

TITLE OF PROPOSAL:

Conociendo el SIDA (Understanding AIDS):
A Public Education Campaign Targeting Hispanic Adults

SUBMITTING ORGANIZATION:

The Self Reliance Foundation

NAME/ADDRESS/PHONE/E-MAIL of CONTACT PERSONS:

Ellen Alderton, Executive Producer
Self Reliance Foundation
529 14th Street, N.W., Suite 740
Washington, D.C. 20045
Tel. (202)661-8055
E-mail: ellen@hrn.org

BRIEF SUMMARY OF PROJECT (250 – 400 words):

Although Hispanics make up 13 percent of the population, they account for 20 percent of current HIV infections. Hispanics are the least likely of all ethnicities to use public libraries, thus heightening the importance of finding alternative means of communication to inform this large population. At the same time, Hispanics are more likely than any other U.S. ethnic group to listen to radio. The Self Reliance Foundation's (SRF) *Conociendo el SIDA* (Understanding AIDS) multimedia campaign will provide Spanish-language, culturally appropriate information on HIV/AIDS epidemiology, prevention, and treatment to adult Hispanic audiences. SRF will produce 14, one-minute informational radio capsules on HIV/AIDS, to be syndicated on Hispanic Radio Network (HRN), the largest informational and educational Spanish-language radio network in the country. In addition, SRF will produce two newspaper columns on HIV/AIDS, to be distributed throughout a national network of 91 Spanish-language newspapers. In developing these materials, SRF will partner with Planned Parenthood of Metropolitan Washington and the Whitman Walker Clinic, organizations with long histories of promoting HIV/AIDS education and prevention. All radio capsules and columns will encourage audiences to contact the SRF national toll-free information and referral helpline; this service utilizes a custom-developed database of 5,700 pre-screened community organizations across the country providing culturally competent HIV/AIDS services. In preparation for the *Conociendo el SIDA* campaign, this database will be updated to ensure that all information on local community organizations is current so that callers may be directed to an area service provider that can meet their specific needs.

Conociendo el SIDA (Understanding AIDS)

Contents

Statement of Work.....	3
Project Objective and Goals.....	3
Background Information.....	3
Description of Target Group.....	4
Approach and Methodology.....	5
Evaluation.....	7
Services Matrix.....	9
Target Communities Matrix.....	10
Partners Matrix.....	10
Project Schedule and Work Plan.....	11
Activity Charts.....	12
Personnel.....	15
Facilities.....	17
Qualifications of Quoter.....	18
Assurances of Most Favorable Pricing.....	22
Sources.....	23
Cost Breakdown.....	24
Appendix	
Resumes of Key Personnel	
Letters of Commitment from Partners	
Sample Radio Capsules with Scripts	
Sample Newspaper Columns	
Helpline Brochure	
Hispanic Radio Network Services and Audiences	

Statement of Work

(Project Objectives and Goals)

The *Conociendo el SIDA* (Understanding AIDS) project will develop new mass media and database resources to provide Spanish-language AIDS-related health information to adult Hispanic audiences. The objectives of this initiative are to:

- Provide information on HIV/AIDS symptoms, prevention, and treatment to adult Hispanics.
- Encourage Hispanics to avoid high-risk sexual and drug-taking behaviors.
- Encourage Hispanics to seek additional information on HIV/AIDS.
- Encourage Hispanics to be tested for HIV.
- Assist people in need to connect with local community organizations providing AIDS information, testing, counseling, and treatment services.

The goals of this initiative are to:

- Produce fourteen nationally syndicated informational radio capsules on HIV/AIDS symptoms, prevention, and treatment.
- Produce two nationally syndicated newspaper columns on HIV/AIDS symptoms, prevention, and treatment.
- Update a national database of community organizations providing culturally competent HIV/AIDS information and services to Hispanics.
- Provide a national toll-free information and referral service for callers who have questions on HIV/AIDS or who need referrals to community service providers.

(Background Information)

In the past two decades, HIV/AIDS has emerged as one of the most significant threats to world health. In the United States, the Centers for Disease Control cite over 816,000 cases of AIDS reported since the emergence of the disease in the early 1980's. In this same time period, almost half a million Americans have died from AIDS (CDC, September 15, 2002).

As the epidemic continues to expand, the demographics of those infected are changing to reflect higher incidents of the disease among minority communities. In 1993, 18 percent of those living with the virus were Hispanic, but by 1999, these numbers had increased to 20 percent (CDC, March 11, 2002b). These figures are particularly alarming and disproportionate given that Hispanics only make up 13 percent of the U.S. population (U.S. Census, 2001). Among non-Hispanic white populations, by contrast, the percent of total individuals infected fell from 46 to 38 during the same time period (CDC, March 11, 2002b).

Studies indicate that Hispanics are engaging in a number of high-risk activities that promote the spread of HIV/AIDS. Most frequently, Hispanics are contracting the virus through unprotected heterosexual sex, unprotected male-with-male sex, and intravenous drug use. Among Hispanic men, 42 percent have contracted the disease through homosexual sex and 35

percent through injection drug use. Among women, heterosexual sex accounts for the largest proportion of cases (47 percent), while 40 percent have become infected with the HIV virus through injection drug use (CDC, March 11, 2002b). Additionally, non-injection drugs, which can encourage trading in sex or unprotected sex, are also implicated in the spread of AIDS among Hispanics (CDC, March 11, 2002a).

Any attempts to provide public education on HIV/AIDS to Hispanic audiences, must take into account not only the mechanisms by which the disease is spreading in this community, but also cultural and language barriers. Socioeconomic factors, for example, may make Hispanics distrustful of prevention messages coming from public officials, or religious beliefs may discourage Hispanics from acknowledging homosexual behavior or negotiating condom use (Advocates, 1994).

Additionally, of the 32 million Hispanics living in the United States today, some 28 million speak Spanish in their homes, and less than half of these individuals report that they speak English very well (U.S. Census, 2001), which renders the many existing English-language public education initiatives about HIV/AIDS largely ineffective for Hispanic populations. Moreover, while many governmental organizations have developed quality Spanish-language materials for Hispanics, often these materials are buried within the agency web site and it is necessary to know English in order to access them.

The Self Reliance Foundation (SRF) proposes to launch a multimedia campaign to provide information on HIV/AIDS symptoms, prevention and treatment to Hispanic audiences. This campaign will incorporate nationally syndicated informational radio capsules, nationally syndicated newspaper columns, and a national toll-free information and referral helpline which will connect audiences to community service providers in their areas.

For the past 20 years, the Self Reliance Foundation (SRF), a non-profit 501(c)(3) organization, has produced and syndicated educational and informational programming to address the special needs of America's Hispanic community. In partnership with our sister organization, Hispanic Radio Network (HRN), SRF produces *Fuente de Salud* (Fountain of Health), *Planeta Azul* (Blue Planet), *Saber es Poder* (Knowledge is Power), and *Camino al Exito* (Road to Success) – programs which provide pertinent information on a broad range of topics from health, to education, to science, technology, the environment and social justice.

(Description of Target Group)

By distributing its radio programs throughout the Hispanic Radio Network, SRF radio capsules are aired on 161 Spanish-language stations in 31 states, the District of Columbia, Puerto Rico, and northern Mexico. Our top ten markets include the most populous Hispanic communities in the United States such as Los Angeles, New York, Miami, and Houston. Altogether, we reach 89 percent of adult Hispanic radio audiences – approximately 3.8 million listeners weekly (Arbitron, 2003).

Our nationally syndicated newspaper column, *La Columna Vertebral*, appears weekly in 91 Spanish-language papers in 26 states and the District of Columbia. Altogether, these papers

comprise a circulation of over 3.2 million copies and reach potentially 3.8 million Spanish-language readers.

A trend study of our helpline callers from 1997 to 2002 found that callers were 45 percent male and 55 percent female, predominantly between the ages of 32 and 39. Forty-five percent of our callers are of Mexican origin, 7.5 percent are of Colombian origin, and the rest are distributed fairly evenly among other Hispanic ethnic groups. The average education level of our callers is representative of American Hispanics, with only 55 percent having received a high school degree. Most of our callers (37 percent) report that they are laborers, and the great majority (70 percent) are married with children (Menajovsky, 2002).

(Approach and Methodology)

Research confirms that multimedia campaigns can effectively provide target audiences with new information and can even encourage change. In her review of social marketing literature, Dungan-Seaver (1999) notes that the mass media campaigns can sensitize audiences to issues and problems and convey information. She further underscores that initiatives using more than one channel of communication can be particularly effective. In the Hispanic community especially, audiences tend to rely on more than one media form, and turn to combinations of radio, television and print for information (Belden Associates, 2003).

Multimedia campaigns with a strong radio component are also particularly effective for reaching Hispanic audiences. In the United States, Hispanics listen to Spanish-language radio with greater frequency than other Americans listen to English radio (Radio Advertising Bureau, 2002). Indeed, over two-thirds of Hispanics listen to Spanish-language radio, and they listen an average of 23 hours per week. (Radio Advertising Bureau, 2002). Additionally, many Hispanics work in factories, service industries and agriculture – sectors where it is common to listen to radio even during work hours. By contrast, Hispanics are the least likely of all ethnicities to use public libraries, heightening the importance of reaching out to this community through channels of communication that are familiar to them (ALA, 2003).

The Self Reliance Foundation's *Conociendo el SIDA* campaign will inform the Hispanic community about HIV/AIDS symptoms, prevention and treatment through a combination of complementary newspaper, radio, and information and referral services:

Newspaper Columns

The Self Reliance Foundation will run two newspaper columns, one in each week of the campaign. Columns will appear in the Self Reliance Foundation's network of 91 Spanish-language newspapers serving Hispanic communities across the country. The first column will explore how and why HIV/AIDS is disproportionately affecting the Hispanic community. It will present such statistics as incident rates, growth rates, and primary means of transmission, and will discuss symptoms of and treatments for the disease.

The second column will focus on prevention. It will discuss the importance of using clean needles, and of avoiding drug-induced unprotected sex, and it will broach the culturally sensitive

topic of condom usage. The column will explore the cultural inhibitions against using condoms and will emphasize that in cases where condoms are not possible, monogamous sex is a must.

Both columns will encourage readers to get tested for HIV, and will include the number of the toll-free information and referral helpline. Readers will be encouraged to use this service to receive further information about HIV/AIDS and to find referrals to local HIV/AIDS service providers in their communities.

Radio Capsules

Fourteen, one-minute capsules will provide audiences with information on HIV/AIDS rates in the Hispanic community, symptoms, transmission, prevention and treatment. Like the newspaper columns, each capsule will encourage listeners get tested for HIV and to call the SRF toll-free information and referral helpline for further information and for references to local treatment centers. Specifically, capsules will focus on the following topics:

<u>Capsule Numbers:</u>	<u>Topic:</u>
1, 2	What Is HIV/AIDS?
3, 4	HIV/AIDS: A Growing Problem Among Hispanics
5, 6	Male-Male Sex and HIV/AIDS
7, 8	Injection Drug Use and HIV/AIDS
9, 10	Recreational Drugs Encourage the Spread of HIV/AIDS
11, 12	HIV/AIDS: Spreading in the Heterosexual Community
13, 14	New Treatments for HIV/AIDS: Hope for the Future

Information and Referral Services

In preparation for this campaign, the Self Reliance Foundation will devote 200 hours of staff time to updating our current national database of over 5,700 organizations providing culturally competent HIV/AIDS information and services to the Hispanic community. Through extensive canvassing of grassroots organizations, we will ensure that our information on community service providers is both complete and current.

During and after the two weeks of the campaign, we will field calls on HIV/AIDS questions through our toll-free 800 number. Trained and certified bilingual information and referral specialists will:

- assess callers' needs,
- prioritize those needs,
- research and recommend appropriate local service providers, and
- mail out Spanish-language information packets on HIV/AIDS.

(Evaluation)

The national radio rating service, Arbitron, collects and reports quarterly statistics on Hispanic Radio Network's audience. Typically, our 161 stations reach 89 to 90 percent of all American adult Spanish radio listeners. Our average number of listeners per quarter hour is 492,200 while our weekly cumulative audience is 3.8 million (Arbitron, 2003). An Arbitron quarterly report of our ratings is included in the appendix.

For the *Conociendo el SIDA* campaign, SRF will further contract with independent evaluator, Jacobo Menajovsky, to conduct two focus groups assessing the usefulness, appeal, and overall quality of mass media programming. Mr. Menajovsky has provided us with the following evaluation plan:

Objectives

To explore the group's level of awareness, inner motivations, tensions, and attitudes towards AIDS; as well as to gather their feedback after discussing key elements such as: symptoms, transmission, prevention, and treatment of AIDS.

To assess the usefulness, appeal, and quality of a sample of the "Conociendo el SIDA" radio capsules and newspapers columns.

Methodology

We will conduct two separate focus groups, one male and one female, with no more than eight people in each group. To achieve the objectives described above we will discuss a sample of the radio capsules (5) and the newspapers columns.

(Detail)

Group's response to AIDS: We will try to understand their overall framework of ideas in relation to:

- Symptoms, transmission, prevention, and treatment of AIDS,
- High-risk behavior (sexual and drugs),
- The use of condoms.

Group's response to the radio capsules and the newspaper columns: We will evaluate the radio capsules and the newspapers columns in regards to:

- Quality, appeal, content of information, and usefulness.

Jacobo Menajovsky will administer both focus groups. The recruitment of the people will be conducted by SRF and SRF will provide an incentive to each of the participants. SRF will provide the office space, the necessary supplies, and the catering.

Deliverables to the SRF

Jacobo Menjovsky will provide a summary of the findings, along with the audiotapes of the meetings.

Timing and Costs

The completed assignment will be delivered approximately one week after the collection of the data. The cost of the study is based on approximately 40 hours of work. The total fee of \$1,080 is due at the time of delivery of the report.

ATTACHMENT F – STANDARD AWARD

SERVICES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
National database of Hispanic-serving HIV/AIDS community organizations updated.	Internet research and phone surveying.	Months 1-2	All 5,700 organizations currently in database are contacted. New organizations added.	Completion of task; Does completed database provide broad network of providers serving most Hispanic communities?
Materials/information collected in order to develop curriculum content.	Internet research; review of available materials from HHS/CDC, La Raza, AMA, etc.	Month 1	Materials for capsules and columns identified and collected.	Completion of task; Have enough resources been collected to develop an informative, articulated curriculum?
Radio capsules and newspaper columns drafted.	Materials drafted in-house by executive producer.	Month 1	14 capsules and 2 columns drafted.	Completion of task.
Mass media materials reviewed and approved by Planned Parenthood and Whitman Walker Clinic.	HIV/AIDS experts review materials, comment on their accuracy and appropriateness and point out necessary changes.	Month 2	Capsule and column transcripts are updated for accuracy, relevancy, and quality.	Completion of task.
Capsules and columns produced and syndicated.	HRN produces and distributes mass media materials.	Month 3	Distribution throughout approximately 161 radio stations and 91 newspapers.	Completion of task.
Helpline calls fielded.	Information and referral specialists provide additional information on HIV/AIDS and connect callers to local service providers.	Month 3 - ongoing	Number of calls received.	Are callers' questions answered? Are callers referred to local organizations?
Mass media components evaluated.	Independent evaluator conducts focus groups.	Month 4	Focus groups, assessment of quality, informativeness and relevancy of materials.	Did the group members learn something new? How would this new information affect their behavior?

TARGET COMMUNITIES MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
General public of Hispanic adults.	Information provided through radio capsules.	Month 3	How many listeners heard capsules?	Arbitron national radio rating service.
General public of Hispanic adults.	Information provided through newspaper columns.	Month 3	How many readers read columns?	Circulation rates for HRN newspapers.
Radio listeners and column readers.	Focus groups.	Month 4	Assessment of quality, informativeness, and relevance of materials.	Did focus group members learn something new? How would this new information affect their behavior?
Callers to the national helpline.	Callers contact the helpline at their own initiative.	Month 3 - ongoing	Number of callers.	Are callers' questions answered? Are callers referred to local organizations?

PARTNERS MATRIX:

Services	Methods	Timeframe	Measures	Evaluation Methods
Whitman Walker Clinic, Planned Parenthood	Organizations review content of mass media programming.	Month 2	Partners assess quality, accuracy, relevancy and completeness.	Are both partners satisfied with the quality of the completed capsules and columns?
Hispanic Radio Network	HRN produces and syndicates 14 radio capsules and 2 newspaper columns.	Month 3	14 Spanish-language capsules and 2 Spanish-language columns, distributed nationally.	Completion of task.
Independent Evaluator	Conducts focus groups and drafts evaluation report.	Month 4	Two focus groups conducted. Final report completed.	Completion of task, quality and informativeness of final report.

(Project Schedule and Work Plan)

Months:	Activities:	Responsible Personnel:
11/03	Preliminary research: Materials for capsules and columns identified and collected.	Executive Producer
11/03	Main themes and messages defined and developed.	Executive Director
11/03	Capsules and columns drafted.	Executive Producer, Producer
11/03-12/03	National database updated.	Community Outreach Director
12/03	Capsules and columns reviewed by HIV/AIDS experts.	Whitman Walker, Planned Parenthood
1/04	Capsules and columns produced and distributed nationally.	Executive Director, Producer
1/04-ongoing	Information and referral calls fielded.	Community Outreach Director
2/04	Mass media components evaluated.	Independent Evaluator
3/04	Final report drafted and submitted.	Executive Director, Executive Producer

ATTACHMENT G**STANDARD AWARD****SELF RELIANCE FOUNDATION
CONOCIENDO EL SIDA (UNDERSTANDING AIDS)**

Type of Activity	Check if applicable	Comments
Internet Access	X	The Internet will be used extensively to research community service providers in order to update the information and referral database. The internet will also be used to collect information on AIDS prevalence, treatment, and methods of transmission in the Hispanic community.
Purchase Computers		
Training of Clients		
Training of Staff		
Training of General Public	x	This project is a public education campaign that will provide mass-media programming to the Hispanic community on AIDS symptoms, treatments, transmission and prevalence.
Document Access (interlibrary loan, purchase books, etc.)		
Resource Development (development of fact sheets, brochures, databases, etc.)	x	This project will develop 14, one-minute Spanish-language radio capsules and two informative newspaper columns. In addition, a national database of HIV/AIDS service providers serving Hispanic clients will be updated.

Comments:

**STANDARD AWARD
 SELF RELIANCE FOUNDATION
 CONOCIENDO EL SIDA (UNDERSTANDING AIDS)**

Type of Organization(s) Involved in Project

Type of Organization	Check if Lead	Check if Partner (check all that apply)	Names of Organizations (Indicate Lead)
Community Organization		x x	Planned Parenthood of Metropolitan Washington Whitman Walker Clinic
Health Sciences Library			
Public Library			
Other Library			
Clinic		x	(Whitman Walker Clinic)
Health Department			
Other Healthcare Organization			
Academic Organization			
Other – Specify Hispanic Public Education Organization	x		Lead: Self Reliance Foundation
Other – Specify Educational Radio Association		x	Hispanic Radio Network

Comments:

**STANDARD AWARD
 SELF RELIANCE FOUNDATION
 CONOCIENDO EL SIDA (UNDERSTANDING AIDS)**

Target Populations (check all that apply)

Types of Populations	Check if Primary Target(s)	Check if Secondary Target(s)
African Americans		
Asian/Pacific Islanders		
Hispanic Americans	x	
Gay/Lesbian/Bisexual/Transgender		x
Males	x	
Females	x	
Sex Workers		x
General Public		
Students		
Substance Abusers		x
Incarcerated Populations		
Prison Personnel		
Teens		
Seniors		x
People living with HIV/AIDS		x
Health care providers		
CBO staff/volunteers		
Librarians		
Other – please specify		

Personnel

The Self Reliance Foundation will work in cooperation with Planned Parenthood of Metropolitan D.C. and the Whitman Walker Clinic to ensure the accuracy and relevancy of mass-media products. Letters of support from these organizations are included in the Facilities section below. In addition, the following individuals will work on this project:

Arturo Vásquez, Executive Director

Mr. Vásquez will be responsible for the overall direction of the project. Over the past 20 years, he has produced a variety of radio documentaries, science programs, and news programs for broadcast on National Public Radio and commercial stations. Mr. Vásquez has also served as a consultant to a wide range of businesses and non-profit organizations in grantsmanship, strategic planning, and media production. He has also designed and conducted audience research for radio programming and field research for micro-enterprise loan programs. Mr. Vásquez has two years of study at Yale University, where he planned and directed the university's Chicano recruitment program in major population centers in the Southwestern and Midwestern United States, and he received his B.A. in communications from the University of Texas in El Paso.

Ellen Alderton, Executive Producer

Ellen Alderton received her undergraduate degree in psychology from Wellesley College and her master's degree in international relations from the Johns Hopkins University. Ms. Alderton will be responsible for the day-to-day execution of the *Conociendo el SIDA* campaign and for drafting campaign materials. Ms. Alderton has over ten years of experience in research, writing and education. Before coming to the Self Reliance Foundation, she managed national public education campaigns for the National Mental Health Association and managed in-house training programs at the United Nation's International Atomic Energy Agency (IAEA). She also worked as a technical writer for the IAEA, a journalist covering European Union policy, and researcher for the Bretton Woods Committee.

Maite Arce Argleben, Director of Community Outreach

Ms. Arce will be responsible for overseeing the information and referral component of this project. She has over ten years of experience in project management and implementation, and her expertise is in multifaceted health, science, and education communications programs that address national health and social problems facing underserved populations. She developed a national call center and clearinghouse for Hispanics, which has served thousands of individuals, health and social service professionals throughout the nation. Her efforts include the development of a database that now contains over 12,000 community-based organizations and over 30,000 services with an integrated taxonomy of human services for data cataloging, analysis, and reporting.

Jacobo Menajovsky, Independent Evaluator

Mr. Menajovsky received his master's degree in sociology from the City University of New York and his *licenciado* in sociology with honors from the University of Buenos Aires in Argentina. His professional experience includes working as a researcher with the Gino Germani Institute of Social Research, the Inter-American Development Bank, and the Civil Service National Secretariat in Buenos Aires, Argentina. Most recently, Mr. Menajovsky has overseen evaluation efforts for SRF's multi-year, multi-million-dollar *Celebra la Ciencia* project, a complex national science education campaign entailing exhibits, educational publications, and radio capsules.

Layla Wright-Contreras, Senior Producer

Ms. Contreras will oversee the production of campaign radio capsules and newspaper columns. Ms. Wright-Contreras was born and raised bilingually and bi-culturally in San Miguel de Allende, Mexico. Ms. Wright-Contreras graduated from Northern Michigan University with a degree in international studies and radio and TV broadcasting. She began her career as a producer and as an on-air talent in 1993 with radio XESQ in San Miguel, Mexico. Since that time, she has worked with Ambiente, El Independiente Newspaper, WNMU, Public Radio 90, and Public TV 13. She has been with the Hispanic Radio Network for two years and has worked on the production of well over 500 educational campaign programs that have aired on over 150 Spanish-language stations in the United States and internationally.

Resumes for these individuals are included in the appendix.

Facilities

SRF operates from Suite 740 of the National Press Building (529 14th Street, N.W.) in Washington, D.C. 20045. SRF subleases approximately 2000 square feet from Hispanic Radio Network. The SRF computing environment consists of Dell Poweredge servers supporting 40 end users across a Windows NT network. Internet access is provided by an Ethernet service operating at 1.5 megabytes per second. SRF's database for its national information and referral helpline is housed on this system, and information and referral specialists operate from the SRF offices.

Through contractual agreements, SRF has access to HRN's three recording studios. One studio has the ability to accommodate live radio shows, and the other two studios are used for the production of additional program elements such as promos, liners, news reports, etc. The studios are sound proofed to professional radio recording and broadcast standards, fully outfitted with state-of-the-art Dalet Automated System equipment allowing HRN to operate 24 hours/ 7 days a week with a skeleton crew. A letter of commitment from HRN follows.

Partnering organizations, Planned Parenthood and the Whitman Walker Clinic, will be operating out of their own offices in Washington, D.C. Letters of commitment from Planned Parenthood and the Whitman Walker Clinic follow.

Independent evaluator, Jacobo Menajovsky, will conduct the evaluation services for this project for a flat fee of \$1,080. SRF will recruit focus group members, provide monetary incentives to focus group members, and provide meeting places and refreshments; the costs for these services are factored into the evaluation component of the budget. An evaluation proposal from Mr. Menajovsky outlining the terms of this agreement is included in the appendix.

Qualifications of the Quoter

(General Experience)

Established in 1979, the Self Reliance Foundation has 24 years of experience in developing and delivering social marketing campaigns to the Hispanic community. SRF currently provides the only national combined mass-media and information and referral services for Hispanics in the country. Our Hispanic executive director, our predominantly Hispanic staff, and our Hispanic bilingual information and referral specialists work to insure that our public education campaigns are culturally appropriate and relevant to the Hispanic community's needs.

In partnership with our sister organization, Hispanic Radio Network (HRN), SRF produces *Fuente de Salud* (Fountain of Health), *Planeta Azul* (Blue Planet), *Saber es Poder* (Knowledge is Power), and *Camino al Exito* (Road to Success) – programs which provide pertinent information on a broad range of topics from health, to education, to science, technology, the environment and social justice.

As a non-profit organization, the Self Reliance Foundation relies upon the generous support of donors. Organizations that have funded SRF include: the Hewlett Foundation, the Compton Foundation, the General Service Foundation, the Melman Foundation, the Packard Foundation, the Ford Foundation, the Buffet Foundation, the National Science Foundation, and the Environmental Protection Agency.

(Organizational Experience Related to this RFQ)

SRF's daily radio capsule, *Fuente de Salud*, (Fountain of Health) provides health information on a broad range of topics pertinent to Hispanic audiences. Previous programs have focused on such issues as AIDS, diabetes, reproductive health, substance abuse, hygiene, and diet and nutrition. SRF's syndicated weekly newspaper column, *La Columna Vertebral*, appears in 91 newspapers nation-wide and covers similar subject matter. Sample capsules and columns are included in the appendices.

SRF's health-related media programs have attracted international acclaim. In 1996, SRF received the *Global Media Award* from the Population Institute for best population reporting in the world via radio. In 1997 and again in 2000, SRF and HRN won Planned Parenthood's *Maggie Award* for best national programming in prevention of teen pregnancy. The *Trofeo Diana* for Best Programming on Reproductive Health in Peru was also awarded to SRF and HRN in 2000.

For the Conociendo el SIDA project, SRF will work in partnership with Planned Parenthood of Metropolitan Washington and the Whitman Walker Clinic. Planned Parenthood is the local affiliate of a national public education organization devoted to providing information and training not only on reproductive health, but also sexual health issues such as HIV/AIDS. The Whitman Walker Clinic, also a non-profit community-based organization, specializes in providing HIV/AIDS education, prevention and treatment services to the D.C. metropolitan area.

(Performance History)

SRF works in conjunction with Hispanic Radio Network, defining campaigns, and developing program content which HRN then engineers and distributes. As a media organization, HRN must adhere to strict deadlines, with radio capsules produced daily, talk-shows produced weekly, and newspaper columns produced weekly. The Self Reliance Foundation is well-acquainted with adhering to a tight, inflexible production schedule.

(Pertinent Acquisitions)

In the past three years, the Self Reliance Foundation has received funding from the following sources to carry out public education projects reaching out to Hispanic audiences:

The Buffet Foundation

Grant number: N/A (Check # 1192)

Amount: \$145,000

Project start and end dates: 2/1/01 – 1/31-02

Description of work:

National family planning reproductive health public education campaign for Hispanics.

Date of actual delivery: 2/1/01 – 1/31/02

Was budget exceeded?: No

The Buffet Foundation

Grant number: N/A (Check # 7214)

Amount: \$145,000

Project start and end dates: 2/1/02 – 1/31/03

Description of work:

National family planning reproductive health public education campaign for Hispanics.

Date of actual delivery: 2/1/02 – 1/31/03

Was budget exceeded?: No

The Buffet Foundation

Grant number: N/A (check # 7722)

Amount: \$200,000

Project start and end dates: 2/28/03 – 2/28/04

Description of work:

National family planning reproductive health public education campaign for Hispanics.

Date of actual delivery: 2/28/03 – 2/28/04

Was budget exceeded?: No

Compton Foundation

Grant number: 01-7121

Amount: \$40,000

Project start and end dates: 4/1/02 – 3/31/03

Description of work:

Bilingual reproductive health and rights public education initiative for Hispanics.
Date of actual delivery: 4/1/02 – 3/31/03
Was budget exceeded?: No

Environmental Protection Agency

Grant number: NE 983645-01-0
Amount: \$21,232
Project start and end dates: 7/1/03 – 6/30-03
Description of work:

Asthma outreach exhibit and educational program.

Date of actual delivery: 7/1/03 – 6/30-03
Was budget exceeded?: No

General Service Foundation

Grant number: DS-35-00
Amount: \$15,000
Project start and end dates: 10/30/00 – 12/31/01
Description of work:

Teen pregnancy database augmentation.

Date of actual delivery: 10/30/00 – 12/31/01
Was budget exceeded?: No

General Service Foundation

Grant number: DS-30-01
Amount: \$15,000
Project start and end dates: (Final report due 3/31/03)
Description of work:

Public education campaign on Hispanic teen pregnancy prevention.

Date of actual delivery: March 2003
Was budget exceeded?: No

The William and Flora Hewlett Foundation

Grant number: 2000-5703
Amount: \$25,000
Project start and end dates: 1/1/01 – 12/31/01
Description of work:

General reproductive health campaign (helpline and radio).

Date of actual delivery: 1/1/01 – 12/31/01
Was budget exceeded?: No

The William and Flora Hewlett Foundation

Grant number: 2001-6785
Amount: \$200,000
Project start and end dates: June 2001 – June 2004
Description of work:

Reproductive health public education campaign using radio and helpline.

Date of actual delivery: (In progress)

Was budget exceeded?: (Project still underway. Budget will not be exceeded.)

Lalor Foundation

Grant number: N/A (Check # 1494)

Amount: \$25,000

Project start and end dates: 8/5/03-8/4/04

Description of work:

Hispanic emergency contraception awareness public education campaign.

Date of actual delivery: (In progress)

Was budget exceeded?: (Project still underway. Budget will not be exceeded.)

A.L. Mailman Family Foundation, Inc.

Grant number: 3360-01

Amount: \$45,000

Project start and end dates: 6/1/01 – 6/1/02

Description of work:

Child development radio series: “Consejos de Mi Tia”

Date of actual delivery: 6/1/01 – 6/1/02

Was budget exceeded?: No

Mundo 2000

Grant number: 9804041

Amount: \$1,521,727

Project start and end dates: 4/1/99 – 8/1/02

Description of work:

Weekly one-hour live science/health call-in show broadcast in U.S. and Latin America.

Date of actual delivery: 4/1/99 – 8/1/02

Was budget exceeded?: No

National Institutes of Health - SEPA

Grant number: 1R25RR14320

Amount: \$594,050

Project start and end dates: 10/1/99 – 9/30-02

Description of work:

Partial support of Mundo 2000 weekly science/health radio show and radio capsules.

Date of actual delivery: 10/1/99 – 9/30-02

Was budget exceeded?: No

National Science Foundation

Grant number: 0003623

Amount: \$1,928,303

Project start and end dates: 10/1/01 – 9/30/04

Description of work:

“Celebra la Ciencia” informal science education campaign for Hispanic youth.

Date of actual delivery: (Project still underway and on schedule.)
Was budget exceeded?: (Project still underway. Budget will not be exceeded.)

Pritzker Cousins Foundation

Grant number: N/A (Check # 1277)

Amount: \$45,000

Project start and end dates: 6/1/01 - 6/1/02

Description of work:

Hispanic public education campaign, "Consejos de mi Tia," (Advice from My Aunt)

Date of actual delivery: 6/1/01 – 6/1/02

Was budget exceeded?: No

Sierra Club

Grant number: N/A

Amount: \$200,000

Project start and end dates: 1/1/02 – 12/31/02

Description of work:

Radio shows on environmental sciences/environmental justice.

Date of actual delivery: 1/1/02 – 12/31/02

Was budget exceeded?: No

Turner Foundation

Grant number: 20010025

Amount: \$50,000

Project start and end dates: 1/1/01 – 12/31/01

Description of work:

National bilingual helpline.

Date of actual delivery: 1/1/01 – 12/31/01

Was budget exceeded?: No

Assurances of Most Favorable Pricing

The budget for this project reflects the Self Reliance Foundation's standard costs and would not be lower if extended to any other party: The airtime provided by HRN's affiliates is valued independently by Standard Rates and Data at \$7,000 per minute. Capsules for this initiative will be produced and syndicated at their lowest rate of \$2,000 per minute. HRN's normal syndication fees for its national newspaper column, *La Columna Vertebral*, run \$10,000 per week. For this project, the two newspaper columns will be provided in-kind, constituting a donation of \$20,000.

Sources

- Advocates for Youth. (1994) *A Youth Leader's Guide to Building Cultural Competence*. Washington, D.C.
- American Library Association. (2003) *Public Library Use: ALA Library Fact Sheet Number 6*. (Retrieved from www.ala.org on June 5, 2003).
- Arbitron ACT 1 Systems. (January 28, 2003) *Audience Report: Average Quarter Hour and Cumulative: Hispanic Audience: Fall Nationwide 2002*.
- Belden Associates. (April 2002) *Diversity in the Marketplace: Growth of the Hispanic Population in the U.S.* Dallas, Texas.
- Centers for Disease Control. (March 11, 2002a) *Drug-Associated HIV Transmission Continues in the United States*. (Retrieved May 5, 2003 from: <http://www.cdc.gov/hiv/pubs/facts/idu.htm>)
- Centers for Disease Control. (March 11, 2002b) *HIV/AIDS among Hispanics in the United States*. (Retrieved May 5, 2003 from: <http://www.cdc.gov/hiv/pubs/facts/hispanic.htm>)
- Centers for Disease Control. (September 25, 2002) *HIV/AIDS Surveillance Report: Year-End 2001 Edition*. Volume 13, Number 2. Atlanta, Georgia.
- Dungan-Seaver. D. (1999) *Mass Media Initiatives and Children's Issues: An Analysis of Research and Recent Experience Relevant to Potential Philanthropic Funders*. McKnight Foundation. Minnesota.
- Menajovsky, J. (November 2002) *Audience Profile and the Impact of Radio on Our Listeners: A Trend Study: 1997-2002*. Self Reliance Foundation and Hispanic Radio Network. Washington, D.C.
- Radio Advertising Bureau. (2002) *Radio Marketing Guide & Fact Book for Advertisers: 2002-2003*. New York.
- United States Census Bureau. (2001) *Profile of General Demographics: Census 2000*. Washington, D.C.

Attachment I**Cost Breakdown: AIDS Community Outreach 2003****Organization: Self Reliance Foundation****Date Submitted: June 16, 2003****Period Covered: November 2003-February 2004**

	NLM Contribution	SRF In-Kind Contribution
Radio Capsule Production and National Syndication (14 x \$2,000)	28,000	
Newspaper Column Writing and Syndication (2 x \$10,000)		20,000
Information and Referral Service		
Database Updating	7,680	
National Outreach Coordinator	3,200	
Helpline Caller Referral Services	3,840	
Distribution of Materials	2,560	
Evaluation		
Independent Evaluator	1,080	
Recruitment, Administration, Facilities, and Participant Remuneration	2,862	
Total:	49,222	20,000