

Greater Washington STD Community Coalition Meeting

Minutes

Location: DC Department of Health
STD Control Program
717 14th St NW 10th Fl. Conference room

Date & Time: March 8, 2007, 10:00 a.m.

Attendees:, John Heath, Tranita Gillis, Colleen Crowley, Daniel Ehlman, Melissa Sellevaag, Emmanuel Puplampu (DCSTD); Adam Tenner, Jeremy Ogusky (MTA); Irwin Royster, Keanna Faircloth (PPMW); Bill Briggs (NOVAM); Raymond Bridgewater (Assembly of Petworth); Karen Robinson-Ogbebor (WUSA-TV9); Precious Calloway (MEE Productions)

Meeting Called 10:10am

1. Welcome, Introductions, and Approval of Minutes

Minutes approved without change by voice vote.

2. Coalition Subcommittee Updates:

a. Outreach Subcommittee update: Ms. Sellevaag reported that the outreach subcommittee has not met at this time. Possible upcoming events include Capitol PRIDE, Youth PRIDE and the Capitol Prom. Mr. Briggs reported that several events are scheduled for youth PRIDE that the coalition may want to become involved with. On April 28th there will be a dance at APEX to celebrate the events of Youth Pride. There is also an evening event scheduled for Capitol PRIDE. On June 2nd there is a youth prom scheduled at the Universal Unitarian Church in Arlington. Mr. Briggs felt that these may be events the coalition would like to attend. He offered to forward information to the subcommittee to help schedule events.

b. Ad Hoc 501 (c) 3: This update was tabled until the next meeting.

c. Public Policy Subcommittee: Mr. Tenner reported that the committee has done some preliminary work with DCPCA around obtaining political support for the project. Specifically they feel it is important to ensure that all messages support DOH and that Dr. Pane is aware of those messages as he will have to answer public questions. On an external level the committee feels it is important to prioritize conversations with Councilmember Catania and the health committee along with Deputy Mayor for Education, Victor Reinoso. Additionally, meetings should occur with the Board of Education members and Carolyn Graham may be a good place to start.

An Op-ed piece will be drafted by Mr. Ogusky of MTA and presented to the coalition. The Op-ed piece is designed for publication in April, STD Awareness month and should

draw attention to the issues surrounding STDs in Washington, DC specifically. This will help to build a case for the school based screening program.

Mr. Tenner asked Mr. Heath if coalition members should testify at the budget hearings. Mr. Heath reported that monies are set for the school based screening project in its initial phase but additional monies will help support the project.

Mr. Heath commented that the roll out with the schools should be a part of a larger community testing campaign and the schools should be blended in as part of the process. The community and coalition members should be involved in visiting councilmembers. The councilmembers and school board members are critical partners in this process.

Mr. Heath further stated that it is important that the coalition be fully updated on the progress of the campaign. Time at the April meeting should be set aside for a complete update.

3. Discussion: School Based Screening Project Update and Next Steps:

See above comments.

4. Essay Contest Update:

Ms. Sellevaag reported that the essay contest planning is underway. The topic had to be cleared by DOH and DCPS and modifications were made. The official topic is “The Effect of STDs on a Teen’s Social Life: Is Sex Worth It?” The flyers were distributed to high school principals on Thursday and the deadline for essay submission is Friday April 13th. Any person who would like to judge the contest is welcome to participate and should contact Ms. Sellevaag.

5. Social Marketing Campaign

Mr. Ray Bridgewater

Mr. Bridgewater requested time to present on a social marketing campaign that he is undertaking with USA-TV9. “Advice for Life” will convey comprehensive health communication messages through broadcast radio and TV and dissemination of print materials. The campaign will promote several messages including safe sex messages about use of condoms, the importance of getting tested, knowing where people can get tested, what are the risk factors for STD infection, know what STDs are, and to promote taking responsibility of behavior and health.

Mr. Bridgewater and Ms. Robinson-Ogbebor of USA-TV9 explained that the media outlets will be used to help create and broadcast the public service announcements, to have phone banks to be used during live newscasts during which time an expert is interviewed, hold town hall meetings on the topics, health fairs for youth, and the publicizing of events in the city related to STDs. The campaign will target LGBT 13-26 y/os, African American and Latinos, those at risk, those abusing drugs, and adults.

Mr. Bridgewater is hoping that the coalition will support this campaign through communication of upcoming events, asking youth to serve on an advisory committee to the campaign, and recommending youth for the youth summit.

Mr. Royster requested that Mr. Bridgewater join the outreach committee.

Mr. Briggs of NOVAM suggested that Mr. Bridgewater contact Sandra Holloway of City of Peace as they have a big youth focused drama event that kicks off at the end of the month.

Ms. Calloway of MEE productions and the “Be on the Safe Side” campaign requested time to share about her social marketing campaign. Mr. Royster requested that she be put on the agenda for April.

6. Community Calendar/Member Announcements

- Mr. Briggs announced that NOVAM will be having a battle of the bands on Sat April 14th from 7pm-10pm at the Little River United Church of Christ. This event is titled Spread the Light not HIV.

-Mr. Heath announced that the STD Control Program Administrative Offices are moving to 825 N. Capitol St. NE 2nd Floor on Friday March 9th. The main number will be transferred.

7. Meeting Evaluations

Adjourn at 11:10 am.

Next meeting April 12, 2007 at DCPCA