

Cuyahoga Regional HIV Prevention and Care Planning Council

Ashtabula, Cuyahoga, Geauga, Lake, Lorain and Medina Counties

Brenda Glass, Billy Gayheart - Co-Chairs



Membership, Retention and Marketing (MRM) Minutes

Wednesday, June 7, 2023

2:30 am to 3:30 pm

Start: 2:37 pm

End: 3:30 pm

Facilitator: B. Gayheart

Moment of Reflection

Welcome and Introductions

Approval of Agenda: June 7, 2023

Addendum:

Motion: F. Ross Seconded: J. McMinn

Vote: In Favor: All Opposed: 0 Abstained: 0

Approval of the Minutes: May 3, 2023

Addendum:

Motion: F. Ross Seconded: N. O'Neal

Vote: In Favor: All Opposed: 0 Abstained: 0

New/Old Business

Youth Recruitment Discussion – B. Gayheart

This discussion is to get feedback on the “Making Room at the Table” Presentation on Target HIV. L.J. sent a link from HRSA on Target HIV for all to view on ways to recruit youth, and we would now like to know: What did you take from the presentation, What is one thing we are willing to try as a committee, and What do we need to do to move forward on this decision?

***Comment: B. Glass** – The video focused on ways to engage youth in PC and staying on PC. Some things we may not be able to do, as we have had youth, but they often disengaged quickly. Maybe we have to find youth who are more settled, if that's possible.

***Comment: N. O'Neal** – It was good in talking about the language and youth not wanting HIV focused content material, but being okay with wording using health and wellness. Also think we need to talk to them and possibly create a type of caucus or group or sub-category of PC just for young adults, have a chair of that committee come back and speak to our PC on their goals, then next maybe meet with adults who relate to them to find ways to build a bridge.

***Comment: B. Gayheart** - As we have a lot of current members terming off, we must look at youth, not just in age group or PLWH, but all youth. This video from HRSA gives us ideas to approach this population in order to recruit and engage youth to stay on board.

***Comment: N. O'Neal** - One strategy was helping youth get employed, as some PC are employed to be on PC, which may be how they were first informed of PC.

***Comment: Brenda** – In looking at lives of youth, as we age, we prioritize differently how we strategize our days than when we were younger. So, we want to show them how they can fit PC into their day.

***Comment: L.J. Sylvia** – They spoke of making PC valuable in building resumes or applying for things.

***Comment: N. O'Neal** – Maybe young people can be hired as community health workers in clinics, agencies, hospitals and other ASO's to get further education on the job while working.

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***Comment: B. Gayheart** - The chat mentioned the idea of compensation, maybe hiring youth as interns or staff, or hiring with other value equal to money, as youth perceive their time as valuable property.

***Response: A. Forbes** - Maybe compensation not just in money, but in service credits towards graduation, maybe adding PC to a curriculum for earning high school credit or points.

***Response: B. Glass** – Maybe figure a way to retain them after getting community service credits.

***Comment: N. O’Neal** – Consider recruiting youth who already attend places like Task Force, or are involved in, not just high schools, but other groups or programs like LGBTQ centers etc.

***Comment/Question: J. McMinn** -Is there a list on where to promote for youth to be on PC, as we’ve tried to connect with youth at Metro, but if HRSA has strategies to engage youth which may not necessarily require them to sit on PC, and youth feel good about just participating, how can we connect there?

***Response: N. O’Neal** - Maybe make them a sub-committee, and ask them what would make them want to be on PC or ask what challenges they face? Out of that we may get ideas on how to engage on PC, by first understanding their world and how they navigate through life and LWH.

***Response: B. Gayheart**- The video give ideas and opportunities for subcommittees designed for youth.

***Response: A. Forbes** -Maybe start with a virtual town hall meeting on a continuous basis.

***Question: L.J. Sylvia** – Is first step to make a list of youth groups, and a separate list of youth leaders?

***Response: B. Glass** - Agree with Anthony, as youth like for things to be their idea. We only need a couple youth to get involved, like a short event, giving them options for feedback on how to engage.

***Comment: N. O’Neal** –Will call a couple pharma agencies and see if Circle Health can sponsor.

***Comment: J. McMinn** - Maybe pulling youth group leaders to present to youth, and then let youths pick what works best for them, virtual, or in-person, for that first meeting. We don’t want to pretend to know what’s best for them, and should ask youth in way to give ownership of what meaningful involvement would be for them.

***Comment: N. O’Neal** - Maybe involve gatekeepers first, then have conversations and let them pitch to the youth, as they know how to engage and get them to buy into this.

***Comment: A. Forbes** - We don’t have to limit, we can look at Boys & Girls club or other orgs for youth. Brenda – Maybe ask if gatekeepers can guide us in reaching their youth, as youth want to know you are listening to them about what they need. I go to meetings as an adult, but taking the message from youth, who are guiding me on what they want establishment to know.

Takeaways:

B. Gayheart – We all agree to reach out to youth gatekeepers first and then decide which way to go.

B. Glass - In August, we will discuss and put together info on guidance needed to take to gatekeepers.

L.J. – We will email a doc on this for you to review and provide feedback, then gather ideas, so we can create a document to share with the group.

Committee of Record (COR) Forms – Online option – B. Gayheart

L.J. has created an option for online completion. Please contact and she will send, as this will be made available for all who have not completed the COR form. Additionally, please send the forms back soon as possible, as they are required by HRSA and we would like to have all of the mandatory forms up to date by the end of the year.

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Parking Lot - None

Announcements

A. Forbes-The Resources Ball was a success, well attended (125), went well, and looking to do more.

Adjournment

Motion: F. Ross

Seconded: A. Forbes

Attendance

		Jan	Feb	Mar	Apr	May	June PSRA	Aug	Sep	Oct	Nov
	MRM Members										
1	Brenda Glass, Co-chair	20	20	20	20	20	20				
2	Billy Gayheart, Co-chair	20	20	20	20	20	20				
3	Joye Toombs	20	20	20	20	20	0				
4	Anthony Forbes					20	20				
5	Kimberlin Dennis	10	10	10	10	10	10				
6	Naimah O'Neal	10	10	10	10	10	10				
7	Jeannie Citerman-Kraeger	0	0	10	0	10	10				
8	Clinton Droster	0	10	10	10	10	10				
	Total in Attendance	5	6	7	6	8	7				

PC Members: F. Ross, J. McMinn

Attendees: None

Staff: L. James, L.J. Sylvia, T. Mallory