

## CASE PROBLEM 1

### AIDS Activism And Nurses' Residence

#### *The Situation:*

You are the Public Relations Director of a nonprofit hospital in a competitive situation in a mid-sized city which centers a metro area of 350,000 population.

It is sweeps week in broadcast media, and one of the stations is running a series on AIDS in the community.

Recent segments have included:

- the need for a confidential clinic;
- homelessness related to AIDS;
- how persons living with AIDS suffer from being outcasts;
- how understanding has increased in some circles but prejudice remains in many.

An appealing case of a hemophiliac who acquired AIDS through transfusion at the University hospital has been publicized in the series. (The University and its teaching hospital are elsewhere in the state.)

At staff meeting this morning, you learn that petitions are circulating in the community to request your hospital to convert its former nurses' residence to a clinic and sheltered residence for AIDS patients. You no longer maintain a school of nursing. The three-story brick building has been used for miscellaneous administrative purposes since nurses' training was phased out. The residence is connected to the hospital by an elevated corridor, similar to a present-day skywalk. It does not have facilities for food service or laundry: nurses always ate at the hospital and their laundry was handled by the hospital laundry. The residence and hospital are served by common systems for hot water, steam heat, ventilating and sewer. The building predates central air-conditioning.

At staff meeting, the human resources director reports the business agent for kitchen and laundry workers has already made informal contact about this proposal, suggesting that grievances will result, at the very least, and a strike could ensue.

Your director of volunteers expresses concern about reaction of volunteers who now handle many peripheral duties.

Your physical plant supervisor, who lives in the neighborhood, says neighbors are already anxious over the possibility of AIDS patients in their vicinity.