

**Partnership for a Healthy Durham  
HIV/STI Committee  
Durham County Health Department, 414 E. Main St**

**September 28, 2016  
Minutes  
11:30 am -1:00 pm**

**Facilitator: Michael Wilson**

<b>Present:</b> Michael Wilson, Schenita Randolph, Robert Wadley, Noshima Darden-Tabb, James Suber, Alex Cordova, Elizabeth Posada, Amy Sanchez, Marcus Hughes, Caressa White, Selena Monk, Robin Clead, Tonya Stancil, Paul Weaver, Christopher Mack, Barbara Johnston, Tim Moore, Gwendolyn McKnight, Candice Givens, Marissa Mortiboy			
<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations</b>	<b>Action Steps</b>
<b>Welcome &amp; Introductions</b>			
<b>Review &amp; Approve Previous Meeting Minutes/Notes</b>	There were no changes to the minutes.		
<b>Durham Know updates</b>	<p>Amy Sanchez, UNC medical resident is helping coordinate the Durham Knows campaign. The Durham Knows campaign recently participated in the NC Pride and Bull City Stand Down events by providing information on PrEP, purpose of the campaign and HIV testing. Ads are now on all GoDurham buses. Attendees at the NC Pride event told campaign staff they had seen the ads. New posters and brochures are available to partners to help distribute throughout Durham.</p> <p>Next steps for the campaign include putting together a budget for next year, integrating the campaign more with partners and the community. Durham Knows would like to work more closely with NCCU. Virginia has reached out to Dr. Reid at NCCU and asked her to become more involved with the committee.</p> <p>The committee watched the three new campaign videos on PrEP, HIV testing and condom use. One video is in Spanish. Partners Triangle Empowerment Center, NCCU, CAARE Inc., UNC Center for AIDS Research, Durham Housing</p>	Share NCCU contacts with Amy to begin setting up meetings and making contacts.	

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	<p>Authority, Durham County Department of Public Health and El Centro worked with Velasquez Media to make the videos possible.</p>		
<p><b>Velasquez Media Social Media Training Durham Knows campaign</b></p>	<p>Velasquez media worked with the Durham Knows campaign for six months between April and September 2016. Moving forward the campaign needs to focus on men. The current audience is 75% women.</p> <p>The Durham Knows Facebook page was formerly the Knowing is Sexy (KISS) page. Current followers are agencies.</p> <p>Recommendations include posting two to three times per day on social media. Thursday at 11 am is the best time to post. Images generate the most engagement. The Durham Knows campaign should actively engage with partners by liking, retweeting and commenting on partners' and followers' posts. Look at analytics once a week to evaluate whether the messaging is effective and if changes need to be made.</p> <p>Velasquez used social media site MAVSocial to schedule posts.</p> <p>The messages moving forward should be quick, easy and actionable. The core messages are getting tested is easy, locations to get tested and knowing your status.</p>	<p>Everyone should like the KISS Facebook page personally and have their organizations like the page.</p> <p>Add a list of testing sites back to the page instead of just having a link.</p>	
<p><b>Schenita D. Randolph Duke University Research study</b></p>	<p>Dr. Randolph with Duke University is conducting a study on using barbershops for the recruitment of African American fathers and their adolescent sons for sexual health research. The purpose of the study is to develop and pilot test recruitment methods for a future study of preventing sexually transmitted infections (STIs) among black adolescent boys through sexual health education by their fathers.</p> <p>The research team is currently looking at ways to make the intervention sustainable. To date, they have recruited barbers and held four focus groups.</p>		

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	<p>Preliminary results show barbers embrace their role as community leaders and want to be engaged. Barbers report a need for further training and education. It was suggested to incentivize in a way that benefits the entire barbershop and father and son relationships such as tickets to a game.</p> <p>Next steps include addressing sustainability, continue the principles of community based participatory research and include key stakeholders and population of interest in planning through evaluation.</p> <p>The study is currently available in Durham. Additional counties may be added in the future. The HIV/STI committee can play a role in sustainability efforts. Schenita would like to continue to stay engaged with the committee to receive feedback.</p>		
<p><b>Updates on World AIDS Day</b></p>	<p><b>Quilt of Life-</b> Paul shared Quilt of Life guidelines for designing five by five inch panels. Committee members can take as many squares as they would like to design or put together several panels to create a large square. Quilters will be sowing the completed panels on the quilt. All panel squares are due at the next HIV/STI committee meeting on October 26. Please include contact information when submitting panels so Paul can contact you if needed.</p> <p><b>LGBTQ Center event-</b> The movie showing at the LGBTQ Center will be held on Monday, November 28 at 6:00 pm. Helena Cragg will be hosting a photography event on Wednesday, November 30 at 6 pm, also at the LGBTQ Center of Durham.</p> <p><b>NCCU-</b> The event will take place on Thursday, December 1 in the Miller-Morgan building. The committee has the building between 5:30 and 8:30 pm. Caressa put together a flyer for a casting call for performers such as singers, spoken word, dance, etc. The performer will be responsible for representing an event important to the timeline of the HIV/AIDS epidemic.</p>	<p>It was suggested to create a short instructional video on how to do quilt panels.</p>	<p>Marissa will work with Paul to create an instructional video.</p> <p>Caressa will send World AIDS Day recruitment flyer to Marissa to share.</p> <p>Caressa will send the flyer to El Centro for translation.</p>

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	<p>Examples could be modeling the AIDS quilt to represent the year the AIDS quilt started.</p> <p>The workgroup is asking organizations to see if vendors would like to participate. They are also looking at housing, employment, food and social determinant vendors to address all needs and not just a focus on HIV. The goal is to have an idea of who will be performing by mid-October. They would like to include the Hispanic community in the timeline of events.</p>		
<p><b>Announcements</b> <i>All</i></p>	<p>El Centro is hosting an open house at their new location on October 1 from 3 to 6pm at 2000 Chapel Hill Rd. There will be food and music.</p> <p>Michael would like to honor elders and partners of the HIV/STI committee at the December 1 World AIDS Day event.</p>		
<p><b>Next Meeting: October 26, 2016 414 East Main St.</b></p>			