

HIV/AIDS Prevention and Care

Fostering Local and Lasting Social Change



JUNE 7 – 9, 2004

HOSTED BY

**THE OFFICE OF POPULATION RESEARCH
AND
THE CENTER FOR MIGRATION AND DEVELOPMENT**

**PRINCETON UNIVERSITY
PRINCETON, NEW JERSEY USA**

Ple^us
Institute

Plexus Workshop

HIV/AIDS Prevention and Care Fostering Local and Lasting Social Change

Princeton University, Princeton, New Jersey USA
June 7–9, 2004

OPENING THOUGHTS

We need to ask ourselves: are we helping to create an environment where people can take responsibility for themselves and others? Or do our attitudes contribute to an environment of shame, fear and denial that prevents people from taking action? Only by confronting stigma and discrimination across the world will the fight against HIV/AIDS be won.

–UNAIDS, World AIDS Campaign



The beginning of the 21st century marks the third decade of a devastating global epidemic: HIV/AIDS. Progress in the prevention and treatment of HIV/AIDS has been especially challenging given an overemphasis on bio-medical approaches to tackling the disease, and an under-appreciation of the complex social, cultural, and economic factors affecting the disease's spread. As HIV/AIDS is essentially a social disease, slowing its spread is highly dependent upon on fostering local and lasting social change.

Research on social change, as well as communications theory as applied to AIDS prevention and care is beginning to recognize that the development of novel, effective, and sustainable HIV/AIDS programs must respect local culture, must emerge locally (with outsiders serving as no more than facilitators), and must lead to the stimulation of local dialogue, decision-making, and action. As Singhal and coauthors¹ (2004, p. 373) note, “when people organize themselves around a common purpose, the interactions help stimulate reflection, debate, and action...When individuals organize in small groups to take charge of their lives, they shift community norms, which may make the social change more sustainable.”

¹ Arvind Singhal, Devendra Sharma, Michael J. Papa, & Kim Witte (2004). “Air Cover and Ground Mobilization: Integrating Entertainment-Education Broadcasts with Community Listening and Service Delivery in India” In Arvind Singhal, Mike Cody, Everett M. Rogers, and Miguel Sabido (Eds.) *Entertainment-Education and Social Change: History, Research, and Practice*. Mahwah, NJ: Lawrence Erlbaum Associates.

Research by Everett M. Rogers and Arvind Singhal, presented in their recent book *Combating AIDS: Communication Strategies in Action*, shows how diverse individuals and organizations across the global stage are facing this pandemic through a wide range of locally-developed initiatives. While advocacy and policy-making at the national level are crucial for HIV/AIDS, the translation of these discourses into concrete and sustainable outcomes still depends on local community-centered organizations and individuals.

Yet, today, most AIDS initiatives do not have this local, this community orientation; they are centrally planned, administered, controlled and large in scale.

The intellectual underpinnings for such a top-down, centrally-planned orientation emanated from the industrial era and the science of Newton and Descartes, and led to a mechanistic and linear view of human systems and issues. Such a view is proving inadequate for many of the most important issues of our time, notably the HIV/AIDS pandemic. Clearly we need a new way of approaching HIV/AIDS. A number of perspectives have emerged over time that challenge top-down, mechanistic, linear views of human systems and issues. The emergent discipline of the complexity sciences also joins this collection of views that privilege the local. This new scientific discipline, which deals with how order and novelty emerge in living systems, was developed by some of the world's leading researchers, Nobel laureates, MacArthur "geniuses," Pulitzer prize winners, and renowned scientists such as Murray Gell-Mann in physics, Linda Reichl in physics, Ilya Prigogine in chemistry, Edward O. Wilson in biology, Stuart Kauffman in molecular biology, Brenda Zimmerman in organizational dynamics, John Holland in computer science, and Scott Kelso, in neuroscience.

WORKSHOP DESIGN & OBJECTIVES

While this workshop will primarily draw on the participants' own experiences with HIV/AIDS initiatives and programs, this workshop will have a distinguished team of facilitators, including Everett M. Rogers, Arvind Singhal, Patricia Fernandez-Kelly, Brenda Zimmerman, Kate Randolph, Henri Lipmanowicz, and Lawrence Ellis. You can read more about these individuals later in this brochure.

The workshop will be designed to foster lively, engaging and abundant interaction and new professional relationships among those who attend. A variety of processes, informed by complexity science, will be employed to draw out the wisdom and diverse experiences of all participants and generate through conversation and reflection novel insights and promising ways forward. Storytelling, appreciative inquiry, open space and large and small group conversation will be among the processes featured. This will not be a "speeches followed by Q & A sessions" kind of event.

The purpose of this unique gathering, sponsored by the Plexus Institute, is to bring together a diverse group of individuals involved in AIDS prevention and care from throughout the world to:

- make sense of their experiences—of what has worked and what has not worked—using the framework of complexity science
- develop principles, strategies, and methods informed by local experiences and complexity science to foster more local, lasting, and effective AIDS care and prevention initiatives
- build new relationships and networks so that new conversations can begin, and new actionable possibilities can be identified at the present workshop that can be carried forward

INTENDED PARTICIPANTS

This gathering has been designed for officials from governmental and non-governmental agencies, healthcare providers, officers from foundations, scholars devoted to social change or AIDS care and prevention, HIV/AIDS and social change activists, public health policy makers and officers, executives from corporations concerned about AIDS, and community leaders. Others who are interested in processes of social change might be interested in attending as well.

DATES, LOCATION AND TIMES

“HIV/AIDS Prevention and Care: Fostering Local and Lasting Social Change” will be held June 7–9, 2004 at Princeton University’s Department of Sociology. The event will be held in room 300 of Wallace Hall, the home of the university’s Department of Sociology.

The event will begin 11:00 am on June 7th with registration followed by lunch. June 8th will be a full conference day from 9:00 am until 5:00 pm. The conference will end on June 9th at noon.

TRAVEL

Travelers to this event have a few options for consideration. Flying into either Newark International Airport or Philadelphia International Airport will put you within an hour of the conference site. Car rentals are available at each airport.

Service is available through Amtrak’s Acela Express (this includes Boston, New York, Philadelphia, Washington, DC, as well as both aforementioned airports) with a stop at *Princeton Junction*. Taxi service is available at this train stop to take you to local hotels and the conference site. There are no car rentals, however, from Princeton Junction.

Newark International Airport – www.panynj.gov/aviation/ewrframe.htm
Philadelphia International Airport – www.phl.org
Amtrak – www.amtrak.com/trains/acelaexpress.html

LODGING ACCOMMODATIONS

There are a number of hotels which service the Princeton area on Route #1. Although there are quite a number in the area, here are two for your consideration:

- Hyatt Regency Princeton
princeton.hyatt.com
Reservations: 609-987-1234
- AmeriSuites Princeton Carnegie Center
www.amerisuites.com/hotels/ajpr.shtml
Reservations: 609-720-0200

REGISTRATION AND CANCELLATION POLICY

To register, complete the attached registration form and return by mail or fax. Registration fees cover tuition, conference materials, continental breakfasts, lunches and break refreshments. Enrollment is limited, and early registration is advised. A letter of confirmation will be sent upon receipt of payment and completed registration form. Please present this letter when checking in at the meeting registration desk.

Your registration fee, less a \$50 administrative fee, will be refunded when Plexus Institute receives written notification at least 14 days prior to the conference. No refunds will be made after that time.

ACKNOWLEDGMENT

Plexus Institute gratefully acknowledges Patricia Fernandez-Kelly and Princeton University's Office of Population Research and the Center for Migration and Development for hosting this event.

ABOUT PLEXUS INSTITUTE

Plexus Institute is a community of diverse people – scientists, business executives, nurses, artists, educators, journalists, researchers, physicians, university students, and community leaders. We are people who, by learning from each other, are making progress on significant problems in society and in our social organizations. Our mission is to foster the health of individuals, families, communities, organizations and our natural environment by helping people use concepts emerging from the new science of complexity.

The institute is quickly becoming the home of the largest gathering of complexity scientists and complexity-science practitioners interested in healthy organizations from the very small to the very large.

To learn more about Plexus Institute, please go to: www.PlexusInstitute.org.

WORKSHOP FACULTY AND SPECIAL GUESTS

ARVIND SINGHAL, PHD

*Presidential Scholar and Professor, School of Communication Studies
Ohio University*

Arvind Singhal is Presidential Research Scholar and Professor in the School of Communication Studies at Ohio University. His scholarship involves diffusion of innovation, mobilizing for change, and strategic communication and is focused on challenging issues in the developing world. He is author of numerous scholarly articles and several books, including *Combating AIDS: Communication Strategies in Action*, *Entertainment-Education: A Communication Strategy for Social Change* and *India's Communication Revolution: From Bullock Carts to Cyber Marts* (all co-authored with Everett Rogers), and *The Children of Africa Confront AIDS: From Vulnerability to Possibility* (edited with W. Stephen Howard).

EVERETT M. ROGERS, PHD

*Distinguished Professor, Department of Communication and Journalism
University of New Mexico*

Everett Rogers is Distinguished Professor of Communications and Journalism in the Department of Communication and Journalism, at the University of New Mexico. Dr. Rogers is recognized internationally for his pioneering research on the diffusion of innovations. His classic book *Diffusion of Innovations*, now available in its fifth edition, is the second most highly cited work in the social sciences. His wide-ranging research involves communities throughout the world and covers such diverse issues as technology transfer, cancer and AIDS prevention, and the consequences of new communication technologies on social change.

KATE RANDOLPH

Vice President, International Programs, Population Communications International

Kate is currently Vice President for International Programs at Population Communications International (PCI). She works creatively with media teams around the world to design and broadcast social content soap operas promoting reproductive health and rights and HIV/AIDS education and prevention. Prior to this appointment, she served as an independent consultant for Save the Children and The Center for Health and Social Policy. Kate has also served as Program Director for RAINBO (Research Action and Information Network for Bodily Integrity of Women) at the Columbia University School of Public Health. At the United Nations International Conference on Population and Development (ICPD) held in Cairo in 1994, Kate functioned as the NGO planning Committee Coordinator. Her responsibilities included negotiating with Egyptian government officials, raising funds (US \$1.8 million) for operating budget, and programming NGO activities of UN preparatory meetings. Kate has an MA in Arabic and Islamic Law from Columbia University.

PATRICIA FERNANDEZ-KELLY, PHD

*Professor, Department of Sociology and the Office of Population Research
Princeton University*

Patricia Fernandez-Kelly, PhD, who has a joint appointment in Sociology and the Office of Population Research at Princeton University, is a social anthropologist with an interest in international development. She has written on migration, economic restructuring, women in the labor force, and race and ethnicity. With Lorraine Gray, she co-produced the Emmy award winning documentary, *The Global Assembly Line*.

BRENDA ZIMMERMAN, PHD

*Professor, Policy and Strategic Management, Schulich School of Business
Director, Health Industry Management Program Associate Professor of Strategy
York University, Canada*

Brenda Zimmerman, PhD, serves as Director, Health Industry Management Program and Associate Professor of Strategy/Policy in the Schulich School of Business at York University. Her writing and scholarship deal with the implications of complexity science for organizational strategy, innovation and social policy, including AIDS care and prevention. She is co-author of *Edgware: Insights From Complexity Science for Health Care Leaders*.

LAWRENCE ELLIS

Founder, Lawrence Ellis and Associates

Lawrence Ellis is Founding Principal of Lawrence Ellis and Associates, a consulting & training company specializing in bringing the best of both analytic and complexity-inspired approaches to organizational and social change. Lawrence studied individual and large-scale change at Oxford University on a Rhodes Scholarship. He was a Director with Interaction Associates, one of the oldest companies in the world specializing in facilitating change. Also a seasoned activist, Lawrence has worked on numerous justice, peace and sustainability issues in several communities hard hit by the AIDS pandemic. He is an invited member of Reinventing Revolution, the SF Bay Area community of activists convened by Julia Butterfly Hill, Aya De Leon, Taj James and Van Jones.

HENRI LIPMANOWICZ

Chair, Plexus Institute

Henri Lipmanowicz is Chair of the Plexus Institute Board of Trustees. His work with Plexus followed a distinguished career at Merck, where he was President of the Merck Intercontinental and Japan Division, and a member of the Management Committee. During this tenure he promoted some of the early AIDS treatment and prevention efforts in Africa.

Workshop Registration

HIV/AIDS Prevention and Care Fostering Local and Lasting Social Change

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Mail or FAX your form and payment to:

Plexus Institute
PO Box 395
Allentown, NJ 08501

Telephone: (609) 208-2930
Fax: (609) 208-2934
Website: www.PlexusInstitute.org
E-Mail: Darren@PlexusInstitute.org

(Please print or type all information. You may duplicate this form for multiple registrations.)

Name _____
First Name Middle name or Initial Last Name

Organizational Title _____

Institution _____

Mailing Address _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Home Phone () _____ Work Phone () _____ FAX () _____

E-mail address _____



Please check if you have special accommodation or dietary needs and indicate specific need(s):

Workshop Registration Fee

- Standard Registration (\$600.00) \$ _____
- Professional Plexus/Learning Network Member Registration (\$480.00) \$ _____
- Organizational Plexus Member Registration (\$0.00) \$ _____

Professional Membership

- Professional Membership – you get 20% off all conferences (\$250.00) \$ _____

Total Payment Enclosed

\$ _____

Payment Method

- Check Enclosed *(make checks payable to **Plexus Institute**)*
- Credit Card: Visa MasterCard

Card Number _____ Expires (Month/Year) ____/____

Cardholder Address _____

Signature _____ Date _____

** Organizational members can send two individuals for free; additional attendees pay the same as a Professional member*

** For those applicants who cannot afford the full registration fee, scholarships are being offered. Please contact us if you wish to discuss your need for the scholarship. Plexus Institute seeks to be an inclusive organization that welcomes a wide variety of people and organizations to its community. As such, some funds have been allocated by the Institute to support partial conference scholarships for those without the financial resources to cover full registration fees.*