

Taking Sexual Health Out of the Closet and Into the Community

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Why Gay Men's Health in the Community?

Rising HIV and STD rates among gay men in San Francisco in late 90's

Need for, and direction to produce innovative health programs and services

No services specifically for gay men in SF

Public/Private Collaboration

- Original funding from Bristol-Myers Squibb Virology & Mayor Brown's Office
 - Gay men's health summit in SF identifies need for gay men's specific services
 - HIV CPG (HPPC) prioritizes gay men for funding
 - UCSF Stonewall Project proposal for gay men's health center in the Castro selected in RFP
 - Community Advisory Board created - *Castroguys*
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The Planning Process: Key Questions

- 1) Encourage people to hang out?
- 2) Sexual explicitness: What to show, and how much?

Generating Interest

- “We Need It Bad”
- Informational web page
- Informational postcards and posters
- *Castroguys* tee shirts

On Street Surveys

- 200 surveys in front of proposed location
- Gain basic understanding of community needs and perceptions
- Recruit participants for “Idea Chats”
- Build credibility for project as a truly community-based initiative

Idea Chats

- 4 groups; 10 participants in each; 90 minute sessions
- One group of community leaders
- Three community member groups:
HIV+ men; HIV- men; mixed serostatus
- Storyboard design

Development of Core Values

As gay men, we have the right to health and well-being. Our health and well-being have physical, mental, spiritual, and social aspects. Our vision of gay men's health includes community building and working for social justice. A set of core values guide our decisions. These are:

Self Determination
Access
Sexual Expression
Diversity
Leadership

The Final Product: Magnet

- Storefront location in the heart of the Castro District of San Francisco
- Services for both individual health and community health
- Website (magnetsf.org) that reflects the community and serves as resource





Individual Health Services

- Testing/treatment for Syphilis, Chlamydia, gonorrhea
- Confidential HIV antibody testing & RNA testing
- Hepatitis A & B vaccinations and Flu Shots
- Substance Use & Mental Health Counseling
- Acupuncture, Massage, Hypnotherapy, Nutrition Counseling

All Free of Charge!!!

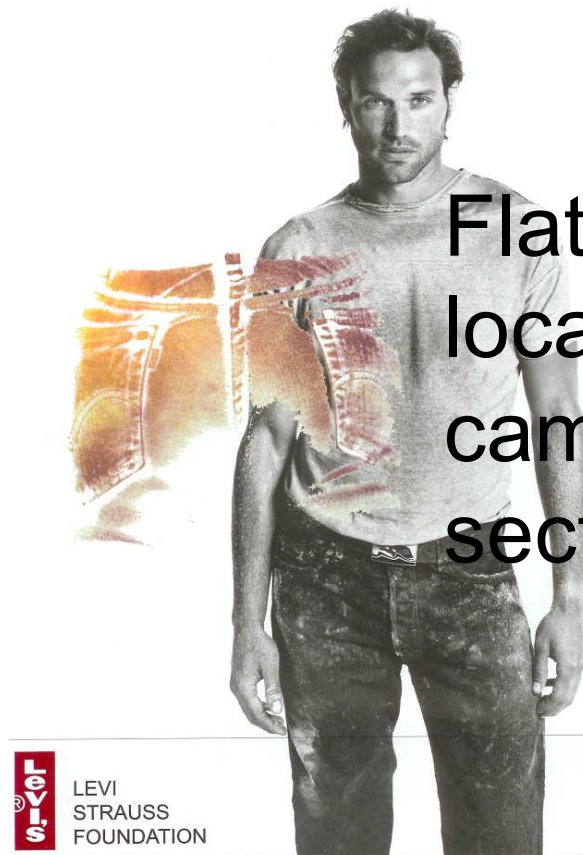
Community Building Activities

- Free internet access
 - Town Hall Forums
 - Book Readings
 - Open Mics
 - Exhibits of Local Gay Artists
 - Monthly Gay/Bi Black Men's Social & Potluck
 - Other Events: EasyBake Oven Bake-Offs,
Open Up HIV Prevention Poster Contest
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Look Familiar?



Flattery...or cooptation of
local public health
campaigns for private
sector gain

Levi's
LEVI
STRAUSS
FOUNDATION

Lessons Learned

- High demand for neighborhood services
- Provision of services by community members and customer service model increases utilization, rate of return for treatment, and referrals to others: >4,000 men/year seen
- Training and utilization of community volunteers for service provision creates community ownership and builds capacity

Considerations for Replication

- The “model” is not the store front location but rather the planning process
- Expense associated with provision of services in expensive communities
- Include a Volunteer Coordinator in your organizational planning and implementation.
- Be prepared for success and a sense of being overwhelmed!!!

Keeping with your community

2007 Evaluation Initiatives:

- Online survey to seek input into future programs and services
- Volunteer program evaluation

Acknowledgements

- Gay men in San Francisco who continue to demonstrate our concern for ourselves and our communities
- The volunteers of Magnet
- The San Francisco AIDS Foundation – Magnet's parent as of July 2007
- Brandism