

Hamilton EHE Committee Meeting 10.26.20

Attendance

Linda Seiter	Taneisha Fair	Melissa Federman
Midge Hines	Hope Lane	David Elkins
Kate Warren	Jan Stockton	Mary Beth Donica
Emily Campbell	Cameron Grollmus	Amanda Beck-Meyers
Tim Frey	Todd Rademaker	

Agenda

- I. Reviewing Priority Areas and Strategies**
 - a. Increase HIV Testing
 - b. Prevent New Infections
 - c. Data Tracking
 - d. Education & Awareness
 - e. Build Coalitions/Collaborations in Hamilton County
 - f. Expand Linkage to Care
 - g. Address Social Determinants of Health
 - h. Address Systemic Racism

- II. Anything Missing/Categorized Changes?**
 - a. Add retention and reengagement in care (make distinction)
 - i. Focus on explicit follow up in regards to retention

- III. Ranking Priority Areas**
 - a. Kate will email larger group of those who were not present to get their votes
 - b. "Build coalitions/collaborations" was ranked lower than other areas
 - c. Can keep a secondary list with lower ranked options so they can inform the areas in the plan

- IV. Building the Plan**
 - a. Can build with an eye to the CDC suggestion of using short and long-term goals
 - i. Some objectives might be better for later years in the plan
 - b. Should not shy away from bigger issues and leave just to the state level
 - c. Kate will share examples of strategies from other jurisdictions in email

- V. Next Meeting**
 - a. November 9th to break up into groups and refine strategies

VI. Social Marketing Strategies (KW2)

- a. Looked over existing HIV campaigns all over the world
 - i. Noticed a level of intensity in all of them
 - ii. Want to dial this back to focus on approachability and sense of community to connect with individuals where they are and let them know they are not alone
- b. Concept 1: So Not Shook
 - i. To let people know they don't have to be afraid of living with HIV
- c. Concept 2: Hook-Ups not Hang-Ups
 - i. To let people know they can stay healthy, practice safe sex and have fun
- d. Future Positive
 - i. To encourage optimistic glimpses of the future to let people know they can live a long, happy life with HIV