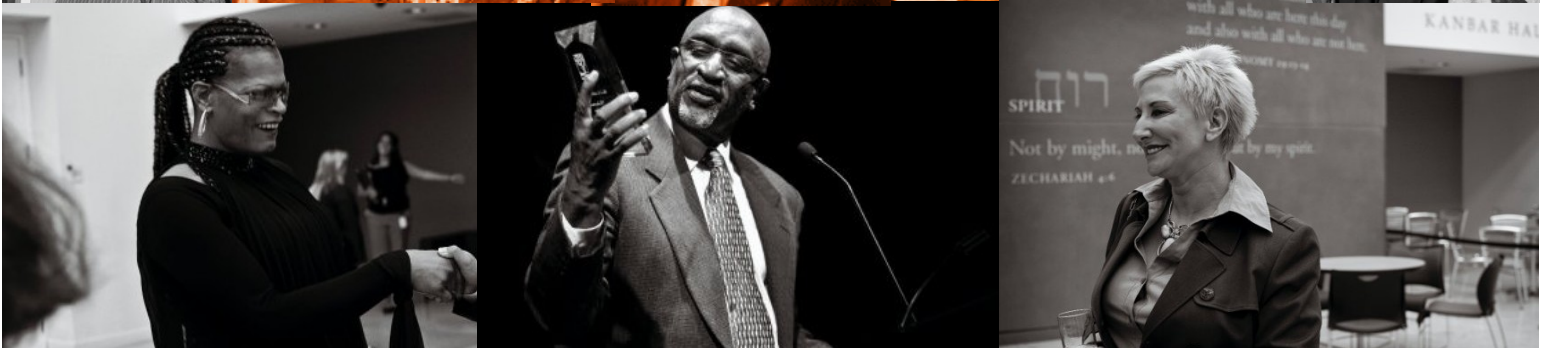




Black Coalition on AIDS
2011 - 2012 Community Report
25 *Years of Service*



A Message from the Executive Director

The inescapable fact is that Black people in San Francisco suffer and die disproportionately from cancer, heart disease, diabetes, stroke, HIV/AIDS, high blood pressure and more. The effect is diminished individual capacity and less vitality within the community overall. Nevertheless, we must not become stuck in the disheartening statistics.

At BCA, we aim to focus more on solutions—more on prevention and wellness and less on succumbing to diseases and pharmaceutical numbing.

That is why BCA and its Rafiki Wellness program offer health education classes, healthy cooking demonstrations, health support services, health screenings, yoga and dance classes, along with complementary medical services such as massage, acupuncture and chiropractic sessions. We believe there is wisdom in the adage that “an ounce of prevention is worth a pound of cure.” We aim to connect Black and marginalized people to health care services and to each other in our quest for better health.

It will take the entire village—learning and demonstrating better health habits—one person at a time; it will take real allies, willing to donate needed resources. It will take all of us. Please join the BCA/Rafiki Wellness movement today!

Perry L. Lang



A Message from the Board President

Dr. Martin Luther King Jr. said it best:

“Of all forms of inequity, injustice in healthcare is the most shocking and inhumane.”

The mission of the Black Coalition on AIDS (BCA) is to stop the spread of HIV/AIDS and eliminate health disparities in the Black Community. BCA is the only community-based agency in San Francisco whose mission is dedicated to eliminating health disparities; and the need to do so is urgent.

Like many nonprofit agencies, BCA is challenged in this economic recession with shrinking resources but growing needs. To be sure, these are challenging times. But with the help of friends, allies and potential funders, I believe we can help turn the tide and support our community on the road to better health.

We are calling on our friends, allies and potential funders to stand with us.

Our resolve is strong and we promise to be good stewards of your trust.

Dian Harrison



BCA History

The Black Coalition on AIDS (BCA) was conceived in 1986 as a community-based initiative aimed at impeding the devastation of HIV/AIDS within San Francisco’s African American community. Now in its 25th year of service, BCA has been dedicated to serving vulnerable, low-income African American residents in San Francisco, many of whom have had multiple medical diagnoses.

Since 2004, BCA has steadily expanded its service menu to include health and wellness (via Rafiki Wellness). BCA’s expansion of services was a natural progression in response to a growing number of HIV/AIDS clients developing comorbidities, such as kidney disease, liver disease, diabetes and high blood pressure. In 2004, the BCA Board of Directors officially expanded the agency’s mission to include “health disparities,” and the agency sought and secured funding to implement the African American Coalition for Health Improvement and Empowerment (AACHIE) contract, which included conducting health education and training classes.

In 2007, BCA was awarded a health policy contract and charged with establishing the African American Community Health Equity Council which, among other things, hosted four health disparities conferences: *Living and Dying in San Francisco* (2008), *Reclaiming Health in the Black Community* (2009), *Transforming Health in San Francisco’s Black Community* (2010), and *Declaring Good Health in the Black Community* (2011).

In 2008, BCA was awarded a San Francisco Department of Public Health stress reduction and health enhancement contract, which features a series of stress reduction activity sessions such as yoga, soul chi and African dance.



Vision, Mission and Strategic Directions

VISION

At BCA, we dare dream of a vibrant, healthy San Francisco, where health disparities among Blacks and marginalized communities have been eliminated and HIV/AIDS is a disease of the distant past. We affirm an informed, educated, healed, resilient, happy, united, productive, committed, respectful, empowered, mobilized and engaged community, where life is valued and the diversity of the African Diaspora is celebrated.

MISSION

The mission of the Black Coalition on AIDS (BCA) is to **stop the spread of HIV/ AIDS and eliminate health disparities** in San Francisco. BCA strives to achieve its mission by **providing health and wellness services** including, but not limited to, housing, education, advocacy, health case management and other health-promoting activities.

STRATEGIC DIRECTIONS

BCA's strategic plan is divided into two distinct parts, external and internal, to meet its overall mission.

External Strategy: BCA's external strategy is to **promote health equity, improve health outcomes and mobilize health related resources** to support the health and wellness of Black and marginalized communities in San Francisco.

- Goal:** BCA strives to **promote health equity** by *building strategic partnerships, conducting community assessments and developing community health policies* in order to support the health and wellness of Black and marginalized communities in San Francisco.
- Goal:** BCA aims to **improve health outcomes** by *increasing access to health services, assisting self-care and monitoring, and providing referrals to appropriate alternative medical services* in order to

support the health and wellness of Black and marginalized communities in San Francisco.

- Goal:** BCA sets out to **mobilize health related resources** by *developing a community information hub, creating a community social network and managing a community linkages resource* in order to support the health and wellness of Black and marginalized communities in San Francisco.

Internal Strategy: BCA's internal strategy is to **acquire new revenue resources, revise organizational infrastructure and adapt to the changing community and environment** to sustain the services provided to Black and marginalized communities in San Francisco.

- Goal:** BCA seeks to **acquire new revenue** by *building a pool of competent grant writers, developing partnerships with corporate sponsors and selecting methods of revenue generation* in order to sustain the health and wellness services provided to Black and marginalized communities in San Francisco.
- Goal:** BCA will **revise its organizational infrastructure** by *updating board membership and governance policies, resolving outsourcing of management functions and amending program management policies and procedures* in order to sustain the health and wellness services provided to Black and marginalized communities in San Francisco.
- Goal:** BCA sets out to **adapt to its changing community and environment** by *utilizing its community assessment data, modifying programs and services, and facilitating community engagement activities* in order to sustain the health and wellness services provided to Black and marginalized communities in San Francisco.

Programs and Services

It's About You—An HIV/AIDS prevention initiative targeted to at-risk Black and Latino youth, ages 15-24, **It's About You** connects individuals to risk reduction workshops, confidential HIV testing and access to case management.

Environmental Justice Tour—A health and wellness initiative that informs residents, doctors, nurses, researchers, students and regulatory agencies about environmental health issues in the Bayview-Hunters Point area.

First Saturday Health Party—On the first Saturday of each month, this community gathering features fun exercise activities, healthful cooking demonstrations and complementary alternative medical services, such as massage, acupuncture and chiropractic services.

I am Every Woman—Targeting Black women, **I am Every Woman** incorporates themed events and access to community health and health care leaders to increase health literacy, build vibrancy and develop proactive community health advocates.

Positive Living—Connects those newly-diagnosed and people living with HIV/AIDS with supportive services, including workshops and case management.

Real Talk—A weekly drop-in support group for those looking to identify viable solutions to life challenges, including coping with and managing HIV, substance use, sex, relationships, isolation and grief.

Case Management/Counseling—We link people living with HIV to public and private benefits, housing, quality medical care and other social services and information for healthy living.

Outreach and Health Education—We provide people with life-sustaining health information and safe-sex kits and connect them to services offered at BCA/Rafiki Wellness and other agencies.

Health Screening and Complementary Alternative Medicine—We offer a wide range of health enhancement activities, including blood pressure testing, diabetes testing, body mass index evaluations and HIV testing; also, massage, acupuncture, reflexology and chiropractic therapies.

Rafiki Housing—We provide short-term housing to those living with HIV/AIDS and facing homelessness at Brandy Moore House, an 11-bed facility, which provides a supportive, empowering and substance-free environment.

Rafiki Wellness—This program includes mobile health activities, such as moderate exercise classes, healthful cooking demonstrations and community health workshops.

Health Advocacy—BCA supports and sponsors the activities of the African American Community Health Equity Council, which advocates policies to improve health in Black communities.



BCA Staff

- **Perry L. Lang**, Executive Director
- **David Brown**, Director of Finance and Administration
- **Adrian Tyler**, Director of Development and Communications
- **Javarré Wilson**, Director of Programs
- **Francis Broome**, Client Care Coordinator
- **Sandi Cupit**, Program Associate
- **Brinda Faye Drummer**, Receptionist/Program Assistant
- **David Harmon**, Development and Communications Associate
- **Victor Kwok**, Finance and Administration Associate
- **Michael Lewis**, BMH Resident Manager and Outreach Worker
- **Mark Matthews**, Program Assistant
- **Maxine Tatmon-Gilkinson**, Health Advocacy Coordinator
- **Asara Tsehai**, Wellness Coordinator
- **Phillip Watson**, Case Manager
- **Lewis Cullen**, BMH Resident Manager
- **Sandra Aguirre**, BMH Resident Manager and Outreach Worker

BCA Board of Directors

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- **Doris Ward**, Secretary/Treasurer
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