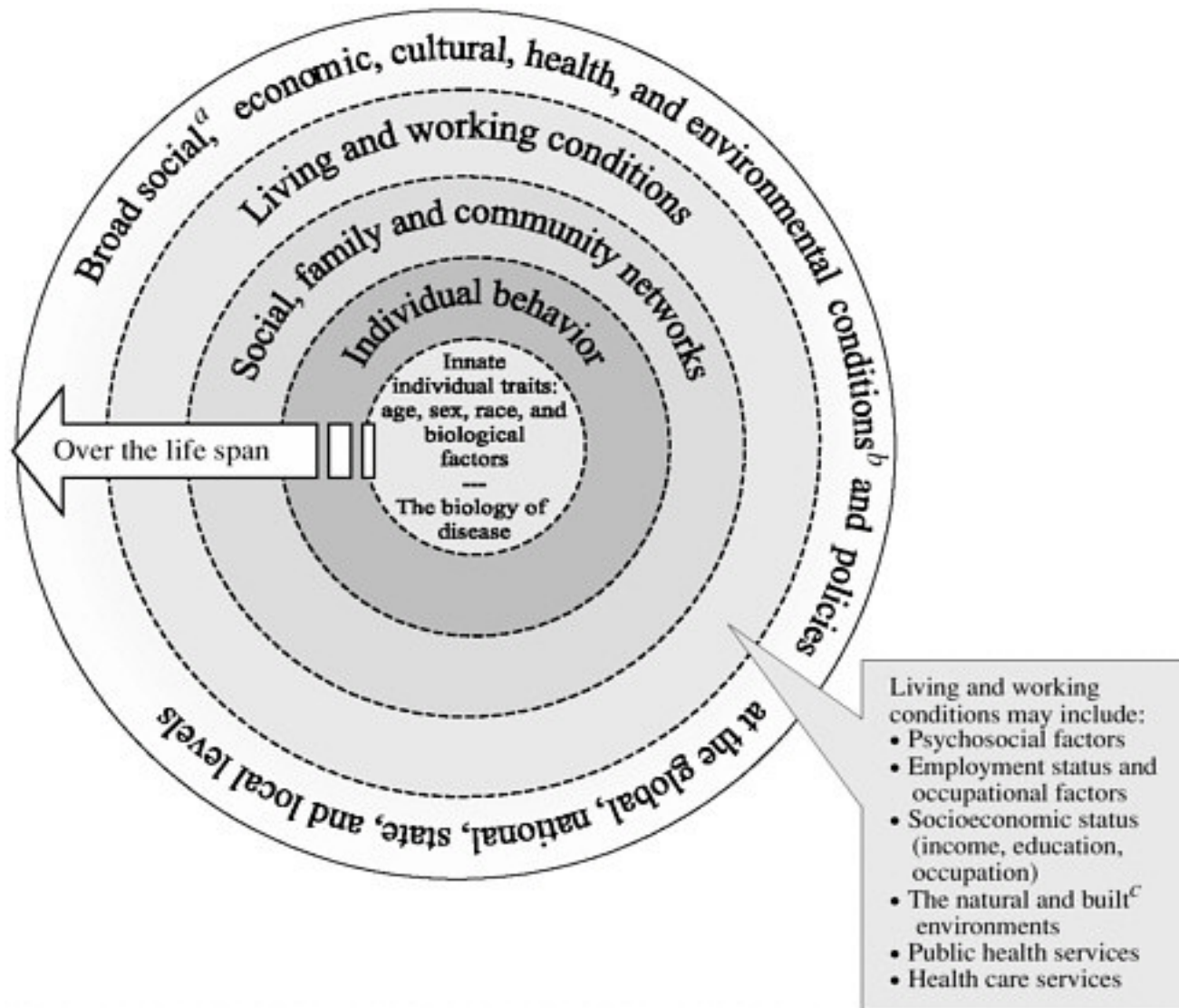


Health Equity Framework

- “The absence of unfair and avoidable or remediable differences in health among population groups defined socially, economically, demographically or geographically.” (WHO Department of Ethics, Poverty, Trade and Human Rights)
- More than accommodating diversity and difference

What is Health?

- A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. (WHO, 1948)
- Created and lived by people within the settings of their everyday life; where they “live, work, play and love” (Ottawa Charter for Health Promotion, 1986)



A guide to thinking about the determinants of population health
http://www.nap.edu/openbook.php?record_id=10542&page=6

FRAMEWORK FOR SUCCESS

Vision

- We envision a vibrant community of self-affirming gay men of all ages caring for themselves, caring for each other, and living integrated and abundant lives of complete equality.

Mission

- Recognizing that gay men (men who are connected in some way with gay male communities and/or with a gay male identity) constitute a population that experiences significant disparities in their health and wellness, it is the mission of Gay Zone Gaie to reduce the transmission of STIs among gay men by providing culturally-appropriate screening and treatment of STIs, anonymous testing for HIV, and complementary programming to enhance their wellness and build community.

Values

- As gay men, we have the right to health and well-being. Our health and wellness have physical, mental, spiritual, sexual, and social aspects and include community building and working for social justice.

Core values guide our decisions

- Gay Sex Positive
- Assets-Based Approach
- Diversity
- Hassle Free Service Delivery
- Community Building
- Participation
- Holistic

Need to start on the right foot

- Planning how we do business
- What do we offer
- To whom

Cultural Competence Framework

A set of congruent behaviours, attitudes and policies that come together as a system, agency or among professionals and enable that system, agency or those professionals to work effectively in cross-cultural situations.

Cross TL, Bazron BJ, Dennis KW, Isaacs MR

Intercultural work

Definition

Culture:

....culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of a social group. It encompasses art and literature, lifestyles, language, ways of living together, value systems, traditions and beliefs.

UNESCO

Health Promotion

The process of enabling people to increase control over the determinants of health, and thereby improve their health.

(Regional framework for health promotion,
WHO 2002)

Health Promotion Approach

Features

- Holistic
- Participatory
- Focus on the determinants of health
- Building strengths and assets
- Multiple, complementary strategies

(From HP 101)

Health Promotion Approach

Values

- Empowerment
- Social justice and equity
- Inclusion
- Respect

(From HP 101)

GAY ZONE GAIE - Logic Model

| | Sexual Health Screening and Treatment | Health Promotion and Wellness Programming | System Navigation | Community Development (dependent on resources) |
|---------------------|--|--|---|--|
| Activities | <ul style="list-style-type: none"> • Anonymous testing for HIV • Screening and treatment of STIs • Monitor and provide necessary follow-up and case management • Support/carry out contact tracing | <ul style="list-style-type: none"> • Provide individual health information, advice and education on priority topics • Offer group education and workshops on priority topics • Offer support groups | <ul style="list-style-type: none"> • Refer people to services and supports as appropriate • Support people to access necessary services as required | <ul style="list-style-type: none"> • Engage and provide support to volunteers with the service • Reach out and identify people seeking enhanced connection to peers and establish linkages where possible • Identify common needs/interests with the intent to respond as capacity allows |
| Short-term Outcomes | <ul style="list-style-type: none"> • Increased access to culturally appropriate screening, treatment and follow-up support | <ul style="list-style-type: none"> • Increased access to education and support to enhance wellness • Increased peer support and social connections | <ul style="list-style-type: none"> • Increased access to services and supports | <ul style="list-style-type: none"> • Increased engagement of community members in addressing common interests/needs • Increased connection amongst peers |
| Long-term Outcomes | <ul style="list-style-type: none"> • Continued health and wellness of men who are connected in some way with gay male communities and/or a gay male identity • Increased satisfaction with health care services and associated supports in the community | | | |

Gay Zone

- Sexual Health Satellite Clinic & More for Guys into Guys
- Health Promotion Program for gay men and youth... and much, much more..

Where is Gay zone and why is it there?

- Located downtown in what is currently being branded as the Village
- Centretown Community Health Centre
 - Clinical space
 - Access to community rooms
 - Strong commitment to work with GLBT Community
 - Key partner

How does it work?



What services we offer and who we offer it to

- Youth programming
 - Shag
 - Game night...
- Adult Programming
 - Yoga
 - Book club
 - Movie night
 - Workshops – anal health, Charles Glickman, Dr. Trottier....

Clinical Services

- Refining the way we do business
 - Testing protocols and intake forms review
 - Staff Selection
 - Streamlining
 - HIV anonymous testing
 - Quick referrals

Peer volunteers

- Need for peer volunteers
- Role of Volunteers
- Steering committee
- New side-car approach



Advertizing and Promotion

- Cost sharing
- Fundraising
- To whom, the message, where
- Meeting the men where they are

DROP YOUR PANTS FOR US

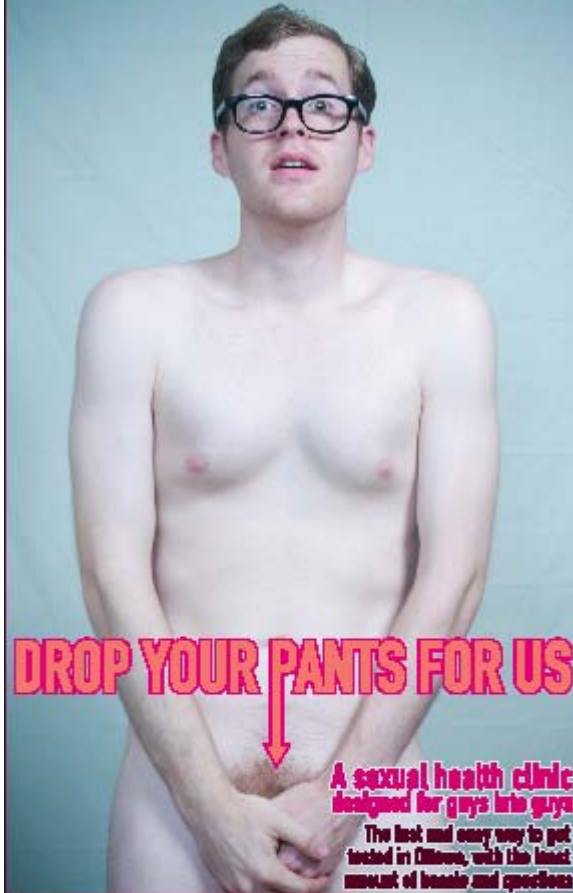


gayzonegaie.ca

Easy Thursday night from 5-9pm
420 Cooper Street, Ottawa
613.563.2437
@gayzonegaie

ZONE gaie

A sexual health clinic designed for guys into guys



DROP YOUR PANTS FOR US

gayzonegaie.ca

A sexual health clinic designed for guys into guys

The best and easy way to get tested in Ottawa, with the least amount of hassle and questions

gay ZONE gaie gayzonegaie.ca

Thursday nights • 5-9pm • 420 Cooper • 613.563.2437 (weekend, health info line)


In SPOT Ottawa



YOU'RE TOO HOT to be out of action!

In SPOT

Happy Pride from MLO 2009 & IML 2009 Runner-up
Brendan McGovern and Gay Zone Gaie



gay ZONE gaie



DROP YOUR CHAPS FOR US

gay ZONE gaie

**READY TO WEAR
PRIT A PORTER**

gay ZONE gaie

gayzonegaie.ca

Walking the fine line

- Working with Public Health
- Conciliation (or reconciliation?)
- Reviewing the way we do business
- Agreeing
- Negotiations
- Staffing

Challenges

- Mission creep
- Gayness – a barrier or affirmation
- Wellness programming
- Resources for publicity
- Culture clash
- Increasing numbers

SO WHAT'S THE BIG DEAL?



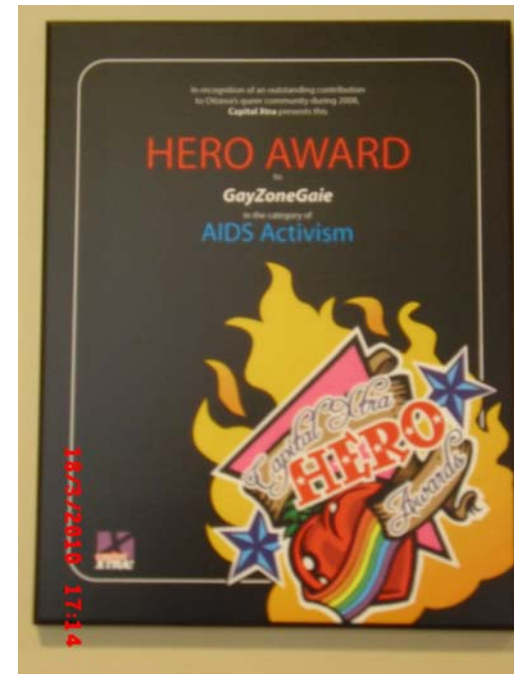
Evaluation

- Process evaluation
- Client feedback
- Epi-data
- Attendance

Community ownership



- *Community ownership*
 - *M. Leather*
 - *ToToToo Theatre*
 - *Yoga fundraiser*
- *Community Recognition*
- *Increasing attendance*



Words of wisdom for those seeking enlightenment



Working with diverse groups – service providers

- Have a honest look at your own values and assumptions regarding the groups you will be working with;
- Understand your role for the audience you are targeting;
- Ensure that you have good knowledge of the culture and needs of the group you want to reach
- Identify appropriate marketing strategies in reaching your target audience.
- Remember that marketing strategies that are effective for the majority of the population are NOT always the best way to reach diverse groups.

A recipe for success

- Cultural competency
- Community advisory committee
- Flexibility
- Evidence based
- Accountability

- Trust that all partners have the goal
- Sex Positivity
- Addressing the determinants of health
- Peer Involvement

Organizational requirements and policy

- Involve members of the population you are targeting in the planning of targeted services;
- Consider developing partnerships with organizations who are knowledgeable of your target audience;
- Allow appropriate planning and marketing time;
- Plan for adequate funding;
- Be a champion within your own organization in providing information on appropriate goals, objectives of these initiatives; help develop organizational culture.

Where we can take action

The “Stream”

Change structures, policies and institutional practices that maintain inequities

Change policies/systems and programs to provide community conditions that support health and well being

Change individual behaviors/treat problems resulting from stress and poor health



Celebrating our successes



Fundamental Principles of Community Development

- social justice
- self-determination
- working and learning together
- sustainable communities
- participation
- reflective practice

Thank You!

www.Gayzonegaie.ca

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