

**Partnership for a Healthy Durham
HIV/STI Committee
414 East Main Street Durham County Human Services Bldg, 2nd Floor Conference Room**

**May 31, 2017
MINUTES
DRAFT**

Facilitator: Michael Wilson

Present: Barbara Johnston, Candice Givens, Gwen McKnight, Michael Wilson, Caressa White, Alison Footman, Danita King, Noshima Darden-Tabb, Hannah Chesterton, Allison Mathews, David McKenna, Amy O'Regan, Kate Lemasters, Betsy Costenbader, Marcus Hughes, Arlene Sena, Alex Cordova, Marissa Mortiboy			
Project/Topic/Goal	Major Discussion Points	Recommendations	Action Steps
Welcome & Introductions			
Review & Approve April Meeting Minutes/Notes	On page 2, Noshima is with UNC HIV Clinical Trials Unit not the UNC Center for AIDS Research.		Marissa will make the change and resend the minutes to Virginia and Michael.
Co-chair Elections <i>Marissa Mortiboy</i>	Several committee members were nominated and agreed to appear on the HIV/STI committee co-chair ballot. Nominees who were present were given the chance to share why they would like to be co-chair July 1, 2017 through June 30, 2018. Committee members voted. The online ballot will be available to those unable to attend the monthly meeting. The top two candidates who receive the most votes between the meeting and online ballots will be the new or returning co-chairs.		
Durham Knows Calibration <i>Caressa White</i> <i>Danita King</i>	The purpose of Durham Knows campaign is to encourage everyone in Durham to get tested for HIV at least once, know their status and reduce stigma around HIV. The campaign has expanded to include pro-exposure prophylaxis (PrEP), which is a medication that can prevent HIV with those at risk. The ultimate goal of the campaign is to provide universal testing to Durham residents. The NCCU Criminal Justice Institute		Hannah will bring the group decision on expanding the reach of the campaign to NCCU to ensure the campaign is still meeting guidelines.

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	<p>contributes \$20,000 a year towards the campaign as part of their Substance Abuse and Mental Health Services Administration (SAMHSA) grant. Entering year three, the campaign would like to expand its message to include sexual health.</p> <p>There was discussion of focusing on specific in messages about what options are available- testing, treatment, PrEP, living a healthy life with HIV, resources, etc. instead of sexual health in general.</p> <p>Feedback committee members have heard from the community is that young, gay black men feel like they are being targeted for HIV efforts. The message may be better received if the message is for a larger audience. Dr. Sena shared information about a document from the Centers for Disease Control and Prevention (CDC) about language to use about HIV to eliminate stigma. There needs to be a balance between addressing those with higher rates of HIV and making those in certain groups feel targeted.</p> <p>The committee broke into small groups to develop ideas on Durham Knows messaging. Ideas from the groups are as follows:</p> <p>Group 4:</p> <ul style="list-style-type: none"> • Messaging- Sex positive, diverse for all ages, genders, races, cultures and Spanish language, “Knowing is freedom (to enjoy sex)” • Strategies- flyers/posters, body art campaign, videos with couples and individuals, radio commercials on local stations, small/focus groups with mixed ages, cultures, religion, etc. <p>Group 3:</p> <ul style="list-style-type: none"> • Messaging- “Sex is a fact of life” for everyone, “El sexo es un factor de vida!”- young and older, gay/straight, 		<p>Alison will share focus group data from the 2beatHIV project.</p> <p>Caressa and Danita will take the lead on the retreat.</p> <p>Marissa and Caressa will work on getting food at the retreat.</p>
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	<p>men/women, HIV+/HIV-, Protect your life- test, condoms, PrEP, educate, ASK!, Talk</p> <ul style="list-style-type: none"> • Strategies- Social media tags and geotags, newspapers, radio- baby boomers, Latino/Hispanic population- local stores, flyers, beauty salons <p>Group 2:</p> <ul style="list-style-type: none"> • Messaging- PrEP- A pill a day keeps HIV away, 99% precision with a pill a day, it's the birth control for HIV, you don't know what s/he's doing but you know you're protected, condoms + PrEP= better protection, people on PrEP talking about it, testimonials, family support campaign • Get tested with other health screenings • Testing=power. You won't pass it on if you're on meds. Home self-testing as an option • HIV- There's a community of support, you're not alone, you can get free meds, housing, transportation, fight for your rights to health + care • HIV isn't depressing anymore, doesn't equal death, opportunity for taking charge of life, live for yourself and your family, there are events, support groups, job opportunities, conferences, mental health and drug rehab support <p>Group 1:</p> <ul style="list-style-type: none"> • Messaging- Everyone should be tested once (who as sex), promote percentage and help us reach 100%, Netflix and Chill boxes with condoms, what percentage has been tested in Durham, Duke, Lincoln? • Physicians need to be part of 100% campaign- Duke leads? Advertise through primary care. The community will need to request universal testing and make a push for it. 		
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	<ul style="list-style-type: none"> • Use “Knowing is Sexy” or “Educate your physician about your health”, “Health is in your hands” with a photo of a person holding a condom or “Take control of your health”. <p>The committee will hold a Durham Knows retreat on Wednesday, June 28 from 11:30 am to 1:30 pm at the health department. The focus will be on expanding on the ideas developed at the meeting and strategies for testing messages in the community.</p>		
<p>Announcements <i>All</i></p>	<p>June 23 is HIV/STI testing day at the Cornwallis housing community, 10 am-3pm. Paul Weaver needs help greeters, registration forms, set up and clean up on the day of the event. Let Michael know if you can help.</p> <p>The committee will participate in the Juneteenth event on June 17. Danita will send out an email to recruit additional volunteers.</p> <p>The El Centro National HIV Testing Day event is on June 27, noon to 8 pm at El Centro office. HIV testing will be included. Let Alex know if you would like to table.</p> <p>Tonya created car magnets with a PrEP message. She has had the magnet on her car for the last couple of months. The Durham Knows campaign will purchase car magnets to use with the campaign.</p> <p>David McKenna with MDC is available to attend outreach events to help register individuals during special open enrollment for the Affordable Care Act.</p>		
<p>Next Meeting: June 28, 2017, 11:30 AM</p>			