



OPERATIONAL PLAN

FOR THE FIVE YEARS 2012 - 2017

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Mission and objectives of Respect Inc

Mission

We are Queensland sex workers united to provide a formal medium to communicate sex worker issues and concerns so as to improve the rights of our peers and respond to our workplace health and safety and other needs regardless of gender, age, location, industry sector, legal status, cultural background or linguistic abilities.

Objectives

1. To provide a range of education, information and resources that will support sex workers and increase their awareness of occupational health, safety, emotional wellbeing, legal and taxation rights and responsibilities, in a non judgmental and non-invasive environment.
2. To provide health promotion programs to sex workers.
3. To operate within a context of accountability, equity and transparency.
4. To recognise that by providing education, information and support to sex workers, sex workers will be effectively resourced as safer sex educators to pass on those educational benefits to the larger general population.
5. To operate within an affirmative action approach, that is, with all direct services by peers (sex workers past or present) within all levels of the organisation, including management, staff and volunteers, and to foster a culture of inclusiveness and mutual respect within the diverse community of sex workers.
6. To lobby government to provide sex workers with legal avenues to work within any area of the Queensland sex work trade/industry as they choose (e.g., escort, in-house, agency, private/sole operator, co-operatives and/or street) without fear of arrest or prosecution for criminal offences related to sex work business activities.
7. To provide a legitimate voice for Queensland sex workers advocating for legal and other social policies to support sex workers' human, civil and workplace rights and access to remedies without discrimination, including programs and initiatives that aim to reduce discrimination and stigma against sex workers, past and present.
8. To support and liaise with national, state and regional sex worker rights groups in the development of networks, programs and objectives.
9. To build and foster constructive relationships with all stakeholders for the benefit of sex workers.

History of Respect Inc

Respect Inc was formed in 2009 through an alliance of members from the unfunded sex workers' organisations, USNQ (United Sex Workers, North Queensland) and

Crimson Coalition who were both operating in Queensland at the time. Crimson Coalition (previously SSPAN – Sexual Service Providers’ Advocacy Network) was established in Brisbane in 2004 to provide sex workers’ voices for law reform activities. At the time SQWISI (Self-Health for Queensland Workers in the Sex Industry) appeared to be moving away from a peer focus on their management committee and in recruitment of health educators and Crimson Coalition members were eager for sex workers to present their views to government themselves.

United Sex Workers North Queensland was established in 2007 as a direct result of the closure of the North Queensland SQWISI offices in March of that year. USNQ members are directed by the needs of our peers for workplace health and safety training and peer support.

Both groups were members of Scarlet Alliance, the peak national sex workers’ organisation. Together we contributed to the Sex Workers Assessment of Needs (SWAN) Review conducted by BB Professional Services, who were contracted by Queensland Health to talk to sex workers and other stakeholders and identify our needs for health services, and the Scarlet Alliance, Crimson Coalition and United Sex Workers North Queensland “Submission to the SWAN Review of Sex Worker Services in Queensland, May 2008¹.

In 2007, United Sex Workers North Queensland became incorporated and began working with Crimson Coalition to establish a state-wide organisation which was proposed to be called Sex Workers United². In keeping with the recommendations of the SWAN Report, the Scarlet Alliance, United Sex Workers North Queensland and Crimson Coalition Submission, and SWAN Working Group, Queensland Health made a commitment to supporting a community capacity development approach: to establish a community-based affirmative action sex worker organisation able to deliver a funded program of HIV, hepatitis C and sexual health promotion services.

Queensland Health provided funding to:

- United Sex Workers North Queensland and the Crimson Coalition to put in place all the necessary requirements for establishment of a fundable organisation to deliver health promotion services to sex workers, including development of a constitution, policies and procedures, incorporation, insurance, banking and taxation requirements, organisational structure and communication processes, operational plans and budget.
- Scarlet Alliance to participate in the process and assist with development of strategic plan, policies and procedures, governance structures, mentoring and training of the Management Committee.
- BB Professional Services to assist with development of a strategic plan, operational plan, implementation plan and evaluation strategy and to facilitate key planning meetings.

¹ Scarlet Alliance, Crimson Coalition and United Sex Workers North Queensland “Submission to the SWAN Review of Sex Worker Services in Queensland, May 2008
<http://www.scarletalliance.org.au/laws/qld/08/>

² Following application for incorporation the proposed name Sex Workers United was rejected by the Queensland Office of Fair Trading due to it being too close to the name of the already incorporated association, United Sex Workers North Queensland.

United Sex Workers North Queensland, Crimson Coalition, Scarlet Alliance and BB Professional Services have all participated in a Queensland Health facilitated SWAN Working Group which also includes representatives of non-government organisations that are likely to work in partnership with Respect Inc in relation to health promotion initiatives.

All participants have strived to create a clearly focused, effective, efficient organisation that will be inclusive of and responsive to the needs of all sex workers in Queensland, regardless of industry sector, geographical location, gender, cultural background or abilities to use English language.

There was also an extensive consultation period through the establishment phase of the organisation. This included regional meetings in both the southern and northern parts of Queensland. Also other opportunities to provide feedback in various forms including information regarding controversial issues were distributed in various formats and modes of delivery so as to minimise barriers to participate in the process.

These opportunities gave the active members a mandate which included the interests of sex workers throughout Queensland and from various sectors of the industry regarding program designs and delivery models.

Since that time, Respect Inc team members have strived to have the interests of all sex workers included in the work of the organisation and to be relevant to our needs.

Membership

The organisation has two types of membership:

- Ordinary member (must be a current or past sex worker; can attend meetings and vote; can sit on management committee)
- Associate member (non-peer supporters; cannot attend meetings except by special invitation; cannot vote; cannot sit on management committee)

Members are able to join the email list and are given a membership number which then provides them with a 10% discount on our supplies.

Branches of the organisation

The organisation is statewide with two main offices with their own Regional Coordinators:

- a Northern regional office based in Townsville, with a satellite office in Cairns
- a Southern regional office based in Brisbane, with a satellite office on the Gold Coast.

All offices provide a full range of services.

The Northern offices provide outreach services to Mt Isa, Mackay, Rockhampton and Gladstone.

The Southern offices provide outreach services to the Sunshine Coast, Frazer Coast and Toowoomba.

Each office also networks heavily with their regional Sexual Health Services Clinics and supplies sales have been established in some clinics to assist with breaking down barriers to access SHS's and Respect Inc services.

Programs

Programs of the organisation currently include:

1. Queensland Health Communicable Diseases Branch Program (HIV, Hepatitis and STI Prevention Program) - funded
2. PPE [Personal Protective Equipment] sales – self funded
3. Other voluntary projects
4. Other community development activities

Respect Inc will continue to seek funding from other source for additional program/projects addressing safety and legislation and asset building within the organisation.

Respect Inc has provided support for other funded programs that assist in meeting needs of sex workers and will continue to do so when the objectives are consistent with our own objectives.

The guidelines set out below inform activities in all Respect Inc projects and programs regardless of whether they are conducted as part of a funded 'service delivery' program or a broader Respect Inc community development agenda.

Priority groups

Priority groups for the HIV, Hepatitis and STIs Prevention Program of Respect Inc were determined in consultation with the Sex Workers Assessment of Needs (SWAN) Working Group convened by Communicable Diseases Branch of Queensland Health, drawing upon members' accumulated knowledge and the findings and recommendations of the Sex Workers Assessment of Needs Report.

The priority groups identified by the SWAN report were:

Asian
MSM
Trans*
Sex workers with HIV
Transient sex workers

Our current priorities are with members of the following groups:

Asian
MSM Males who have sex with males

Trans*
Indigenous Australians
Migrant/refugee sex workers
Sex workers with HIV
Sex workers operating outside of the legal framework
Sex workers with disabilities
Other CALD workers (eg. religious difference, language difference)

While the following list identifies all groups whose needs may be addressed in the lifetime of this operational plan, it is acknowledged that other priority groups or high needs sub-groups may emerge over time. It is also acknowledged that categories identified overlap and that individuals may work in more than one sector simultaneously or over time.

Whilst Respect Inc staff delivering services under the Queensland Health HIV & STI Prevention Education Project Funding prioritise the above groups we in turn provide services that are relevant for the following sex workers:

- all industry sectors (sole operators/private workers, brothel workers, escort workers, street-based workers, cooperatives)
- All sexual service providers who feel the need to access Respect Inc services (full service, relief providers, bondage and discipline, fantasy services, companionship that includes the option of sexual services)
- all genders (female, male and transgender sex workers)
- CALD and A&TSI sex workers
- transient sex workers
- workers new to the industry
- experienced workers wanting a new role within the organisation/sex industry
- sex workers able to provide constructive input during development of resources
- sex workers and sex worker groups who can be assisted with in kind support

Conceptual diagram

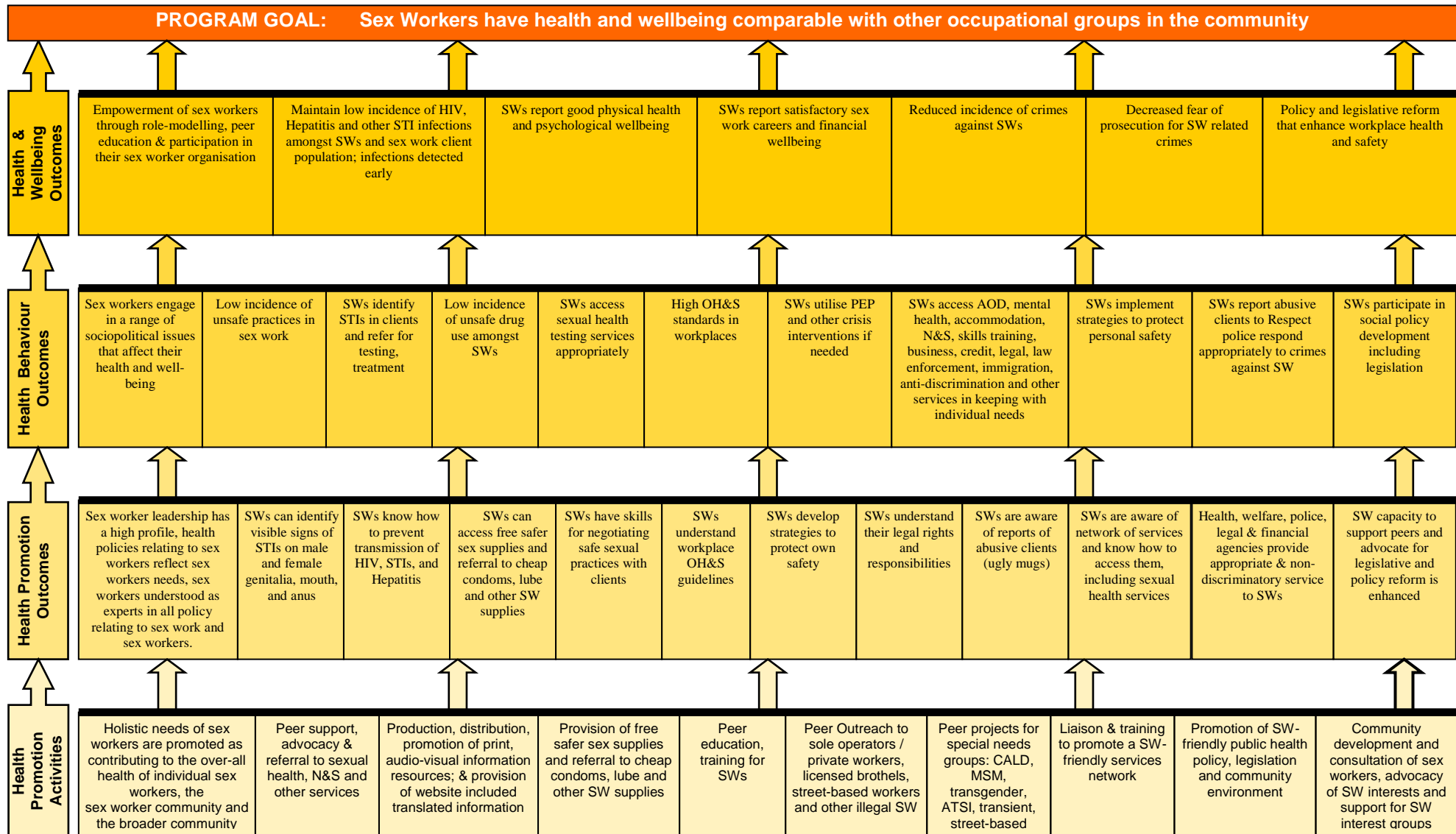
A conceptual diagram has been developed to provide an overview of the diverse health promotion activities of the HIV, Hepatitis and STIs Prevention Program of Respect Inc and the way they are intended to work together to achieve the health and wellbeing outcomes that are the goals of the program. This conceptual framework provides a systematic guide for operational planning, internal monitoring and independent evaluation of this program.

The conceptual diagram takes the form of a hierarchy of outcomes, with health promotion activities at the base leading to health promotion outcomes above, leading to health behaviour outcomes above these, leading to the health and wellbeing outcomes the program aims to achieve.

This has been influenced by the National HIV Strategy and the Ottawa Charter of Needs so as to draw on best practice and national and international initiatives. A detailed version, including performance indicators appears after the Approach to Key Areas of Work within this document followed by excerpts of these two policy documents.

Conceptual Diagram for HIV, Hepatitis & STI Prevention Program of Respect Inc

All activities are peer based, peer driven and guided by the health promotion principles defined in the Ottawa Charter



Approach to Key Areas of Work

Promotion, Access and Outreach

Aims and objectives

Respect Inc aims to promote our services to sex workers through various means and have a diverse range of access pathways.

Our objectives include;

- To identify barriers to access and participation and implement relevant and appropriate strategies to minimise barriers
- To implement and maintain a range of access options to sex workers who want our services.
- To pro-actively reach out to sex workers in all geographical locations and all sectors of the industry.
- To not push ourselves onto sex workers or presume that we are experts in their businesses.
- To allow sex workers to choose their own outcomes and provide them with the necessary information/support to self actualise them

Guiding principles for service delivery in this area

Special effort will be devoted to reaching the most vulnerable sex workers with greatest need for peer support, information and education services.

Access will be provided in ways that are safe, convenient, comfortable and affordable for individual sex workers. This will require sensitivity to barriers to access for particular target groups, flexibility, confidentiality and a non-judgmental, non-intrusive and non-discriminatory approach.

Resources produced with Communicable Diseases Branch funds must adhere to the guidelines produced for community based organisations.

Activities/Social Marketing

- Media advertising including appropriate ethnic media
- Flyers/posters at SHSs, sex shops and other HAHCSH NGOs
- Website, including specific information relevant for a diverse range of sex workers
- 'Drop in' times at specified times and promoted as peer only space
- Cold calling sole operators/private workers who advertise in print and on the internet
- Cold calling by like peers (bilingual PEs, male PEs, transgender PEs) when available
- Outreach to sex work businesses
- Regional outreach trips
- Social and cultural events, parties and arts activities
- Community development activities with other allied health services so as to promote services to a wider audience with sex workers within it, such as young people

Special needs considerations:

- CALD sex workers
- MSM sex workers
- Transgender sex workers
- Sex workers who work outside of the legal framework
- Transient/travelling sex workers
- Isolated sex workers with restricted access to services
- Dancers and performers, masseuses and companionship escorts who promote their sex work activities via another industry/workplace/trade

Peer information sharing, education and training

Aim and objectives

Respect Inc aims to provide all sex workers with information, education and training specifically for sex work

Our objectives include;

- To provide relevant information for when people are entering or thinking of entering sex work
- To increase pride in being a sex worker so as to maximize control over our bodies, clients and businesses.
- To maximise safety in any sector within the larger sexual services industry
- To share strategies about negotiating and maintaining safer sex practices with clients, particularly difficult clients
- To assist sex workers identify signs of possible STIs in clients and refer them for testing and treatment
- To reduce risks of violent crimes perpetrated against sex workers by sharing information about dangerous and abusive situations and strategies and responses for when incidents occur
- To assist in the development of individual emotional health strategies
- To assist with access to information regarding legal rights and responsibilities
- To develop content of STI and BBV information to specifically target all sex workers i.e. CALD and other specific sex worker groups.

Guiding principles for service delivery in this area

To maximise access and participation information sharing, education and training will:

- be proudly peer-based
- be non-judgemental, non-discriminatory and non-dictatorial
- be confidential and non-intrusive
- be timely, flexible and responsive to emerging needs
- be delivered in modes and locations accessible to sex workers
- address the needs of the most vulnerable, not just easy target groups
- provide what sex workers want so as to be relevant

As many resources will be translated into as many languages as possible and may be rewritten if the translation is shown to be inappropriate during consultation with relevant sex workers.

Resources produced with Communicable Diseases Branch funds must adhere to the guidelines produced for community based organizations.

Activities/Social Marketing

Topics addressed will include:

- Sexual health and STI/BBV prevention
- Occupational health and safety
- Business principles, including legal, financial, taxation areas
- Safety strategies and dangerous/abusive client alerts (“ugly mugs”)
- The services network, how to access it and which are SW-friendly
- Strategies for maintaining emotional wellbeing
- Methods to include sex workers at all levels of the organisation and encourage political input into laws and policies that affect the sex worker community.

Modes of delivery will include:

-
- Individual or group
 - multi media
 - telecommunications
 - cultural and social events
 - sex workers reference groups and committees

Special needs considerations

- CALD sex workers who do not speak English
- CALD sex workers who speak English as a second language
- Regional and transient sex workers
- Young sex workers and sex workers new to the industry
- Male and transgender sex workers
- Experienced sex workers who want a new role in the industry
- People who could be successfully solicited by clients without promotion of sexual services

Peer support, referral and advocacy

Aims and objectives

Respect Inc aims to provide all sex workers with peer support, advocacy and referral to appropriate services, in keeping with individual needs and requests.

Our objectives include;

- to provide peer support to all sex workers who want it, including one to one contact with culturally appropriate peers (this may be with the involvement of peers not employed by Respect Inc)
- to provide crisis intervention when needed and within available resources
- to provide referral to sex worker friendly services on request, with supported access if needed
- to advocate for fair and equitable outcomes for sex workers

Guiding principles for service delivery in this area

Special effort will be devoted to reaching the most vulnerable sex workers as identified within the SWAN Report and emerging identified groups.

Access will be provided in ways that are safe, convenient, comfortable and affordable for individual sex workers. This will require sensitivity to barriers to access for particular target groups, flexibility, confidentiality and a non-judgmental, non-intrusive and non-discriminatory approach.

Individual capacity and needs is to be assessed so as to create services that are appropriate with the aim of equity within a social justice framework.

Community development is recognised as the most efficient and effective way of creating opportunities for individual responses to ongoing support needs such as reducing isolation, increasing knowledge and minimising dependency of the service.

Resources produced with Communicable Diseases Branch funds must adhere to the guidelines produced for community based organisations.

Activities/Social Marketing

- One on one peer support and crisis intervention
- Fostering of peer support networks and sex worker interest groups
- Provision of a drop in space and occasional social events for sex workers so as to support individuals in building support networks within the sex worker community

-
- To have systems in place for consensual shared decision making processes for individual representation through grass routes advocacy services
 - Interagency networking with sex worker friendly services and development of referral protocols

Special needs considerations

- CALD
- people with complex needs
- male and transgender
- ATSI
- Isolated, transient and/or touring sex workers with reduced local support networks
- Sex workers with needs that are currently not met within the community sector

Potential partners

- Other sex worker peer education, support and information service providers in Australia including Scarlet Alliance and other Queensland sex worker groups and active community members
- Agencies that provide complementary services appropriate to needs and that are able to provide a sex worker friendly service

Sex Worker Community Development

Aims and objectives

Respect Inc aims to assist in the continued development of the sex worker community and to provide an affirmative action service and organisation.

Our objectives include:

- To assist in building on the existing sense of community amongst Queensland sex workers
- To facilitate or provide in kind support to skill sharing and other capacity building opportunities
- To support and/or participate in other sex worker groups and networks not facilitated or housed by Respect Inc
- To assist in building the capacity of the sex work trade industry to advocate strongly for sex workers rights
- To contribute to the industry with initiatives that assists individuals responding to their own needs and support the current self regulation achievements
- To do ourselves out of a job
- To actively recruit members and create opportunities to members in the business activities of the organisation

Guiding principles for service delivery in this area

All community capacity building activities should be respectful of diversity of origins, motivations, current circumstances and aspirations.

We will support, respect and acknowledge minority interest groups and networks to support self-determination in pursuing their own aims. When appropriate and within the capacity of organisation, Respect Inc will provide in kind support or participate within sex worker groups and networks not facilitated by Respect Inc.

Sex worker community members should be offered a range of opportunities to contribute to and participate in the work of the organisation as a form of capacity building within the sex industry and organisation.

Sex workers' need for confidentiality should be considered in all community-building activities.

Activities/Social Marketing

- Promoting membership of Respect Inc and provide opportunities for active member involvement in the work of the organisation
- Providing opportunities for members to participate in policy development and development of information/education resources
- Support for small interest groups (eg venue, computer, photocopier, mail outs)
- Interactive components of the website that invite member contributions
- Fostering minority sex worker group training, meetings and networks
- Social events, parties and cultural events for sex workers and by sex workers, and by sex workers for the broader community.
- To provide training and peer support to management committee members
- To have capacity building opportunities within most activities within the organisation
- To present as an organisation with integrity, accountability and professionalism to funding bodies and other stakeholders including sex workers

Special needs considerations

- Male
- Transgender
- CALD
- Isolated sex workers by geographical location, internal stigma, myths and perceptions of other sex workers and/or legalities
- Travelling/touring sex workers (FIFO/DIDO)
- Dancers and performers, masseuses and companionship escorts who promote their sex work activities via another industry/workplace/trade

Services networking and general community engagement and education

Aims and objectives

Respect Inc aims to reduce discrimination against sex workers and increase awareness and understanding of sex workers' specific needs in the services network and wider community services.

Our objectives include:

- To participate constructively in services interagency consultation and liaison
- To improve quality of services that Queensland sex workers access from organisations other than Respect Inc
- To support other organisations and government agencies in their efforts to improve their capacity to provide sex worker friendly or appropriate services
- To identify sex worker friendly and appropriate services for referral
- To identify services that are not currently sex worker friendly and offer policy advice and professional development for staff
- To provide a leadership role on sex worker policy, responses and issues across a range of sectors

Guiding principles for service delivery in this area

All interactions with other service organisations and agencies should:

- Be respectful, non-judgmental and constructive
- Involve mutual exchange of views, skills or support, as relevant.
- Be with the interests of sex workers as the goal of all activities

Resources produced with Communicable Diseases Branch funds must adhere to the guidelines produced for community based organisations.

Activities/Social Marketing

-
- Interagency consultation, liaison and collaboration
 - Assisting with policy development and staff training
 - Sharing resources, skills and information
 - Collecting sex worker feedback about the services network
 - Social Events, Cultural Events and Parties
 - Maintain an up to date list of contact details of the services network and referral pathways/information

Special needs considerations

- Services identified by sex workers as appropriate for their needs
- Services requesting information to support their recognised needs for appropriate service development to meet the needs of sex workers

Potential partners

- Qld Police Service, including PETF and PLA
- Other HAHCSH field NGOs and government agencies
- organisations that target our special needs groups (CALD, transgender, male, street-based sex workers, sole operators/private workers)
- Services providing sexual health services (e.g. sexual health clinics, general practitioners).

Profit for a purpose

Aims and objectives

Respect Inc aims to provide supplies for sex work businesses with a small profit margin so as to enable the organisation to respond to a wider range of needs.

Our objectives include;

- To have systems in place to administer the sale of supplies with a high level of accountability and compliance with taxation, insurance and legal requirements
- To use the sale of safer sex tools with relevant amounts for work use to break down barriers of access by giving people an empowering reason to access
- To assess and review the supplies available so as to ensure that they are affordable, accessible and appropriate to the identified needs of sex workers
- To have a transparent financial reporting system so as to enable service users to see where the 'profit for a purpose' is being directed

Guiding principles for service delivery in this area

Respect Inc acknowledges access to cheap sex work supplies provides a basis for regular contact with many sex workers and relevance to individuals and reduces barriers of access.

Prices for bulk condoms and lubricant and other sex work equipment should be low enough to be highly competitive, but high enough to be self-sustaining with some surplus.

Small sex work supply packs should be provided free of charge along with print resources for promotional purposes to those attending Respect Inc workshops or presentations and should be offered regularly during street outreach.

Safe sex supplies should always be available free of charge in moderate quantities to vulnerable sex workers in genuine need.

Safe sex supplies funded by Queensland Health will not be sold.

Activities/Social Marketing

- Sale of cheap bulk and specialist sex work supplies
- In regions distant from Respect Inc office locations, delivery may be outsourced to sexual health services that agree to participate (eg Mt Isa, Mackay, Rockhampton and Sunshine Coast)
- Distribution of small sex work supply packs as promotional tools of OH&S with further information about the supplies 'profit for a purpose' program for future needs
- Provision of free safe sex supplies to vulnerable sex workers in need.
- Referrals to other sources of supplies used by sex workers including cheaper clothing, sex toys, manufacturers, etc
- Strict cash handling and record-keeping procedures must be observed at all times. Regular auditing of stock and financial transactions will be essential.
- Within regions outside of a community with an office, cash handling will be minimized by requiring sex workers/agencies collecting bulk orders from outsource agencies to prepay by deposit into a purpose specific bank account. Goods will be provided on presentation of the receipt.

Special needs considerations

- Sex workers who have limited knowledge of PPE for sex work
- Sex workers distant from Respect Inc offices
- Sex workers with latex allergies
- Sex workers with special equipment needs

Potential partners

- Scarlet Alliance and Scarlet Alliance membership who run supply outlets and outreach for sex workers in other states and territories
- Memoranda of Understanding with Sexual Health Clinics or other approved locations in regional communities distant from Respect Inc offices
- Ansell / Esquire / Glyde / Products Unlimited and other safe sex equipment suppliers

Healthy government policies

Aims and objectives

Respect Inc aims to provide an effective voice for the diverse community of sex workers regarding policy at all levels of government.

Our objectives include:

- To provide constructive and timely advice to government on request or invitation
- To provide advice that is well supported by evidence from research and community consultation
- To provide in-kind support to sex workers policy interest groups.
- To influence stakeholders so as to develop/maintain social policies that will meet the OH&S needs, civil and human rights of sex workers at all levels of Government and Community

Guiding principles for service delivery in this area

All policy advice to government should be timely, constructive, forward-looking and well-grounded in research, anecdotal evidence, outreach and in-house statistics gathered by Respect Inc, and community consultation with the sex worker community.

Policy advice should be informed by social justice principles and should seek to advance sex workers' rights, status within the community, and equality before the law and equity of access to both government and private sector services.

Policy advice should take into account specific impacts of policies on more vulnerable categories of sex workers.

Activities/Social Marketing

- Provide opportunities for sex worker community members to participate in policy development and discussion of issues that affect sex workers
- Provide in kind support to sex worker interest groups
- Keep abreast of and request community consultation in social and other research concerned with or relevant to sex workers
- Keep abreast of social policy changes and reviews
- Write submissions to government on issues relevant to sex workers and respond promptly to all requests for input
- Collaborate with like-minded organisations to represent sex workers' interests in submissions.
- Social events, parties and cultural events to highlight particular policy issues to sex workers, government and the broader community.

Special needs considerations

Sex workers that may be specifically affected by specific social policy

Potential partners

- Scarlet Alliance and the Scarlet Alliance membership
- Legal services
- Women's groups
- Union groups
- Other HAHCSH field NGOs (QAHC, QuIHN, ECCQ)
- PLA

Evaluation, self-monitoring and review

Aim and objectives

Respect Inc aims to be collecting information that can be used to evaluation programs, promotions, access and equity of services. Reviews for various aspects of the program designs, organisational activities and plans, human resources and other resources will be done routinely and when issues are identified.

Our objectives include:

- To regularly consult the sex worker community and provide feedback opportunities that are diverse and with consideration to barriers
- To improve the effectiveness and relevance of services to sex workers' needs
- To identify emerging needs and changing circumstances that will require service responses
- To give in kind and promotional support to research being conducted by sex worker groups and organisations so as to maximise participation and development of various sector groups to advocate for their own interests
- To run a transparent Annual General Meeting and Management Committee
- To make membership forms and processes accessible to all sex workers in Queensland.

Guiding principles for this area

All service activities and management processes of the organisation must be documented to provide a detailed record of decisions made.

Quantitative and qualitative data regarding services provided and non identifying information regarding the service users and larger sex worker communities will be collected consistently between the offices.

Reporting requirements included in progress reports, including statistical information, will be subject to accountability mechanisms through the Delegations Table and the Management Committee.

Focus groups, consultations, surveys and feedback sheets will consider barriers to participate in evaluations particularly to people who don't speak English and/or don't speak English very well, geographical barriers, limited or no computer access, etc.

The organisation must keep abreast of relevant external social and epidemiological research with relevance to the health promotion activities of the organisation or sex workers' interests in general.

Funding agreements and milestones will not expose individual sex workers to risk of prosecution. Respect Inc will not release details or information about individual sex workers that would identify that worker.

The organisation will participate in research, including research targeting sex workers as appropriate where the research reaches the ethical standards for the community as approved by the Management Committee. Promotion of research through Respect Inc will be assessed through a credentialing process by the Management Committee and key staff.

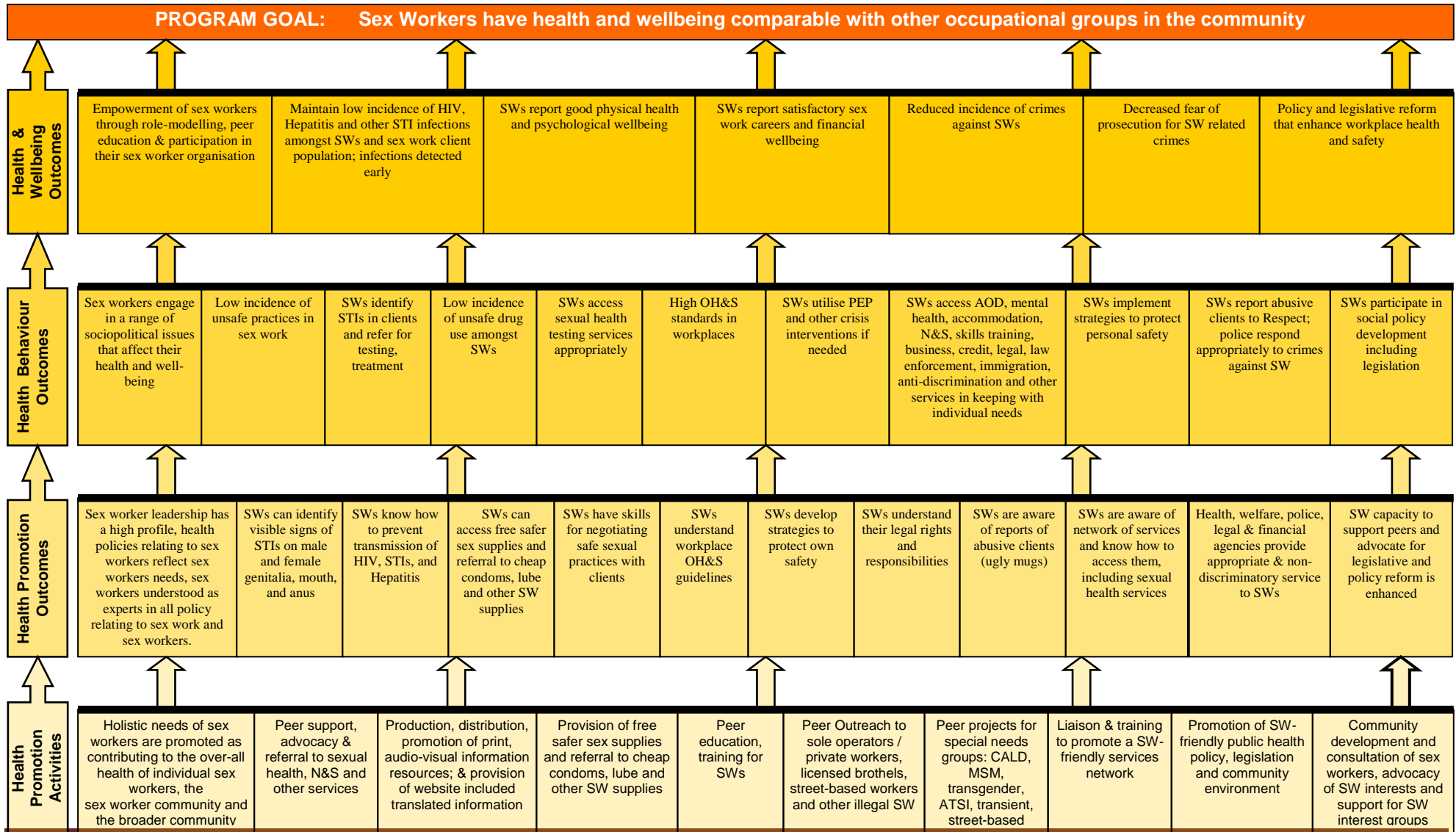
The organisation will also provide in kind and promotional support to research being conducted by sex worker groups and organisations so as to maximise participation and development of various sector groups to advocate for their own interests.

Activities/Social Marketing

- Maintain a database for the collection of quantitative data including services accessed and relevant non identifying details about the service users
- Periodic community and stakeholder consultation processes
- Focus groups and sex worker survey responses and feedback including forms appropriate for those who don't have English language skills
- Anonymous feedback mechanisms for all service users and programs
- Regular internal monitoring and review processes

Conceptual Diagram for HIV, Hepatitis & STI Prevention Program of Respect Inc

All activities are peer based, peer driven and guided by the health promotion principles defined in the Ottawa Charter



Source of guiding principles for health promotion activities

The health promotion activities set out in this plan are informed not only through consultation with sex workers throughout Queensland and the SWAN Report (2009) but also by the guiding principles set out in the Sixth National HIV Strategy 2010-2013 and the Ottawa Charter (1986).

Sixth National HIV Strategy 2010 – 2013

The Australian Government, Department of Health and Aging, produces an periodic strategy on HIV prevention policy.

The following excerpts from the current document which refers to sex workers. The full document is available at <http://www.health.gov.au/internet/main/publishing.nsf/Content/ohp-national-strategies-2010-hiv>

Priority populations 5.5 Sex workers (Page 16)

Despite the occupational risks, the incidence of HIV in sex workers in Australia is among the lowest in the world. This is largely because of the establishment of safe-sex as a norm, the availability of safe-sex equipment, and community-driven health promotion and peer-based interventions.

However, the potential for an increase in HIV in sex work populations remains. Continuing support of prevention initiatives are therefore required to minimise transmission of HIV.

Sex workers are a priority population because of their significantly higher number of sexual encounters than other community members leading to an increased potential for transmission of HIV if safe practices are not adopted.

Other contributing factors are relative youth, discrimination, mobility and migration, and barriers to control over the occupational health and safety conditions of their work and to health service access. High priority subpopulations require specifically tailored and targeted interventions. This includes transgender sex workers, street based sex workers, Aboriginal and Torres Strait Islander sex workers, CALD sex workers, sex workers who inject drugs, and male sex workers.

Priority areas of action 6.1.7 Sex workers (Pages 31-32)

Ensuring sex workers are equipped to maintain safe sex practices, while adapting to a changing industry, requires complex education and community development approaches by sex worker organisations within the context of occupational health and safety in the sex industry. Support for community-based sex worker organisations to provide peer education and outreach—particularly to those who work individually and to migrant and CALD sex workers—should continue to be provided. Innovative access, education and community development approaches are required to engage with this diverse and highly transient community, which includes males (gay-identified and otherwise), people from CALD backgrounds, people who inject drugs, Aboriginal and Torres Strait Islander peoples and street-based workers.

Implementation of [Scarlet Alliance] Australia's National Training Project has provided important national support for and development opportunities to sex worker peer educators to extend and receive accreditation for their skills. Attention will continue to be given to the professional development needs of the sex work organisation workforce.

The Ottawa Charter

The principles of health promotion are defined in *The Ottawa Charter for Health Promotion* (WHO/HPR/HEP/95.1), which was formulated and adopted at the First International Conference on Health Promotion in Ottawa on 21 November 1986. Most of this document is reproduced below.

“Health Promotion

Health promotion is the process of enabling people to increase control over, and to improve, their health. To reach a state of complete physical, mental and social well-being, an individual or group must be able to identify and to realize aspirations, to satisfy needs, and to change or cope with the environment. Health is, therefore, seen as a resource for everyday life, not the objective of living. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being.

Prerequisites for Health

The fundamental conditions and resources for health are:

- *peace,*
- *shelter,*
- *education,*
- *food,*
- *income,*
- *a stable eco-system,*
- *sustainable resources,*
- *social justice and equity.*

Improvement in health requires a secure foundation in these basic prerequisites.

Advocate

Good health is a major resource for social, economic and personal development and an important dimension of quality of life. Political, economic, social, cultural, environmental, behavioural and biological factors can all favour health or be harmful to it. Health promotion action aims at making these conditions favourable through advocacy for health.

Enable

Health promotion focuses on achieving equity in health. Health promotion action aims at reducing differences in current health status and ensuring equal opportunities and resources to enable all people to achieve their fullest health potential. This includes a secure foundation in a supportive environment, access to information, life skills and opportunities for making healthy choices. People cannot achieve their fullest health potential unless they are able to take control of those things which determine their health. This must apply equally to women and men.

Mediate

The prerequisites and prospects for health cannot be ensured by the health sector alone. More importantly, health promotion demands coordinated action by all concerned: by governments, by health and other social and economic sectors, by nongovernmental and voluntary organization, by local authorities, by industry and by the media. People in all walks of life are involved as individuals, families and communities. Professional and social groups and health personnel have a major responsibility to mediate between differing interests in society for the pursuit of health

Health promotion strategies and programmes should be adapted to the local needs and possibilities of individual countries and regions to take into account differing social, cultural and economic systems.

Health Promotion Action Means:

Build Healthy Public Policy

Health promotion goes beyond health care. It puts health on the agenda of policy makers in all sectors and at all levels, directing them to be aware of the health consequences of their decisions and to accept their responsibilities for health.

Health promotion policy combines diverse but complementary approaches including legislation, fiscal measures, taxation and organizational change. It is coordinated action that leads to health, income and social policies that foster greater equity. Joint action contributes to ensuring safer and healthier goods and services, healthier public services, and cleaner, more enjoyable environments.

Health promotion policy requires the identification of obstacles to the adoption of healthy public policies in non-health sectors, and ways of removing them. The aim must be to make the healthier choice the easier choice for policy makers as well.

Create Supportive Environments

Our societies are complex and interrelated. Health cannot be separated from other goals. The inextricable links between people and their environment constitutes the basis for a socioecological approach to health. The overall guiding principle for the world, nations, regions and communities alike, is the need to encourage reciprocal maintenance - to take care of each other, our communities and our natural environment. The conservation of natural resources throughout the world should be emphasized as a global responsibility.

Changing patterns of life, work and leisure have a significant impact on health. Work and leisure should be a source of health for people. The way society organizes work should help create a healthy society. Health promotion generates living and working conditions that are safe, stimulating, satisfying and enjoyable.

Systematic assessment of the health impact of a rapidly changing environment – particularly in areas of technology, work, energy production and urbanization - is essential and must be followed by action to ensure positive benefit to the health of the public. The protection of the natural and built environments and the conservation of natural resources must be addressed in any health promotion strategy.

Strengthen Community Actions

Health promotion works through concrete and effective community action in setting priorities, making decisions, planning strategies and implementing them to achieve better health. At the heart of this process is the empowerment of communities - their ownership and control of their own endeavours and destinies.

Community development draws on existing human and material resources in the community to enhance self-help and social support, and to develop flexible systems for strengthening public participation in and direction of health matters. This requires full and continuous access to information, learning opportunities for health, as well as funding support.

Develop Personal Skills

Health promotion supports personal and social development through providing information, education for health, and enhancing life skills. By so doing, it increases the options available to people to exercise more control over their own health and over their environments, and to make choices conducive to health.

Enabling people to learn, throughout life, to prepare themselves for all of its stages and to cope with chronic illness and injuries is essential. This has to be facilitated in school, home, work and community settings. Action is required through educational, professional, commercial and voluntary bodies, and within the institutions themselves.

Reorient Health Services

The responsibility for health promotion in health services is shared among individuals, community groups, health professionals, health service institutions and governments. They must work together towards a health care system which contributes to the pursuit of health.

The role of the health sector must move increasingly in a health promotion direction, beyond its responsibility for providing clinical and curative services. Health services need to embrace an expanded mandate which is sensitive and respects cultural needs. This mandate should support the needs of individuals and communities for a healthier life, and open channels between the health sector and broader social, political, economic and physical environmental components.

Reorienting health services also requires stronger attention to health research as well as changes in professional education and training. This must lead to a change of attitude and organization of health services which refocuses on the total needs of the individual as a whole person.

Moving into the Future

Health is created and lived by people within the settings of their everyday life; where they learn, work, play and love. Health is created by caring for oneself and others, by being able to take decisions and have control over one's life circumstances, and by ensuring that the society one lives in creates conditions that allow the attainment of health by all its members.

Caring, holism and ecology are essential issues in developing strategies for health promotion. Therefore, those involved should take as a guiding principle that, in each phase of planning, implementation and evaluation of health promotion activities, women and men should become equal partners.

Commitment to Health Promotion

The participants in this Conference pledge:

- *to move into the arena of healthy public policy, and to advocate a clear political commitment to health and equity in all sectors;*
- *to counteract the pressures towards harmful products, resource depletion, unhealthy living conditions and environments, and bad nutrition; and to focus attention on public health issues such as pollution, occupational hazards, housing and settlements;*
- *to respond to the health gap within and between societies, and to tackle the inequities in health produced by the rules and practices of these societies;*
- *to acknowledge people as the main health resource; to support and enable them to keep themselves, their families and friends healthy through financial and other means, and to accept the community as the essential voice in matters of its health, living conditions and well-being;*
- *to reorient health services and their resources towards the promotion of health; and to share power with other sectors, other disciplines and, most importantly, with people themselves;*
- *to recognize health and its maintenance as a major social investment and challenge; and to address the overall ecological issue of our ways of living.”*
(Ottawa Charter, p 1-4)

The Conference urged all concerned to join them in their commitment to a strong public health alliance.