

Revisiting R.A.C.E.¹:

Leveraging archival resources for the purpose of Reducing AIDS through Community Education

Statement of Need

The Stuart A. Rose Manuscript, Archives, and Rare Book Library (Rose Library) at Emory University seeks \$118,030 over two years to research, plan, and implement a community-based project that utilizes library resources to address the rise in rates of HIV/AIDS in the metropolitan Atlanta area. Rose Library will utilize its holdings and status as a respected local cultural institution to activate the connections between the medical, academic, social service, religious, advocacy, and artistic communities combating the HIV/AIDS epidemic in the metro Atlanta region. In this effort, Rose Library will partner with Emory's own medical and public health programs already involved in HIV/AIDS research and local groups creating HIV/AIDS awareness and education programs. At this time, there is no backbone organization to serve as the convener of community assets; we will take on this role. (Kania and Kramer)

Unfortunately, the Atlanta community continues to struggle with a high rate of HIV/AIDS. As of December 2014, there were 53,230 people living with HIV in Georgia, with two-thirds of those individuals residing in the Atlanta metropolitan area. Georgia was ranked fifth highest in the nation for new diagnoses of HIV infection, and of those diagnoses, 23 percent were found to have AIDS within three months, indicating they were tested late in the development of the disease. "Late testing results in missed opportunities for prevention and treatment of HIV infection and emphasizes the need for earlier testing, linkage, and retention in care for persons living with HIV infection." (GA Department of Public Health, 2016) The demographic breakdown of new diagnoses reveals that the disease is most prevalent among African Americans (65 percent) and men who have sex with men (MSM) (75 percent of males over 13). Researchers at Emory's Rollins School of Public Health have found that these statistics reveal a regional issue, with the rate of MSM with HIV in Southern cities being twice as high as the national average. (Rehagen 2016) Carlos del Rio, the Hubert Professor of Global Health and Medicine specializing in infectious diseases and Co-director of the Emory Center for AIDS Research (CFAR), states, "It is clear that the major drivers of HIV infection are poverty, unemployment, lack of education and health insurance. Addressing HIV in the South requires us also to address the social determinants of health. If you add stigma, discrimination, and racism, you have a perfect milieu for high HIV rates." (Rehagen 2016) The large numbers of infected individuals represents a localized epidemic that requires a collective effort on the part of organizations, institutions, academic centers, and individuals to confront.

Atlanta has a number of medical, social service, religious, and advocacy organizations who are actively working to combat the spread of HIV, many of them centered around the Emory campus. The University has been a leader in HIV/AIDS research and services for decades. As the home of the Centers for Disease Control; Grady Hospital's Ponce De Leon Center for HIV/AIDS patients; and Emory University's Center for Aids Research (CFAR), School of Medicine, and Rollins School of Public Health, the city is an epicenter of AIDS research. AID Atlanta, Georgia Equality, Atlanta AIDS Fund, Greater Than AIDS, and Positive Impact Health

¹ R.A.C.E. was a major initiative of SCLC/W.O.M.E.N., Inc.'s National AIDS Minority Information and Education Program in the late 1980s and early 1990s.

Centers are some of the numerous organizations that provide support for treatment and prevention services. Both local and national news organizations have reported on the spread of the disease in the region, and in 2014 Fulton County—which contains 90 percent of Atlanta's geographic area—appointed a task force, the Strategy to End AIDS in Fulton County. All of these efforts indicate the governmental, academic, economic, and grassroots support for enriched AIDS education.

The libraries at Emory University house world-class collections and provide services to thousands of students, faculty, staff, and community members. The Rose Library is the university's largest special collections library, collecting manuscript materials related to African American history and culture, literature and poetry, modern politics and the history of the South, as well as serving as the official repository for Emory's institutional archives. The Woodruff Health Sciences Center Library (WHSCCL) serves the Schools of Medicine, Nursing, and Public Health, the graduate Division of Biological & Biomedical Sciences, the Yerkes Primate Center, the Emory Clinic, Emory University Hospital, Emory Hospital Midtown, and Wesley Woods. WHSCCL offers a wide range of unique services and programs that aim to optimize research, education, and clinical care processes throughout the Woodruff Health Sciences Center with reliable and sustainable access to and utilization of data, information and knowledge. (Woodruff Health Sciences Center Library)

The Rose Library has been at the forefront in documenting the city of Atlanta's response to AIDS. Through unique print materials, organizational records, and manuscript collections, the Library's resources offer insight into the complex and sometimes conflicting responses of different communities. A small sample of our holdings related to HIV/AIDS include: the SCLC/W.O.M.E.N. Inc. records, which demonstrate the organization's response to the devastation wrought by HIV/AIDS in the African American community in the late 1980s and early 1990s; the personal papers of psychiatrist and LGBTQ activist Jesse Peel; and the records of Atlanta non-profit Positive Impact, whose mission is to eliminate the risk of HIV transmission and empower every person living with AIDS (PLWA) through education and services. These collections are invaluable to understanding the trajectory of the disease through the community and the contemporary increase in diagnoses. Our goal is to develop a model in which the Rose Library can effectively and collaboratively deploy these resources to educate and empower our community; serve as a bridge between past efforts and current advocacy; and connect the diverse stories of divergent groups to unite them through a shared history.

In February 2017, Dr. Claire Sterk, a public health scholar, was inaugurated as President of Emory University. Her office has identified several priorities that position the school as an academic leader into the future. Two of these goals—deeper engagement with the Atlanta community and global health innovation—speak directly to the aims of our project. More locally, the Rose Library's mission is “to collect and connect stories of human experience, promote access and learning, and offer opportunities for dialogue for all wise hearts who seek knowledge.” It is our aim to expand the means by which we undertake this work by using our historic resources to speak to contemporary issues and underscore the significance of evidence and integrated services to solving community problems.

On an annual basis over 50% of Rose Library researchers visit from outside of the Emory community. While we provide access to anyone, the majority of our visiting researchers are scholarly. Despite collecting from Atlanta's communities (particularly Atlanta's LGBTQ and African American communities), we are not a destination for community members for personal research, instruction or to experience our collections through one of our programs. Due to Emory's location in an affluent neighborhood of Atlanta and private status, we must make a much greater effort to engage our constituencies and earn their trust. Our audience is self-selecting; individuals choose to attend events, visit exhibitions, or conduct research in the spaces and manner we dictate. In order to not only reach, but engage, with new audiences, we need to embrace a new role as a facilitator and convener within the community. Our collections can be the foundation for learning, dialogue, and empowerment, but it is increasingly clear that these opportunities cannot be directed by the library alone.

We seek to expand our presence in the Atlanta area by transitioning to a mutually beneficial role informed by the needs of the communities we serve. Programming has served as the foundation of our engagement with external audiences, but this provides little to no opportunity to acquire feedback or utilize the knowledge and skills of those whose history we collect and preserve through the archives. Funding will allow us to devote the personnel, time, and resources to develop deep and enduring partnerships that adapt as the needs of our audiences evolve. Community-based organizations, groups of experts from allied fields, and individual citizens will guide the decision-making process in both the planning and assessment of projects. This work will be grounded in the data derived from a comprehensive environmental scan and community needs assessment, allowing the Rose Library to build a framework for outreach built upon issues and needs as understood by those experiencing them.

The Rose Library has been influenced by the movement toward community-based archives that foster a sense of agency among underrepresented groups. For over two decades, archives have grappled with the traditional custodial model of care, in which records of historical value are transferred to a repository and maintained by professionals who will objectively arrange, describe, preserve, and make these materials accessible. Scholars such as Tom Nesmith have questioned the function of archivists and acknowledged the implicit biases that shape our world views and affect our work. Both professionals and community members have advocated for a post-custodial framework that empowers communities to preserve their own records. These community archives are powerful tools for marginalized populations who have been continually disenfranchised by established power structures that elided or misrepresented their history. There are numerous examples of these projects in Jeannette Bastian and Ben Alexander's 2009 publication *Community Archives: The Shaping of Memory*, as well as more recent projects documented by WITNESS, including Documenting Ferguson and the People's Archive of Police Violence in Cleveland. (Ng 2015) It is important to note that each of these projects entails a collaboration between the community and information professionals who have used their expertise to provide guidance and resources when necessary. These projects inform our proposed work and offer insight into how to cede authority to record creators and stakeholders.

There has also been a great deal of work in the LAM field related to representation and storytelling in cultural spaces. The Hmong Museum in Saint Paul-Minneapolis, Minnesota has done incredible work to include the community in the creation, curation, and promotion of the

group's history. (Hmong Museum) Archivists Caswell, Cifor, and Ramirez's (2016) scholarship on the development of representational belonging in a community archives is key to understanding how programs can function to address a community need. Finally, a more broadly-based cultural project, The California Endowment's Building Healthy Communities initiative, reflects, "the power of individual and collective efforts to promote health and demonstrates how stories have the power to re-imagine and transform our communities." (Ho 2014) The Rose Library will use these examples to build a framework for our interactions with the community.

The Rose Library will employ the collective impact framework to reach out to new audiences and connect with current partners in innovative ways. Although the library is situated within an elite research university, we have not fully explored the potential to engage new audiences through interdepartmental collaboration. The WHSC Library commits to participating on this project through assistance and services provided by its Public Health Informationist and Archives Manager, and CFAR's support represents an exciting new opportunity to incorporate our resources into the medical and public health fields. Rose Library materials will provide context and perspective for the students, faculty, and professionals who will be included in the initiative.

We often partner with local groups to document community history and preserve organizational records. We will expand the parameters of these relationships to include their expertise and guidance in our outreach model. We anticipate working with organizations as experts on community needs, local resources, project partners, and initiative beneficiaries. Following asset mapping, it is our intent to create an advisory group that will provide oversight, determine project priorities, offer direction, and assess the impact of the program. In the same way, community members, who have traditionally been viewed as the passive recipients of services, will be made active participants. The communities affected by the AIDS epidemic represent a broad spectrum of individuals with social, racial, economic, religious, and cultural differences. By bringing these audiences together through public forums, arts and community-based service projects, and research opportunities, they will be empowered to support change. Our work will encourage the community to develop new means of addressing the challenges of AIDS awareness and education.

Impact

LAMs collect and make accessible invaluable community resources; our project will capitalize on these materials to bring communities together and encourage a more comprehensive and collaborative model of AIDS education. Building upon the work of the numerous social service, advocacy, interfaith, and public health organizations who are conducting outreach, Rose Library will facilitate conversations between these groups, medical professionals, and the community. By seeking out key partners in diverse fields, we are building our capacity to act as a centralized resource through which stakeholders may find common ground. This opportunity represents a major shift in the library's function in the community, making us a more vital and integrated partner in confronting contemporary issues.

We have consciously developed our holdings and programming to act as catalysts for dialog and narrative formation. The targeted collection of resources related to the response to HIV/AIDS in Atlanta has led to an oral history project with early activists and medical professionals who were

on the frontline of the epidemic in the 1980s; institutional membership in the Georgia LGBTQ Archives Project; and a partnership with Georgia Equality to include historical resources in the art exhibition, “Living With,” a 2016 World Aids Day installation. The Rose Library has also made a concerted effort to support meaningful discussions with the community through off-campus events featuring artists, community organizers, and organizational leaders. The inclusion of often marginalized voices in our programming has expanded our audience and encouraged the public to participate in broader conversations on current affairs. This project will further our efforts to support community-based narrative formation through these established methods as well as resource sharing, research opportunities, and service and arts projects.

There is evidence that engaged individuals take ownership of issues and participate in finding solutions. The World Health Organization advocates for community empowerment to promote health. “Empowerment’ refers to the process by which people gain control over the factors and decisions that shape their lives. It is the process by which they increase their assets and attributes and build capacities to gain access, partners, networks and/or a voice, in order to gain control.” (World Health Organization) This concept is employed in several health-related studies. RG Robinson has found that the community development model is beneficial when working with at-risk populations, and a team of scholars in North Carolina have identified intergenerational community partnerships as a useful tool to address “the disproportionately high rates of HIV among the African-American/black population in two eastern North Carolina counties.” (Robinson 2016; Ellison et al 2014) LAMs are valuable collaborators in this process, as evidenced in Dadzie, Martin-Yeboah, and Tachie-Donkor’s (2016) examination of libraries’ roles in meeting Ghana’s Sustainable Development Goal to help its citizens lead healthy lives. There are also numerous studies that establish the importance of information to PLWA and its impact on their lifestyle and decisions. Heidi Julien and Ina Fourie’s (2015) analysis of the significance of emotion in information behavior within HIV/AIDS contexts lists over 30 such reports. This project represents a coordinated effort to connect medical, public health, community development, and LAM research into a single, comprehensive initiative.

The Rose Library initiative will produce outputs that lead to positive outcomes for the Atlanta metropolitan community. Renu Madan (2007) breaks down the differences between outputs and outcomes in the following way: “While ‘outputs’ are the direct products of program activities and are frequently measured in terms of the volume of work accomplished, ‘outcomes’ are benefits or changes for individuals, populations or neighborhoods during or after program activities.” With these definitions in mind, we will output an advisory group drawn from academic, religious, social service, and advocacy organizations that works toward a common agenda; a publicly available resource bank developed from the library’s holdings; improved HIV/AIDS educational materials that incorporate archival and library resources; a research program that funds student and community work in the archives; and a website that documents the program’s processes and findings. From the tangible products of the project, measurable change is possible. There will be enhanced awareness of the increase in cases of HIV/AIDS, including an understanding of the historical and societal reasons for disparities. Public health agencies and local organizations will consider the benefits of LAM sources in their educational materials. Medical, religious, social service, and advocacy groups will find common ground on which to collaborate. Finally, the library will be viewed as a resource to address community needs and contemporary issues.

Project Design

This initiative will consist of a multi-phase project that will identify and map the city's assets; create an advisory group with local organizational and individual partners; determine community needs; provide educational and historical resources to organizations and individuals in need; create research opportunities to empower the community to tell its own stories; assess our progress; and document a sustainable model upon which other LAM institutions may build.

Based on our research into community development, public health, and the role of libraries in social and community wellbeing, we have conceived of a set of project questions and methodology for answering them. Our project will explore the library's community outreach model, the most effective means of partnering with organizations and individuals, and the impact of LAM resources on community needs. Throughout the grant period, we will work to answer the following question:

- What role does Rose Library play in confronting the HIV/AIDS epidemic in Atlanta?
- How can we take advantage of the resources of our broader institution as well as the surrounding community to foster change?
- What role can records play in empowering community organizations to play a more active part in AIDS advocacy?
- How can we fully integrate community assets and perspectives in our work as an institution?
- What types of public engagement best serve the needs of the community?
- How can primary sources and historical context improve HIV/AIDS education?
- Does access to LAM resources affect community awareness of contemporary issues?

In order to ensure our project has a long-term, sustainable impact on the community, we have developed measurable goals to gauge our progress. Although there are several quantitative objectives in scope, many of the aims speak to the nature of the relationships we hope to build and will be based upon community and user feedback. This project will:

- facilitate a greater understanding of the community's assets to address the recent increase in cases of HIV/AIDS in the Atlanta area;
- develop an advisory group with membership selected from a representative sampling of public health agencies, organizations, and community members;
- regularly engage with community members through public forums and programming;
- create a physical resource bank of unique materials accessible to community members beyond Emory's campus;
- recruit an Emory graduate student and community member to take part in a year-long project to investigate methods of incorporating LAM resources into AIDS education;
- increase knowledge of AIDS history and awareness of Atlanta resources;
- document the process and make it publicly available via an online platform;
- assess our success at meeting community needs;
- influence community perception of the Rose Library's purpose and function through meaningful partnerships and engagement in community issues; and
- create a model that is adaptable to other needs and communities.

The design and structure of the project is predicated upon the development of enduring partnerships and a greater understanding of community assets. We will be utilizing the collective impact approach, in which diverse organizations bring their unique skills to bear on a mutually agreed upon common agenda for change as well as community development models that break the process down into manageable steps. (Ontario Healthy Communities Coalition)

Year One

Following the establishment of an advisory group with our initial partners—who have provided letters of support in this proposal—we will begin work with the larger community. The group will plan, promote, and hold monthly programs to engage and inform the public. These events will take on a variety of forms, including public forums, workshops, presentations, and service projects, and will evolve over the course of the project. At the same time, the group will oversee the remaining components of the project.

Asset identification

Months two through eight of the grant period (November 2018 through May 2019) will be devoted to the identification and mapping of assets, as laid out in resources such as the Community Tool Box. (Work Group for Community Health and Development; Burns, Paul Paz 2012) We will incorporate publicly available data, information gleaned from Emory AIDS research and Woodruff Health Sciences Center Library resources, and original data gathered by the project team to define the scope of the project. Demographic data and infection statistics will be analyzed in relation to our survey of information needs, information seeking behaviors, skills, and learning styles to connect appropriate resources to users in their communities. This exercise will provide us an overview of the resources with which we will be working, assist us in finding engaged community leaders to join our advisory group, pinpoint the needs of the community, and guide the work we undertake during the remainder of the project.

Website

In collaboration with a web developer, a centralized site for project information, promotional materials, and community feedback will be completed by March 2018 and made available for Emory and community partners to add information. Prior to this date, information will be shared via the Rose Library and organizational partner sites.

Resource banks

Over a six-month period, Emory Libraries' staff will coordinate to develop resource banks consisting of copies of Rose Library collection materials, published volumes, and public health data. They will work in collaboration with local organizations and leaders to select relevant material that build the community's knowledge base. We will then deploy the resources in key community locations, including medical centers and organizational offices in August through October 2018.

Calls for research proposals

In order to bring the community into the archives and encourage new perspectives on how LAM resources can be used, we will be putting out calls for proposals for

researchers to embed in Rose Library and create public scholarship products from our collections. Grant funding will sponsor two awards: a nine-month internship for a Rollins School of Public Health graduate student and a stipend to underwrite a research project of the same length by a member of the community. We define member broadly, as we will accept applications from organizations or groups who wish to work collaboratively. Due to the constraints of Emory's academic calendar, the student internship call will be open two months (February to March 2018) prior to the public award (May to June 2018). Applications will be evaluated based on the creativity and innovation with which the candidate plans to incorporate archival resources into their projects.

Assessment

The project cannot achieve maximum impact if we are not willing and able to adapt to community needs. Therefore, we have built in two periods of assessment during year one. In month six, the advisory group will mark the completion of the asset identification stage with an evaluation of their success in engaging with the community and willingness to include them as equal partners. At the end of year one, we will assess the project's progress, including attendance and engagement at monthly programming, completion of the website, resource banks deployment, and the selection of research projects in coordination with an external evaluator.

Year Two

Building upon the work of year one, the activities scheduled for year two will reflect community needs and input.

Rose Library research

The research award recipients will conduct a majority of their work in Rose Library during the fall and winter of 2018 (months 12 through 16). The individuals will utilize this time to research our holdings, request digitization of pertinent materials, and refine their output concepts. The Project Director—Public Services and Outreach Archivist—and Head of Research Services will serve as their guides through the process.

Research product development

In collaboration with the advisory group, the researchers will develop tangible products that address the issue of HIV/AIDS rates in the metropolitan Atlanta area. They will each be allocated a specific budget for generating their outputs. Potential products could include, but are not limited to, educational packets, school curriculum guides, exhibitions, programming, art work, public performances, or publications.

Resource bank updates

In March and April 2019 the advisory group will use the feedback gained during the year one assessment as well as ongoing feedback from community members to update the resource banks as necessary.

Assessment

The external evaluator will return at the end of the grant period to assist the advisory board in assessing the impact of the project and its value to the community. Quantitative and qualitative measures will be used to gather feedback.

Reporting

In addition to required grant reporting, the Rose Library will generate documentation of the project model that will be shared via the public website and promoted within the LAM, community development, and public health fields.

We have identified a community need and potential framework for utilizing our resources and unique status as a LAM to contribute toward a solution. However, we realize that this is a necessarily incomplete proposal, as it only includes the perspectives of a small group of those we hope to serve. We are aware of public perceptions of the university as unapproachable and out of touch with community concerns. We will need to work hard to reposition Rose Library as a safe and trusted space for dialog and information. There is also a risk of alienating specific populations within the community based upon how we select our advisory group and the organizations with whom we partner. We hope to alleviate these concerns by creating an iterative process whereby we receive feedback on a regular basis and collaborate with diverse individuals and organizations to empower them to define their own priorities and develop appropriate strategies for progress.

The Rose Library will use multiple tools to monitor the project's progress and evaluate our accomplishments. We will track specific numbers for certain aspects of the project, including attendees at public programs, resources made accessible, applications to undertake research, and organizations utilizing our products. Surveys, community forums, and focus groups will be used for the initial identification of community assets, and will be continually employed thereafter to measure community support. These methods will allow us to adjust the project as necessary and gain meaningful feedback. The use of multiple formats enables community members to participate as they see fit. Jacques Grimard (2004) argues that archives should use the concept of fourth generation evaluation, which Egon G. Guba and Yvonna S. Lincoln (1989) describe as a, "form of evaluation in which the claims, concerns, and issues of stakeholders serve as organizational foci (the basis for determining what information is needed) ...". We will develop all forms of assessment in coordination with our advisory group and community partners. Results will be shared with these participants through website postings, public forums, and paper copies as requested. In addition, we will use multiple reporting constructs to accommodate diverse learning styles.

A set of key metrics will guide our assessment and ensure we meet our goals. The National Research Council provides an overview of principles for effective metrics, including support for strategic analysis, a structure that supports the advancement of the inquiry, acceptance by all stakeholders, and measurement of both the process and progress of the project. (National Academy of Sciences 2005) Our preliminary metrics are repeat attendance at community programs; continued engagement from partner organizations over the course of the project; constructive feedback from stakeholders; use of resources by new audiences; and incorporation of our materials into AIDS education. These indicators represent movement toward the library as an agent of sustained community improvement.

Our project will serve as a model, adaptable to the needs and resources of other LAMs and their communities. Because our approach can be broken down into component parts, institutions may replicate only relevant elements or the more comprehensive framework. We focus upon a known community issue for which there are extensive resources across our university libraries and documented community support. These characteristics provide us with leverage to bring together an interdisciplinary advisory group that will provide oversight and guide the process. Through our organizational partners, we will develop community relationships to identify additional assets and introduce opportunities to use our holdings and incorporate them into both individual and organizational projects. The community resource banks, educational materials, research opportunities, and resulting products represent innovative means of engaging and assisting our communities. However, at their core they draw upon the strengths of LAMs as centers of scholarship and creativity that strive to make information as widely accessible as possible.

For those seeking to undertake their own project, we will produce and make available our advisory group guidelines, assessment protocols, access and use policies for resource banks, research project descriptions, regular status updates, examples of educational materials/products derived from project research, community testimonials, and a comprehensive final report. In addition, we will seek out opportunities to present our findings at interdisciplinary conferences and relevant university courses.