

**Partnership for a Healthy Durham  
HIV/STI Committee- Durham Knows Retreat  
2201 Lincoln Street NCCU Whiting Criminal Justice Bldg., Auditorium (Room 201)**

**June 28, 2017  
MINUTES**

**Facilitator: Michael Wilson**

<b>Present:</b> Michael Wilson, Hannah Chesterton, Lorraine Taylor, Tonya Bass, Tonya Stancil, Tonya Del Soldato, Caressa White, Noshima Darden-Tabb, Danita King, Marissa Mortiboy, Gwen McKnight, Danita King, Sha'Quiel Alston, Alison Footman, Amy O'Regan, Jen Isherwood, Barbara Johnston, Gabrielle Evans, Arlene Sena, Candice Givens, Laura Stephenson			
Project/Topic/Goal	Major Discussion Points	Recommendations	Action Steps
<b>Welcome &amp; Introductions</b> <i>Caressa White Michael Wilson All</i>			
<b>Ice Breaker Activity</b>	<p>The icebreaker was "Sexual Taboo" which is similar to the game taboo where you have to describe the term without using the actual word(s). Attendees paired up to describe words associated with sex or sexual behaviors.</p> <p>The purpose of the game was to show that the messages we put out may be hard for audiences to understand if we play it too safe. Messages need to be direct and communicate clearly even if makes people uncomfortable. The attendees should keep this in mind when thinking of messages for the Durham Know campaign.</p>		
<b>Meeting Purpose:</b> <i>Caressa White; Danita King</i>	The purpose of the day is to move forward with the Durham Knows campaign and guide messaging. The group will determine strategies for moving towards a broader sexual health message instead of only focusing on HIV testing. Testing will still be a significant component of the campaign.		
<b>Review Durham Knows History &amp; Accomplishments</b>	<p>The Durham Knows campaign started in 2015 when it was awarded \$5000 an RWJF Culture of Health Prize mini-grant from the Partnership for a Healthy Durham.</p> <p>The campaign is based on the Bronx Knows campaign in New York City. The Bronx Knows campaign worked with politicians, health</p>		

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	<p>organizations and other partners. Michael Wilson helped obtain funding for the campaign from the NCCU Criminal Justice Institute.</p> <p>Dr. Johnston has worked with medical professionals to advocate for HIV testing with patients. A push for testing at the Lincoln Community Health Center has increased the number of monthly tests from 250 to 300. There were efforts at Duke Health to increase testing by adding a drop down menu prompt in the electronic medical records system.</p> <p>The campaign created videos and Danita has increased the social media reach on Facebook and Twitter. In March 2017, the Durham Knows campaign partnered with NCCU to help host the post spring-break “I Know What You Did Last Week” PrEP event for students.</p> <p>Dr. Sena, Michael and others conducted a focus group with HIV+ individuals to get their feedback on various issues.</p> <p>Dr. Sena and Dr. Johnston have been working with PrEP to get the word out on the availability of the medication.</p>		
<p><b>Setting the stage: What is Sexual Health</b> <i>Tonya Bass</i></p>	<p>Tonya has experience with sharing communicable disease information at a sexual health hotline and working as a Disease Intervention Specialist.</p> <p>Practices routinely used for HIV testing and sexual health messages don't speak to individual's needs or may not be inclusive for the people we are serving. When developing messages, the committee should use an inclusive lens and not assume people are in the same place we are.</p> <p>Messages should speak directly to the intended audience. Certain populations shouldn't be stigmatized for being at risk for HIV. Be mindful of the impact messaging has on individuals and groups. The NC SexCon conference theme is sexual health equity and will be held in Raleigh at the Hilton Garden Inn on September 14 and 15. The conference will examine strategies that can cut across groups of people and population</p>		

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<p><b>Ideas Worksheet</b> <i>All</i></p>	<p>According to research done in 2011 and 2012 by Kate MacQueen at FHI 360, reasons for not getting tested included disbelief of a credible risk, unclear as to where testing occurs, time constraints and fear of losing friends or family if a positive result. Some key behaviors in the research indicate sexual partner turnover and not using a condom.</p> <p>Messages should be concentrated on testing location, ease and cost, HIV stigma, education surrounding HIV risk factors and behaviors and messaging that resonates with heterosexual men.</p> <p>Durham County Department of Public Health interns conducted interview with individuals who are men who have sex with men (MSM). Responses from participants included they felt targeted or stigmatized by messaging. The best ways to communicate safer sex to the community is through social media, more interesting and less boring flyers and campus newspaper ads.</p> <p>MSM interview recurring themes- stigma and fear are barriers to testing, inconsistent condom use, hooking up and sex under influence of drugs and alcohol is common practice.</p> <p>Messaging should address reasons to get tested that are unrelated to getting an incentive such as a gift card.</p> <p>Washington D.C. and NYC both have campaigns targeted towards the medical community for offering testing. The campaigns encourage asking your provider for an HIV test and help switching providers if they currently are not asking about testing.</p>		
<p><b>Visioning &amp; Feasibility Activity</b> <i>All</i></p>	<p>It was proposed to change the Durham Knows logo tagline will change from Get tested. Stay Safe. to Knowing is Sexy.</p> <p>Group 1</p> <ul style="list-style-type: none"> <li>• Knowing is freedom to be sexy- messaging is either super silly or serious, need to make it normal</li> </ul>		

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	<ul style="list-style-type: none"> <li>○ Make a to do list as a poster and include HIV testing as an item on the list- gym, laundry, psych homework, HIV/STI test, date night</li> </ul> <p>Group 2:</p> <ul style="list-style-type: none"> <li>● Sex is a fact of life for everyone <ul style="list-style-type: none"> <li>○ Physicians need to be involved (universal testing)</li> <li>○ Sex positivity and diversity (Age, race, etc.)</li> <li>○ HIV community support</li> <li>○ Netlix and Chill boxes (condoms, lube, candy)</li> <li>○ Getting in faith communities</li> <li>○ Break the stigma! Condoms are just for preventing pregnancy</li> </ul> </li> </ul> <p>Group 3</p> <ul style="list-style-type: none"> <li>● Knowing is freedom to enjoy sex <ul style="list-style-type: none"> <li>○ If both partners know their status, free to enjoy sex</li> <li>○ Look at the generational gap between older and young people</li> <li>○ How a diagnosis can affect a person's mental health</li> </ul> </li> </ul>		
<p><b>Strategy Implementation: Next Steps</b> <i>All</i></p>	<p>The goal is to start running the new campaign in October. At the next Durham Knows meeting, discuss strategies for getting the message out.</p> <p>Order magnets with the new Durham Knows logo and tagline.</p> <p>It was suggested to have two people talking on the poster with a caption, thought bubble or iPhone instant message conversation. Tie this into the to do list concept so it's a part of normal conversation.</p> <p>Involve NCCU graphic design students.</p>		<p>Danita will create messaging based on feedback for the next meeting.</p> <p>Danita will contact Zachary about changing the Knowing is Sexy font on the new logo.</p>
<p><b>Announcements</b></p>	<p>The UNC Rope Team is hosting an event at the LGBTQ Center of Durham on Friday, June 30, 7 pm featuring fashion, reenactment of the RuPaul's Untucked Season 9 Final Four and HIV testing.</p>		