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**HARD TO
REACH
OR OUT OF
REACH**

**AN EVALUATION OF AN INNOVATIVE MODEL
OF HIV OUTREACH HEALTH EDUCATION**

health odn

Tim Rhodes, Janet Holland and Richard Hartnoll

HARD TO REACH OR OUT OF REACH?

A major challenge facing HIV prevention services is how to reach and respond to the needs of the 'hard-to-reach'. How do services assess and provide for the HIV and health care needs of hard-to-reach sex workers and drug users? How effective is outreach health education in achieving these aims? Is there a workable way of combining statutory and voluntary sector responses to outreach and community-based service provision?

Hard to Reach or Out of Reach? describes a three year process evaluation which combined qualitative and quantitative methods to assess an innovative model of HIV outreach intervention for sex workers and drug users in central London. The authors discuss the current and future role of outreach in the prevention of the spread of HIV, focusing on issues of health promotion, service delivery and management function.

Hard to Reach or Out of Reach? is of interest to health educators, health practitioners and social science researchers in the fields of health, HIV/AIDS and drugs.

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