

Canadian AIDS

Society

Workplan

2014-15

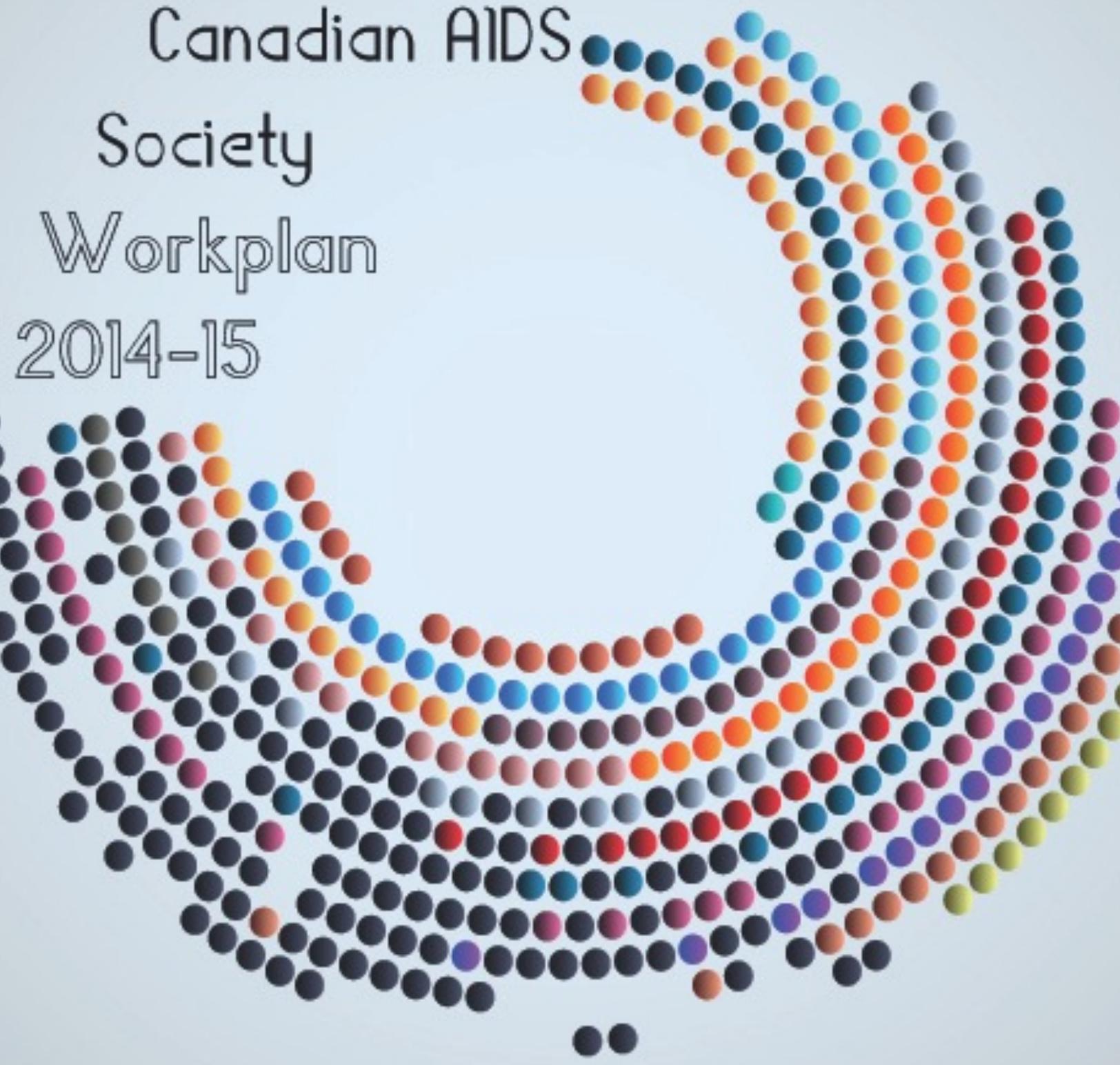


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Message from the CEO

Dear Members,

Already this year we have had to address issues with the Public Health Agency of Canada (PHAC) over the release of funding. In May of 2014 we began hearing reports of organizations suffering financial hardship due to the delay in release of funds from PHAC. And we were swift to act. As reported to our membership during that time, CAS met with and spoke to various levels of government, right up to the office of the Minister of Health.

Our action, and the resulting response from PHAC was evidence that the relationships that we have been building, and the reputation we have as community leaders is one of respect and collaboration. This is the voice that you have at the national level. Our needs were communicated and action was taken. Your voices, heard every day throughout the year, guide our work, and it is our sincere hope that our work helps guide your efforts.

We have a lot of work to do over the coming year. Advocacy and government relations is only a part of it. I am blessed and supported by an incredible team at the Canadian AIDS Society - made up of volunteers, members and paid staff - working to address issues that effect our communities; and being lead by a dedicated board whose passion drives CAS to do more and to remain vigilant to the needs of you, our community. Together we are a force to be reckoned with, together we represent the movement and people living with HIV/AIDS.

The coming year is filled with a lot of exciting projects - from our presence at World Pride, to further engagement with the world in Melbourne, CAS is bringing its message, our message, to a larger stage than ever before.

Working with you in the virtual world, and the real world, your presence will be felt here in Canada and on-line, where we are working everyday to bring together a community - a community that you are an essential part of.

And this year, we have the exciting work of setting our strategic direction for the coming years. This is an important time for CAS, and the changing environment in which our response is grounded means that we have to listen and be guided by your voices now.

We are the voice of the community-based AIDS movement in Canada and our voice will be heard. It brings a message of hope - that an end is near, and of concern - that support is needed now, and of collaboration - that we can work together to stop the impact of HIV in our communities.

What follows is our plan, these are the lynchpins of our response. Between and among these funded programs we sit on committees, participate in research, and build partnerships that help to strengthen this work. This is your opportunity, so come join us, we've got work to do!

Sincerely,

A handwritten signature in black ink that reads "Monique Doolittle-Romas". The signature is written in a cursive, flowing style.

Monique Doolittle-Romas

Advocacy and Government Relations

We have only just begun to address the challenges of integrated funding. PHAC has made it clear that there will be changes and that they will be in place by April 01, 2017. This means that we have our work cut out for us.

Our new priority is ensuring that the process developed to “reduce the number of contribution agreements it (PHAC) manages, while continuing to ensure that the overall funding for community work remains the same” is transparent, accountable to the community and involved meaningful consultation with stakeholders, including the voices of those most impacted, people living with HIV/AIDS and our membership.

To accomplish this we have ongoing meetings with senior management at PHAC and with the office of the Minister of Health. An invitation has gone out to the Minister of Health to attend our World AIDS Day event and to speak to our guests there. There are plans to engage with Members of Parliament around World AIDS Day, with the Red Ribbon on The Hill Event. It is through simple meetings like this that we are able to share our concerns and count our supporters.

Governance

The Board of Directors meet monthly to oversee the direction of the agency and to give direction to the Chief Executive Officer. With only two face to face meetings, there is a lot of work carried out in the interim via email and teleconference.

This year the Board of Directors have begun the process of strategic planning, a process that they are bringing to the Forum and Annual Meeting for further consultation. This is an important time, not just for CAS, but for the movement, as we need to provide leadership and direction during the planning of a new service model from PHAC.

People Living with HIV/AIDS Forum and Annual Meeting

The 2014 People Living with HIV/AIDS Forum and Annual Meeting will be held in Ottawa in June of 2014. This annual gathering brings together people living with HIV/AIDS from across Canada to participate in workshops, trainings and governance of the Canadian AIDS Society.

This event is unique in Canada, as a gathering strictly for people living with HIV/AIDS. It would not be possible without the support of the Public Health Agency of Canada and a generous scholarship program coordinated by the CEO through the following donors: BMS, ViiV Shire, Abbvie, Gilead, Janssen and Merck. As a capacity building event, the Forum will include workshops on HIV Trials research, focussing on The Cure, and Housing Research with Positive Spaces, Healthy Places.

The Annual Meeting is held immediately following the Forum and featured an opportunity for CAS' membership to meet and set priorities for the agency for the coming year.

This is also the time for the membership to acknowledge the leadership of individuals working in the HIV/AIDS movement with the CAS Individual Leadership Award. The 2014 Award will be presented at the Forum and Annual Meeting Dinner.

Membership Engagement

CAS has been present at regional meetings across Canada in 2013 and we plan to continue this work in 2014. In addition to being present at regional meetings, CAS will continue to have region-specific conference calls for its members to discuss concerns and issues alive in your regions.

From time to time, CAS will also host national calls, allowing for our membership to connect on common issues, and hear from leaders in the HIV/AIDS movement about topics that effect us all - including the development of an new funding model.

HIV Awareness including World AIDS Day

Working on a 3-year cycle, we have recruited a national advisory committee for our year-round awareness and social media work.

Building on research and findings about social marketing to vulnerable populations, we will develop and deliver a national awareness campaign that focusses on asking vulnerable populations to re-examine their perception of risk, with a message to know your status.

The poster campaign will be accompanied by a social media campaign, designed to raise awareness and reduce stigma and discrimination.

World AIDS Day Gala and Parliamentary Event

Rouge, our World AIDS Day Gala, will be held on December 01, 2014 at the Ottawa Marriott Hotel.

This premiere event brings together activists, business people, politicians, and others as supporters of the movement in Canada. With over 250 in attendance, this event is not only a fundraiser, it is an awareness raiser. As always, it is also our opportunity to honour the recipient of our Corporate Leadership Award.

We will also be inviting Members of Parliament and Senators to join us on The Hill to mark World AIDS Day and show their support by wearing a red ribbon pin.

The AIDS Memorial Quilt

As stewards of the Names Project, we are seeking to reunite all of the Canadian panels to allow us to repair and photograph the collection for the development of a new web site.

Efforts are also under way to see a portion of The Quilt go on loan to Canada's new Human Rights Museum.

AIDS 2014: The Canada Booth

Once again, CAS has been successful in securing an agreement for The Canada Booth at AIDS 2014.

This year, Melbourne, Australia is playing host to the International AIDS Conference and Canada will be there to share news and resources about Canada's response to HIV/AIDS, hepatitis C and other blood borne and sexually transmitted infections.

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The Canada Booth will feature presentations by Canada's leaders in the response to HIV/AIDS - both nationally and internationally. Visitors will be given a gift of a USB Drive filled with resources from the community-based response, research findings and other useful documents.

World Pride 2014

Once again, CAS is lucky to have the support of Janssen to participate in World Pride which will be held in Toronto in June of 2014. Our booth this year will focus on mental wellness and HIV/AIDS, to promote our latest resource for People Living with HIV/AIDS: *Talking About: Depression, Anxiety and HIV/AIDS*.

Visitors to our booth will be offered a gift in exchanged for their time in taking a selfie with their #HIVAIDSselfiepromise to do something about mental wellness and HIV/AIDS.

In addition to visiting World Pride, our booth and resources will be featured at Vancouver Pride, Ottawa Pride and Montreal Pride.

An accompanying website will feature a game and links to relevant resources.

Scotiabank AIDS Walk for Life

The 18th annual national Scotiabank AIDS Walk for Life week will be September 13 to 21, 2014.

Once again we are working with a team from TBWA\Toronto which is an international marketing firm that works with such brands as Nissan, Apple and Gatorade. They are developing a public service announcement, print ads, and a short on-line film to promote the event.

We were also proud to count Gilead, Santa Margarita Pinot Grigio, and BMS among our national partners for the Walk.

Talking About: Depression, Anxiety and HIV/AIDS

A new resource and a new series from CAS for people living with HIV/AIDS. This document looks at the issues related to living with HIV/AIDS and a diagnosis of depression or anxiety. In addition to examining treatment issues and concerns, the resource looks at the psychosocial impact of these illnesses and gives examples of coping strategies.

This is the first in a series of resources developed by industry professionals, under the guidance of an advisory committee of people living with HIV/AIDS. The group works together to address concerns of people living with HIV/AIDS related to the topic of interest, and to ensure that the resource is user-friendly and readable.

Trans* People Resources

Continuing our work on HIV/AIDS and trans* people, and working with an expanded advisory committee, we have begun to identify and develop resources for AIDS Service Organizations. Working from a three-year plan, we will develop fact sheets, a facilitators guide, model policies, posters, and presentation templates, brought together in a toolkit for AIDS Service Organizations.

HIV and Women - Economic Impact and Prevention Tools

With the support of Gilead CAS will be developing a report on the economic impact of HIV, and developing a prevention toolkit for women and girls. These resources will be developed with the direction of an advisory committee, by our program consultant working in this area.

In addition to these important resources, CAS will continue its work with the Gathering of Spirits Collective to promote *The National Consensus Statement on Women, Trans People and Girls and HIV Research*.

Medical Marijuana

CAS will continue to reflect on the impacts of the new Marijuana for Medical Purposes Regulations and to work to ensure access for people living with HIV/AIDS.

Our participation in The Canary Study - a longitudinal study on the impact of these regulations - is ongoing.

We will continue to develop resources and community summaries of emerging findings from the research community.

Capacity Building Opportunities

CAS has been funded by PHAC to work with our members and partners to develop capacity building opportunities for people living with HIV/AIDS and for people working in the HIV/AIDS community.

During the year we will provide opportunities for capacity building through webinars and through our annual People Living With HIV/AIDS Forum.

This project will be guided by an advisory committee who will help determine topics and build partnerships with other organizations.

Digital Repository Project: SAGE

The digital repository will be launched at that CAS Annual Meeting in 2014. CAS encourages all members and individuals to register for this excellent resource - a digital repository of resource documents from across the HIV/AIDS sector.

We need you to help populate and use this resource, so check it out at: www.sage.ca

Charity Golf Tournament

CAS is once again lucky to benefit from a third party fundraiser, put on in Gatineau Quebec at Hautes Plaines Golf Club. Every year local hotels come together to host this annual event, that has become an important opportunity for CAS to raise awareness and strengthen partnerships with local community partners.