



2017 - 2020

Strategic Plan

Alliance for South Asian AIDS Prevention | www.asaap.ca



Alliance for South Asian AIDS Prevention
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VISION

Our vision is of a world where communities of South Asian heritage come together to determine their health and well-being, free from stigma and discrimination.

MISSION

ASAAP is committed to providing culturally responsive holistic health promotion and support services for people from South Asian and other related communities who are living with, at risk of, or affected by HIV and related health conditions.

VALUES & PRINCIPLES

VALUES

We are committed to creating and sustaining safer spaces for those we serve

We adopt a holistic view of health that includes mind, body, spirit and relationship to community

We work to maintain sex-positive, queer-positive and trans-inclusive environments

We work within an anti-oppression framework to promote social justice and equity

We respect the confidentiality and privacy of the people engaged with us

We are committed to the Greater and Meaningful Involvement of People living with HIV/AIDS (GIPA/MEPA) in all aspects of our work

We work from a client-centered perspective and recognize the social, economic and cultural factors that determine individual health

We strive to be transparent and accountable to all our stakeholders

We are committed to increasing representation and access for underserved populations including women, youth, Trans, gender non-conforming and non-binary people

Acknowledgements

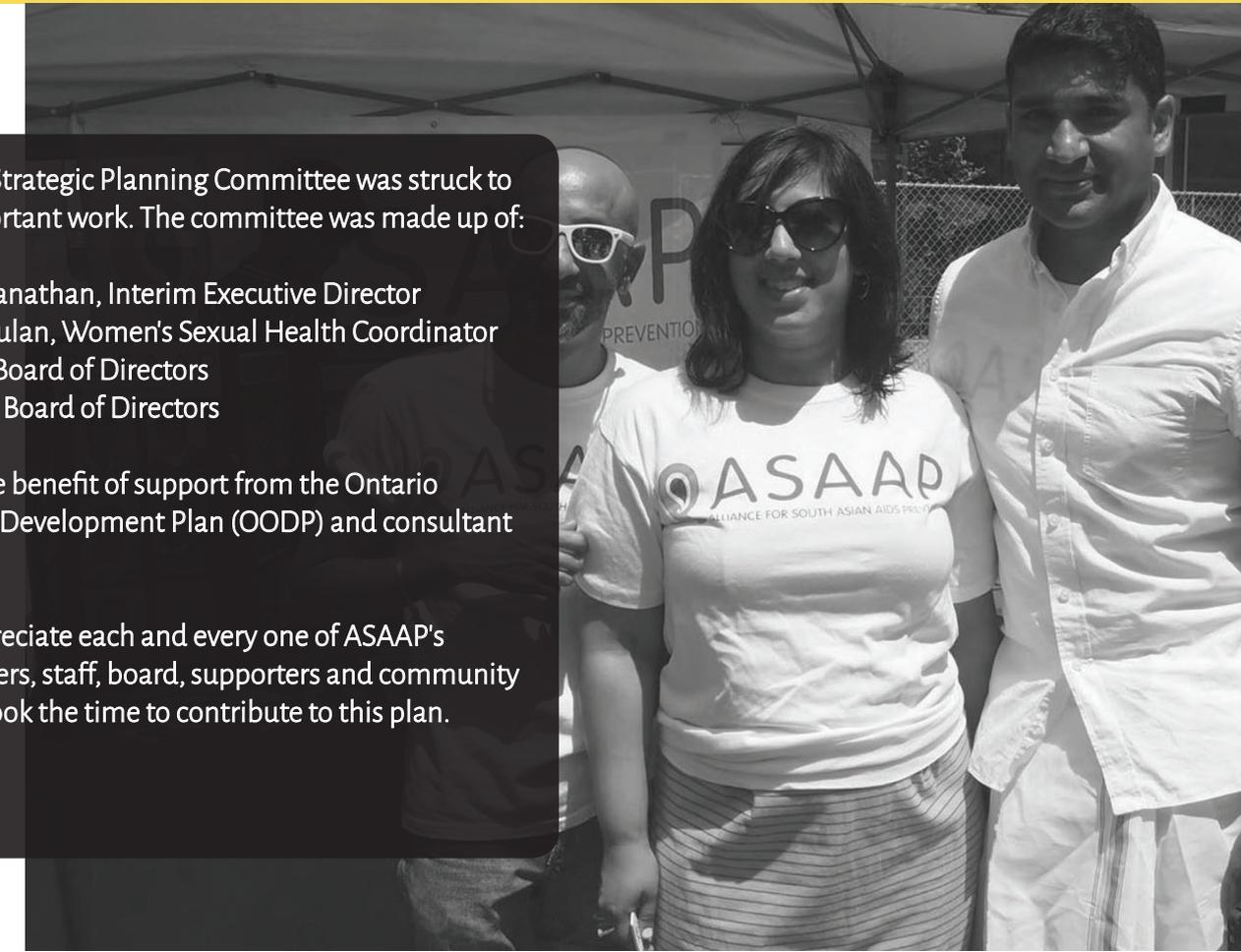
In April 2016 a Strategic Planning Committee was struck to guide this important work. The committee was made up of:

- Haran Vijayanathan, Interim Executive Director
- Suruthi Ragulan, Women's Sexual Health Coordinator
- Toral Patel, Board of Directors
- Rupal Shah, Board of Directors

We also had the benefit of support from the Ontario Organizational Development Plan (OODP) and consultant Ron Rosenes.

We deeply appreciate each and every one of ASAAP's clients, volunteers, staff, board, supporters and community partners who took the time to contribute to this plan.

Thank you.



Increase our Visibility in our Communities

What we'll do:

ASAAP is committed to creating a welcoming space for everyone we serve.

We will reach out to individuals from often under-served populations, including LGBTQ men, women, sex workers, youth, newcomers and those who struggle with substance use.

We will also work to ensure that ASAAP's presence spans a wide geographic area.

1. Develop a multi-language communications and social media strategy
2. "Map the Gaps" to determine where opportunities exist to increase outreach and visibility
3. Build connections and engage with community health centres, cultural and social organizations, community centres and places of worship
4. Hire a communications-focused staff person
5. Strengthen connections with South Asian media

COMMUNITIES WE SERVE

'South Asian' is a broad term referring to people with heritage from countries including but not limited to Afghanistan, Bangladesh, Bhutan, India, Myanmar, Nepal, Pakistan, Sri Lanka and Tibet.

We recognize that throughout history, South Asian individuals and families have been relocated across the globe. As such, we welcome people of Indo-Caribbean, Trinidadian, Guyanese, Indo-European and Indo-African heritage, as well as other South Asian diaspora with roots in places such as Fiji, Maldives and Mauritius.

We serve people from communities that are culturally related to South Asia including but not limited to the Middle East, North Africa, Syria, Iran and Egypt. We serve men, women, female-identified, transgender, non-binary, queer, lesbian, gay, bisexual, questioning, intersex and MSM South Asians of all ages and backgrounds. We serve youth, including LGBTQ* youth. We serve those who struggle with substance use.

We strive to serve and connect with South Asian communities across the (GTA) Greater Toronto Area.



Introduction

Toronto is a different city now than it was in 1989, the year of ASAAP's inception. That year, a South Asian couple died, unable to access culturally responsive HIV/AIDS services in their own language. In the subsequent 27 years, the core of ASAAP's purpose has not changed: to situate HIV/AIDS and sexual health within a culturally appropriate framework and to provide prevention education and support services to South Asians living with, affected by or at risk of HIV/AIDS.

ASAAP was born out of activism and community leadership, and that ethos is still at the heart of what we do. However, as our environment changes, we must adapt and anticipate the future.

We began our strategic planning process with an environmental scan comprised of data gathered through community consultations and an online survey to ASAAP clients, volunteers, supporters and partners.

In July 2016, the ASAAP board and staff came together for a day-long meeting to review the data and interpret the results into new strategic directions and a refreshed mission, vision and values. Our lively, passionate and comprehensive discussion resulted in the document you have in front of you now: a responsive, responsible and visionary strategic plan that will guide ASAAP's activities through 2020.

ASAAP's 2017-2020 Strategic Directions are the 5 forward-looking principles that will guide the agency through this next period of growth and evolution.

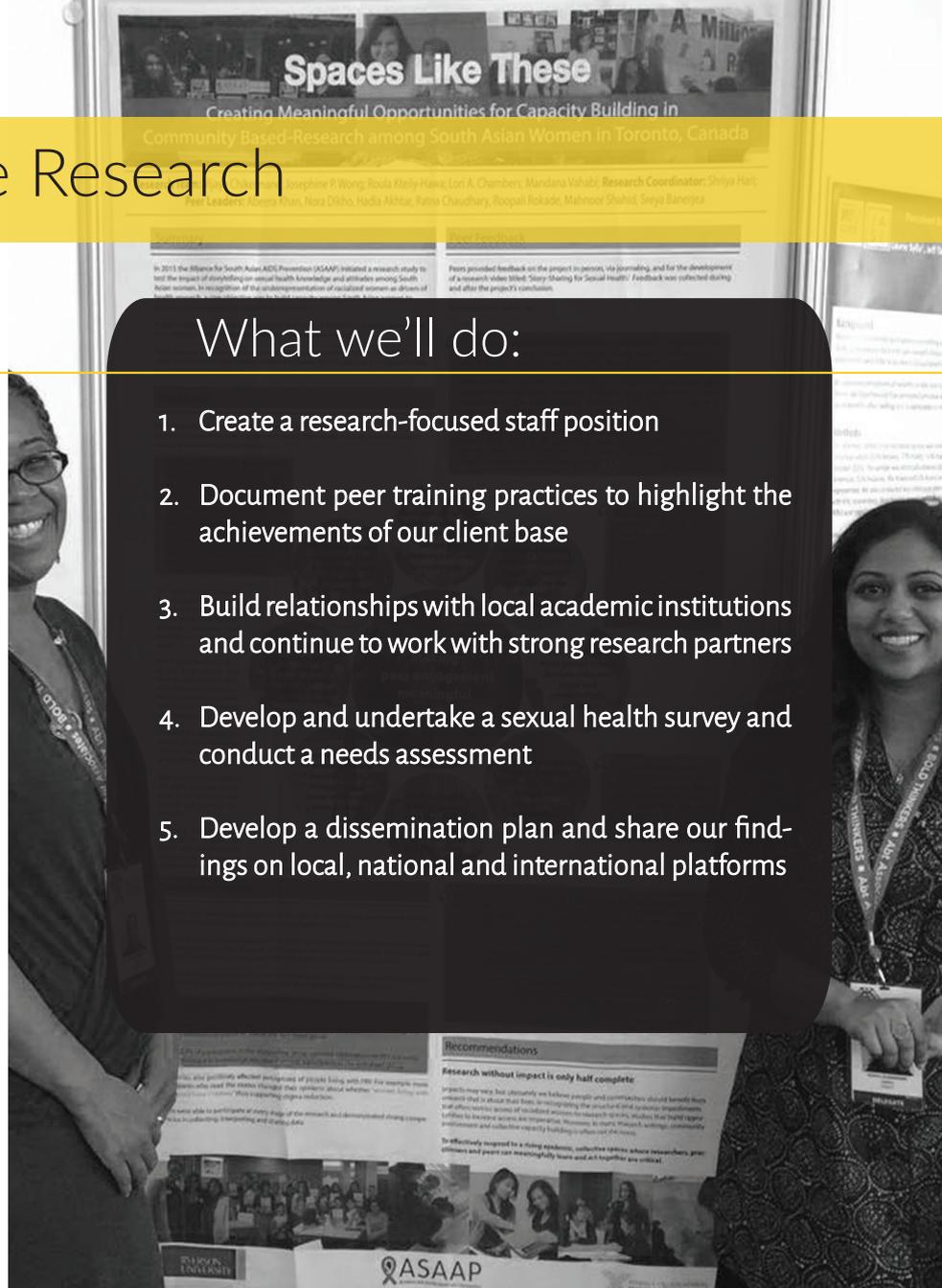
Initiate and Share Research

At ASAAP, we believe that by collecting, analysing and sharing relevant data, we can improve services and achieve better health outcomes for our communities.

We will continue to build our capacity to do more evidence-based research in-house and through strategic partnerships. We will use a strong research practice to guide programming and influence public policy.

What we'll do:

1. Create a research-focused staff position
2. Document peer training practices to highlight the achievements of our client base
3. Build relationships with local academic institutions and continue to work with strong research partners
4. Develop and undertake a sexual health survey and conduct a needs assessment
5. Develop a dissemination plan and share our findings on local, national and international platforms



Strengthen Strategic Partnerships and Alliances

What we'll do:

As we build on our expertise, ASAAP recognizes the importance of working collaboratively with a wide variety of community partners and provincial strategies.

We strive to advance service access and supports for PHAs and increase supports for those at risk for HIV, Hepatitis C and other related health conditions.

1. Develop formal partnerships with clinics and organizations serving South Asian communities
2. Expand the database of potential partner organizations and groups for referral, research and joint program delivery
3. Explore opportunities in the health and social services sector for program delivery and satellite offices

Strategic Directions

Strengthen
Individuals and
Communities

01

Grow and Sustain
our Financial
Health

02

Initiate and Share
Research

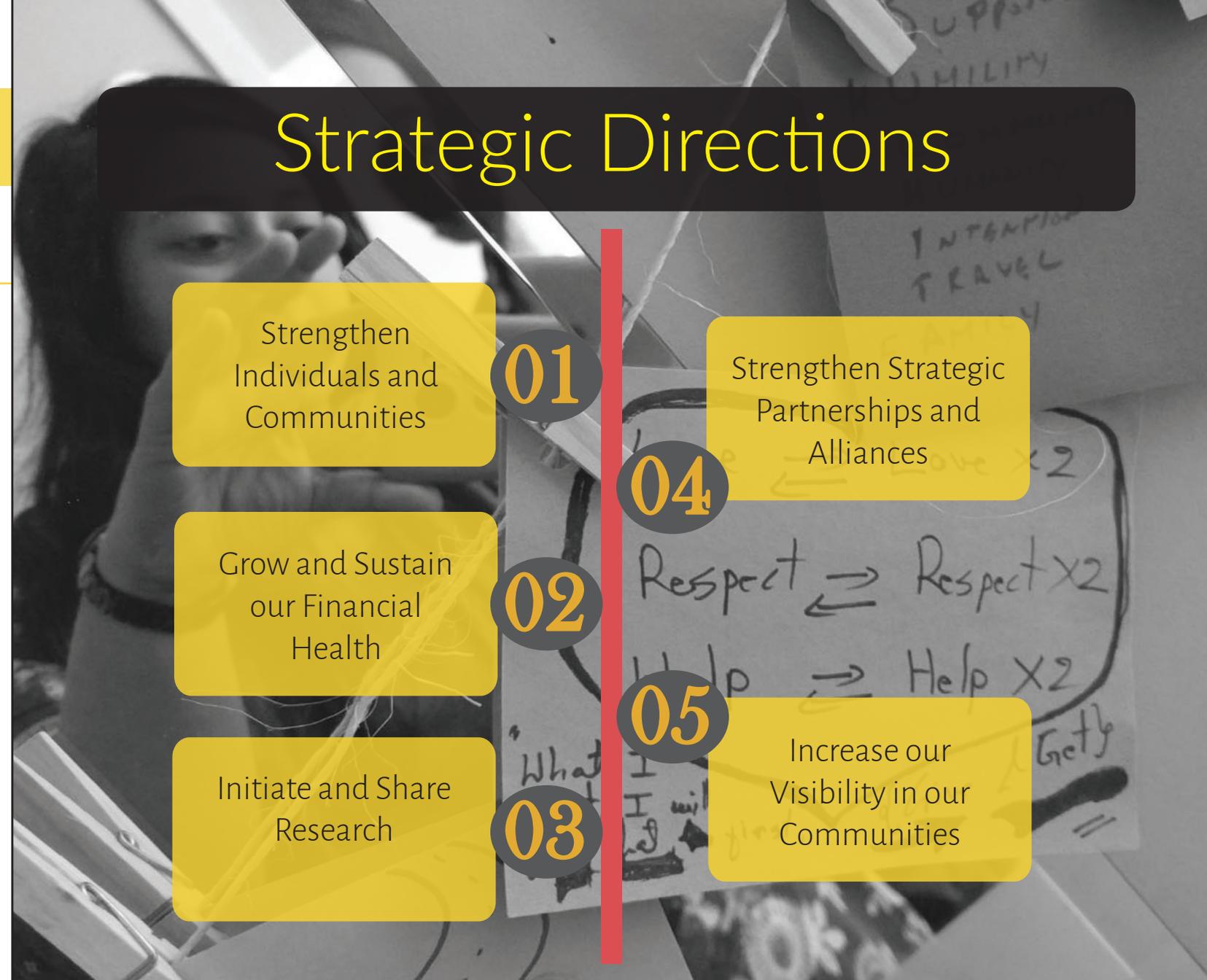
03

Strengthen Strategic
Partnerships and
Alliances

04

Increase our
Visibility in our
Communities

05



Strengthen Individuals and Communities

What we'll do:

The collective impact of social determinants, marginalization and lack of culturally responsive resources can increase HIV risk and/or make life with HIV more challenging after diagnosis.

ASAAP recognizes the importance of offering holistic tools, supports and services that can help build self-identity and productivity. And in turn, strengthen individual and community resiliency.

1. Ensure a full-time, permanent staff position to deliver timely referrals to appropriate and culturally responsive counseling
2. Offer opportunities for storytelling and journaling in LASSI and other support programs
3. Increase professional development opportunities for staff and volunteers on issues related to the specific needs of underserved individuals and communities
4. Ensure the provision of services and resources to our target populations in language that is welcoming and appropriate
5. Increase PHA engagement with more opportunities for peer-driven health promotion programs

Grow and Sustain our Financial Health

What we'll do:

ASAAP recognizes the precarious and shifting financial landscape of the social services sector. We aim to ensure the efficiency and security of programming through continuing and stable organizational funds.

To this end, we will continue to diversify our development activities to include funders at the local, provincial and national level, as well as increase private donations.

1. Create a new strategy for the Fund Development Committee including new targets for grants and donations
2. Improve the quality and quantity of data in ASAAP's donor database
3. Raise ASAAP's online profile to increase donations
4. Explore new programming and research funding opportunities
5. Hire a development professional on staff to increase corporate and individual donations