AIDS — A Burning Issue:
Community Education and Action

MONDAY, MARCH 20, 1989

Test Time 1/2 hour before program
1:00 - 2:30 pm and 3:30 - 4:30 pm (Eastern)
12:00 - 1:30 pm and 2:30 - 3:30 pm (Central)
11:00 - 12:30 pm and 1:30 - 2:30 pm (Mountain)
10:00 - 11:30 am and 12:30 - 1:30 pm (Pacific)

ORIGINATING INSTITUTION: Virginia Tech, Blacksburg, Virginia
Sponsored by the Virginia Cooperative Extension Services, the Department of Biochemistry, Student Health Services, the Division of Health and Physical Education, and Office of Distance Learning.

TARGET AUDIENCE: This teleconference should be of high level interest to:
- extension professionals,
- public health workers,
- social agencies,
- public school and higher education professionals,
- community leaders,
- citizens concerned about disease.

PROGRAM OBJECTIVE: This program is designed to provide up-to-date information and to move beyond AIDS awareness to a higher level of understanding of the virus. The primary focus is to assist people with teaching materials and methods and responsible community action plans. The teleconference will help train professionals who work with local citizens and leaders to educate youth and adults about AIDS.

PROGRAM BACKGROUND: AIDS (Acquired Immune Deficiency Syndrome) is an infectious disease caused by a virus, (Human Immunodeficiency Virus). This virus infects and destroys cells of the immune system and other tissues and organs of the body such as the brain, heart, and lungs. Destruction of the immune system leaves a person vulnerable to disease which would normally be resisted.

The disease has attracted worldwide attention because there is presently no cure for AIDS. Thousands of people have been affected by having the disease and thousands of others are affected because they are parents and friends of disease victims. There is broad concern about how to deal with the subject - understanding the cause and prevention, educating local citizens, and working with health and
other professionals. The need grows daily to help concerned citizens to cope with the many facets of society upon which AIDS has an impact. Only through education can the public develop a defense from this deadly disease.

**PREREQUISITE:** A desire to learn more about educating the community about AIDS.

**PROGRAM DESCRIPTION:** The teleconference presentation will examine the following topics:

- where we've been (history) and where we're going (research, community decisions),
- the virus, signs and symptoms of the disease,
- transmission of AIDS, the global spread of the disease,
- prevention and counseling,
- blood tests, family support, and nutrition,
- resources - education, information, teaching techniques,
- local community responsibilities and action plans,
- research about college students.

**PROGRAM FORMAT:** Presentations will be made by a panel of experts who will discuss forthrightly the topics listed above and address the importance of education as a means of coping with public concerns. Specially produced human interest briefs will be shown of families, individuals, and health workers affected by the disease.

After a local interaction of participants regarding acquired information and the posing of questions (off air for 1 hour), the teleconference will resume for the receive sites to ask questions of the panel of experts who served as presenters during the first phase of the teleconference.

**PRESENTERS:**

Richard Keeling, MD - President, The American College Health Association (ACHA), Director, Department of Student Health at the University of Virginia

Charles Schleupner, MD - Chief of Infectious Disease, The Veterans Administration Hospital, Roanoke, Virginia

Steve Shepard - Roanoke City Health Department, Department of Epidemiology

Janette Taper - Department of Human Nutrition and Foods, Virginia Tech

Thomas Sitz - Department of Biochemistry and Nutrition, Virginia Tech

Joyce Clarke, Department of Biochemistry and Nutrition, Virginia Tech
MARKETING OPTIONS: Various techniques for marketing this timely teleconference should include:

- news releases to local newspapers and radio,
- brochures to the target audience,
- phone calls to key agencies concerned with AIDS,
- inviting local newspaper, radio, and television reporters to the conference.

Specific target groups for marketing include public schools and colleges, hospitals, health care agencies, social service organizations, community service boards, health educators, nutritionists, nursing associations, and church leaders.

SUPPORT MATERIALS: Each receive site will receive the following materials. Sites may duplicate appropriate materials for the local audience.

- wrap around ideas packet
- diskette listing AIDS resource information
- teaching materials
- program with speaker biographies

WRAP AROUND IDEAS: To be effective this teleconference requires an on-site person to lead discussions prior to the two on-air segments. It is suggested that this person be a trained health professional.

Additional wrap around activities might include:

A three person panel focusing on community actions plans
- community leaders
- panelists who complement national speakers, i.e., local representatives of national groups or government offices,
- ministerial association members,
- school nurse or administrator, high school counselor,
- hospital nurse, education director, doctor,
- AIDS patient.

Small discussion groups with specific topics to suggest ideas for developing local community action/education plans.

A local drama club presenting skits for dramatizing the seriousness of the disease.

Persons to discuss legal and ethical issues.

PRICING: The cost of the program to NUTN members is $250. Non-NUTN members $375. Virginia sites or organizations operating satellite networks should contact the Office of Distance Learning, (703) 961-6664 for pricing information.

Taping rights are included in the price.
TECHNICAL CONSIDERATIONS: The program will be broadcast on C-band only.

CONTACT PERSON: For program, technical or other teleconference information

Stanley A. Huffman, Jr.
Office of Distance Learning
135 Smyth Hall
Virginia Tech
Blacksburg, Virginia 24061-0445
(703) 961-6664