



PQD

CASE STUDIES



**Quality Action**  
Improving **HIV** Prevention in Europe



This work is part of the Joint Action on Improving Quality in HIV Prevention (Quality Action), which has received funding from the European Union within the framework of the Health Programme.

## 1. SERVICE ORGANISATION(S)

- Münchner Aids-Hilfe e.V. [www.muenchner-aidshilfe.de](http://www.muenchner-aidshilfe.de)
- Sub e.V., Project Prevention, Munich, [www.subonline.org](http://www.subonline.org)

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## 4. PREVENTION ACTIVITY TO WHICH PQD WAS APPLIED

Literature for download (available in German only)

- [Postkarte\\_Rueckseite.pdf](#)
- [Geschenke.JPG](#)
- [Postkarte.JPG](#)



This process of quality development consisted of the self-evaluation of

the ‘Thanks Campaign’, a HIV prevention campaign organised by Sittenstrolche [Sex Fiends].

Sittenstrolche is a joint project of Muenchner Aids-Hilfe [Munich AIDS Service Organisation) and Sub e.V.

A team of gay male volunteers organising prevention campaigns for gay men, Sittenstrolche has been active for more than 10 years. It provides HIV prevention in the Munich gay scene reaching out to gay men through acts in shows, vendors’ trays and informational literature. The Thanks Campaign was designed to convey a feeling of appreciation to gay men who use condoms and support them in their safer sex behaviour. Men who do not use condoms are encouraged to rethink their attitude to safer sex.

The Thanks Campaign involved three to four Sittenstrolche volunteers visiting gay venues together. Men at the venues are approached individually and asked: “Do you have a condom with you?”

If the answer is “yes”, the patron receives a gift (see Literature); if the answer is “no”, the patron is given a condom. In addition, a postcard is given to every individual [see Literature].

## 5. AIM OF USING PQD

The process aimed to assess and evaluate the Thanks Campaign conducted by Sittenstrolche.

## 6. WHAT WERE THE BENEFITS OF USING PQD?

- Encouragement for Sittenstrolche: The self-evaluation, in particular the patron interviews, show how well the Thanks Campaign and Sittenstrolche are accepted among the target group. The objectives of the campaign were largely achieved. This provides motivation.
- The self-evaluation catalysed repeated self-reflection: It raised questions about the campaign's value and highlighted the importance of the ‘fun factor’ to Sittenstrolche and as an indicator of the success of the prevention work.
- Better documentation, better planning: The feedback from the target group and the self-evaluation sheet help us to evaluate our campaign and plan future campaigns more effectively (e.g. where to conduct what kind of campaigns, when, and to which target groups). The self-evaluation sheet will continue to be used in the future. The patron interviews will be repeated as needed.
- Qualification of workers: Counselling by the Berlin Social Science Centre and the development and application of the self-evaluation methods enabled Sittenstrolche volunteers to improve their knowledge of quality development and evaluation and to learn methods that can be used with other projects.

### Using PQD provided benefits for:

- Professional development of workers
- Practical prevention work

## 7. METHODOLOGY

### Literature for download (available in German only)

- [Gaestebefragung-1.pdf](#)
- [kleingruppe\\_auswertung\\_2-1.jpg](#)
- [Laufzettel\\_Selbstevaluation-1.pdf](#)
- [christopher\\_an\\_wand-1.jpg](#)



- [kleingruppe\\_auswertung-1.jpg](#)
- [christopher\\_manfred\\_working\\_together-1.jpg](#)
- [sittenstrolche\\_am\\_tisch-1.jpg](#)

1. Definition of objectives and strategies of the Thanks Campaign
2. Rapid assessment with the target group
3. Questionnaire for self-assessment
4. Evaluation

### 1. Definition of objectives and strategies of the Thanks Campaign

Using the ZiWi method (Developing Local Objectives and Strategies), the objectives and strategies of Sittenstrolche's campaigns in general and of the Thanks Campaign in particular were defined. There was not enough time for completing and transcribing the work with the ZiWi method in detail because we had to start the Thanks Campaign and develop an evaluation design.

We defined the following objectives and milestones for reviewing progress:

- a) Sittenstrolche volunteers get into conversations with the target group (patrons at gay venues) as part of the Thanks Campaign
- b) The campaign is not perceived as annoying
- c) Men who receive a gift for having a condom with them feel appreciated (not patronised) by the campaign
- d) The participants feel encouraged by the campaign to practice safer sex

### 2. Rapid assessment with the target group

Patrons at the venues were interviewed about the campaign using a short questionnaire. This rapid assessment comprised five questions about the following topics: receiving a gift or a condom; being pleased about the gift or condom; rating the campaign; feeling encouraged in personal safer sex behaviour; estimating whether the campaign has a favourable influence on other gay men's attitude to safer sex. The interviews were conducted on three evenings at 18 locations in Munich between February and April 2007.

As part of the Thanks Campaign, Sittenstrolche volunteers distributed questionnaires and pencils, which were collected at the end of the campaign by a Sittenstrolche volunteer who was not directly involved in the distribution of gifts or condoms.

### 3. Questionnaire for self-assessment

Immediately after each Thanks Campaign session at a given location, the Sittenstrolche workers completed a questionnaire. This 'self-evaluation sheet' is an extended version of the documentation they normally complete. The questionnaire for self-assessment comprises questions about the location and the number of patrons, whether they had fun (the 'fun factor'), the relevance of the campaign, the patrons, positive and negative responses, the number of interviews, and observations about what was effective and what needed to be changed. The self-evaluation sheet was completed by the Sittenstrolche volunteers on three evenings and was also used in other campaigns on a trial basis.

### 4. Evaluation

The patron interview questionnaires were given a number, together with the interview date and a code for each location. The data was entered into a statistical programme (SPSS) and analysed. The 'free' answers to the semi-open question 3 as well as comments provided in response to questions 4 and 5 were transferred into a Word document, printed out and analysed in a team meeting. The data from the self-evaluation sheets was transferred into a Word document and also analysed by Sittenstrolche workers in a team meeting.

## **Which method(s) of the PQD tool was/were applied?**

- Rapid assessment

## **8. RESULTS OF USING PQD**

### **Literature for download (available in German only)**

- [Auswertung Danke Aktion-1.pdf](#)

The patron interviews show that the campaign met with a very positive response. Altogether, 215 men participated in the interviews – this corresponds to three-quarters of all men who were present at the locations (all patrons present were approached). Out of the 215 men, 87% were pleased about the gift/condom (35% had a condom with them and received a gift). When the participants were asked 'How did you like the campaign?', 65% of them ticked 'meaningful', 41% 'funny' and only 1-2% considered it 'boring' or 'unnecessary' (multiple answers were possible). 'Annoying' was not ticked by anyone.

The majority of participants (69%) indicated that the campaign encouraged them to practice safer sex. A somewhat smaller majority (53%) also assumed that the campaign had a favourable influence on (other) gay men's attitude to safer sex. Responses to this question, however, included comments such as 'remains to be seen', 'hopefully' and 'I hope so', which

was interpreted to mean that there is both doubt and hope regarding the attitude of other men on the gay scene.

The analysis of the self-evaluation sheets showed that the Thanks Campaign enabled Sittenstrolche volunteers to get into conversations with guests more often than in the usual ‘vendors’ tray’ outreach campaigns. Furthermore, it became evident how important the ‘fun factor’ is in the implementation of campaigns and how closely this is related to the target group’s perception of the campaign’s relevance at a given location.

We were surprised by the following results:

- Patrons’ high level of willingness to participate in interviews. Prior to the campaign, we had doubts about whether such interviews would be feasible.
- The positive response to the campaign. Prior to the campaign, some team members were sceptical about whether the Thanks Campaign might be perceived as patronising. Not all patrons at the locations took part in the campaign, but those who were willing to do so (76%) gave clear feedback that they were pleased about the gifts and condoms and liked the campaign.

For a detailed description of the interview results, see the evaluation of the Thanks Campaign.

## 9. EXPERIENCE AND TIPS

- Guided self-evaluation is very time-consuming, but it is worthwhile (see Benefits).
- The discussions were demanding, lengthy and tedious on occasions, especially with respect to the ZiWi method. It was not always possible to find a common language. Efforts should be made to discuss things in plain and clear language to address the questions and needs of workers.
- There were also some uncertainties about directly applying the newly acquired quality development and evaluation methods. External facilitation and scientific guidance are desirable.
- Not all Sittenstrolche volunteers were able or willing to participate in the counselling meetings; there was also some resistance to the self-assessment. Staff and collaborative partners should be involved in quality development processes as early and comprehensively as possible.
- The patron interviews show that target groups are often willing to participate in interviews. Very few refused to take part. This shows that this type of research is possible.
- Some Sittenstrolche volunteers had difficulties rating the campaign consistently. The self-assessment sheet needs to be adapted so that different opinions can be reflected.

**This case study relates to the following chapters of PQD:**

- [Evaluation](#)
- [Implementation](#)
- [Participation](#)
- [Collaboration](#)



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## 2. CASE STUDY: QUALITY STANDARDS FOR OUTREACH PREVENTION FOR PEOPLE WHO USE DRUGS IN BERLIN

### 1. SERVICE ORGANISATION(S)

Fixpunkt e.V. <http://www.fixpunkt.org>

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### 4. PREVENTIVE MEASURE TO WHICH PQD WAS APPLIED

Drug users in Berlin are the target group for prevention and addiction support by Fixpunkt. Fixpunkt operates through mobile teams at various gay venues (e.g. Kottbusser Tor, Bahnhof Zoo). Each team has a specially outfitted and equipped bus, which is used to provide health and social counselling, needle and syringe exchange and other services during outreach, including prevention campaigns. HIV prevention is always part of more comprehensive addiction services and basic social and medical care for the target group.

### 5. AIM OF USING PQD

Quality improvement was aimed at developing quality standards for outreach prevention campaigns in order to make such campaigns less expensive, conduct them more frequently and better estimate the time required.





## 6. WHAT WERE THE BENEFITS OF USING PQD?

The quality standards helped to plan, implement and follow up large-scale prevention campaigns at the mobile outreach units. They provided an overview of the various steps, processes and responsibilities that need to be defined or observed.

### Using PQD provided benefits for:

- Practical prevention work
- Collaboration within the team
- Collaboration with the target group

## 7. METHODOLOGY

The standards were developed by full-time Fixpunkt workers during three 2-hour meetings on the basis of existing experience and considering ‘What is the procedure and what does it take for the individual steps to be implemented well and in an efficient manner?’ As far as possible, responsibilities and time limits were defined for the individual steps.

## 8. RESULTS OF USING PQD

Literature for download (available in German only)

- [Qualitätsstandards Vorort-Aktionen.pdf](#)
- [CheckListe.pdf](#)

We developed quality standards in visual form, which provide a better overview of the individual steps in the preparation, implementation and follow-up of outreach prevention campaigns using the mobile units (see Standards). This also included a check list for equipment (see Check List).

## 9. EXPERIENCE AND TIPS

The joint development of quality standards was helpful. However, it turned out that, while standardisation is of particular relevance for large-scale prevention campaigns, it is not so important for smaller campaigns.

Presenting the standards in visual form is very helpful. They could be used to create a poster, which could be put up at a prominent place in the office to serve as a reminder.

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- [Implementation](#)
- [Participation](#)
- [Collaboration](#)

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### 3. CASE STUDY: HIV PREVENTION FOR ADOLESCENT FEMALE DRUG USERS ENGAGED IN SEX WORK IN HAM,BURG

## 1. SERVICE ORGANISATION(S)

Sperrgebiet: Café – Protection – Perspective [www.sperrgebiet-hamburg.de](http://www.sperrgebiet-hamburg.de)

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## 4. PREVENTIVE MEASURE TO WHICH PQD WAS APPLIED

HIV/AIDS prevention for adolescent female drug users who are engaged in sex work.

## 5. AIM OF USING PQD

The process aimed to develop a survey instrument to find out about the target group's knowledge and use of condoms.

## 6. WHAT WERE THE BENEFITS OF USING PQD?

Using PQD provided benefits in terms of both processes and results.

Benefits in terms of processes:

- The rapid assessment survey was developed in the form of a quiz and this was short enough to be integrated into the daily work routine.



- By taking a closer look at their own work, workers' implicit knowledge of their activities became more explicit and visible.
- Workers' appreciation of their own work increased.
- The identification of a new target group was facilitated.

#### Benefits in terms of results:

- The practical prevention work improved.
- The findings from the survey showed how much additional knowledge the girls need about condoms and their use.
- The findings were useful for planning additional measures to provide information about and raise awareness of safer work and safer sex issues.
- The survey can be applied after a counselling session to verify effectiveness in terms of increasing the target group's level of knowledge.
- The newly acquired method of developing local objectives and strategies (ZiWi method) is being and will be used by the organisation for other work.

#### **Using PQD provided benefits for:**

- Professional development of workers
- Practical prevention work
- Collaboration within the team
- Collaboration with the target group

## **7. METHODOLOGY**

### **Literature for download (available in German only)**

- [Zielebenen Zielsetzung.pdf](#)
- [Foto ZiWi-Methode.pdf](#)
- [Was ist ein Zyklus.pdf](#)
- [Einstellung\\_sex1.pdf](#)
- [Einstellung\\_sex\\_2.pdf](#)
- [Verhütungskarten\\_1.pdf](#)
- [Verhütungskarten2.pdf](#)

The team defined prevention objectives for the organisation based on the SMART criteria and the method of developing local objectives and strategies (ZiWi method). These were then sub-divided into short-, medium- and long-term objectives.



For example, in order to achieve the long-term objective of preventing HIV/STI, clients need to be enabled to assess the risks they are exposed to. They can do this if they have a sound knowledge of STIs, safer use, safer sex and safer work. They also need to have protective options available and to apply these correctly.

As part of the intervention, clients receive condoms and lubricant either from Sperrgebiet or from an outreach worker as well as information on how to use them to avoid HIV/STIs. The rapid assessment survey, which can be used as a fun quiz, was developed to determine how much additional information clients need and what they already know about condoms and their use.

### **Which method(s) of the PQD tool was/were applied?**

- SMART criteria

## **8. RESULTS OF USING PQD**

Results of the quiz

### **Existing knowledge of clients (survey):**

- Nearly all were well informed about condom use.
- Regarding contraceptives, nearly all were well informed about contraceptives such as the pill and condoms.

### **Where are improvements needed (needs assessment)?**

Nearly all clients were poorly informed about menstrual periods and their own bodies. They also need more information about:

- Homosexuality
- Other contraceptives such as vaginal rings, hormone rods and IUDs
- Sexually transmitted diseases and the need to protect themselves against STIs as well as unwanted pregnancy.

### **How much do clients remember of the information conveyed (evaluation)?**

- They know that there are various types of contraceptives. We had an increasing number of inquiries about vaginal rings, hormone rods and IUDs, both for information and/or requests to be taken to see the gynaecologist.
- Clients also developed more trust and are now able to talk with us about sexuality.
- They were pleased to receive information (personal and via brochures) about how their bodies work, including menstrual periods, and asked questions.



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## Starting points for new/changed intervention projects (strategy planning):

Some girls have very negative attitudes about homosexuality, e.g. calling it perverted, disgusting. We need to find out the reasons and decide what we can do to overcome these prejudices.

## 9. EXPERIENCE AND TIPS

Conveying information in a fun way is often more effective when working with adolescents. The questions were designed to be age-appropriate, to address issues adolescents are dealing with e.g. friendship and sexuality and to be a bit more challenging, e.g. how often a tampon should be changed. There was a good mix of questions, with both 'right' and 'wrong' answers and one question seeking personal opinions. This prevented the girls from feeling the pressure of having to give a correct answer and at the same time provided the group with an opportunity for discussion. The girls enjoyed the quiz very much. As an additional incentive, we gave away small prizes. We also set up a table displaying all types of contraceptives, dildos to practice putting on condoms and informational literature. This gave the girls the opportunity to look at contraceptives they were less familiar with and to demonstrate the correct use of a condom.

### This case study relates to the following chapters of PQD:

- [Evaluation](#)
- [Project Planning](#)
- [Needs Assessment](#)
- [Participation](#)
- [Collaboration](#)

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## 1. SERVICE ORGANISATION(S)

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## 4. PREVENTIVE MEASURE TO WHICH PQD WAS APPLIED

The participatory quality improvement work covered the following areas of primary prevention:

- School work/youth work
- Prevention in the party scene for young adults
- Prevention in the gay scene (MSM)/outreach work

## 5. AIM OF APPLYING PQD

This process aimed to develop a shared vision for primary prevention at AH Düsseldorf, so quality development focused on conceptual work. Its emphasis was the in-house definition of the main concept and focus of primary prevention.

## 6. WHAT WERE THE BENEFITS OF USING PQD?

The benefits were sub-divided into benefits for processes and benefits for results.

### Benefits for processes:

- The organisation learned how to use the ZiWi (developing local objectives and strategies) method to define and specify its objectives.
- Through quality development, workers had an opportunity to take a critical look at individual work areas.
- The ZiWi method enhanced motivation by emphasising the relevance and significance of the work of each individual.
- Collaboration in the team during the participatory quality development process brought the Department of Primary Prevention together.

### Benefits for results:

- Using PQD helped to further develop the work.
- The results can be used in other areas of primary prevention at the organisation and inform a shared vision.

### **Using PQD provided benefits for:**

- Professional development of workers
- Practical prevention work
- Collaboration within the team

## **7. METHODOLOGY**

### **Literature for download (available in German only)**

- [FotoZiWi-Methode.pdf](#)
- [Bedarfsbestimmung MSN und Jugendliche Düsseldorf.pdf](#)
- [Zeitschiene HIV Aids in Düsseldorf.pdf](#)
- [Definitionen der Überschriften der Primärprävention.pdf](#)

The participatory quality development work was aimed at developing a vision for primary prevention at AIDS-Hilfe Düsseldorf. This vision was intended to be more than a guiding principle, including concrete objectives and their rationale.

### Quality development steps:

- 1. Needs assessment: The first step was to try to get an overview of the HIV/AIDS situation in Düsseldorf. To this end, we developed a time schedule showing the most important events and characteristics in the history of the epidemic in Düsseldorf.



Reviewing the history of the epidemic e.g. ‘Where are we at with HIV in Düsseldorf?’ ‘How can we prevent the situation from deteriorating?’, enabled the team to reassess the need for action. This helped to make clear which target group needed what kind of intervention and to redefine the objectives of prevention work. Existing services were then reviewed against these objectives, and steps were taken to adapt the services to ensure that they met the defined needs of the target groups. Five groups were to be reached with primary prevention at all events between 2006 and 2011: MSM, adolescents and young people up to age 27, migrants, heterosexuals and people who inject drugs. The epidemiology of HIV in Düsseldorf shows a relatively stable pattern, with some variations in the number of new infections reported. An extensive needs assessment was carried out for two of these groups: adolescents and MSM.

- 2. Definition of prevention objectives: The second step was to define the prevention objectives for these two groups as an example. Using the ZiWi method of developing local objectives and strategies, interventions were reviewed and joint prevention objectives were defined. Objectives, milestones and strategies of intervention projects aimed at adolescents and MSM were defined. Mutual exchange of views, including workers’ assumptions about the effects of their own work and whether these assumptions were shared by others, was part of participatory quality development using this method. The three defined joint objectives of responsible sexuality, counselling and awareness-raising were subject to extensive discussion and involved a common written definition of the terms.

## Which method(s) of the PQD tool was/were applied?

Needs assessment

## 8. RESULTS OF USING PQD

The definition of objectives resulted in the primary prevention team members being united under a common vision. These objectives will provide the basis for the development of future intervention projects.

## 9. EXPERIENCE AND TIPS

Although the ZiWi-method is time-consuming, it provides the opportunity to systematise an organisation’s work and planning. The prevention team saw its value and could envisage using it again to plan or review intervention projects.

This case study relates to the following chapters of PQD:



- 
- [Project Planning](#)
  - [Needs Assessment](#)
  - [Participation](#)
  - [Collaboration](#)

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## 1. SERVICE ORGANISATION(S)

AIDS-Hilfe Bielefeld; <http://www.aidshilfe-bielefeld.de/Herzenslust> Bielefeld;  
[http://www.herzenslust.de/herzenslust/front\\_content.php?idcat=887](http://www.herzenslust.de/herzenslust/front_content.php?idcat=887)

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## 4. PREVENTIVE MEASURE TO WHICH PQD WAS APPLIED

Literature for download (available in German only)

- [Liedtext Gleitgel Gummi und Popo.doc](#)

‘Gleitgel, Gummi und Popo’, which translates to ‘Lubricant, Condom and your Bottom’ is a trash-drag performance with folk elements. The ‘Gleitgel, Gummi und Popo’ prevention campaign was developed by Herzenslust Bielefeld and is aimed at gay and bisexual men. The performance is intended to convey a safer sex message in an amusing way i.e. in the form of ‘infotainment’. For this purpose, a well-known, folksy song, ‘Servus, Grüezi und Hallo’ by Maria and Margot Hellwig, had been given new, safer sex ‘propaganda’ lyrics. The members of Herzenslust perform the song live in dirndl drag, singing along to pre-recorded music under the name ‘Schwulliesels Töchter’, which literally means ‘Gay Lizzie’s Daughters’.

## 5. AIM OF USING PQD

Quality development was aimed at evaluating the ‘Gleitgel, Gummi und Popo’ campaign.

## 6. WHAT WERE THE BENEFITS OF USING PQD?

The process was very useful. It provided suggestions for improving the campaign (e.g. the intelligibility of the lyrics) and for planning and implementing further campaigns. It also provided insights and developed the competence for those involved (e.g. how the different perspectives of Herzenslust, partygoers, hosts, DJs and other collaborative partners can be better understood) and enhanced the motivation of the Herzenslust workers. The results were also used in public relations, strengthening the external position of Herzenslust Bielefeld and AIDS-Hilfe Bielefeld.

It also had benefits for:

- Collaboration with partners
- External perception of the intervention
- Professional development of workers
- Political benefits to the organisation
- Practical prevention work
- Collaboration within the team
- Collaboration with the target group

## 7. METHODOLOGY

Literature for download (available in German only)

- [Fragebogen\\_Gästebefragung.pdf](#)
- [Beobachtungsbogen.doc](#)
- [Bogen zur Selbsteinschätzung von Herzenslust.doc](#)

The evaluation aimed to assess the acceptance of the prevention campaign among, and its effects on the target group. The first step was to define the objectives and strategies of the prevention campaign using the ZiWi method, followed by the development of an evaluation design. The evaluation design used a combination of data sources and methods – the effects of the campaign were evaluated from different perspectives using different methods at two different points in time – to triangulate the findings.

Three instruments were developed:

- 1. A self-evaluation sheet to be completed by the Herzenslust workers
- 2. A sheet for monitoring the campaign and the target group's response to be completed by other participants
- 3. A short questionnaire to be completed by partygoers at the end of the campaign

Using these instruments, data was collected in spring 2007 at two parties in Bielefeld: a party organised by Herzenslust and AIDS-Hilfe Bielefeld (HL Party, 31/3/2007) and a gay-lesbian party in a commercial club (Magnus Party, 5/5/2007).

The data obtained from the interviews was evaluated by means of Grafstat (version 2). The open answers were transferred into a Word document and classified into groups, categorised (i.e. provided with headings) and analysed at a team meeting. These results were compared with the observations and self-observations (the results of which were compiled in Word documents). The results were subsequently consolidated in tabular form.

### Which method(s) of the PQD tool was/were applied?

- Rapid assessment
- Participant observation

## 8. RESULTS OF USING PQD

- For the most part, partygoer feedback was positive e.g. acceptance, appreciation, support for the safer sex message and Herzenslust's campaigns.
- There was also critical feedback about the intelligibility of the lyrics and the way the song was performed e.g. the dirndl outfit and 'silliness'.
- The differences in the audience's responses were surprising, but Herzenslust learnt that some guests were more interested and enthusiastic than others.
- The responses at the two different parties were similar in many respects. This was also surprising, given the differences in priority given to the performance at the two parties. At the non-commercial Herzenslust Party, the performance was the highlight of the evening, whereas at the commercial Magnus Party, it was more of an 'ice-breaker'.

## 9. EXPERIENCE AND TIPS

- The process of quality development was very useful, but also very time-consuming.
- Enough time and support should be available, especially for the preparatory work before the survey, but also for processing and evaluating results.

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- Using a combination of data and methods is interesting and informative, but it requires guidance, otherwise it is easy to lose track of things.
  - The involvement of ‘neutral’ third parties (AH workers from other areas) was advantageous for the evaluation and for reflecting on the results.
  - The approach and the methods are suitable for working on the quality of HIV prevention in AIDS service organisations. In future, workers should be able to decide more flexibly about the how and when of applying PQD– according to the needs of the target group.

**This case study is related to the following chapters of PQD:**

- [Evaluation](#)
- [Implementation](#)
- [Participation](#)
- [Collaboration](#)

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## 1. SERVICE ORGANISATION

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## 4. PREVENTIVE MEASURE TO WHICH PQD WAS APPLIED

The PAAARC project stands for Prevention of AIDS among Africans with the Resources of Communities. The project aims to prevent HIV/AIDS and hepatitis among Sub-Saharan African immigrants living in Vienna. This is the migrant group that is most affected by HIV/AIDS in Austria, accounting for 12 per cent of all people living with HIV/AIDS in the country.

Ten peer educators from African communities were selected, trained and substantially involved in project planning and implementation. The project focused on communicating the following five key messages:

- HIV/AIDS is not a death sentence!
- Know your status – get tested!
- Using a condom prevents you from getting HIV!
- Social contacts with HIV-positive people don't put you at any risk!
- Hepatitis B is a viral infection of the liver – get vaccinated!

The project visited shops, restaurants and hair salons as well as bars and night clubs. It was also represented at various African festivals and cultural celebrations. Events were hosted in collaboration with other organisations, including a football tournament and a World AIDS Day concert featuring more than 20 musicians of almost exclusively African origin. Participatory research methods were also used to obtain a better understanding of the target group and their needs, as well as to familiarise them with Aids-Hilfe Vienna.



## 5. AIM OF USING PQD

The process aimed to improve reaching African communities in a way that is appropriate to their experience and cultural background, as well as encouraging them to adopt a proactive approach.

## 6. WHAT WERE THE BENEFITS OF USING PQD?

The benefits included improved access to the target group while also strengthening resources in African communities by improving the training of peer educators and researchers. Participation of and collaboration with people from the community ensured that African communities were reached in an appropriate way.

In summary, using PQD provided benefits for:

- Creation of a network of collaborative partners
- Collaboration that benefitted from the target group's expertise
- Strengthening of self-efficacy in African communities
- Practical prevention work
- Professional development of AHW workers
- Professional development of peer educators and researchers

## 7. METHODOLOGY

The first step was to conduct facilitated focus groups with target group representatives. (Following a workshop on participatory quality development with Martina Block, the objectives were set in an Aids-Hilfe Vienna working group using SMART criteria). The focus groups that were subsequently established with the target group served as the basis for the development of the project's key messages. The specific outreach project was planned in guided working group meetings during the training of the peer educators and was continuously evaluated and adapted in subsequent monthly meetings. These meetings also included the development of new prevention materials as well as a campaign to actively promote personal responsibility. Participant observation was carried out during visits and events to obtain a better understanding of the community environment. Community mapping, questionnaires and 'Photovoice' were used as peer research methods to collect data on the target group's needs and living environment, as well as to adapt the project.

Additionally, a service user committee was established, comprising representatives of various associations who were kept informed about the project and were tasked with passing on this information to their association members.





## 8. RESULTS OF USING PQD

The focus groups showed that, although many migrants had experienced the issue of HIV/AIDS in their home countries, most of them were still unsure or uninformed about its significance. The key messages developed reflected these findings.

Community mapping indicated that hair salons and festivals are best suited for in-depth conversations. Clubs and similar settings are better suited for handing out literature and condoms.

The questionnaires were designed to reflect the knowledge, behaviour and attitudes of African communities.

With the help of participatory quality development, the prevention activities effectively reached African communities by using an approach that combined peer education, outreach and peer research. The feedback from the target group was consistently positive. This resulted in numerous collaborative efforts with immigrant organisations, which in many cases were started at their own initiative. The participant observations showed that the willingness to accept information had increased considerably since the project started. In addition, the number of Africans who used Aids-Hilfe Vienna's counselling and testing services was 3.5 times higher than in previous years.

For more information on interim project results, please see the download section.

## 9. EXPERIENCE AND TIPS

The use of participatory quality development in this project required substantial resources, but provided great benefits, especially to the target group, which had previously been difficult for Aids-Hilfe Vienna to reach. Budget planning took account of compensation for participants in focus groups, community mapping and 'Photovoice'. It was also important to have a budget available for collaborative efforts.

Although coordination of peer educators and on-going dialogue in one-on-one discussions and feedback meetings are time-consuming, they ensure the quality of the work being done.

Participatory quality development also required flexibility on the part of the project management and other project staff.

The collaboration with the Austrian Institute for Family Studies was an asset for all involved and is planned to continue in future.

**This case study relates to the following chapters of PQD:**

- [Implementation](#)



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- [Participation](#)
  - [Collaboration](#)

