

# Welcome

## Strategic Initiative for HIV/AIDS Care & Prevention

### Community Awareness Committee



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Community Awareness Committee

## Meeting #2 Agenda

1. Welcome
2. Ground Rules
3. Strategic Initiative for HIV/AIDS Care and Prevention Overview/Review
4. Goals of 2<sup>nd</sup> Meeting
5. Overall Community Awareness Campaign – “Are You The Difference?”
6. Next Steps for Next Meeting
7. Adjourn



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Ground Rules

- 1. Let Everyone Have a Voice**
- 2. Respect All Points of View**
- 3. Be Mindful of Our Strategic Focus**
- 4. Start on time / End on time**
- 5. Cell Phones turned off or on vibrate**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# How This Works

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



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# 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



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# 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**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# 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>**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# 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?**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Review of 1<sup>st</sup> Meeting

## Top areas of discussion from the Small Group Discussions from the 1<sup>st</sup> Meeting:

- Community Leadership
- Community Involvement
- Community Awareness
- Medical Outreach/Education
- Public Outreach/Education
- Elected Officials
- Empowering PLWH/A



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Goal of 2<sup>nd</sup> Meeting

**Fostering awareness and compassion among these target populations:**

- **General Public**
  - Presentation by Gordon Fowler, 3Fold Communications
- **Gay men**
- **African Americans**
- **Latinos**
- **Faith Based**
- **Youth**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

## Small Group Exercise:

### Overall Community Awareness Campaign



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

## Target Population:

- How will the “Are You The Difference?” campaign work for these target populations?
- How do we get the leaders of this target population involved in this campaign?
- How do we get this target population to understand how they can be “the difference”?



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

## Small Group Exercise 1<sup>st</sup> Step:

Identify specific strategy  
required to mobilize  
this target population

**(Example: Youth educating their peers.)**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

## Small Group Exercise 2<sup>nd</sup> Step:

What message needs  
to be conveyed?

**(Example: You need to know  
about HIV and other STD's)**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

## Small Group Exercise 3<sup>rd</sup> Step:

Who will this message  
be conveyed to?

**(Example: Sexually active youth or those  
contemplating sex.)**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

## Small Group Exercise 4<sup>th</sup> Step:

How will this message be conveyed?

**(Example: School based campaigns, text messaging, concert, radio stations.)**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Brainstorming

**Break out into your desired  
target population:**

Introductions

Sign In Sheet

Designate Record Keeper



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Next Steps For Next Meeting

**Group leaders will be  
in touch with group members  
to coordinate making contacts  
and securing commitments.**

**We are here to assist!**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Next Meeting

**Tuesday, April 7<sup>th</sup>**

**10:00 AM – 12 Noon**

**Oak Park Community Center**

**3425 Martin Luther King Jr. Drive**

**Rooms C & D**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

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



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.

# Contact Information

**Jon Benorden**

**Program Coordinator**

916.914.6246

jbenorden@caresclinic.org

**www.AreYouTheDifference.org**



It only takes one person to change the world, one voice to silence the doubters, one belief to restore hope.

Stop the spread, end HIV.