2014 VA LGBT Pride Observance Reflection Meeting

July 30, 2014

Heliana Ramirez, LISW, LGBT Workgroup Public Relations Committee Chair

Victoria Green, LGBT Workgroup Public Relations Committee Member

Michael Youngblood, Office of Diversity and Inclusion, Lead Equal Employment Specialist
MEETING OVERVIEW

- Welcome and Thank You!
- 2014 VA LGBT Pride Observance Video
- Your RSVP Responses
- Discussion: Overcoming Barriers to Pride Observances
- Q&A
- Adjourn
WELCOME AND THANK YOU!

- Georgia Coffey, Deputy Assistant Director for Diversity, Office of Diversity and Inclusion (ODI)
- Michael Youngblood, Lead Equal Opportunity Specialist, ODI
VA 2014 LGBT Observance Videos

Snapshot of VA Pride Observances
SAN FRANCISCO PRIDE CLIP
YOUR RSVP RESPONSES

Was an LGBT Pride Observance Conducted at your facility?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td></td>
<td></td>
<td>63</td>
<td>87.5%</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
<td>7</td>
<td>9.7%</td>
</tr>
<tr>
<td>No Responses</td>
<td></td>
<td></td>
<td>2</td>
<td>2.7%</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>72</td>
<td>100%</td>
</tr>
</tbody>
</table>
# Types of Pride Observances

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
<th>Number of Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marched in community-based Pride Parade</td>
<td></td>
<td></td>
<td>14</td>
<td>20.5%</td>
</tr>
<tr>
<td>Hosted a VA booth at a Pride event in the community</td>
<td></td>
<td></td>
<td>15</td>
<td>22.0%</td>
</tr>
<tr>
<td>Screened an LGBT related film at your VA</td>
<td></td>
<td></td>
<td>11</td>
<td>16.1%</td>
</tr>
<tr>
<td>Hosted an LGBT clinical training at your VA</td>
<td></td>
<td></td>
<td>12</td>
<td>17.6%</td>
</tr>
<tr>
<td>Hosted an LGBT Discussion Panel at your VA</td>
<td></td>
<td></td>
<td>4</td>
<td>5.8%</td>
</tr>
<tr>
<td>Distributed LGBT educational materials at your VA</td>
<td></td>
<td></td>
<td>18</td>
<td>26.4%</td>
</tr>
<tr>
<td>Hosted an LGBT booth at your VA</td>
<td></td>
<td></td>
<td>10</td>
<td>14.7%</td>
</tr>
<tr>
<td>Displayed Pride Flags or Posters at your VA</td>
<td></td>
<td></td>
<td>24</td>
<td>35.2%</td>
</tr>
<tr>
<td>Created a Pride Display Case at your VA</td>
<td></td>
<td></td>
<td>6</td>
<td>8.8%</td>
</tr>
<tr>
<td>Sent a Pride Observance email to all staff at your VA</td>
<td></td>
<td></td>
<td>22</td>
<td>32.3%</td>
</tr>
<tr>
<td>Article posted in local newspaper about LGBT Veteran Services at your VA</td>
<td></td>
<td></td>
<td>1</td>
<td>1.4%</td>
</tr>
<tr>
<td>Cosponsored an event with local Vet Center, University, LGBT Vet advocacy or other group</td>
<td></td>
<td></td>
<td>5</td>
<td>7.3%</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td>6</td>
<td>8.8%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>68</strong></td>
<td><strong>100%</strong></td>
<td></td>
<td></td>
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</table>
Any negative responses to Pride Observances?

<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td></td>
<td>34 (47.2%)</td>
</tr>
<tr>
<td>A little</td>
<td></td>
<td>23 (31.9%)</td>
</tr>
<tr>
<td>Somewhat</td>
<td></td>
<td>6 (8.3%)</td>
</tr>
<tr>
<td>Moderate amount</td>
<td></td>
<td>3 (4.1%)</td>
</tr>
<tr>
<td>A lot</td>
<td></td>
<td>1 (1.3%)</td>
</tr>
<tr>
<td>Extreme</td>
<td></td>
<td>0 (0.0%)</td>
</tr>
<tr>
<td>No Responses</td>
<td></td>
<td>3 (4.1%)</td>
</tr>
</tbody>
</table>

Totals: 72 (100%)
<table>
<thead>
<tr>
<th>Answer</th>
<th>0%</th>
<th>100% Responses</th>
<th>Response Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>A little</td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Somewhat</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Moderate amount</td>
<td></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>A lot</td>
<td></td>
<td></td>
<td>21</td>
</tr>
<tr>
<td>Extreme</td>
<td></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Other (View all)</td>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Totals: 69 100%
TYPES OF ADMINISTRATIVE SUPPORT

- Speaking at events and welcoming speakers
- Funding for materials, canteen, parade registration
- Approving use of VA vehicles and participating in parade contingent
- Encouraging staff to attend and including in announcements, addresses etc. Encouraging executive management to encourage front line staff
- Approving comp time and authorized absence for staff setting up, CEUs and/or Customer Care Credit for attendance
- Banner on Intranet
- Extending lunchtime for “Lunch and Learn”
- Posting LGBT-related posters in exec management suite
- Allowed joint work with nearby VA
- Approved medical media printing posters
- Purchased LGBT-related films for employee education
WHERE OBSERVANCE FUNDS CAME FROM

- EEO
- Public Affairs
- Office of the Director (e.g. canteen purchase)
- Voluntary Services
- Human Resources
- LGBT SEP Member donations
- Audience Contributions
- Employee Association
STRATEGIES TO INCREASE ATTENDANCE

- Early, diverse and broad outreach (facebook, Twitter, email, monthly staff meetings, other SEPs, Public Affairs, HCS calendars), get flyers printed by Medical Media and posted on electronic boards (LED screens)

- Targeted outreach: CEUs, upcoming CARF and Joint Commission, “LGBT allies,” professional ethics, Each One Bring One,

- Cosponsor with community-based agencies: LGBT orgs., Vet Centers, Veteran organizations, university LGBT student groups & advertise in local newspapers and LGBT Veteran channels

- Administration (from facility director to program managers) encourage attendance

- Include education relevant to VA work (e.g. LGBT-policies, issues specific to veterans, ICARE and Strategic Plan)- help staff do their jobs!

- When appropriate: make it an event for staff, veterans and community members (e.g. familial care takers, RCH owners, skilled nursing home staff)

- Make it fun/social (e.g. staff retreat, activities with door prizes, interactive exercises)
BEST PRACTICES/OVERCOMING CHALLENGES

- Weekly emails to Observance Team through Outlook mail group
- Potluck strategy
- Cosponsoring with other SEPs, VA Services (e.g. Psychology or Social Work Departments) community groups
- Starting several months in advance with a timeline (e.g. flyers partially completed before CEUs, branding by PAO and add CEU language before sending for outreach)
- Staff feeling unsafe being outed at an event so don’t attend—broaden to allies
- Vendor system- start early, check if previously rejected vendor, chose companies previously vendorized
- Vtel program to remote campuses, video tape presentation and place online
- Find out what LGBT staff (and allies) are interested and available to work on
Best Practices Continued

- Read and share weekly LGBT articles email (Matthew Bessel and John Hall)
- Getting a dynamic, famous and inexpensive speaker
- Chose a central location for event, advertise with the smell of popcorn
- Invite personal/professional contacts
- Building off momentum from previous years (reusing posters, positive cross discipline relations, support from other SEPMs)
- Intentional group building among SEP members
- Expect but don’t feed into naysayers- have prepared responses
- Keep it positive, relevant and teach something people can walk away with
- Don’t just offer education- but a way to get involved (e.g. Wall of Love)
POSSIBLE SPEAKERS

- LGBT Veteran Advocacy Organizations
  1. American Veterans for Equal Rights (AVER) [http://aver.us/](http://aver.us/)
  4. USNA OUT (UC Naval Academy Alumni) [http://usnaout.org/](http://usnaout.org/)

- LGBT VA Staff
- PFLAG (Parents and Family of Lesbians and Gay Men)
- COLAGE (children with LGBT Parents)
- LGBT Student Groups at local colleges/universities
- Local LGBT Community Center Staff

* Many people may be willing to speak over Skype for free!
Additional Information & Training Resources

Within the VA
- LGB Education SharePoint
  [http://vaww.infoshare.va.gov/sites/LGBEducation](http://vaww.infoshare.va.gov/sites/LGBEducation)
- Transgender Veteran Educational SharePoint
- LGBT VA Inclusion Initiatives
  [http://vaww.vha.vaco.portal.va.gov/sites/OHE/Pages/LGBT.aspx](http://vaww.vha.vaco.portal.va.gov/sites/OHE/Pages/LGBT.aspx)
- VHA Office of Health Equity SharePoint
  [http://vaww.vha.vaco.portal.va.gov/sites/OHE/Pages/Default.aspx](http://vaww.vha.vaco.portal.va.gov/sites/OHE/Pages/Default.aspx)
- VHA Diversity and Inclusion SharePoint
- VA Diversity and Inclusion SharePoint

Outside the VA
- Fenway Institute: Free online trainings
  [www.lgbthealtheducation.org/](http://www.lgbthealtheducation.org/)
- National LGBT Health Education Center
  [www.lgbthealtheducation.org](http://www.lgbthealtheducation.org)
- LGBT Pride Month Database
  [http://lgbthistorymonth.com/icon-search](http://lgbthistorymonth.com/icon-search)
THANK YOU!

For follow-up information about this meeting, please email heliana.ramirez@va.gov

For more information about the LGBT Workgroup please email LGBTWorkgroup@va.gov or visit