



**Community Awareness Committee
Meeting #2 Agenda
February 17th, 2009 10:00 AM – 12:00 Noon
Oak Park Community Center – Room C & D**

1. Welcome and Introductions

2. Housekeeping

3. Strategic Initiative for HIV/AIDS Care and Prevention

- a. Overview of the Initiative
- b. Review of 1st Meeting

4. Goals of 2nd Meeting

- a. Fostering awareness and compassion among these target populations:
 - i. General Public
 - 1. Presentation by Gordon Fowler, 3Fold Communications
 - ii. Gay men
 - iii. African Americans
 - iv. Latinos
 - v. Faith based
 - vi. Youth

5. Overall Community Awareness Campaign “Are You The Difference?”

- a. Small Group Discussions (Based on Target Populations)
 - i. How will the “Are You The Difference?” campaign work for these target populations?
 - ii. How do we get the leaders of this target population involved in this campaign?
 - iii. How do we get this target population to understand how they can “be the difference”?
 - iv. Identify specific strategies required to mobilize this target population.
 - 1. What messages need to be conveyed?
 - 2. Who will these messages be conveyed to?
 - 3. How will these messages be conveyed?

6. Next Steps For Next Meeting

7. Adjourn

Next Meeting: Tuesday, April 7th 10:00 AM – 12:00 Noon
Oak Park Community Center, Room C & D
3425 Martin Luther King Jr. Drive, Sacramento, CA