

Change

Community Outreach

“We must be the change we wish to see in the world.”

Mahatma Gandhi

Mark Wilson (Program Founder)
“Change” – ‘Community Outreach’

m: +44 (0) 7772 835643

e: mark@markswilson.com

w: <http://www.markswilson.com>

“Community Outreach programs like ‘Change’ work directly with communities; these include underserved and hard-to-reach populations.

Organising events and activities that unite communities and run programs that increase awareness, understanding and support of certain important issues like HIV/AIDS.

What more can be asked of these programs that undoubtedly care about those forgotten communities, and the people living in them?”

The Inspiration



DEDICATED: Mark Wilson hopes to return to Kikambala soon to see the friends he made and continue his work

Student reaches out in the battle against poverty

AN 18-year-old from Kennington is spending his spare time from university improving the lives of children in Kenya.

Mark Wilson, who has just finished his first year studying education at Canterbury Christ Church University, travelled to the country as part of a community outreach programme in April.

He said: "It was a life changing experience and I have thoroughly enjoyed every minute of it. The community spirit in Kenya is something I have never seen before. The way the people group together to resolve their problems is truly inspiring."

He spent his time in the village of Kikambala with other volunteers providing school children with new equipment provided with the help of Ashford businesses. They also helped redecorate the school and provided a new pump for the village well.

He said: "The poverty is inconceivable but there is an unbroken community spirit which is a moving experience to be a part of. An elder of the village I had never met before came over, shook my hand and said: 'Me today, you tomorrow, you today, me tomorrow'. It really made me think a lot about the comparisons of living in the western world."

■ BY ED HILL

The project has set up links between Ashford Rotarians and their counterparts in Mombasa, which Mr Wilson hopes will grow stronger in the coming years.

He now has ambitions to start a project concentrating on the problems created by HIV/Aids in the country and is determined to return there while continuing his education.

He said: "While I was there it dawned on me how serious the problem is. There is a huge stigma attached with it. A lack of knowledge and education seems to be the main problem."

Mr Wilson also recently received an award with other students at Christchurch for his volunteer work.

Judy Challis, volunteering co-ordinator at the university said: "Volunteering is important for all students, not just for their CV, but it shows them to have a more rounded personality. Initiatives such as this strengthen the university's ties with the wider community and it is something we hope to continue in the future."

Mr Wilson said: "I look forward to returning soon to follow up on some of the things I did not have time to do the first time around. I will also return to see some great friends."

Contacts

Mark S. Wilson

(Program Founder)

Mobile: +44 (0) 7772 835643

Email: mark@markswilson.com

Web: <http://www.markswilson.com>

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Barbara J. Dalpra

(Strategic Advisor)

Email: barbara.dalpra@nyasa.biz

Web: <http://www.nyasa.biz>

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Dr Allister Butler

(Program Advisor)

Email: consultancy@allisterbutler.com

Web: <http://www.allisterbutler.com>

The Team



PROGRAM FOUNDER Mark Wilson has been an esteemed public speaker and campaign writer for Rotary International for several years, a humanitarian service organisation with 1.2 million members worldwide. Channelling youth opportunities, peace, fellowship and international development into his work, he has appeared at conferences and written for numerous newspaper and magazines circulating to approximately 80,000. He is also a member of the United Nations Association of the UK. In 2006 he served as President for Ashford North Interact, advancing international understanding and goodwill amongst its members. After leaving school, Mark studied 'Health' for 2 years but now studies for a degree in 'Education' at Canterbury Christchurch University.



PROGRAM ADVISOR Dr Allister Butler is a prolific thinker in the world of social work with his name appearing in around 70 credits. e.g. 'AIDS in South Africa a Social Work Response' and 'The Caring Child paper.' He has worked extensively in the USA, UK, Europe, Taiwan and South Africa. Once the Director of the National Youth and AIDS/Life Skills Project in South Africa he now runs his own specialist private training consultancy service in the country.



STRATEGIC ADVISOR Barbara Dalpra was born in Zimbabwe, brought up and educated in Malawi, South Africa and the UK. She is the founder of The Nyasa Partnership Limited and is the Deputy CEO of the European Coaching Institute. She brings a wealth of knowledge from her experiences of working and living in Africa, Europe and the USA. As a program developer herself, Barbara brings advice to 'Change' on how to create an effective teaching program.

Foreword

“Change” – ‘Community Outreach’ was a program I founded after I returned from a working holiday in Kenya. Those who have travelled there before will relate when I say - I witnessed unprecedented and unimaginable levels of poverty. The program has been developed in; I hope a basic enough way, in which it can be applied in all parts of the developing World. Drop the program in the middle of the Sahara and it would still be just as effective, that’s the thinking behind it anyway.

“Change” has the support of some highly skilled experts who continually work with me to develop and update the programs effective HIV/AIDS education and community outreach initiatives. Giving outreach workers the resources to visit schools and carry out HIV/AIDS education sessions and workshops confidently. Along with working in villages and utilising the use of sport, music and dance as examples, to organise events which bring impoverished communities together. “Change” also empowers, comforts and talks with these communities and works with organisations, charities and NGO’s that provide other essential aid services in the local areas that “Change” works. The following document gives a clear outline of what “Change” – ‘Community Outreach’ is all about, what we stand for and what we hope to achieve through our work.

The program is funded solely as an international development initiative. Thank-you for taking the time to read this document and find out more information about the program. I look forward to hearing from you and others who share the same passions and belief’s as we do soon.



Program Founder

Acknowledgements

The following people have either sent encouragement or shown support of the work carried out by “Change” and its HIV/AIDS and Community Outreach initiatives.

Prince Harry & The ‘Sentebale’ Team

(Sentebale – The Princes Fund for Lesotho)

Department for International Development, UK

(AIDS and Reproductive Health Issues Team)

Tony Blair

(Former UK Prime Minister)

Nic Careem

(Founder of the BlueSky Network & Nelson Mandela Global Tribute)

Dr Allister Butler

(Private Consultant/Academic)

Yvonne Stewart

(Program Director/Lecturer, Canterbury Christchurch University)

Barbara Dalpra

(Founder of The Nyasa Partnership Limited)

The Initiatives



Change
HIV/AIDS Education

Change
Reaching Out

“Facing the Crisis”

Change

HIV/AIDS Education

What? 
Why 
How 

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w: <http://www.markswilson.com>

To increase awareness and guidance of HIV/AIDS in older children and young adults.

To reduce the stigma and discrimination associated with HIV/AIDS through education.

Summary

“Change” – ‘Facing the Crisis’ is a practical HIV/AIDS education initiative developed by Mark Wilson and advised by both South African HIV/AIDS Specialist Dr Allister Butler and Founder of The Nyasa Partnership, Barbara Dalpra. It is funded solely as an international development initiative, part of the work by “Change” – ‘Community Outreach.’

‘Facing the Crisis’ aims, **to reduce the stigma and discrimination associated with HIV/AIDS by increasing awareness and guidance of HIV/AIDS through education.**

The initiative does this by running short informative sessions and workshops for young people in educational settings in developing countries. The session plans, which are divided into three different age ranges, are designed to provide outreach workers with the resources to achieve the aims of the program successfully.

HUMAN
IMMUNODEFICIENCY
VIRUS

ACQUIRED
IMMUNE
DEFICIENCY
SYNDROME

Frequently Asked Questions

What is HIV?

HIV is a virus which attacks the body's immune system which acts as the body's defence against diseases. It is not possible to see visually that someone has HIV.

What is AIDS?

When the body's immune system becomes weak from the attack of HIV it will no longer be able to fight off illnesses. It can be prevented with treatment for HIV.

Is HIV and AIDS the same?

No. They are related but if treatment is received at the early stages for HIV then the occurrence of AIDS shall be reduced significantly.

How is HIV transmitted?

HIV is transmitted through the following bodily fluids: blood, semen, vaginal fluids, anal secretions and breast milk. The most common forms of transmission are by unprotected sex between a man and a woman, man and a man and sharing needles for injecting drugs.

Who can be affected by HIV?

Everyone.

Is there a cure for HIV?

No. Treatment will keep the immune system healthy and strong prolonging life, once contracted, HIV is a lifelong virus. Anti-Retroviral drugs are given to those with HIV.

What's it like living with HIV?

People on treatment can live healthy, active and long lives. Those who do not receive treatment will develop AIDS and eventually die of the disease.

Why do people find it hard to tell others they are HIV positive?

They may experience rejection, prejudice and discrimination from family, friends, colleagues, health care settings, media and members of their local community.

Source: <http://www.nat.org.uk/HIV-Facts.aspx>



The *Change* Approach...

- Understands the sensitivity attached to an issue like HIV/AIDS.
- Does not ever seek to find or exploit the HIV status of any individuals involved with the program.
- Understands and respects the cultural and ethical differences between talking about certain aspects of HIV/AIDS between different nationalities, identifying when different approaches are needed.
- Avoids approaching work or structuring from a Eurocentric paradigm. This is achieved by understanding and respecting the contrast between both the developed and the developing world.
- Has carried out research in Kenya prior to development and is supported by extensive research from distinguished advisors of the program.
- Works with the ages of upper Primary, all Secondary, further and higher education institutions.
- Before talks and workshops are given 'Change' will strive to identify, collect and know the location of all the nearest prevention, testing, treatment and counselling centres.
- By providing basic, essential and clear HIV/AIDS information young people will hopefully be able to make better informed decisions not only about HIV but other related illnesses.
- In some places where 'Change' works, English may not be well interpreted. In these cases the program will endeavour to use visual aids and local language (e.g. Swahili in Kenya) to portray its message.
- At no stage will anyone be made to take part in a talk or workshop led by 'Change.'
- Discrimination, prejudice, and stigmatisation or any other related acts or use of related language is condemned by 'Change' and at no point tolerated.
- Safety is a consideration when carrying out this type of work. 'Change' will always consider advice and guidance from the British Foreign and Commonwealth Office upon making certain decisions.



Statistics

Over **42 million** people are living with HIV/AIDS, and 74 percent of these infected people live in sub-Saharan Africa.

There are **14,000** new infections every day (95 percent in developing countries).

HIV/AIDS is a "disease of young people" with half of the 5 million new infections each year occurring among people ages **15 to 24**.

More than **25 million** people have died of AIDS since 1981.

Africa has **11.6 million** AIDS orphans.

Source: UNAIDS 2008 Report of the global AIDS epidemic.

‘All Together Now’

Change

Reaching Out

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Reaching Out

As part of the “Change” – ‘Community Outreach’ commitment to reach out to communities, Outreach Workers who undertake the work of “Change” – ‘HIV/AIDS Education’ are also expected to take responsibility of working with local surrounding communities to **celebrate life, enhance the power of positive thinking and action, and to encourage communities to think of themselves as strong worthy individuals rather than victims of misfortune.**

To fulfil this commitment, outreach workers will have to develop a level of trust and respect with both community leaders and the wider community to be able to work effectively. This community work will be undertaken during the time when HIV/AIDS Education is not possible, this could be the majority of the time.

Task’s that work well to bring communities together involve the use of sport, music and dance. Using them is by no means exclusive and it would be the role of the individual to use their knowledge of the area to plan, prep and organise such events. e.g. Football matches, music celebrations and dance festivals. A successful event in one community might not be as effective in another.

Above all else the ability to stop, listen and communicate with all members of a community is by far the best community outreach work. Trying your best with the knowledge you have of surrounding health, education and social services plays a big part in outreach development work, by ‘building the bridge’ and bringing the services to the people. By working with those services and the native community, outreach workers have to truly immerse themselves into the culture and tradition they are working in.

“Leaders who win the respect of others are the ones who deliver more than they promise, not the ones who promise more than they can deliver.”

Mark A. Clement

Notes Page

A page with a red border and 25 horizontal dotted lines for writing. The lines are evenly spaced and extend across the width of the page, leaving a small margin from the left and right edges. The top corners of the page are rounded.

“It is bad enough that people are dying of AIDS,
but no one should die of ignorance*.”

Elizabeth Taylor

*A lack of knowledge, education or information