

# Welcome

## Strategic Initiative for HIV/AIDS Care & Prevention

### Community Awareness Committee



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# Community Awareness Committee

## Meeting #1 Agenda

- Welcome and Introductions
- Explanation of the Strategic Initiative for HIV/AIDS Care and Prevention
- Introduction to Stigma and Community Awareness
- Personal Story on Stigma
- Where Do We Need To Be?
- Next Steps For Next Meeting



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# Welcome & Introductions

**As we go around the  
room, please introduce  
yourself and what you do  
in the community.**



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# Ground Rules

1. Let Everyone Have a Voice
2. Respect All Points of View
3. Be Mindful of Our Strategic Focus
4. Additional?



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# How This Works

**Explanation of the  
*Strategic Initiative for HIV/AIDS  
Care and Prevention,*  
the Steering Committee,  
and the five committees.**



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# Structure of the Initiative

## Five Committees

Testing - Knowing Your Status

Prevention - Reducing New Infections

Care & Treatment - Improving Outcomes

Community Awareness - Reducing Stigma

Funding - Insuring Sustainability



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# How This Works

**Meeting 1 – Where We Are vs.  
Where We Want to Be**

**Meeting 2 – How Do We Get There**

**Meeting 3 – Draft the Work Plan**



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# Important Dates

- **Draft Work Plans from Committees - April 17<sup>th</sup>**
- **Submitted to Steering Committee - May 1<sup>st</sup>**
- **Steering Committee Approval - May 15<sup>th</sup>**
- **Public Distribution of Plan - June 4<sup>th</sup>**
- **Are You The Difference? Launch - June 4<sup>th</sup>**



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# Scope of Committee

- **How can we combat stigma of HIV in African American, Latino and gay communities?**
- **How can we keep HIV in public spotlight and fight complacency about the disease?**
- **How can we continue to influence government officials about issues?**



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***"Stigma remains the single most important barrier to public action. It is a main reason why too many people are afraid to see a doctor to determine whether they have the disease, or to seek treatment if so. It helps make AIDS the silent killer, because people fear the social disgrace of speaking about it, or taking easily available precautions. Stigma is a chief reason why the AIDS epidemic continues to devastate societies around the world."***

**- United Nation Secretary-General Ban Ki Moon**



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# Background

***HIV/AIDS-related stigma fosters the spread of the disease.***

- Prevents people from learning their HIV status
- Prevents people, if HIV-positive, from disclosing their status to others and accessing health services.
- Places a huge psychological burden on an infected individual and contribute s to a decline in health status.
- Attitudes and practices of family members and health providers prevent those infected from receiving adequate treatment, care, and support.



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# Background

**A personal story on how stigma has effected a HIV+ person living in the greater Sacramento region.**



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# Background

## What is the ideal for reducing Stigma and Building a Compassionate Community?

- Communities encourage acceptance, compassion, and understanding of infected individuals.
- Promote discussions about HIV/AIDS through the participation of people living with HIV/AIDS, media campaigns, and educational interventions in schools, government agencies, and local businesses.
- Community mobilization and involvement of groups most affected by stigma.



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# Brainstorming

## Small Group Exercise:

What would a compassionate  
community look like in  
our region?



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# Brainstorming

## Key points to keep in mind when brainstorming of an ideal world:

- How can we combat stigma of HIV in African American, Latino and gay communities?
- How can we keep HIV in public spotlight and fight complacency about the disease?
- How can we continue to influence government officials about issues?



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# Brainstorming

## Small Group Exercise

### 1<sup>st</sup> Step:

Where do we need to be?

(30 minutes)



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# Brainstorming

## Small Group Exercise

### 2<sup>nd</sup> Step:

Report back to co-chairs  
the Top 5 ideas from  
each of the small groups



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# Brainstorming

## Small Group Exercise

### 3<sup>rd</sup> Step:

Develop a group consensus on  
where we need to be.



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# Next Steps For Next Meeting

**What needs to be  
done to get there?**

**Who needs to be involved?**



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# Next Meeting

**Tuesday, February 17<sup>th</sup>**

**10:00 AM – 12 Noon**

**CARES, 2<sup>nd</sup> Floor Conf. Room D**



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**Thank you for helping  
us change the definition  
of impossible!**



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# Contact Information

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