



**WORLD HEALTH  
ORGANIZATION**  
DEPARTMENT OF  
HIV/AIDS

# **PROGRAMME MANAGEMENT WORKSHOP**

## **Managing outreach programmes among injecting drug users**

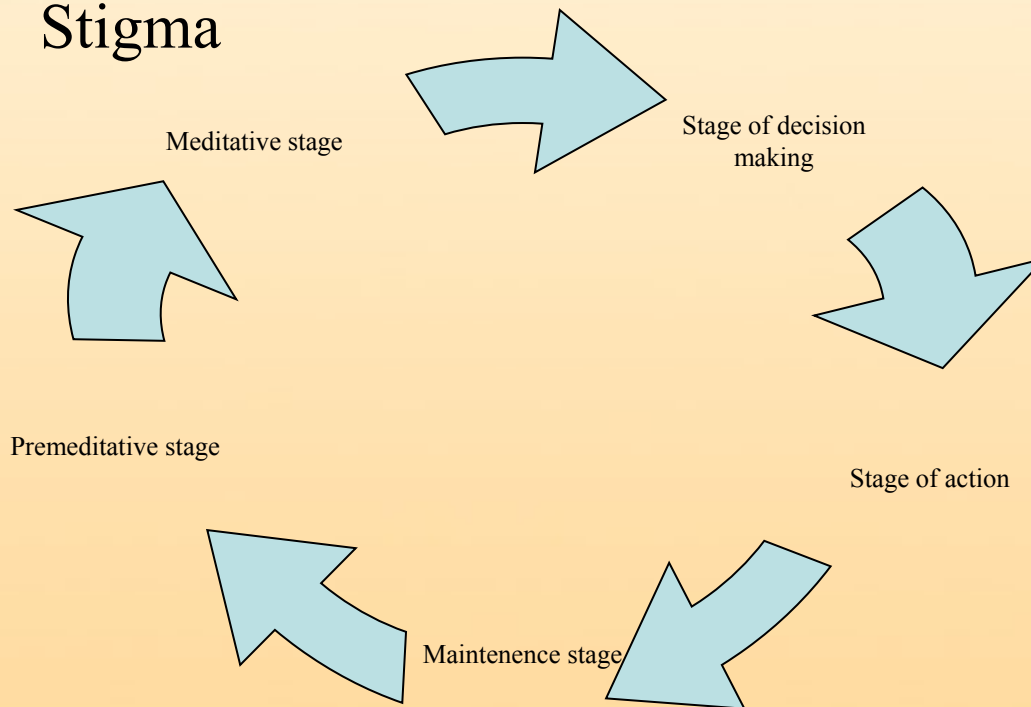
**Slides and teaching notes: Training guide for HIV  
prevention outreach among injecting drug users**

# Role of outreach

- ▶ **Outreach is an effective strategy to reach, engage, and enable IDUs to reduce HIV risks**

# Who is the hidden population?

1. Awareness stages
2. Other comorbid problem
3. Stigma



# Planning outreach programmes:

- ▶ **Aims and objectives**
- ▶ **Target group and area**
- ▶ **Assessment of the injecting drug use**
- ▶ **Human and financial resources**
- ▶ **Addressing important organizations**

# Peer education

- ▶ **"A set of specific education strategies devised and implemented by members of a subculture, community or group of people for their peers, where the desired outcome is that peer support and the culture of the target group is utilized to effect and sustain change in behaviour"**

# Community-based peer outreach is most widely used and is also very effective

## ...why?

- ▶ **Least costly**
- ▶ **Contributes greatly to preventing HIV infections in IDUs and their sexual partners**
- ▶ **A major component of a comprehensive strategy**

# Making contact: Decide

- ▶ Where to **hang around**
- ▶ When to **visit** a place
- ▶ When to **start** a conversation
- ▶ Who to **contact first**
- ▶ Whether to be **direct or indirect**
- ▶ What can be **offered**
- ▶ When to **stop**

# Their space, their rules

- ▶ **Dress appropriately**
- ▶ **Speak appropriately**
- ▶ **Don't threaten**
- ▶ **Obey rules**



# Ways of making contact

- ▶ **Introduce yourself**
- ▶ **Be introduced by others**
- ▶ **Indirect: casual chat**
- ▶ **Direct: Introduce yourself and your programme**

# Gain trust by...

- ▶ Showing that **you are „non judgmental and understanding**
- ▶ Always being **honest**
- ▶ Becoming **familiar**

# Methods and materials

- ▶ **Giving out condoms/syringes**
- ▶ **Collecting information:**  
Completing a questionnaire
- ▶ **Providing information:** Giving out leaflets, newsletters
- ▶ **Organizing activities**

# Aims of outreach counselling

- ▶ **HIV/AIDS and other diseases spread prevention**
  - ▶ Provide accurate **information** about HIV/AIDS
  - ▶ HIV/AIDS testing
- ▶ Personal **risk assessment**
- ▶ Risk reduction **counselling**
- ▶ **Motivation** to reduce risks
- ▶ Referring to other relevant **services like treatment programs**

# One-to-one education can be...

- ▶ **a part of outreach counselling**
- ▶ **provided in prisons,**
- ▶ **treatment centres, hospitals**
- ▶ **also pre- and post-test counselling**

# Group education is useful in...

- ▶ **Outreach to groups**
- ▶ **Training in peer education, support, leadership**
- ▶ **Events-based/targeted activities**

# Slogans and sayings are useful for...

- ▶ **Constant repetition of the same message e.g.**
  - \* **New fit for every hit**
  - \* **Different spots=no tracks**
  - \* **Friends do not share**
- ▶ **Specific focus: spoons week**
- ▶ **Convert slogans into longer talks**

# Leaflets and booklets:

- ▶ **Explain/advertise outreach programme**
- ▶ **Concise information on specific subject**
- ▶ **Helps in making contact and starting conversations**
- ▶ **Easy to read with illustrations**
- ▶ **But does not replace human contact**



# Newsletters and magazines:

- ▶ **Circular:** contact IDUs to contribute, produce, distribute
- ▶ **“Voice”** for drug users
- ▶ Regular **updates**
- ▶ **Expensive** in time, money, man power
- ▶ May be **controversial** if “voice”

# Hire ex-drug users?

## If 'Yes'...why?

- ▶ Stability, continuity, role models
- ▶ Draw from experiences, contacts

## If 'No'...why?

- ▶ Knowledge may be out of date
- ▶ Judgmental attitude, Relapse

# Hire mixed teams?

## If 'Yes'...why?

- ▶ Advantages e.g. sharing ideas, increasing mutual respect
- ▶ Division of tasks

## If 'No'...why?

- ▶ Conflict?

# Recruiting outreach workers

- ▶ **Discuss and decide selection criteria**
- ▶ **Find potential candidates**
- ▶ **Devise a selection process**
- ▶ **Draw contract/work agreement**
- ▶ **Set up a training plan**

# Training should provide...

- ▶ **Understanding of programme aims**
- ▶ **Knowledge and skills needed for outreach work**
- ▶ **Understanding of legal, cultural and ethical issues**
- ▶ **Clarification of expectations and boundaries**

# WHO Outreach training is to...

## ▶ **Gain knowledge:**

- ▶ **HIV/AIDS, drug injecting risks, outreach techniques**

## ▶ **Acquire skills:**

- ▶ **Making contact,**
- ▶ **Starting conversations,**
- ▶ **Counselling, education**

# Facilitating management:

- ▶ **Define areas/working hours**
- ▶ **List specific tasks/steps**
- ▶ **Set times for supervision, team meetings, intervision, training**
- ▶ **Decide on work agreements/contracts**
- ▶ **Clarify policies/procedures/ rules**

# Procedures and rules

- ▶ **Basic practice**
- ▶ **Unacceptable behaviour**
- ▶ **Security and safety**
- ▶ **Discipline and dismissal**
- ▶ **Other: overdose, forms, meetings**
- ▶ **Balance needed**



# Unacceptable behaviour

- ▶ **Selling/dealing drugs**
- ▶ **Selling project materials** e.g. needle, syringe, condom
- ▶ **Using drugs** (in case of active drug user peer educators) **during outreach**
- ▶ **Theft**
- ▶ **Violence, sexual manipulation**
- ▶ **Pretending to work**
- ▶ **Not completing forms, attending supervision, etc.**

# Safety procedures and rules

- ▶ **Stay safe: work in pairs?**
- ▶ **Do not handle used needles and syringes without gloves**
- ▶ **Know methods of dealing with aggressive and violent clients**
- ▶ **Carry identity cards**
- ▶ **Know what to do if arrested**

# Final statement

MUDr Prof Michael Gossop

*“The urgent need to respond to the threat of HIV and AIDS has radically altered the drugs agenda. The rhetoric of United States and some other countries may continue to promote the discredited ideals of the “war against drugs” and “zero tolerance”, but living with drugs has now become an imperative.”*