

Responsible and safer places where men
have sex with men...Everywhere

everywhere

A European Seal of Approval
in HIV prevention for 'gay'
and MSM businesses



www.everywhereproject.eu



University of Brighton



The Everywhere Project is co-funded by the European Commission (Executive Agency for Health and Consumers) under the Public Health Programme 2003-2008. Neither the European Commission nor any person acting on its behalf is liable for any use of the information contained in this publication.



Copyright © remains with the author(s) on behalf of the Everywhere Consortium and the publisher.

Published by the University of Brighton.

© University of Brighton, 2010.

All rights reserved. No part of this report may be reprinted or reproduced or utilised in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publishers.

Web: www.everywhereproject.eu
Email: info@everywhereproject.eu



Suggested citation:

Sherriff, N.S., McDonnell, E., Sutton, F., Tunstall, B., Alexandre, A., Friboulet, D., Martín-Pérez, A., and Hernández-Fernández, T. on behalf of the Everywhere Consortium (2010).

Everywhere: A European Seal of Approval in HIV Prevention for 'Gay' and MSM businesses. Brighton; University of Brighton.

Everywhere Project Secretariat

International Health Development Research Centre (IHDRC)
University of Brighton
Mayfield House
Brighton, BN1 9PH, UK

Tel: +44 (0)1273 644539
Fax: +44 (0)1273 644508

Email: info@everywhereproject.eu
Web: www.brighton.ac.uk/snm/research/ihdrc
www.everywhereproject.eu



University of Brighton

The views expressed in this publication are those of the Everywhere Project and not necessarily those of the European Commission or the Executive Agency for Health and Consumers

CONTENTS

Authors	iv
Executive Summary	v
Acknowledgements	vi
Using this Guide	vii

SECTION ONE

Introduction

HIV in Europe	2
Involving 'Gay' Businesses in HIV Prevention	3
Everywhere: A European Model of HIV Prevention	4

SECTION TWO

Everywhere Seal of Approval	8
Minimum Standards	9
Premium Standards	9
Eligible Businesses	10
Benefits for 'Gay' Businesses	11
Assessment & Monitoring	12
Social Mediator Network	12
Training of Everywhere Social Mediators	13
Training the Trainer Model	13
Examples of Everywhere Social Mediation Tools	14
Getting Everywhere Certified	15
Branding and Compliance	16

SECTION THREE

Glossary	18
Everywhere Certified Businesses (2010-2011)	21
The Everywhere Consortium	24

Nigel Sherriff, Elizabeth McDonnell, and Fiona Sutton

International Health Development Research Centre,
University of Brighton, UK

Ben Tunstall

Terrence Higgins Trust

Antonio Alexandre and David Friboulet

Syndicat National Des Entreprises Gaies

Alberto Martin-Perez and Tomas Hernandez

Ministerio de Sanidad y Política Social

*On behalf of the Everywhere Consortium

Executive Summary

This Guide is informed by the findings of the Everywhere Project co-funded by the European Commission (see www.everywhereproject.eu). It outlines a series of HIV and STI prevention standards for 'gay' businesses including sex venues, 'gay' and gay-friendly social places (e.g. clubs, bars, discos etc), travel agencies, hotels, and 'gay' dating websites.

These Everywhere Standards set out a series of actions which, if adopted, lead to a business being awarded with either the Everywhere Minimum Seal of Approval or the Everywhere Premium Seal of Approval. These two Seals (reflecting different levels of involvement) certify the businesses as being socially responsible in HIV prevention and caring for their customers' health.

In the Everywhere Project, trained Social Mediators work directly with 'gay' businesses to facilitate the achievement of the Minimum or Premium Everywhere Seal of Approval. Each country partner has at least one named Everywhere Social Mediator who is responsible for assessing, monitoring, and awarding businesses the Everywhere Seal.

A requirement of certification is that the Everywhere Seal is displayed publicly by the business enabling MSM (Men who have Sex with Men) travelling across partner countries to recognise easily Everywhere approved 'gay' businesses. This empowers MSM to make conscious choices to use those businesses certified with the Everywhere Seal of Approval (Minimum or Premium) knowing they can expect consistent HIV/STI prevention standards.



The principles set out in the Everywhere Standards include:

- **Condoms and lubricant provision** (Minimum and Premium)
- **Information availability** (Minimum and Premium)
- **Staff knowledge about Everywhere** (Minimum and Premium)
- **A safer environment** (Premium)
- **Welcoming of outreach workers** (Premium)
- **Regular knowledge updates for staff** (Premium)
- **Commitment to anti-discrimination** (Premium)

The Everywhere Standards can be used either alongside existing policies and guidelines or as a 'stand-alone' code where no policies or guidelines currently exist.

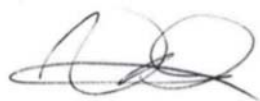
Acknowledgements

We would like to thank the European Commission (Executive Agency for Health and Consumers) for its support in providing co-funding for the Everywhere Project (2008-2010), and particularly to Cinthia Menol-Lemos. We are also grateful to all those businesses who willingly and enthusiastically gave up their time to be interviewed during the development of the Everywhere Standards, and the Everywhere Seal of Approval. Their cooperation and input is greatly appreciated.

Thanks to Gloria Arredondo, Daniela Rojas, María Santaolaya, Sara Gil, Guillermo López, Oscar Miras, Jose Fernández Quero, and Fernando Villaamil.

We are also grateful for the comments and suggestions of the Everywhere Expert Advisory Group, particularly Dr Arantxa Santa-Maria Morales, Caroline Hall, Jonathon Roberts, Professor John Kenneth Davies, and Simon Parkyn. Our appreciation is extended to our colleagues at CM Colour for developing the visual design for the project, to Karen Akroyd, and to Glynis Flood for administrative support in the early stages of the Project.

Finally, our thanks to our many colleagues and partners who expressed their belief and confidence in Everywhere and whom have collaborated and shared their expertise with us often on a voluntary basis.



Dr Nigel Sherriff
Everywhere Project Manager *†

* On behalf of the Everywhere Project Steering Committee:

- Ben Tunstall (Terrence Higgins Trust, UK)
- Dr Constantinos Phellas (Research Unit in Behaviour and Social Issues, Cyprus)
- Monica Moran and Dr Ramon Aguirre (Dirección General de Atención Primaria, Spain)
- Alberto Martin-Perez, Dr Tomas Hernandez, Raul Soriano (Ministerio de Salud y Política Social, Spain)
- Antonio Alexandre and David Friboulet (Syndicat National Des Entreprises Gaiés, SNEG, France)
- László Mocsonaki (Háttér Társaság a Melegekért, Hungary)
- Ibrahim Osmani and Tania Re (Società Ricerca e Formazione, Italy)
- Izabela Pazdan and Tomek Malkuszcwski (Spoleczny Komitet ds. AIDS, Poland)
- Carmine Falanga (Associazione Nazionale Per La Lotta Contro L'aids - Sezione Lombarda, Italy)
- Miran Šolinc (Društvo študentski kulturni center, Slovenia)
- Dr Nigel Sherriff, Dr Liz McDonnell (2009-2010), Elizabeth Pottinger, and Fiona Sutton (University of Brighton, UK) - Coordinator

What is this Guide and who is it for?

This Guide is based on the findings of the Everywhere Pilot Project (www.everywhereproject.eu). Co-funded by the European Commission's Public Health Programme, the Everywhere Project aims to impact on the HIV epidemic in Europe by preventing new infections in MSM. Specifically, it provides a pre-tested model of HIV prevention to gain the commitment of 'gay' businesses that bring men together and facilitate sex between them, particularly in 'gay' tourist destinations and other European capital cities.

The Guide is intended for use particularly by public health organisations, academic organisations, and non-governmental organisations (NGOs) active in HIV issues, and organisations that unite gay business owners. The intention is for the Guide to convey the experiences of the Everywhere Consortium, and in this way, assist those either currently working with, or interested in working with, the 'gay' business sector and other stakeholders in HIV prevention targeting MSM at European level.

Why is this Guide useful?

This Guide has been developed and approved by the European Everywhere Consortium comprising of 17 partners from eight European countries including Cyprus, France, Hungary, Italy, Poland, Slovenia, Spain and the UK. The Guide is intended to be useful in several ways including the following:

- To raise awareness about the importance of involving 'gay' businesses in HIV prevention and to illustrate work at the European and/or international level;
- To learn about how the Everywhere Model intervention can be implemented involving the 'gay' business sector and other stakeholders in HIV prevention targeting MSM at national and European level;
- As an information resource - This Guide provides a source of information to enable readers to take advantage of the Everywhere experience that has been piloted in eight European countries with different HIV epidemics, diverse HIV prevention approaches, and where MSM experience differential social status. It also provides a point of reference for contacting the authors and partners of the Everywhere Project and to gain more information.

SECTION ONE

Men who have sex with men (MSM) are the main at-risk population in the European Union of HIV and other sexually transmitted infections.

INTRODUCTION



HIV in Europe

HIV continues to be a major public health issue across the Member States of the European Union (EU) and the European neighbouring countries. Each year approximately 25,000 newly diagnosed cases of HIV are reported by the countries of the European Union and European Economic Area; these figures have almost doubled since the late nineties and continue to increase [1]. Although the highest absolute numbers of new HIV cases in the EU occur through heterosexual transmission, men who have sex with men (MSM) are over proportionally affected and continue to represent a population at high risk of HIV and other sexually transmitted infections (STIs) such as syphilis and gonorrhoea [2,3,4]. Increases in newly diagnosed cases amongst MSM have occurred not only in countries with large and visible gay communities such as in the UK and Germany, but also in many eastern and central European countries where despite absolute numbers remaining low, rapid increases have nonetheless been reported [5].

In many European countries, a reappearance of high risk sexual practices amongst MSM has been reported linking with other contributing factors such as the use of alcohol, other psychoactive drugs and prevention fatigue. For instance, studies have demonstrated increases in unprotected anal intercourse (UAI), increases in the number of sexual partners, and have shown positive associations between the use of alcohol and drugs before and during sex and increased sexual risk behaviour [6-8].

Such trends, combined with the high prevalence of HIV reported in many gay community settings, the high prevalence of HIV among MSM diagnosed with STIs, and the high sexual mobility of this population, need to be located within a broader European context. Globalisation, migratory flows, new technologies, increased tourism and cheaper travel have meant that more men are travelling abroad to have sex with other men than ever before. 'Gay' tourism in particular is a phenomenon of considerable proportions due to both the numbers of people that travel throughout the European Union, as well as the associated economic repercussions for Member States. In each of these countries, the implications with regards to HIV prevention and harm reduction is different given the enormous diversity of context and experience within and across the countries of Europe. Combined with increasing social and sexual MSM networks between European countries, the need for effective and coordinated European action with regards HIV prevention methods is becoming increasingly urgent.

In the context of the European Union, public health and health promotion strategies and interventions must necessarily include a European dimension. In the case of HIV infection, this European perspective is of considerable importance as population movement related to tourism and economic migration, and the different conceptions of positive health, illness, and sexuality in the different cultures are elements that determine, to a great extent, the characteristics of the epidemic in the Union. However, interventions addressing major health threats with a cross-border or global impact such as HIV also require intersectoral action at European level if they are to have the greatest potential of being effective.



In the European Union, public health and health promotion strategies and interventions focusing on MSM, must necessarily include a European dimension.

In other words, public health interventions aimed at preventing new infections amongst MSM need to involve all the sectors/agents relevant to the problem within and across Member States, and in this way, contribute to the development of European interventions that foster cross-sectoral collaborations. Such action is essential given many influences shaping the health of populations and the distribution of health inequities are often located outside of the traditional public health sector.

Involving 'Gay' Businesses in HIV Prevention

Sex between men occurs in most societies and in diverse circumstances amongst men whose experiences, lifestyles, behaviours and associated risks for HIV vary greatly. It encompasses a range of sexual and gender identities among people in various socio-cultural contexts. Sex between men may involve men who self-identify as homosexual, gay, bisexual, transgendered or heterosexual. Some MSM are married to women, particularly where discriminatory laws or social stigma of male sexual relations exist [9]. In most European countries, MSM remain one of the most hidden parts of society. Stigma, discrimination, and homophobia (amongst others) are often associated with sex between men which can cause MSM (both HIV-positive and HIV-negative) to 'avoid or fear accessing health services including counselling and testing, treatment, prevention, and support' [10].

Consequently, businesses can be key sites through which to deliver public health and health promotion HIV interventions for 'hidden' and marginalised MSM, particularly those that either provide specific spaces or locations in which sex can occur (e.g. sex venues and saunas) or those that merely facilitate sex between men (e.g. 'gay' and gay-friendly social places such as bars and clubs).



Businesses can be key sites through which to deliver public health and health promotion HIV interventions for 'hidden' and marginalised MSM...

Indeed gay businesses that provide physical sex spaces for MSM and provide opportunities in which MSM may meet one another to find sexual partners and/or social support, have been shown empirically to be useful venues for public health interventions [11]. However, such interventions are not common and have yet to be implemented widely either at local/national level or European level. Moreover, public health interventions also need to consider the growing number of virtual businesses which many MSM access and participate in for social and sexual activities (e.g. websites, chat rooms, mobile phone applications, and so on). Whilst such virtual communities are undoubtedly popular amongst MSM due to a range of factors such as accessibility, affordability, anonymity, and acceptability, they are also likely to contribute to increasing HIV prevalence in MSM [12]. However, as with physical 'gay' businesses, virtual 'gay' businesses can also provide important opportunities for public health and health promotion to engage with MSM easily and quickly to deliver HIV prevention and other health initiatives.

Everywhere: A European Model of HIV Prevention

Increasing the number and types of business sites delivering HIV prevention provides new opportunities to challenge the epidemic within and between Member States. Co-funded by the European Commission's Public Health Programme 2003-2008, the Everywhere Project pilot phase (2008-10) aims to impact on the HIV epidemic by preventing new infections through gaining the commitment of 'gay' businesses that bring men together and facilitate sex between them, particularly in 'gay' tourist destinations and European capital cities. Coordinated by the University of Brighton, the Everywhere Project (2008-2010) is a multi-partner consortium comprising 17 partners from eight European countries including Cyprus, France, Hungary, Italy, Poland, Slovenia, Spain and the UK. The consortium includes public health organisations, academic organisations, NGOs active in HIV issues, and organisations that unite gay business owners.

Although Everywhere does not engage with MSM directly, MSM are reached innovatively through collaborating with 'gay' businesses in each of the partner countries. By working intersectorally the Consortium has developed a networking methodology that provides cohesion amongst partners and has led to the creation of a trained European network of Social Mediators specialised in identifying, accessing, and achieving the commitment of the businesses sector in the prevention of HIV and STIs.



Everywhere aims to impact on the HIV epidemic by preventing new infections through gaining the commitment of 'gay' businesses in Europe.

A Recognisable 'Seal of Approval' in Europe

Given MSM have a high rate of mobility; there is an urgent need for European HIV prevention approaches to be common, visible, and easily recognisable by travelling MSM within and between Members States of the EU.

Similar HIV prevention codes, policies, or quality 'Seals' to Everywhere do already exist in some European countries including, amongst others, the UK (Playzone), France (Charter of Responsibility), Germany (Safe Environment Prevention Standards), and the Netherlands (Safe Sex Zone Charter). However, whilst such schemes are valuable and to be commended, they are rarely known or transferred to other countries as they operate mostly at local or National levels. For example, although codes such as Playzone may be well known in the UK amongst English MSM using sex venues in London or Brighton, once the English MSM travels to another EU country the code becomes relatively meaningless as the scheme does not operate in any other European country other than England. This is an important gap given the high levels of tourism and mobility of MSM in Europe, and particularly to 'gay' tourist destinations and other capital cities.


To meet this gap, Everywhere provides a European level scheme that sets out a series of HIV prevention standards for 'gay' businesses that are common across the eight partner countries.

These Everywhere Minimum and Premium Standards set out a series of actions which, if adopted, lead to the businesses being awarded with either the Everywhere Minimum Seal of Approval or the Everywhere Premium Seal of Approval. These two Everywhere Seals certifies the business (whilst acknowledging different levels of involvement) as being socially responsible in HIV prevention and caring for its customers' health.

As the Everywhere Seal of Approval is both common amongst partner countries and highly visible (it is a requirement of certification that businesses display the Seal publically), travelling MSM are now able to recognise easily (through simple but effective design), Everywhere approved or certified 'gay' businesses. In this way, MSM are empowered to make conscious choices to use those businesses that are Everywhere certified knowing that wherever the Everywhere Seal of Approval (Minimum or Premium) is displayed, they can expect the same HIV/STI prevention standards.



Everywhere provides a series of HIV prevention standards for 'gay' businesses that are common across Cyprus, France, Hungary, Italy, Poland, Slovenia, Spain and the UK.



An Everywhere certified business means that the business has been assessed as being socially responsible in caring for its customers' health

References

1. European Commission (2007). *Healthier Together in the European Union*, Luxembourg, Office for Official Publications of the European Communities.
2. European Centre for Disease Control/WHO Regional Office for Europe (2008). HIV/AIDS Surveillance in Europe 2007. Stockholm; European Centre for Disease Control. Available from http://ecdc.europa.eu/en/publications/Publications/0812_SUR_HIV_AIDS_surveillance_in_Europe.pdf
3. EU (COM, 2009 569.4)
4. Elford J, Jeannin A, Spencer B, Gervasoni JP, van de Laar MJ, Dubois-Arber F, the HIV and STI Behavioural Surveillance Mapping Group. HIV and STI behavioural surveillance among men who have sex with men in Europe. *Euro Surveill*. 2009;14(47):pii=19414. Available online: <http://www.eurosurveillance.org/ViewArticle.aspx?ArticleId=19414>
5. Likatavius G, Klavs I, Devaux I, Alix J, Nardone A. An increase in newly diagnosed HIV cases reported among men who have sex with men in Europe, 2000–6: implications for a European public health strategy. *Sex Transm Inf*. 2008;84(6):499-505
6. Dougan, S., Evans, B. G., Elford, J. (2007). Sexually transmitted infections in Western Europe among HIV-positive men who have sex with men. *Sexually Transmitted Diseases*, 34 (10), 783-790.
7. Mansergh G, Flores S, Koblin B, Hudson S, McKirnan D, Colfax GN, et al. Alcohol and drug use in the context of anal sex and other factors associated with sexually transmitted infections: results from a multi-city study of high-risk men who have sex with men in the USA. *Sex Transm Infect*. 2008;84(6):509-511
8. Schwarcz S, Scheer S, McFarland W, Katz M, Valleroy L, Chen S, et al. Prevalence of HIV infection and predictors of high-transmission sexual risk behaviors among men who have sex with men. *Am J Public Health*. 2007;97(6):1067-75
9. UNAIDS. (2006). HIV and sex between men. Policy brief. Retrieved July 21, 2009, from http://data.unaids.org/pub/BriefingNote/2006/20060801_Policy_Brief_MSM_en.pdf
10. GNP and MSMGF (2010). *Advancing the Sexual and Reproductive Health and Human Rights of Men who have Sex with Men Living with HIV: A Policy Briefing*. Amsterdam; GNP and MSMGF.
11. Binson, D., LeRoy, B., Cotton, P.D., Kant, J., & Woods, W. J. (2005). Building an HIV/STI prevention program in a gay bathhouse: a case study. *AIDS Education and Prevention*, 17 (4), 386-400.
12. Horvath, K.J., Bowen, A.M., and Williams, M.L. (2006) Virtual and physical venues as contexts for HIV risk among rural men who have sex with men. *Health Psychology*, 25(2), 237-242.

SECTION TWO

The Everywhere Seal of Approval is awarded when businesses can demonstrate that they have met the Everywhere Minimum or Premium Standards.

THE EVERYWHERE SEAL



The Everywhere Seal of Approval

The Everywhere Seal of Approval has been developed collaboratively by members of the Everywhere Project Consortium in consultation with 'gay' and MSM business owners, public health administrations and NGOs active in HIV issues from eight European countries. It differentiates between two levels of achievement (Minimum and Premium), in terms of the degree of involvement of the business in HIV/STI prevention.

Everywhere is a voluntary code which is not legally binding, although failure to comply with the code and maintain the Standards will result in the Seal of Approval being revoked. The code can be used either alongside existing policies and guidelines (e.g. the Charte de Responsabilité in France for sex venues) or as a 'stand-alone' code where no policies or guidelines currently exist.





Everywhere Minimum Seal of Approval - Minimum Standards

- Condoms and lubricant provision*
 - Information about:
 - Where to get tested for HIV/STIs
 - Where to get treated for HIV/STIs
 - Staff knowledge about the Everywhere Project
- * Or information on where to get them for websites

Everywhere Minimum Window/Desk Sticker



Everywhere Certificate (Minimum)



Everywhere Minimum Checklist

Everywhere project partner: _____ Manager: _____
 Country: _____ Business: _____
 Address: _____

Everywhere Minimum Seal of Approval in the following:

1. Condoms and Lubricant Provision	YES
2. Information	YES
3. Staff Knowledge about the Everywhere Project	YES

Signature: _____ on behalf of the business
 Signature: _____ on behalf of the Everywhere representative in the UK

University of Brighton
www.everywhereproject.eu 2010



Everywhere Premium Seal of Approval - Premium Standards

- Free condoms and lubricant
 - Information about:
 - Where to get tested for HIV/STIs
 - Where to get treated for HIV/STIs
 - How to protect yourself and your partners from HIV/STIs
 - A safer environment for your sexual health
 - Welcome of sexual health outreach workers*
 - Regular staff updates about HIV/STI issues and the Everywhere Project
 - Commitment to anti-discrimination in relation to HIV positive staff and customers
- * Except for travel agents and hotels

Everywhere Premium Window/Desk Sticker



Everywhere Certificate (Premium)



Everywhere Premium Checklist

Everywhere project partner: _____ Manager: _____
 Country: _____ Business: _____
 Address: _____

Everywhere Premium Seal of Approval in the following:

1. Free Condoms and Lubricant Provision	YES
2. Information	YES
3. A Safer Environment for Your Sexual Health	YES
4. Welcome of Sexual Health Outreach Workers	YES
5. Regular Staff Updates about HIV/STI issues and the Everywhere Project	YES
6. Commitment to anti-discrimination in relation to HIV Positive Staff and Customers	YES

Signature: _____ on behalf of the business
 Signature: _____ on behalf of the Everywhere representative in the UK

University of Brighton
www.everywhereproject.eu 2010



ELIGIBLE BUSINESSES



Business Types

Business types eligible for the Everywhere Seal of Approval include (but are not limited to):

- Sex venues
- 'Gay' and gay-friendly social places (e.g. clubs, bars, discos etc)
- Travel agencies
- Hotels
- 'Gay' dating websites

Everywhere views the above businesses as either:

- **Primary Sites** - businesses that promote and/or provide designated spaces or locations for sex between men to occur

Or

- **Secondary Sites** - businesses that may provide opportunities for sex between men but do not specifically designate spaces or locations for sex to occur

The assessment tools for certifying a business with the Everywhere Seal of Approval are different depending on whether the business is designated as a primary or secondary site by the awarding Everywhere Partner organisation/NGO.

N.B. Sex venues are ALWAYS Primary Sites. Other business types ('gay' and gay-friendly social places, hotels, travel agencies, and 'gay' dating websites) are likely to be Secondary Sites in most instances. However, if any business provides designated spaces/locations for sex to occur then they are (assessed as) Primary Sites i.e. sex venues.


Exclusions:

Any business (or part of a business) that publically promotes spaces and/or locations for Unprotected Anal Intercourse or UAI (bare-backing) is NOT eligible under any circumstances to achieve the Everywhere Seal of Approval. In other words, they cannot be certified with either the Minimum or Premium Seal. However, such businesses can still work with Everywhere Social Mediators regarding HIV Prevention and risk-reduction approaches, and towards the achievement of the Seal in due course.

BENEFITS FOR 'GAY' BUSINESSES

Being certified with the Everywhere Minimum or Premium Seal of Approval offers a number of important benefits for 'gay' businesses, for example:

- It is recognised by customers from all over Europe as a symbol of excellence in caring for customers' health;
- It is a good business decision because healthy customers visit more often...the healthier the client base, the more visits, and more protection means fewer infections, and again, more visits to the business;
- It gives the business a valuable opportunity to be part of a socially responsible European-wide action that will ultimately reduce HIV/STI amongst men who have sex with men;
- Certified businesses are advertised on the Everywhere and Consortium partners' websites and additionally through various media outlets, press releases, and other Everywhere-approved businesses (where there is no conflict of interest);
- Everywhere links 'gay' businesses with experts in sexual health via the European-wide Everywhere Social Mediator Network;
- For Premium certified businesses, free sexual health training is available for all staff working in the business by registered Everywhere Social Mediators;
- Being an Everywhere certified business is an excellent opportunity to work with other certified businesses (again, where no conflict of interest exists) to share information, pool resources (e.g. HIV/STI and other health resources), and bulk order stock (e.g. condoms and lubricant);
- Being an Everywhere certified business provides an opportunity to increase profit by promoting customer care and customer satisfaction.



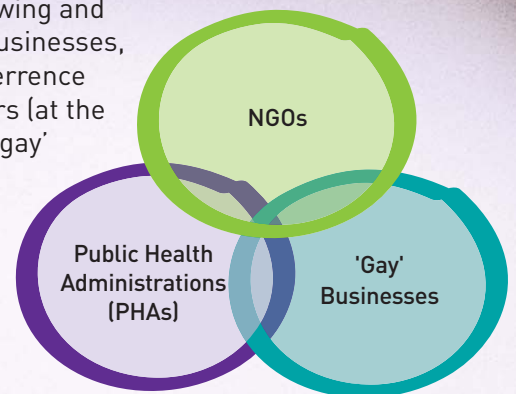
“Being Everywhere certified...besides being the responsible thing to do, is a good business decision because healthy customers visit more often.”

(Everywhere certified business owner, Hungary)

ASSESSMENT & MONITORING

Social Mediator Network

In the Everywhere Project, social mediation is used as a means of fostering partnerships that enable 'gay' or MSM business and health organisations to achieve mutually beneficial outcomes both economic (profit) and social (better public health). Functioning across the eight partner countries, the Everywhere Social Mediator Network (SMN) provides the metaphorical 'glue' of the Everywhere Model; drawing and binding together the three main stakeholders including 'gay' businesses, NGOs, and Public Health Administrations (PHAs). Led by the Terrence Higgins Trust in the UK, the SMN comprises 38 Social Mediators (at the time of writing) whom are specialised in working directly with 'gay' businesses to engage them in HIV prevention as part of their provision in caring for their customers' health.



Everywhere Social Mediator Network

In the Everywhere Project, social mediation is used as a means of fostering partnerships that enable 'gay' or MSM business and health organisations to achieve mutually beneficial outcomes both economic (profit) and social (better public health).

Everywhere Social Mediators work within an outreach model to initiate dialogues with businesses in order to develop relationships. If possible, they then facilitate agreements concerning HIV prevention activities in the relevant business.



Social Mediators work directly with 'gay' businesses to facilitate the achievement of the Minimum or Premium Everywhere Seal of Approval.

Social Mediators work directly with 'gay' businesses to facilitate the achievement of the Minimum or Premium Everywhere Seal of Approval. Each country partner in the Everywhere Project has at least one named Everywhere Social Mediator who is responsible for assessing, monitoring, and awarding businesses the Everywhere Seal.

Training of Everywhere Social Mediators

Potential Social Mediators are selected for training by Everywhere country partners based on criterion such as existing outreach experience, multicultural competence, communication and negotiation skills, and HIV/STI knowledge. Following selection, candidates are required to complete a 2-day specialist training course in order to be nominated as an Everywhere Social Mediator. The course has been designed by the Terrence Higgins Trust, and covers a variety of in-depth topics including: detailed knowledge about the Everywhere Project; available resources for MSM and people living with HIV; social mediation and HIV; examples of social mediation promising practices; working with businesses targeting MSM, and; social mediation case studies. To ensure cultural relevancy, the design and content of the course has been informed by a series of scoping exercises conducted in each of the partner countries to create country 'profiles' with regards to issues such as incidence and prevalence of HIV, HIV prevention work methodologies, and descriptions of sexual practices reported in 'gay' businesses. The Everywhere Social Mediator training workbooks to accompany the course are available to download in eight languages from the Everywhere website www.everywhereproject.eu.

Training the Trainer Model

Everywhere Social Mediator training adopts a 'Training The Trainer' (TTT) model of working. This means that once a candidate has completed the necessary training, they are entered on to the Everywhere Social Mediator register held centrally by the Everywhere Project Secretariat. This register contains the details of all those eligible to conduct Everywhere Social Mediation as well as the respective Everywhere country partner who is responsible for their supervision (a copy of the register is available to download from www.everywhereproject.eu). At this point, Social Mediators are then able to replicate the training event (under supervision) in their own countries and train other members of staff from their own (and other) organisation(s) to become registered Everywhere Social Mediators. In this way, the capacity and European 'reach' of the Social Mediator Network is greatly enhanced.

Examples of Everywhere Social Mediation Tools



Everywhere Leaflets for Businesses



Everywhere Leaflets for MSM



Everywhere Wall Poster/Flyer



Everywhere Condom Wallets



Everywhere Bookmark



Everywhere Social Mediation Training Workbook



Everywhere Website Home Page



Everywhere Business Website Home Page



Everywhere Customer Website Home Page

GETTING EVERYWHERE STARTED

5 Steps to Certification

The process for a 'gay' business to become certified with the Everywhere Seal of Approval is relatively straight forward and follows the 5 steps below:

Step 1 Initial contact with the Everywhere Social Mediator

Step 2 Assessment of the business against the Everywhere Minimum or Premium Standards*

Step 3 Award of the Everywhere Seal (Minimum or Premium) which is valid for 12 months after certification in the first instance

Step 4 Branding: Supply of the Everywhere certificate, checklist, sticker, and other materials

Step 5 Ongoing monitoring of the Everywhere Standards by both the business and the Everywhere Social Mediator

*If the business is not able to meet the Everywhere Minimum or Premium Standards at the time of assessment, the Everywhere Social Mediator can continue to work with the business (if agreed) to work towards certification in the future.

BRANDING & COMPLIANCE

Branding

- Businesses that wish to be certified with the Everywhere Seal of Approval must participate voluntarily in the scheme.
- In order to receive the branding materials (e.g. Everywhere sticker, electronic logo, customer leaflets), businesses must agree to adopt any changes deemed necessary by the Everywhere Social Mediator so that it reaches at least the Everywhere Minimum Standards.
- Businesses that achieve the Everywhere Minimum or Premium Standards will receive certification and a logo which can be used when advertising in the press.
- A copy of the certification and Everywhere sticker will be made available and must be displayed publically by the business near to, or in, the entrance.
- Any misuse of the Everywhere branding may result in the certification being removed until a formal review has taken place.

Compliance

- The Everywhere Seal of Approval is awarded to businesses that meet the appropriate standards and is valid until the date stated on the Everywhere sticker. During this time, businesses and their customers will have the opportunity to make recommendations and/or provide feedback on a regular basis.
- Compliance to the Everywhere Standards will be monitored formally by the Everywhere Social Mediator at mutually agreed times (with the business) during the period of certification.
- Following certification, any business failing to comply with the Standards will be consulted with and advised on how they should meet the necessary Standards. Certification may be removed until compliance is met.

SECTION THREE

There are now over 80
Everywhere certified
businesses across
Europe that meet the
Everywhere Minimum
or Premium Standards
in 2010-2011.



Glossary

This list of the Everywhere Project preferred terminology has been developed for use by members of the Everywhere Consortium and other partners working in the European response to HIV. This list has been developed collaboratively by members of the Consortium and also draws upon the UNAIDS' (2008) terminology guidelines. It is not meant to be comprehensive, rather to provide clarity of meaning of terms used within Everywhere Project.

AIDS	Acquired Immuno Deficiency Syndrome (AIDS) is caused by the Human Immunodeficiency Virus (HIV). Acquired means you can get infected with it; Immuno Deficiency means a weakness in the body's system that fights diseases; and syndrome means a group of health problems that make up a disease.
Bare-backing	Slang for Unprotected Anal Intercourse (UAI). UAI drastically increases the chances of contracting or transmitting HIV and other STIs.
Everywhere Consortium	Associated and Collaborating Partners of the Everywhere Project.
Everywhere Minimum Seal of Approval	A quality award that certifies a business as meeting the Everywhere Minimum Standards.
Everywhere Premium Seal of Approval	A quality award that certifies a business as meeting the Everywhere Premium Standards.
Everywhere Project Secretariat	The Project coordinators (and contract holders) based in the International Health Development Research Centre (IHDRC) at the University of Brighton.
Everywhere Standards	A code or series of actions around HIV prevention that enable businesses to be certified with the Everywhere Seal of Approval.
HIV Incidence	The number of new cases arising in a given period in a specified population (e.g. MSM).
HIV Infected	As distinct from HIV-positive (which can sometimes be a false positive test result, especially in infants up to 18 months of age), the term HIV-infected is usually used to indicate that evidence of HIV has been found via a blood test.
Human Immunodeficiency Virus (HIV)	Human Immune Deficiency Virus- The virus that weakens the immune system, ultimately leading to AIDS.

HIV Negative	Showing no evidence of infection with HIV (e.g. absence of antibodies against HIV) in a blood or oral fluid test. Synonymous with seronegative. An HIV-negative person can be infected if he or she is in the window period between HIV exposure and detection of antibodies.
HIV Positive	Showing indications of infection with HIV (e.g. presence of antibodies against HIV) in a blood or oral fluid test. Synonymous with seropositive. Results may occasionally be false positive.
HIV Prevalence	Refers to the number of infections at a particular point in time (like a camera snapshot), usually given as a percentage.
Gay	A person sexually attracted to someone of the same-sex. The term does have different connotations and meanings in different countries and cultures e.g. in some countries men who have sex with men do not self-identify as gay and may consider themselves heterosexual. In Everywhere the term is denoted in quotes to acknowledge this diversity of usage.
'Gay' or MSM Business	Businesses that provide or promote opportunities for sex between men to occur including (but not limited to) those owned by Lesbian, 'Gay', Bi-sexual, and Trans persons.
HIV Prevention	Strategies and actions aimed at preventing HIV transmission and/or acquisition. These can be developed by individuals, communities, organisations and institutions at different levels.
Men who have Sex with Men (MSM)	Refers to any man who has sex with a man, thus accommodating a variety of sexual identities as well as those who do not self-identify as homosexual or gay.
(Everywhere) Primary Site	Businesses that promote and/or provide designated spaces or locations for sex between men to occur (e.g. sex venues, saunas with glory holes, venues with darkrooms and so on).
Risk-reduction	Strategies to reduce HIV infection risk including condom use and other alternative informed decisions (e.g. sex positioning, serosorting, using lubes, pulling out and viral load).
Safer Sex	Use by preference the term safer sex because the term safe sex may imply complete safety. The term safer sex more accurately reflects the idea that choices can be made and behaviours adopted to reduce or minimize risk.

(Everywhere) Secondary Site Businesses that may provide opportunities for sex between men but do not specifically designate spaces or locations for sex to occur (e.g. bars without darkrooms, cafés, 'gay' travel agents, hotels etc).

Social Mediation A dialogue initiated by an Everywhere Social Mediator that develops relationships/bonds and if possible facilitates agreements, between actors. In the Everywhere Project, social mediation is a means of fostering partnerships that enable gay business and health organisations to achieve mutually beneficial outcomes both economic (profit) and social (better public health).

Sexually Transmitted Infection (STI) STIs are spread by the transfer of organisms from person to person during sexual contact. In addition to the 'traditional' STIs (e.g. syphilis and gonorrhoea), the spectrum of STIs now includes (amongst others) HIV, human papilloma virus (HPV), hepatitis B (HBV), and hepatitis C (HBC).

Everywhere Social Mediator Everywhere Social Mediators work within an outreach model and are trained and supervised by the appropriate Everywhere Partner to assess, certify, and monitor businesses with regards the Everywhere Standards and the Everywhere Seal of Approval.



Cyprus

Business	Address	Website	Type of Seal
Ampeli Tavern	19, Tefkrou Anthia Str., Ayia Napa	www.eliasambelitavern.com	Minimum
My Mal Limmasol	285 Franklin Roosevelt Road, 3150, Limassol	www.mymall.com.cy	Minimum
Marianna Nikolaou & Tonnys Pavlou Events' Organisers	kallippou 4, Zakaki, Limassol	Not Available	Minimum

France

Business	Address	Website	Type of Seal
Boxxman	2, rue de la Cossonnerie, Paris	www.boxxman.net	Premium
Gym Louvre	7 bis, rue du Louvre, Paris	www.gymlouvre.com	Premium
Le Transfert	3, rue de la Sourdiere, Paris	www.letransfert.com	Premium
Next	87, rue Saint Honore, Paris	www.lenext.fr	Premium
Tilt Institut	41, rue Sainte-Anne, Paris	www.tiltsauna.fr	Premium
L'Impact	18, rue Greneta, Paris	www.impact-bar.com	Premium
Blue Square	8, rue Brantome, Paris	www.lebluesquare.com	Premium
Le Depot	10, rue aux Ours, Paris	www.ledepot.com	Premium
Sun City 75	62, boulevard Sebastopol, Paris	www.suncity.fr	Premium
Le Mic Man	24, rue Geoffroy l'Angevin, Paris	www.micmanbar.fr	Premium
QG Bar	12, rue Simon Le Franc, Paris	Not Available	Premium
Secteur X	49, rue des Blancs Manteaux, Paris	www.secteurx.fr	Premium
IDM	4, rue du Faubourg Montmartre, Paris	www.idm-sauna.com	Premium
Cafe Moustache	138, rue du Faubourg Saint-Martin, Paris	www.cafe.moustache.free.fr	Premium
Boy's Video Club	8, rue de Nice, Paris	www.boysvideoclub.fr	Premium
Bunker	150, rue Saint-Maur, Paris	www.bunker-cruising.com	Premium
Entre Deux Eaux	45, rue de la Folie Mericourt, Paris	www.barentredeuxeaux.com	Premium
Atlantide Sauna Hammam	13, rue Parrot, Paris	www.atlantide-sauna.com	Premium
Les Bains d'Odessa	5, rue d'Odessa, Paris	Not Available	Premium
Le Steamer	5, rue du Docteur Jacquemaire Clémenceau, Paris	www.lesteamer.fr	Premium
Le King Sauna	21, rue Bridaine, Paris	www.kingsauna.fr	Premium
Le Mykonos	71, rue des Martyrs, Paris	Not Available	Premium
Le Riad	184, rue des Pyrenees, Paris	www.le-riad.com	Premium
Les Bains Montansier	7, rue de Montreuil, Paris	www.montansier.fr	Premium
ASMF	63, rue Beaubourg, Paris	www.asmfparis.org	Premium
Le One Way	28, rue Charlot, Paris	Not Available	Premium
Banque Club	23, rue de Penthièvre, Paris	www.banqueclub.fr	Premium
Le Mec Zone	27, rue Turgot, Paris	www.meczone.fr	Premium

Hungary

Business	Address	Website	Type of Seal
Sauna 69	Angyal utca 2, Budapest, 1094	www.szauna69.hu	Premium
Action Bar (Gay LTD)	Magyar utca 42., Budapest, 1053	www.action.gay.hu	Minimum
coxx bar	Dohany utca 38, Budapest, 1072	www.coxx.hu	Minimum
Magnum Sauna	Csepreghy utca 2, Budapest 1081	www.magnumszauna.hu	Minimum

Italy

Business	Address	Website	Type of Seal
Depot Milano	Via Dei Valtorta 19, 20127 Milan	www.depotmilano.com	Minimum
Depot Napoli	Via Della Veterinaria 72, 80137 Naples	www.depotmilano.com	Minimum

Poland

Business	Address	Website	Type of Seal
Galeria Club	Plac Mirowski 1, Warszawa	www.clubgaleria.pl	Premium
Sauna Galla	ul. Ptasia 2, Warszawa	www.saunagalla.pl	Premium
Sauna Heaven	ul. Waliców 13, Warszawa	www.heavensauna.pl	Premium
Hallo Caffe Club	Pozna, ul.Rybaki 22	www.hallocafe.pl	Premium
Eagle Club	Pozna, ul.Rybaki 13	www.eagleclub.pl	Premium
Wild Club	ul. Chlodna 39 lok.3, Warszawa	www.wildclub.nazwa.pl	Premium
Toro Club	Marszałkowska 3/5, (wejście od ul. Emila Zoli), 00-624 Warszawa	www.toro.waw.pl	Premium
Rasko Club	ul. Burakowska 12, 01-066 Warszawa	www.klubrasko.pl	Premium
Lodi Dodi Club	ul. Wilcza 23, Warszawa	www.lodidodi.pl	Premium

Slovenia

Business	Address	Website	Type of Seal
Klub Tiffany	Masarykova 24, 1000 Ljubljana	www.kulturnicenterq.org	Premium
Cafe Open	Hrenova 19, 1000 Ljubljana	www.open.si	Minimum
Klub K4	Kersnikova 4, 1000 Ljubljana	www.klubk4.org	Minimum
Sauna Gymnasium	Ulica Pohorskega Bataljona 34, 1113 Ljubljana	www.klub-libero.si	Minimum

Spain

Business	Address	Website	Type of Seal
Bakala.org	www.bakala.org	www.bakala.org	Premium
Bears Bar	Pelayo street no 3, 28004 Madrid (Metro Chueca)	www.bearsbar.net	Premium
Copper	San Vicente Ferrer no 34, 28004 Madrid (Metro Tribunal y Noviciado)	www.copperbar.net	Premium

Spain contd.

Business	Address	Website	Type of Seal
Hell	Buenavista 14, 28012 Madrid (Metro Anton Martin)	www.hellsexclub.com	Premium
The Angel	Campoamor, 11 28004 Madrid (Metro Chueca/Alonso Martinez)	www.grupohot.com	Premium
Blue Bar	Lavapies Street No 12, 28012 Madrid (Metro Lavapies/Tirso de Molina)	www.grupohot.com	Premium
Hot	Infantas 9, 28004 Madrid (Metro Gran Via/Chueca)	www.grupohot.com	Premium
LL	Pelayo 11, 28004 Madrid (Metro Chueca)	Not Available	Premium
Picardias	Perez Galdos 8, 28004 Madrid (Metro Chueca)	www.pubpicardias.blogspot.com	Premium
Sauna Lavapies	Zurita 3, 28012 Madrid (Metro Anton Martin)	www.saunalavapies.com	Premium
Sauna Men	Pelayo 25, 28004 Madrid (Metro Chueca)	www.saunamen.es	Premium
Sauna Principe	Travesía Beatas,3	www.mundoplacer.com	Premium
Sauna Octopus	Churruca,10	www.mundoplacer.com	Premium
Bangala	Escuadra,1. Madrid. Metro Lavapiés	www.bangalamadrid.com	Premium
The Paso	Plaza Vazquez de Mella, Calle Costanilla de los Capuchinos 1, 28004 Madrid	Not Available	Minimum
FU3L	c/San Marcos, 11. 28004 Madrid (Metro Chueca/Grand Via)	www.fu3l.es	Minimum
Sauna Parasio	Norte,15	www.mundoplacer.com	Minimum

UK

Business	Address	Website	Type of Seal
The Brighton Sauna	75 Grand Parade, Brighton, BN2 9JA	www.thebrightonsauna.com	Premium
TBS2	84-86 Denmark Villas, Hove, BN3 3TJ	www.tbs2.com	Premium
Marina West Hotel	26 Oriental Place, Brighton, BN1 2LL	www.marinawesthotel.co.uk	Premium
Legends	31-34 Marine Parade, Brighton, BN2 1TR	www.legendsbrighton.com	Premium
Hudsons Guest House	22 Devonshire Place, Brighton, BN2 1QA	www.hudsonsinbrighton.co.uk	Premium
Chariots Limehouse	574 Commercial Rd, London, E14 7JD	www.gaysauna.co.uk/Limehouse/limehouse.htm	Premium
Royal Vauxhall Tavern	372 Kennington Lane, London SE11 5HY	www.rvt.org.uk	Premium
Chariots Waterloo Waterloo.htm	101, Lower Marsh, London, SE1 7AB	www.gaysauna.co.uk/Waterloo/	Premium
Chariots Vauxhall	Rail Arches 63-64, Albert Embankment, London, SE1 7TP	www.gaysauna.co.uk/Vauxhall/vauxhall.htm	Premium
Underground123	info@underground123.co.uk	www.underground123.co.uk	Premium
Chariots Streatham	292 Streatham High Road, London, SW16 6HG	www.gaysauna.co.uk/Streatham/streatham.htm	Premium
Chariots Shoreditch shoreditch/htm	1 Fairchild Street, London, EC2A 3NS	www.gaysauna.co.uk/Shoreditch/	Premium
The Sauna Bar	29 Endell Street, London, WC2H 9BA	www.thesaunabar.co.uk	Premium
The Locker Room	8, Clever Street, London, SE11 4DP	www.the-lockerroom.co.uk	Premium
Gaydar	www.gaydar.co.uk	www.gaydar.co.uk	Premium
Blanch House	17 Atlingworth Street, Brighton BN2 1PL	www.blanchhouse.co.uk	Minimum

Associated Partners



Cyprus
Research Unit in Behaviour & Social Issues (RUBSI)
Contact: Dr Constantinos Phellas



Hungary
Háttér Társaság a Melegekért (HTM)
Contact: László Mocsonaki



Italy
Società Ricerca e Formazione (SRF)
Contact: Ibrahim Osmani & Tania Re



Slovenia
Društvo študentski kulturni center (ŠKUC-Magnus)
Contact: Miran Šolinc



UK
Terrence Higgins Trust (THT)
Contact: Ben Tunstall



France
Syndicat National Des Entreprises Gaies (SNEG)
Contact: Antonio Alexandre & David Friboulet



Italy
Associazione Nazionale Per La Lotta Contro L'aids - Sezione Lombarda (ANLAIDS)
Contact: Carmine Falanga



Poland
Spoleczny Komitet ds. AIDS (SKA)
Contact: Izabela Pazdan, Tomasz Malkuszewski & Aleksandra Skonieczna



Spain
Dirección General de Atención Primaria (DGAP)
Contact: Monica Moran

Collaborating Partners



France
AIDES
Contact: Daniela Rojas



Spain
StopSida
Contact: Luis Villegas & Oscar Miras



Spain
Fundación Triángulo (FT)
Contact: Guillermo Lopez & Ivan Zaro



Spain
Ministerio de Sanidad y Política Social (MSPS)
Contact: Alberto Martin-Perez, Dr Tomas Hernandez, & Raul Soriano



Spain
Federación Estatal de Lesbianas, Gays, Transexuales y Bisexuales (FELGTB)
Contact: Antonio Poveda



Spain
Universidad Complutense de Madrid (UCM)
Contact: Fernando Villaamil



Spain
Colectivo de Lesbianas, Gays, Transexuales y Bisexuales de Madrid (COGAM)
Contact: Miguel Angel Gonzales

Project Coordinator



University of Brighton

Everywhere Project Secretariat

International Health Development Research Centre (IHDRC)
University of Brighton
Contact: Dr Nigel Sherriff (Project Manager)

For more information visit

www.everywhereproject.eu





University of Brighton

Everywhere Project Secretariat

International Health Development Research Centre (IHDRC)
University of Brighton
Mayfield House
Brighton, BN1 9PH, UK

Tel: +44 (0)1273 644539
Fax: +44 (0)1273 644508

Email: info@everywhereproject.eu
www.everywhereproject.eu



The Everywhere Project is co-funded by the
European Commission
(Executive Agency for Health and Consumers)

Disclaimer:

This Guide is a collective report agreed upon by the Everywhere Consortium and any partner is able to emphasise its view or elements of its work separately as it feels appropriate.