

# ASKADUDE REPORT



From



Powered by



Videographer



- the Askadude team

# TABLE OF CONTENT

5

**Summary**

7

**Introduction**

**Chapter :**

**I. The problems Askadude helps to solve**

**II. How is Askadude different?**

**III. Achievement unlocked!**

**IV. What's required for Askadude to Run?**

**V. How it works**

**VI. Intended outcomes & theory of change**

**VII. How do we spread Ask a Dude?**

**VIII. What resources are required (our ask)**

**IX. HOW-TO-GUIDE**

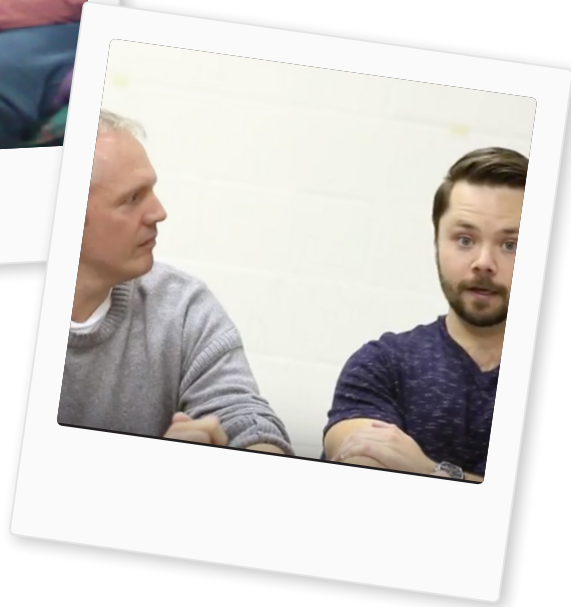
**1. How we recruit FACILITATORS**

**2. How we recruit PARTICIPANTS TO VIEWING PARTIES**

**3. How we find & prepare wing men**

**4. How we find & prepare hosts**

**X. Appendices**



# SUMMARY

**Quality of life is a trendy topic within community living organizations - and whilst there is increasing focus on physical and social wellbeing, there is a lot less focus on psychological and sexual wellbeing.**

Ask A Dude puts explicit focus on sexual health and wellbeing by opening up conversation between men on topics around sexuality, dating, and relationships. We know from the literature that open and honest conversations are a major protective factor for healthy and safe sexuality.<sup>1</sup>

Over the past six-months, we've taken Ask A Dude from being a provocative idea to being a promising solution. We've tested whether the idea is attractive to

men; honed in our user group; developed original video content and a process for making that content; and begun to develop the roles and the training required to spread videos via watching events. Now, the question is how to take Ask A Dude forward, from small-scale prototype to scale?

We have identified three models of scale: (1) in a box (2) as a program (3) as a party. Each model has different resourcing requirements. At it's core, we need a small

team operating as Headquarters making the video content and conversational tools. We estimate the cost of this over one year to be \$XX. We believe the cost can be offset by charging subscription fees, or a fee-for-service model to other agencies for the content.

1. Sex Information and Education Council of Canada. (2010). Sexual Health Education in the Schools: Questions and Answers, 3rd Edition. Retrieved ii Ontario Ministry of Education. (2012). Education Facts. Retrieved from [www.sieccan.org/pdf/she\\_q&a\\_3rd.pdf](http://www.sieccan.org/pdf/she_q&a_3rd.pdf)

Some of the people we met during our ethnography:





# INTRODUCTION

**Askadude is a catalogue of videos + a series of facilitated viewing parties, which promote discussion of sexuality, dating and relationships.**

These aren't just any videos. They are made with dudes, for dudes, using a language and approach that is very different than your typical sex education.

We take real-life questions about sex, dating and relationships from adults living with cognitive disabilities. Then we make videos where frank, candid, funny, irreverent guys have conversations about those questions, and come up with answers that work.

So how do guys view these videos? At a viewing party! These can take place in homes, programs, or community spaces. Participants (dudes of all ages orientations, genders and abilities) get together over pizza and pop and watch the videos. Think a Grey Cup party atmosphere. A facilitator then leads a discussion about the content of the videos. He asks for the participants' perspectives on what they've seen, and creates a dialogue around dating, relationships and sex. Lastly, the

participants are invited to go on camera and add their voice to the conversation if they want to.





# I. THE PROBLEMS ASKADUDE HELPS TO SOLVE

Askadude grew out of 3 months of user research into sex, love dating and relationships as experienced by adults living with a cognitive disability.

## We identified four pain points:

- 1** Staff don't know their employers' expectations when it comes to supporting sexualities.
- 2** Consequently, accurate information is withheld or only presented in a risk & safety context.
- 3** There are systemic barriers to relationships.
- 4** Men are particularly left out of the conversation.

# 1

## Staff not knowing

We found that many direct service staff don't feel like they have the tools to have conversations about sexuality, dating and relationships. They aren't sure what community living agencies' expectations of them are: Are they allowed to answer questions on these topics? Are the people they're supporting allowed to date? In the absence of clarity, staff are left with their own values and their assumptions about their

employers' expectations to guide them. (Several staff referred to this as their "common sense". But what constitutes "common sense" varies greatly from staff to staff - particularly when it comes to sexuality - and it is often incongruous with actual agency policies.) Many staff also report the usual concern that doing something wrong will lead to censure. Most staff conclude that the safest approach is to

ignore sexuality or to convey conservative values to the people they support.

For too many folks living with a cognitive disability, these factors are perpetuating social exclusion and hindering full self-expression and quality of life

Folks like Rupan. He asks regularly to wear makeup and nail polish and a sari. His staff think this is attention-seeking behaviour and tell him he can wear makeup once a year on Halloween when he dresses like Dracula. When he's told this, Rupan gets upset and breaks things. Then staff sedate him.



Folks like Pat. He is very interested in sex but afraid to ask questions. He's been fed lots of misinformation to keep him in the dark, such as "masturbation makes your brain shrink"

## 2

### Risk and safety narrative dominantes

Likely as a result of this lack of staff clarity and broader cultural prejudices, we found that adults with cognitive disabilities and the staff that support them are operating from a risk and safety narrative when it comes to sex, dating and relationships. When it occurs at all, conversation and education are focused on STI's, how to use a condom, and birth control.

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Conversations about relationships, partnering etc. are framed as either: "that would be nice" with no plans to act, or moved in a different, 'safer' direction, where the only sexual behaviour takes place alone and is not talked about. Some relationships operate within a frame that can comfortably fit into log notes: a coffee date, a festive dance, etc. Less common but also detrimental are staff who support people who ARE dating, but believe that such relationships are "none of their business" and don't talk about them - denying the individual insight or feedback on common relationship dynamics.

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There are reasons for this risk and safety narrative. We are working with a population that has a higher risk of being sexually abused. We are working with a population that sometimes exhibits sexual behaviour out of step with cultural conventions. It is easier to create simple, universal prescriptive scripts from a risk and safety narrative. But that does not foster growth. Or learning. Or joy.

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### 3 Systemic Barriers

We also found that many people experience systemic barriers to building and maintaining their romantic relationships.



Folks like Josh. He lived in a group home and his girlfriend lived with her parents. When they told their support networks they wanted to get engaged, they were told their service hours would be cut. Josh's group home staff started refusing to drive him to dates. He is unable to use public transit. The relationship soon fell apart.



Folks like Joseph and Leanne. They have been romantic partners for more than two decades but have never been allowed to live together. When asked if they wanted to marry, they both replied in unison "It's too expensive."

Folks like the scores of people we've worked with over the years who say they want a boyfriend or girlfriend, a husband or wife, but have never gone on a single date.

## 4

### Men left out

Several male staff told us they didn't think this conversation was "for their guys" while in the next breath telling us about purchasing blow-up dolls or sending them to classes to talk about what is appropriate in private and what

is appropriate in public. We heard whispers about guys who still talk about their "girlfriend" although they haven't seen that person in years. Research shows that men (in the disability sector and beyond) are not being well served

by current formal models of sex and relationship education, and that they have less of a culture of discussing relationships - their joys and discontents (McNamarra et al., 2011).



## II. HOW IS ASKADUDE DIFFERENT?

Some sexual health and relationship education programs aimed at people with developmental disabilities already exist:

The Sunny Hill program has excellent information on the mechanics of the body. This is not sufficient. In his 1991 book on sexuality and disability, "I Contact", David Hingsburger asserts that human sexuality cannot be minimized into the physical act. Essentially, "sex" is about what one does, and "sexuality" is about who one is. Anatomy lessons do not contemplate personhood.

The Circles program teaches about physical and social boundaries from a prescriptive, safety-oriented perspective. This is not sufficient. The social world has too many variables for a simple, universal script to be effective. (For example, Circles' accompanying VHS tapes were created in the 1980s. The social norms informing some of their scripts now seem dated, even problematic.) Circles can tell you

what legal and ethical conditions must be met for two people to agree to start dating. It says nothing about how someone might express interest in another person, or gauge another person's interest in them. Nor does it say anything about what might happen once two people start dating. Circles can help prevent some lousy outcomes. It cannot facilitate great ones.

These curricula of sexual health education do not give individuals with cognitive disabilities the tools or skills to flourish; to build meaningful relationships with their own sexuality and with others. We believe that men specifically are underserved by sexual health curricula, and that getting them on board and excited is key to positive outcomes in this field. How do we engage people in social learning from a place of interest and excitement, rather than risk and safety?

## Enter Askadude.

Askadude is different because it's NOT a curriculum. It's a dynamic, interesting conversation. It models people on-screen sharing frank insights as experts of their own experience. It provides food for thought. It creates an open, in-person dialogue where individuals can explore. It cuts through shame and silence with humour, candour, and an eye to entertainment value.. It changes sexuality from a hidden topic of conversation to THE topic of conversation.

And it's driven by a value set:

**Every human being – whether sexually active or not – has a sexuality**

**Sexuality is an important dimension of the human experience.**

**People have the right to engage in sexual expression and to achieve healthy relationships.**

**Supporting people to discover and develop their sexuality is good practice - an "integral part of the Association's services" (posAbilities policy manual)**

**People have the right to information, education and support regarding human sexuality and their personal sexual interests, expressions, identities and choices.**

**Such support is a lifelong learning process.**

**Associations should positively and publicly adopt these principles so that all staff have clarity around their employers' expectations.**



# III. ACHIEVEMENT UNLOCKED!

Here are some highlights of what the Askadude team has accomplished working two days a week for the past few months on this project:

## Internal promotion

and recruitment of Participants, Facilitators, Allies and Hosts via Team Managers, Team Leaders and Program Coordinators in partner agencies.

## External promotion

and recruitment of Facilitators, Volunteers and Allies via outside organizations (Opt BC, student groups, Emily Carr Health Design Lab etc.)

## This has led to:

4 Viewing Parties held in a variety of settings : Still Creek Education Centre, Stage Door Day Program, Broadway House Residence, and Slocan Field House (an external

community venue)  
Attended by 29 participants from residential programs, home shares, and day programs.  
2 Facilitators recruited (bringing

our total to 3). One is a an agency staff member and one is an independent contractor. We also recruited one Wing Man.

4

Viewing Parties

29

Participants

3

Facilitators

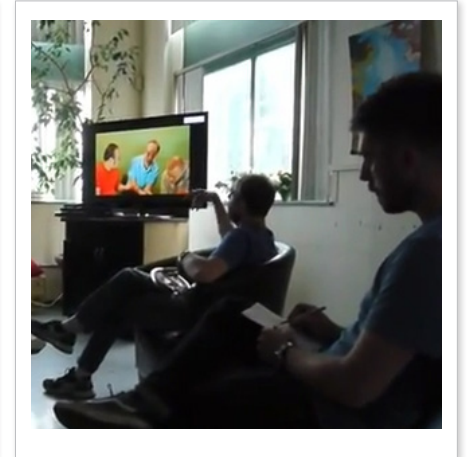
1

Wing Man

11

Videos

## Some of our Viewing Parties



### **Additionally:**

A Facilitator Training Manual has been developed. (Appendix A)

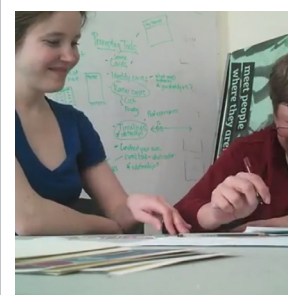
Feedback / Reflection Tools have been developed for Facilitators, Hosts, Wing-men and Participants (Appendix B)

Facilitators have been trained in a 4 hour course.

11 video episodes have been produced on topics ranging from dating to masturbation.



Facilitator booklet



Check in with Wing Man



Facilitator training



Videos with comedians

### **And people are getting interested in our work:**

3 of our videos are currently used by Options for Sexual Health BC to train their sexual health educators in issues to do with sexuality and cognitive disability.

3 requests for services have been fielded from inside and outside the partner agencies (posAbilities' Alternatives Program, LoSeCa non-profit agency)



# IV. WHAT'S REQUIRED FOR ASKADUDE TO RUN?

## Three elements are required to run AskaDude



### Core team

A core team behind-the-scenes at Askadude HQ would perform the following functions:

- Produce video content
- Manage the Askadude online platform
- Promote Askadude to potential participants by designing and distributing promo materials.
- Recruit and trains Facilitators

We think, at a minimum, we need 2 people 3 days a week for form the core team. Essential skills on the team include: film-making, web design, graphic design, outreach, etc.



### Online platform

An online platform which has Askadude video episodes available for viewing, a schedule of upcoming events, and email support for interested participants and facilitators. One good template to work from is the Kudoz home page - A brief "About" section, a catalogue of video content searchable by category, and a multipurpose "Get in Touch" email service for support and booking. The volume of bookings for Askadude would be much less than Kudoz, so either a simple online booking form or email should suffice.



### Facilitators

A small team of facilitators who take video episodes out to viewing parties and bring feedback from participants back to Askadude HQ. We imagine facilitators to be 'early adopter' staff who might receive backfill to attend training and then lead events - or contractor sexual and peer health educators.

# V. HOW IT WORKS (FACILITATED VERSION)

## 1 FILM EPISODE



We produce episodes of video content

## 3 FEEDBACK AND QUESTIONS



The facilitator asks for feedback, questions and opinions from the participants. (Mechanism)

This feedback informs the content of subsequent filmed episode .

New questions and on-screen performers are also discovered at watching parties. (See below)

## 2 VIEWING PARTY



A trained facilitator screens some of these episodes at a watching party in a group home, day centre or community space. Participants watch the content over pizza and pop. (Core interaction)

He then leads the participants in a conversation about the episodes they've just watched.

At Askadude we make content through a feedback loop where videos are made about questions posed by guys in our community and at our watching parties. The videos are made in two ways:

On-site at the Watching Party. After the conversations have wound down, the host asks participants if they'd like to go on-camera and add their thoughts about

what they've seen on screen and discussed.

Later in a studio space with guys recruited from Watching Parties alongside actors, comedians etc. Studio videos also introduce new subjects & questions, new types of dudes, new formats (conversations, interviews, dialogues) to test what audiences are interested in and what they don't connect with.

# V. HOW IT WORKS (NON - FACILITATED VERSION)

## 1 FILM EPISODE



We produce episodes of video content

## 2 INSTRUCTIONAL CONTENT



We produce a combination of print and video 'How to Facilitate a Viewing Party' instructional content, supplemented by email support.

## 3 EPISODES & SCREENING



Episodes are downloaded and screened by existing support networks.

## 4 FEEDBACK



New questions and new on-screen performers are solicited via the online platform, and at the end of video episodes.

This feedback informs the content of subsequent episodes





## VI. INTENDED OUTCOMES & THEORY OF CHANGE

We believe Askadude will lead to:

More comfort  
& less shame in  
talking about sex  
and relationships

Healthier sense  
of sexuality in  
self & in relation-  
ship

Better friendships  
with men (sup-  
port staff, peers,  
etc.)

New insights to  
handle unfore-  
seen scenarios.

Self-reflection  
on the episode con-  
tents & discussions,  
deciding which points  
of view they like and  
dislike.

Fun social oc-  
casion (viewing  
party)

New network of  
people that will  
be "safe" to bring  
the questions to.

More awareness  
among the staff  
team.

Sense of  
achievement  
/ support of a  
cause.

## INTENDED OUTCOMES

### Subsequent Better Outcomes for Individuals:

Self awareness (which will lead to healthier sexual expression).

Ability to reflect on personal boundaries and awareness of comfort zones

Real sense of the dating world. (Dating knowledge)

Better management of rejection / disappointment.

Healthier relationship with masturbation.

Decrease in inappropriate sexual behaviours due to modeling, better knowledge of social norms

Creates volunteer role for an individual - the Wing Man. This will provide a sense of accomplishment, and a sense of belonging to the volunteer.

### For Agencies and the Hosts:

Staff awareness on employers' policies and expectations re. sex, sexuality and love.

Agencies and supervisors will gain an awareness of the climate of current staff culture, in supporting an individual and their sexuality

Supervisors will learn which staff are less comfortable with the topic and which staff are willing to support the viewings.

Improved communication with the hosting staff and the team around addressing this particular need

Staff and teams will understand that Agencies support Askadude project, which will give them some idea of their employers' expectations and value set..

Host staff will gain valuable ethnographic experience, listening to the discussions that people have. This will give host a greater insight in understanding the culture for person in care, and what this subject is to them in their context.

Hosts will also gain resources (Facilitators, Askadude team, and Opt BC) to forward the questions of individual to.

Better trust in agency, in supporting this matter.

### For Facilitators:

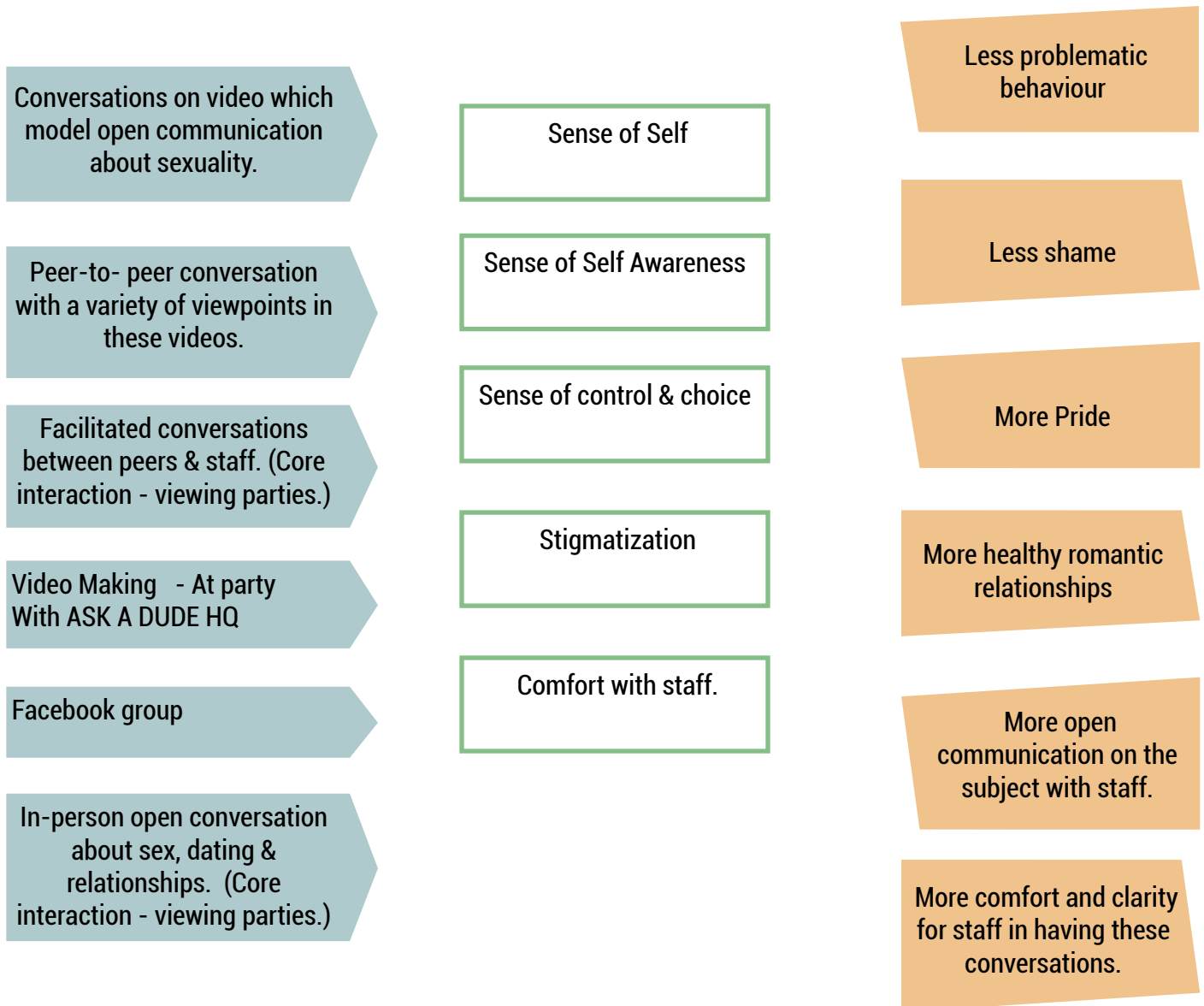
Experiences in facilitation

Better knowledge of the sector

Better crisis intervention support skills

Additional source of income

# THEORY OF CHANGE





# VII. HOW DO WE SPREAD ASK A DUDE?

## Three potential models

### ASKADUDE IN - A - BOX [unfacilitated]

Video content is created and distributed via web and or DVD.

"How to use these materials" video or online writer content is also developed for staff / families.

Light touch support is available via phone or email.

\$2900.00



### ASKADUDE PRIVATE [facilitated - in program]

Video content is distributed via 'watching parties' in spaces already operated by agencies:

Residences  
Day Programs  
Education Centres

Trained Facilitators screen video episodes, then lead participants through a conversation on sex, dating, love etc.

Eventually staff in these spaces feel comfortable to screen episodes and lead conversations without a facilitator present. Some may choose to train as facilitators.

\$ ...



### ASKADUDE PUBLIC [facilitated - in program & public]

In-program watching parties are supplemented by open-to-the-public (rsvp) events held in community spaces.

\$ ....





## ASKADUDE - IN - A - BOX

The most basic, lowest cost option. A non-facilitated model of operation. Some possible scenarios for this option include:

**1** Offering AskADude -in-a-box to participants, organizations, and/ or parents across Canada who have expressed interest but have no available Facilitators in their area.

**2** After several Facilitated Viewing Parties at a group home or a program, a staff member (host) feels comfortable in taking on the Facilitator's role and hosting subsequent parties in the home or program. He could also graduate to Facilitator through on-site training (see Facilitated AskADude)

### Who is the target group?

Guys with developmental disabilities:

- Who live independently , semi-independently and in supported environments.
- Who are interested in sex, love, relationships
- Who are able to participate in conversations

### What's the offer?

Subscribe and get videos + how-to-facilitate guides + materials to print out

### How does promotion happen?

External Recruitment Materials;  
Website;

### Who makes the content?

HQ makes episodes plus how-to-use video. Because in this model, there is no facilitator, the videos would need to be self-explanatory enough. The episode video content can be adapted to provide simple, more basic topics easier to navigate without a facilitator. How-to-use video will provide easy step by step instructions for hosting.

## What's the possible revenue model?

First three episodes free +  
Subscription fee for access to  
AskADude video library

## How much does this model cost?

AskADude HQ (HQ needed for  
basic online support, to review  
feedback, and shape future videos)  
NO facilitator hours.

## Pros of this model:

- Available for wider audiences
- Anywhere
- Low cost
- Spreads quickly
- Easily accessible

## Cons of this model:

- The quality of the facilitation cannot be monitored/controlled values might differ and have effect on the outcome
- Limited content;
- Intended impact/change might not be as strong
- More difficult to follow up / gage impact

## Outcomes Specific To Model:

- Bringing conversations about sex, dating and relationships to men with disabilities who might not have access to sexual health education in their area
  - making Watching Parties/discussions about sex and relationships regular at group homes/programs at low cost or no cost and without having to coordinate with external parties.
  - a different way to get the feedback from the people served to inform content of future episodes)
- One option: Send us your feedback in order to access new episodes!

## Plan

Ask A Dude In-A-Box Version				November	December	January	February	March	April	May	June	July	August	September	October	
Ask A Dude Team is run by John Hayley Bobae Irena																
With minimum budget for contracted																
Facilitators & Production																
Number of Video Viewings				0	0	10	15	20	25	30	35	40	45	50	55	
number of new participants watching				0	0	10	10	10	10	10	10	10	10	10	10	10
Videos in video bank				11	14	17	20	23	26	29	32	35	38	41	44	47
new videos per month				3	3	3	3	3	3	3	3	3	3	3	3	3
<b>HR</b>																
Production Team				per 3 videos												
Dudes in videos				No												
Videographer (this could be absorbed into the rol				Yes	\$300											
Editor (this could be absorbed into the role of the				Yes	\$300											
Ask a Dude HQ				FTE	annual	adjusted salary	Monthly running cost of Ask A Dude HQ									
Designer				20%	42000	8400	Staff	700	Set up							
Content Developer				20%	47000	9400	783.33	printing (incorpo	500							
Outreach				20%	45000	9000	750.00	pop ups (incorp	500							
Administration				20%	40000	8000	666.67									
							2900.00		1000							
<b>ACTIVITIES</b>																
				Cost												
<b>SET UP</b>																
Recruiting Hosts-Venue-Wingman																
printing (incorporated into organizational in kind f				500												
pop ups (incorporated into organizational in kind				500												
Recruiting Facilitators																
Outreach to Participants																
<b>PARTICIPANT</b>																
Viewing Party																
food and drink																
plates, napkins, etc.																
swag																





## ASKADUDE PRIVATE

### Facilitated: Viewing Parties In-Program

In this model, an Ask A Dude Facilitator leads a viewing party a partner agency's space (day program or residence or - possibly - a life share home). He brings the videos to the space, screens select episodes, then facilitates the conversation.

#### Roles:

A support worker or life share provider (who likes Askadude) acts as a Host within the space. He preps the space, order the food, help the participants feel comfortable, act as an additional support if a participant needs some 1-1 support. ( Some hosts eventually decide they feel comfortable enough to facilitate a party on their own. After some conversation with Askadude HQ, they can move to an Askadude-In-A-Box format.)

A person receiving service takes on the role of Wing-Man. He invites participants into the space, helps spark the conversation and supports the guys on their journey.

#### Resources We Provide:

Facilitator, and Video Content.

#### Target Group:

Dudes with developmental disabilities:

- Who are interested in sex, love, relationships
- Who are served by residential or day programs or lifeshare
- Who are able to participate in conversations

#### What HQ does:

Facilitator Training. Event Booking. Coordination. Supporting Supplies (postcards, prompting tools, activities) Ongoing phone and email support for hosts & staff.

#### Promotion:

Internal Recruitment Materials

#### Revenue:

- Free for partner agency programs.
- Package booking fee for other agencies. (We are already fielding external requests.)

#### Cost of this model

Cost of HQ + Backfilled or flex'd 4 hours of employee time for one-time facilitator training. Each party requires 4 hours of backfilled or flex'd employee time. Contractor facilitators would earn a flat rate for each party, and possibly for the training.

## Pros of this model

- Staff feel more comfortable discussing sex and relationships with persons served.
- Persons Served feel more comfortable talking about uncomfortable topics.
- Staff eventually feel comfortable enough to host watching parties without a guest facilitator.
- Modeling men talking to each other about sex, dating and relationships.
- Creating a safe space for men to risk asking questions and exploring answers.
- Supporting staff with a facilitator and resources to have these conversations with the guys they support.
- Creating an exciting activity as part of individuals lives and learning with engaging, sometimes hilarious always thought provoking videos.

## Cons of this model

- Only engages with guys in partner programs (Or bookings from external agencies.)
- Only engages with staff from partner programs. (Or bookings from external agencies.)
- Staff might not be interested in acting as a host.
- Participants might find it hard to talk around their support workers.
- What if their issue is with said support worker?

Program Focused Version				November	December	January	February	March	April	May	June	July	August	September	October	
Ask A Dude Team is run by John Hayley Bobae Irena																
With minimum budget for contracted Facilitators & Production																
Number of parties				0	0	2	4	6	8	10	12	14	16	18	20	
number of participants per party				0	0	10	10	10	10	10	10	10	10	10	10	
						\$207	\$413	\$620	\$827	\$1,033	\$1,240	\$1,447		\$1,860	\$2,067	
Facilitators (assn employees - regular hrs)				1	1	1	1	1	1	1	1	1	1	1	1	
Facilitators (assn employees - hosts to facilitators)										2	4	6	8	10	12	
Facilitators (contractors)				1	1	1	1	1	1	1	1	1	1	1	1	
Participants				0	0	10	20	30	40	50	60	70	80	90	100	
new participants						10	10	10	10	10	10	10	10	10	10	
Hosts / Venues				0	2	4	6	8	10	12	14	16	18	20	22	24
new hosts / venues																
Allies (help find hosts & venues)				3	6	6	8	10	12	14	16	18	20	22	24	
Wing-Men				3	6	6	8	10	12							
Videos in video bank				11	14	17	20	23	26	29	32	35	38	41	44	47
new video per month					3	3	3	3	3	3	3	3	3	3	3	3
<b>HR</b>																
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Administration	20%	40000	8000		666.67											
					2900.00			1000								
Facilitators (assn employees - regular hrs)		0														
Facilitators (assn employees - hosts to facilitators)		0														
Facilitators (contractors)	per party	\$100														
<b>ACTIVITIES</b>																
SET UP				Cost												
Recruiting Hosts-Venue-Wingman																
printing (incorporated into organizational in kind f	500															
pop ups (incorporated into organizational in kind	500															
Recruiting Facilitators																
Outreach to Participants																

	Per Party
PARTICIPANT	
Viewing Party	
food and drink	40
plates, napkins, etc.	10
swag	20
Total	70



## ASKADUDE PUBLIC

### Facilitated: Viewing Parties In-Program & public

In this model, viewing Parties are held in programs throughout agencies. At the same time, there are open events monthly where participants can watch new content, answer questions on camera for the next set of video, take part in skill testing games and discussions.

#### Roles:

Hosts and Facilitators can engage in facilitated discussions on their experiences in and outside of watching parties, supporting individuals sexuality and relationships. And they have the opportunity to discuss hot topics in sexual health, dating, relationships and disability.

The Dudes and Wing-Men have met more great guys with similar interests and had some great friendship building experiences, the Hosts and Facilitators have guys to bounce their experiences off of and discussed exciting new research and initiatives within their field. Ask A Dude events become part of a person-serve's monthly events.

#### Resources:

All above plus External Recruitment Materials, Venue rental costs

#### Target Audience:

Dudes with developmental disabilities:

- Who are interested in sex, love, relationships
- Who are served by residential or day programs
- Who are able to participate in verbal conversations

#### Revenue:

Free for partner agency programs? Package booking fee for other agencies. (We are already fielding external requests.)

HR Costs: Facilitators, Ask A Dude HQ, Public Party Organizers





# VIII. WHAT RESOURCES ARE REQUIRED (OUR ASK):

## Preliminary Budgets

Here are some broad strokes budgets for the costs of the various models. There are some limitations:

Staff hours in these budgets contemplate most known activities such as filming content, promoting Askadude, coordinating events etc. They do not contemplate

activities such as report writing, outcomes measurement etc. To a certain extent we 'don't know what we don't know' when it comes to the time to budget on these admin tasks.

We anticipate interest in Askadude from external agencies (indeed we're already fielding inquiries).

We could likely generate revenue by charging a fee to book a facilitated Askadude Viewing Party

Revenues from subscriptions have not been contemplated in the Askadude I

	<b>in a box</b>	<b>facilitated program parties</b>	<b>facilitated program plus public parties</b>
<b>Inputs</b>	<b>HQ team of 2 3 days a week?</b>	<b>HQ team of 2 4 days a week?</b>	<b>HQ team of 2 4.5 days a week?</b>
<b>Outputs</b>	<b>30 subscriptions / year 2-3 videos per month</b>	<b>3 facilitators trained 2-3 of watching parties per month 2-3 videos per month</b>	<b>5 facilitators trained 5-6 watching parties per month (2-3 program parties, 2-3 public) 2-3 videos per month</b>
<b>Cost (12-months)</b>			<b>might want liability / event insurance.</b> <input type="checkbox"/>
<b>Revenue Models</b>	<b>Subscription fees from families, agencies?</b>	<b>Fee-for-service from community living agencies</b>	<b>Fee-for-service from community living agencies</b>



# IX. HOW-TO-GUIDE

## How we recruit Facilitators

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In the first three months of Askadude, our Facilitator recruitment efforts were ad hoc. The main interaction we tested was the Viewing Party, and we already had one person on the team who was qualified to facilitate the party.

In the second three months, we recognized that for Askadude to be viable without our ongoing involvement, we needed a recruitment strategy that did not rely exclusively on our individual networks.

### Within agencies recruitment:

We developed three iterations of a brochure and an email template to recruit Facilitators inside the partner agencies. We circulated these within agencies to management and supervisor staff, and posted hard copies on some agency noticeboards.

### Outside agencies recruitment:

The external recruitment email templates and brochures led to engagement with three campus organizations. One SFU Men's Group expressed interest, and passed the brochure on to their membership. The Health Design Lab at Emily Carr expressed interest, and passed on our materials to their membership. As yet, no students have responded to these forwarded recruitment materials. One LGBTQ organization at SFU invited us to visit them and present our initiative to their membership. We took them up on this, and a number of students expressed interest in hearing more. At the time of this presentation, there were not any immediate Facilitator training or Viewing Party opportunities. We will need to revisit this group when such opportunities become available.

### Result:

At the end of the second three months, we had successfully recruited two additional facilitator. One was an employee of one of the partner agencies, referred by a management staff member. Another Facilitator was recruited through our personal networks outside of the partner agencies.

We have been most successful recruiting people recommended by managers, colleagues, or friends. Our 'open call' recruitment efforts - internal and external - have not yet had much engagement. This kind of facilitating can be daunting, but that it's also an exciting new approach to sexual health education that some folks will want to be in on!



## Barriers:

Some barriers to internal recruitment are specific to the topic of sexuality (talking to men about sex, specifically men with disabilities, as well as men who might have problematic sexual behaviour).

Some are related to gender distribution patterns of staff in community living agencies (not as many male staff as female).

Some might reflect general lack of interest among staff for activities that potentially mean extra work or flexing their time (many staff have other jobs).

## Requirement:

Facilitators do require an uncommon combination of specific knowledge, values, experience, and motivation. Time and money is required to recruit and train them. Models of Askadude that do require facilitators do not require a large number of them. Two to four is sufficient. We anticipate presenting two or three Viewing Parties per month for the first six months. With three Facilitators currently recruited, this would represent an average of one Viewing Party per Facilitator per month - or less. This is a manageable workload for facilitators. In fact, it might be worth asking if it would represent enough work to keep them engaged.

In short, although we need to refine our recruitment efforts going forward, we are currently well positioned to ensure Askadude Viewing Parties have enough facilitators for the first 6-8 months of operation.

**What's next**

In the next period, recruitment will continue on two parallel tracks: internally (pitching the role to staff at staff Meetings, asking managers and coworkers for recommendations and following up with direct and personal approach

to prospective candidates) and externally. (Exploring and expanding our volunteer proposals -at student fairs, volunteer agencies, Craigslist etc.) Given that the 'energy' or 'personality' of the facilitator is key to the success of the viewing party and the branding of

Askadude, we may want to recruit around personality type rather than around professional experience - either in the Community Living field or the Sexual Health field. Some unexpected places might be sports bars, comedy clubs etc.

Future recruitment initiatives should incorporate the following channels and value propositions:

Support Staff	Sex Educators	Students
<b>Channels</b>	<b>Channels</b>	<b>Channels</b>
-mail managers -team meetings -recruitment at programs	-Mail -Opt BC training groups -People already doing this work in our networks/organizations	-Student groups- call /email - pop ups, video presentations - give flyers
<b>Value Proposition</b>	<b>Value Proposition</b>	<b>Value Proposition</b>
-paid time -new work opportunity -new way to interact with staff and persons served -new insights -better understanding of the agency's stance on supporting sex,love, and relationships	-honorarium -new work opportunity -resume building -experience in a new sector	-honorarium -new learning experience -resume building -experience in a new sector



## How we recruit participants to viewing parties

.....

### Our first round of participant recruitment occurred via:

Direct recruitment of people in our own circles who had expressed interest in the project.

Email correspondence and direct conversation with agency staff at the supervisory and managerial level soliciting a) Referrals of people who might be interested and b) Permission to stage Askadude parties in program spaces like residences and day programs.

This first round of recruitment

led to 3 Viewing Parties. One was in Still Creek Education Centre outside of regular program hours. One was in Stage Door Day Program during regular program hours. One was in Broadway House residence during evening hours.

### Our second round of recruitment occurred via

Emailed brochures aimed at support networks. These were emailed to managers and supervisors. Managers referred some people directly. Managers forwarded the brochures to

Lifeshare providers. Emailed brochures aimed at participants. These were set to go in the event that Lifeshare providers responded to us with contact information for people they were supporting who had expressed interest. In the end, we did not send out any of these electronically, as no Lifeshare providers responded to our brochures. Hard copy brochures aimed at participants. These were distributed directly to individuals who had expressed some interest.

The second round of recruitment led to 1 Viewing Party. This occurred in Slocan Field House - a rented community space.

## In all 29 people have attended the 4 Viewing Parties



None were recruited via Lifeshare providers receiving an email or an electronic brochure aimed at support networks and then passing on a brochure aimed at participants. (It is unknown to what extent this was due to lifeshare providers not passing the information on, or to lack of interest among people living in Lifeshare, or to other barriers.)

So far, some of the participants have been recruited through managers or supervisors who have seen these materials and recommended the events to people they know. Others have taken part because they saw hard copies of the materials at Still Creek and asked us about them. Others took part because they saw us working on this project at Still Creek and asked if they could be included. As yet we have not had a participant take part because a direct support person (lifeshare provider or line worker) saw one of our printed materials and recommended it to someone they were supporting.

## Some Shifts in Focus / New Iterations

As we spoke to more residential staff, we began to question whether people living in residences are truly a key group we want to reach. Language comprehension and conversational ability are necessary to participate meaningfully in Askadude. Many folks living in residences have challenges around communication and would not be able to take part

in Askadude as it currently exists.

We began investigating whether we might better serve people involved with Lifeshare and Outreach / Life Skill Networks - and if so, where the best venue to reach them would be: at Viewing Parties in their homes, or at Day Programs they attend, or in public community spaces.

In the end we concluded that some folks living in residences are interested in viewing parties, so we continue to include this group in our recruitment efforts. We see value in holding parties in residences, private homes, day programs and community spaces.

## Some recruitment challenges for Askadude:

### Cultural Barriers

The subject matter is uncomfortable for many people.

Consequently, we encounter individual gatekeepers who are unwilling to forward the information to the people they support because they feel it is irrelevant or unsafe.

### Systemic Barriers

BACI Lifeshare Managers requested that we not directly contact people receiving support, since many of them prefer their contact information not be shared. All recruitment had to occur via their Lifeshare providers or Lifeshare management.

### Transportation barriers

have been identified - particularly

people who were interested in attending but were unable to arrange transportation from their Lifeshare providers.

Additionally, we have produced this brief introductory video aimed at parents and caregivers.  
<https://www.youtube.com/watch?v=tALrDhmSBqc>

Many people experience as a shame or pain point. For people who are not independently mobile, they must disclose to their care networks that they are interested in attending a sexuality-focused event and then request assistance to attend.

LGBTQ groups for people with disabilities have reported similar

challenges when recruiting. Their solution has been to have a physical presence at disability events such as annual picnics, conventions etc. so that participants and support staff can have in-person conversations with them and find out more, in a safer environment. Future Askadude recruitment efforts should include these methods, while remaining respectful of the fact that we are only currently serving a subsection of this population (men).

We have found that for several of the participants, an opportunity to be on camera and share one's own life experiences was a highlight of the Watching Party experience. We will make explicit reference to this aspect of the watching party in future recruitment materials.

## What's next

More recently, we have been invited by Managers to present about Askadude at staff meetings for two day programs and the supported living network. This direct engagement with staff teams has led to several inquiries about when our next events will be from direct services staff supporting people who they think would be interested.

These materials have also sparked interest from program supervisors who want to host an Askadude event in their program space.

One challenge with recruitment is that Askadude is an invitation to engage around something that





## HOW WE FIND & PREPARE WING MEN

We are looking for Wing Men from group homes, day programs, and shared-living who are active advocates in disability community and interested to help out at the Watching Party.

### We are recruiting with:

in person chats, referrals, recommendations, flyers, brochures, videos, pop ups at agency programs or events

(picnics, celebrations, parties), websites and social media.

### How do we prepare them

The Wing Man goes through short one hour training with Facilitator or HQ person. This includes:

- Watching videos that will be presented, coming up with questions, comments and points of discussion that will help him to initiate and maintain conversation

with the dudes; (he will often act as a "first joiner")

- Learning about what it means to welcome people, show them around and make them feel comfortable
- Show them the layout of the room and different booths
- Get them familiar with materials he will hand out or put up on the board
- Go over watching party basic facts , date, time, meeting place

### We tested the role of Wing Man at a Watching Party in a community space.

He was recruited through our own networks - a man we know who is supported by a posAbilities Day Program.

Before the event he read through a number of conversation - starter ideas in case there was not much participant engagement.

During the event he assisted with venue setup, and helped the Facilitator with some tasks including handing out materials, and putting post-it notes on the walls.

### Some of his feedback was:

He didn't get much out of pre-reading conversation starter ideas. He was genuinely engaged with the videos and preferred to start conversation based on his genuine reactions.

He felt somewhat flustered handing out items to the group. He felt more comfortable welcoming people.

He felt about 50% on putting up post it notes & other prescribed

roles during the facilitation.

Parts of this person's role as wing man were defined by the mobility limitations of the facilitator, who uses a wheelchair and cannot reach very high from his seated position. Where mobility limitations are not a factor, the Wing Man will have more latitude to opt out of some parts of the role if they do not suit him.



## HOW WE FIND & PREPARE HOST

We are interested in recruiting hosts from three streams: support staff, parents and community connections. We are looking for people who are part of our participants' communities: day programs, homes, etc.

Since the Host role lacked clarity for a while, we developed fewer specific recruitment materials for this role. Below is a rough outline of the ways we would continue recruit .

	Support Staff	Parents / Family	Community Members
<b>Recruited By</b>	<ul style="list-style-type: none"> <li>- emailing management</li> <li>- team meetings</li> <li>- visiting programs</li> </ul>	<ul style="list-style-type: none"> <li>- emailing mgmt &amp; staff</li> <li>- giving info to person served</li> <li>- families who have already expressed support for dudes having dating &amp; sex lives</li> </ul>	<ul style="list-style-type: none"> <li>- emailing mgmt &amp; staff</li> <li>- asking community connectors to keep an eye out</li> <li>- giving info to person served</li> <li>-people already involved with men's groups / sexual health education</li> </ul>
<b>Value Proposition</b>	<ul style="list-style-type: none"> <li>-paid time</li> <li>-new work opportunity</li> <li>-new way to interact w staff and people served.</li> <li>-resume building</li> </ul>	<ul style="list-style-type: none"> <li>- healthier sex &amp; dating</li> <li>- family member is happier</li> <li>-more authentic conversation with family member</li> <li>-new way to connect with family member</li> </ul>	<ul style="list-style-type: none"> <li>learning experience</li> <li>honarium?</li> <li>-resume building</li> <li>-experience in a new sector</li> </ul>



# X. APPENDIX

## A. Key roles



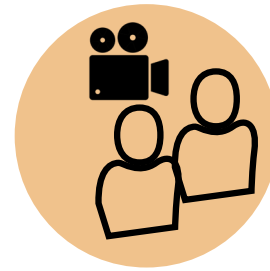
### ASKADUDE HQ:

Are the dudes behind the curtain, editing content, updating website and facebook with new articles, questions, etc. They make sure the hosts and facilitators have all the information, content and stuff they need to make an Ask A Dude watching party an Ask A Dude watching party.



### CONTENT WIZARD:

Is a person who shoots, watches and edits content from video shoots and from watching parties. They recruit new Dudes on Screen from their own networks and from watching party participants who have expressed interest.



### DUDES ON SCREEN:

Are folks who appear in episodes and have frank, funny, open discussions about sex, love and dating.



### **FACILITATOR:**

Is an event planner, a projectionist, a party host, a conversationalist, and a peer educator - a guy who can point someone towards the information they need. He facilitates the watching party- screening the episodes and then engaging people in a conversation about what they've seen onscreen. Sometimes he phones a sex information hotline from the party to get answers to people's questions. He takes the participants' feedback back to the Askadude HQ and the Content Wizard so they can film new episodes that speak to these new questions & ideas. If participants are interested in becoming Dudes On Screen, the Facilitator puts them in touch with Askadude HQ.

#### **What qualities does a facilitator have?**

He's a bit of a rockstar, a dude's dude, a host of backyard barbeques and Super Bowl parties. He can talk about sex without putting anyone down or presenting like "the expert". He knows how to facilitate a conversation, make sure one guy isn't hogging all the air time. He makes dudes comfortable and excited to just hang, his energy is contagious. He's not afraid to share stories or ask questions. He doesn't always have the most up-to-date health information, but he knows what he doesn't know. And he can demonstrate how to find info. (A background in sexual health education is a bonus but not essential.)



### **WING-MAN:**

Is a dude with a cognitive disability who advocates for himself and for Askadude. He wants to get more dudes in his community involved! He might be in a day program or group home where a watching party is taking place. He might be an individual living in lifestare who is excited to get a group of guys together to talk about these things. He is an amazing recruiter, getting his friends and peer groups excited about Askadude too! At the beginning of the watching party, the Wing-man's role is to welcome people arriving and make them feel comfortable. He actively participates in

the discussion and might act as a "first joiner" contributing his opinions if no one is willing to take the lead. He also assists the Facilitator by handing out materials, putting up post-its on the board etc.

#### **What qualities does a Wing-man have?**

A great Wing-man is a Dude who will make guys feel at home. He is directly modeling the active participation and conversation by being one of the Dudes in the audience and at the same time he is helping out and making the watching party happen. He is outgoing, friendly, articulate and has skills to take on the responsibilities of the Wing man role.



## HOST:

Is a participant or a caregiver, family member or support worker who is excited to host a watching party in their home, day program, the group home they work at or at another agency space (such as the Hub, Still Creek, Venables, etc.). The host's role is to set up the venue, order the pizza, introduce the participants to the facilitator, and to be in the watching party space as a friendly, familiar face. A host may talk with a facilitator before the event to discuss what topics or questions the participants are really interested in. A host may also talk with a facilitator after the event to let him know if anything of interest has come up - new questions, new conversations, or a change in attitudes or comfort levels.

(As we iterated, the "host" role changed a few times, and disappeared at least once. At one point we shifted our focus away from parties in residences towards parties in community spaces, so the

role of a host as a trusted, supportive staff team member who knows the participants well became redundant. When a party is held in a community space, a member of Askadude HQ or any available agency staff would likely be capable acting as host by setting the space, placing the food order etc. However, we have concluded that there is value in having Viewing Parties in residences and programs as well as community spaces, so the Host role is also back on the table in its original format.)

**What qualities does a host have?** A great host gives people all the space they need chat. He doesn't feel the need to de-awkwardize things. His knowledge of participants' communication styles can be very helpful. For example he may know when a participant is trying to say something, or how they pronounce certain words.



## ALLIES:

Are team leaders, directors, managers, senior support workers, executive directors and chief executive officers who want to see Askadude move forward and become everything it can be! They are door-openers, introducers, question-answerers, etc. who help us connect with people interested in keeping Ask A Dude going!





Facilitator booklet



All the material needed for a viewing party will be given to the facilitator (eg: contact sheet, agreement poster...)



0

What i do						
Ice breaker	Agreement	...	Video 1 and discussion	Video 2 and discussion	Video 3 and discussion	Wrap up
What i need						
	"are we on the same page" poster		TV, speaker...			

Tool for the facilitator to help him plan and structure the Viewing party



## B. Facilitator training course

### Outcomes of training:

Trainees feel confident and pumped to run a watching party  
Trainees have a plan & techniques for a silent room.  
Trainees have a plan for disclosures / traumatic events.  
Trainees have a sense of the brand, feel of Askadude.  
Trainees could give an elevator pitch. (Brand / values / mechanism)  
Trainees feel comfortable calling 1-800-SEX-SENSE and asking a question in front of others.

### Training step by step

In the first section of the training, facilitators-in-training experience what participants experience at a watching party. Facilitators are not told this beforehand.

**Welcome** - Introduction circle, coffee, fave pizza toppings, figure out an order. Agreements for the space.

**Writing exercise** – fuckup stories: Icebreaker + tone of watching party + team building  
\*Touchpoints: lego, paper &

markers to illustrate the story. (Fuckup stories are not often part of the watching party - see below.)

Two Askadude episodes are screened. Facilitators are invited to give feedback and discuss what they've seen. Their perspectives & key points are written on post it notes and put on a board, or written down in sharpie on flip charts.

**The Nuts and Bolts:** What Happens at a watching party?

Trainees are told that a Watching Party looks precisely like what they've just experienced: Intro circle. Pizza order. Agreements. Watching episodes. Providing feedback

Trainees are asked to reflect on how they felt when asked to provide their feedback on the videos and their perspectives. Did they feel respected? Like their perspectives and insights were valued? How did we do that? The importance of engaging participants in a similarly respectful way as experts (rather than as 'pupils') is stressed.

**What is Askadude?** Origin Story: How we developed it.  
What it is now: A conversational sex & relationship education initiative for dudes of all abilities, ages, genders and orientations.  
What does that mean? (Unpack 'all abilities'. Unpack 'all genders'.)

### What are the component parts?

Watching party & Episode/content creation How they feed each other.

What are the roles: Facilitator, Host, Participant Dude Programmer

What is the 'tone' of Askadude?  
What is the 'brand'? Funny/Light-hearted, Sex Positive, Rights-based.

How to Facilitate a Watching Party Conversation

Before the Party Checklist (Refer to Handout)  
Arrive early. Set the room. Set up AV. Cue the episodes.

## How to Facilitate a Watching Party Conversation

Before the Party Checklist (Refer to Handout)

Arrive early. Set the room. Set up AV. Cue the episodes.

### At the Watching Party (A schedule)

10 mins	Welcoming & Opening Circle. Folks help themselves to a drink.		
10 mins	Agreements		
10 mins	Maybe if it's a small group tell a fuckup story or a success story.		
60 mins	Watch an episode. Discuss.	Watch an episode Discuss.	Watch an episode Discuss.
30 mins +	Wrap up and film dudes (Be prepared for great stuff at this time.)		

After the Party:

Forwarding the information to AskadudeHQ

Type up the post it notes from the session and send them on OR  
Get a hi-res photo of the notes from the session and send them on.

## What is facilitation?

What is a facilitator responsible for? What is a facilitator NOT responsible for?

Creating the container: Flexibility within structure, safety, setting the tone.

Supporting people through their experience – preparing for and welcoming bumps in the road.

Trainees write their biggest fear of what could go wrong at a party on a post-it and place it on a wall

## Mock Facilitation:

Facilitators screen an episode and facilitate a conversation. Their 'greatest fear' scenario is played out, and they are given feedback on how they handled it

Final Q&A. Facilitator report back to Ask a dude - feedback pages in facilitator training booklet.

## Checklist

Everything you need to bring to the party (We supply these.)

Paper, masking tape, markers, post-it notes.

Soda, cups, ice, popcorn, pizza coupons

Computer, Adapters, USB Key with episodes

## Check out quiz:

Training Review (rate these statements 1 to 6)

*I feel confident and pumped to run a watching party!*

*I have a plan & techniques for a silent room.*

*I have a plan for disclosures / traumatic events.*

*I have a sense of the brand & feel of Askadude.*

*I could give an elevator pitch about Askadude. (Brand / values / mechanism)*

*I feel comfortable calling 1-800-SEX-SENSE and asking a question in front of others.*



## C. Checklists

### CHECKLIST-PARTY DAY-HOST

- Are the dudes coming? Call? Email? Check in. Ask support staff if possible, if there are any ticks or tendencies that host or facilitators need to know.
- Have you heard from the Facilitator? Check in.
- Is the Wing-Man ready? Have a check in.
- Do you have everything you need?
  - Booth Content (via Host Box)
  - Pizza money
  - Pop&Snack
- Is the space ready?Booths? Comfy? Do you need pillows, blankets, posters?
  - Pillows
  - Three booths(Table/Floor space etc)
  - Rugs/Blankets
  - Lounge chairs
  - Chairs
  - Masking tape
  - Posters
  - Booth for filming?
  - Sign in sheet
- Is the tv or projector ready? Does it work with the laptop, DVD, etc.?
- What is the plan for the filming booth?
  - Is it you or the facilitator filming?
  - Is there a camera or phone with camera?
- What is the plan for the sign up booth?
  - Is it you or the Wing-Man or the Facilitator signing guys up?
  - Do you have a laptop ready to sign people up to facebook?
  - Do you have postcards for sign up?
  - Do you know how to sign them up to come to another party or host a party?

# CHECKLIST-PARTY DAY-FACILITATOR

## Before Party

- Contact Askadude HQ and find out the venue.
- Check in with Host
- Ask host what the technological limitation is at the venue (IE: no WiFi)
- Check with host if they can help with technology set up, see if the projector, speaker and laptop are needed.
- Decide which videos to show
- Email host and Wingman which videos to show for them to form an opinion
- Arrange transportation

## Party DAY

- Do you have everything you need?
  - Laptop
  - Projector(If needed)
  - Screen(If needed)
  - Speakers
  - Ask-A-Dude video on USB/DVD/Youtube links
  - Facilitator booklet, to jot down points for debrief
  - Post its
  - Pen
  - Other \_\_\_\_\_
- 15min team meeting with host & Wing-man to discuss the lesson plan at the site.
- Get acquainted with booths, and delegate who is going to run which booth.

(There are three booths, the expectations are each host, wingman and the host will take on a booth)

- How do the dudes continue the adventure that is ASK A DUDE?
  - Postcards and Facilitator Prompting 3 options
    - Make a video RIGHT NOW or send one in!
    - Join our Facebook group and continue the conversation!
    - Sign up for next party or to host a party!
- Assist host with the clean up.

## Post Party

- Arrange debriefing method with HQ
- Email hosts and guys to check in the interest level to arrange next watching party
- Relay questions to Askadude HQ
- Get paid!

## CHECKLIST-PARTY DAY-ASK A DUDE HQ

- How many people are coming are hosts informed of the
- Do they all have rides home
- Is any staff coming with them
- Do host have a number they can call in case of unexpected situations
- When to debrief
- Do we debrief with Dudes
- Contact and train new Wingmans
- How often should we report to stakeholders(Every three months)

## CHECKLIST-PARTY DAY-WING-MAN

- Have you watched the videos for today and role played asking questions/discussion points at the party?
- Do you know where you need to be? When you need to be there?
- How are you going to welcome dudes to the space?
- Are there things you need to have ready for the dudes? Exercise books, buttons, etc.
- Does the Host need help?



## D. Touchpoints

### Touchpoints-debrief: Facilitator

What is a facilitator responsible for? What is a facilitator NOT responsible for? Engagement - indicators :

Engaged in video? Engaged in conversation?

Did he use our tools? Book, Post-its, Helpline, Postcards. Were they helpful?

Was having the wingman helpful?

Was the host helpful?

Any memorable quotes?

Did anything tricky happen? How did you deal with it?

Conversation balance: 1-2 people talking or everyone? Did you need to balance the conversation?

Did conversations challenge beliefs? Norms?

Did anything surprise you?

What new questions did you get from the dudes? What old questions?

Did you feel supported?

### Touchpoints-debrief: Wing-Man

Did you feel comfortable? Uncomfortable?

What were the memorable moments?

Was there a time where you prompted the conversation? What did you say?

Did the conversation feel forced or spontaneous?

How did you feel about the videos and content?

## Touchpoints-debrief: Host

Did you feel comfortable? Uncomfortable?

Did the guys seem comfortable? Uncomfortable?

What was the lead on up the day like for you?

Engagement - indicators : Engaged in video? Engaged in conversation?

What was your interactions with the Wing-Man like?

What was your interactions with the Host like?

Any memorable quotes?

Did anything tricky happen? How did you deal with it?

Did you have to step out with a Dude?

Conversation balance: 1-2 people talking or everyone? Did you need to balance the conversation?

Did conversations challenge beliefs? Norms?

Did anything surprise you?

What new questions did you get from the dudes? What old questions?

Did you feel supported?

## Touchpoints-debrief: Dudes

What was the best part?

Would you recommend it to a friend?

Got any questions for the Dudes?

Would you like to come to the next Watching Party?

Did you like that it was just dudes?

Did you like/feel comfortable in the space? With the facilitator? With the host?

How did you feel about the videos and content?

# E. Recruitment Brochures

## For Dudes

my friends are all ok with talking about video games, but not about sex, love or dating.

**WHERE CAN I GET REAL ABOUT THIS STUFF?  
COME CHECK OUT ASK A DUDE, MAN!**

WE WATCH A FEW VIDEOS OF CHILL, FUNNY GUYS TALKING ABOUT SEX, LOVE AND DATING.

THEN WE CHAT ABOUT IT OVER PIZZA.

**CONTACT JOHN:**  
Text or call 778 558 5714  
Send a mail: askadudeiwf@gmail.com

**OUR NEXT WATCHING PARTY**

**OCTOBER 20TH**  
location TBA via email

## For Facilitator (outside agencies)

**WE ARE LOOKING FOR A DUDE!**

We're Ask-a-dude, a brand new multimedia approach to talking about sex, and dating from a guy's perspective in the disability sector.

We shoot frank and funny videos showing conversations between men (usually sex educators, comedians, actors) about sex, love and dating.

Guys get together at a watching party and watch the episodes over pizza. A Facilitator leads them in a conversation about the episodes.

Guys give feedback about the episode and ask questions to dudes for a following episode.

**DO YOU HAVE WHAT IT TAKES TO BE OUR FACILITATOR?**

- You can talk about sex without putting anyone down or presenting like "the expert".
- You're not afraid to share stories or ask questions.
- You make it easy for the conversation to flow.

**WHAT'S IN IT FOR YOU?**

- Training in Sex health education.
- Volunteer hours.
- Experience in the disability sector.
- Network opportunities.

Make a real change

**INTERESTED? WANT TO KNOW MORE ABOUT IT?**

**CONTACT JOHN:**  
Text or call 778 558 5714  
Send an email: askadudeiwf@gmail.com

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For Facilitator / Ally (within agencies) - email

**HAVE YOU HEARD THINGS LIKE THIS FROM THE PEOPLE YOU SUPPORT?**

"We can't get married - it's too expensive."

"Will you be my boyfriend/girlfriend?"

"Masturbating can make you go blind."

"Whenever I have sex we break up."

**WE ARE:**




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**AND WE'D LIKE TO CHANGE THE CONVERSATION.**

Askadude is a brand new multimedia approach to talking about sex, and dating from a guy's perspective.


We film episodes of dudes (usually comedians, actors and educators) talking about these things.




Then we host watching parties over pizza and pop.




Guys watch the episodes and then have a discussion about what they've seen.






**DO YOU KNOW SOME DUDES WHO'D LOVE THIS?**

**DO YOU WANT TO GET INVOLVED?**

**CONTACT JOHN;**  
Text or call  
778 558 5714  
  
Send a mail:  
askadudeiwf@gmail.com

**Our next watching party will be on September 20th**  
contact us for details

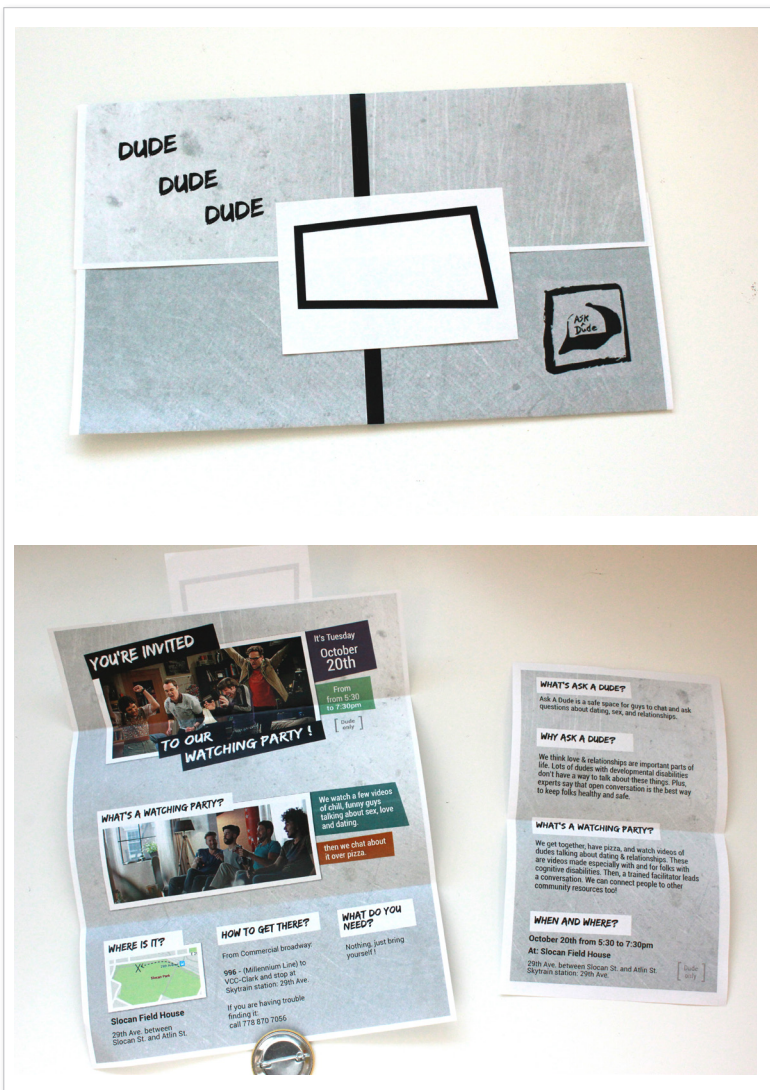
Powered by 

For Facilitator / Ally (within agencies) - What's Askadude booklet



## F. Viewing party touchpoint

Invitation for dude with infos for staff / parents





Package for dudes when they arrive at the viewing party

- 1 badge
- 1 info card (3 things they can do)
- 1 feedback card (How was it? How are you doing after thw viewing party?)



From



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