

COMMUNITY AWARENESS

Overall Focus:

Our goal is to build a compassionate community around HIV/AIDS through ongoing awareness of the disease among community leaders and the general public.

Two Focus Areas:

Fostering awareness and compassion among the general public:

Are You the Difference? campaign developed by 3Fold Communications will target the general public.

Foster awareness and compassion among targeted community leaders with an emphasis on those associated with **gay men, African Americans, Latinos, youth, and faith based.**

These leaders include:

Elected officials	Youth/Education
Human Service providers	Faith based leaders
Business	Popular opinion leaders

Tasks for meeting #2:

1. Review the ***Are You the Difference Campaign?*** and provide feedback to 3Fold.
2. Break in to groups either by demographic group or by leadership category and develop strategies for a lasting awareness of HIV/AIDS issues. The result is a plan for each demographic/leadership category. For example, a plan for faith based leaders might include a focus on African American church leaders, Latino church leaders, and a plan to lessen homophobia in the community.
3. With a strategy defined, we agree to make contacts and secure commitments from community leaders in our assigned areas.

Who needs to attend meeting #2:

Given this focus, who should be at the upcoming meeting who wasn't there last time?

To be effective with youth, we need some young people as well as educators. Which would be most effective? Would differing businesses be well served by the various chambers of commerce? Who are the key human service providers in the Latino community? Who are key people in the gay community? In the African American gay community? In the Latino gay community?

Send your suggestions to Jon and invite the person yourself.