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Minutes

Membership & Public Relations Committee Meeting

Facilitator: Eric Martinez

Date: 12/10/20

Time: 10:00 AM

Location: Teleconference

Monica Adelphouse
Health Planner

Attendance: Gregory Bowman, Mary Sirmons, Dawn Jones, Carly Pyle, Monica Adelphouse, Tara Woodruff, Jacqueline Clarke

1. Introduction & Moment of Silence

2. Review and Approval of Today's Agenda and Minutes: Agenda and previous minutes approved.

3. Discussion:

A. Community Update. (Standard)

Mary Sirmons: There will be a drive-thru HIV testing on 17th of December, in Fort Pierce, at Pinewood Part for World Aids Day.

Eric: There is an announcement, and I'm waiting for it to be released. I'll send it to Monica and it has to do with HIV and drug abuse. Once I get it, it's on the national level, I will send a flyer out to Monica. I believe that the date that they're looking at was on the 15th, but I can't confirm it for sure, but I do know that they have been working on it. And they are the National Minorities Coalition and HIVhealth.gov. So, I'll send that information once I receive it.

B. Develop a client membership campaign

Eric: We've talked about this in the past and I think we might want to start revisiting this and really work on it. And that is to get announcements out to the

providers and case management to inform them about the consortia. Being that the New Year's coming around the corner there, maybe we could get something out there to let the community know that we do have a functioning consortium. If anyone have any idea, please let me or Monica know before I put out the flyer for the consortia.

Tara: Eric, are you asking for information to go on the flyer?

Eric: I'm asking feedback in regards to how we should look at the flyer. To just develop the flyer and get the information out there.

Tara: The case managers can probably hand them to the patients during their office visits to make them aware.

Eric: I'm just looking at some kind of a flyer that could be a postcard, a pamphlet size, or something that the case manager or provider could submit to patients and explain it to them as best as possible. And have the basic information, just like what our business card to be, but a little more inviting in regards to them; to have them being part of the table and their involvement.

Tara: Maybe we can have some type of larger poster size or something where the information can be below the poster. It can be inviting and say here is some information if you want to connect.

Greg: What other things, besides the flyer, is there that we have to use to try to bring in other clients that had HIV?

Eric: We had developed a flyer 4-5 yrs ago and was given to case managers. It was supposed to be also part of the assessment in regards to the recertification or certification of an individual coming into Ryan White Services. We will also talking about even putting it down, having something in regards to those who are applying for ADAP.

Dawn: I want to recommend that we use rack cards and posters as opposed to fliers and posters because if you use a rack card or postcard, the clients are more inclined to hang on to them as opposed to a flyer. They're easy to store and easy to display. Maybe we can look at what we've used in the past, use our brochure and take information from it, or take information from the previous materials, and tweak it, and not re-invent the wheel all over again.

Eric: I agree and we do not have anything promoting the consortia. If providers do not have any materials, please let me know.

Dawn: Once we have finalized the campaign, I will have it printed and distributed. Please note that we are not allowed to advertise with Ryan White

Money. So, we can use grants but not the consortia will not pay for any media activities.

Carly: Here is an example of a rack card that we provide to our clients.

C. Work plan that reflects towards this committee

It was discussed that that every committee has a function concerning the integrated work plan.

D. Future events & Public relations

Eric: Yes, that was placed there, just making sure that if, anyway, the membership committee, and being that we are part of the public relations, that we're involved in any HIV event it to a certain degree. But if there's any way that we can assist, please let us know.

3. Open Discussion

No other items discussed.

Notes: