



LOS ANGELES COUNTY
COMMISSION ON HIV



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*Join us in developing a progressive and inclusive agenda to
address the disproportionate impact of HIV/STDs in the
Black community*

BLACK CAUCUS

Virtual Meeting

Thursday, February 23, 2023*

**meeting rescheduled*

4:00-5:00pm (PST)

Agenda and meeting materials will be posted on
<http://hiv.lacounty.gov/Meetings> *Other Meetings

REGISTRATION NOT REQUIRED + SIMULTANEOUS TRANSLATION IN SPANISH AND OTHER
LANGUAGES NOW AVAILABLE VIA CLOSED CAPTION FEATURE WHEN JOINING VIA WEBEX. CLICK
[HERE](#) FOR MORE INFO.

TO JOIN BY COMPUTER:

<https://lacountyboardofsupervisors.webex.com/lacountyboardofsupervisors/j.php?MTID=m05e62c512af2f63443e141d4204db1c0>

Meeting Password: BLACK

TO JOIN BY PHONE:

1-213-306-3065 Access Code/Event #: 2597 559 3926

For a brief tutorial on how to use WebEx, please check out this video: <https://www.youtube.com/watch?v=iQSSJYcrglk>

**For those using iOS devices - iPhone and iPad - a new version of the WebEx app is now available and is optimized for mobile devices. Visit your Apple App store to download.*

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510 S. Vermont Ave., 14th Floor • Los Angeles, CA 90020 • TEL (213) 738-2816
HIVCOMM@LACHIV.ORG • <https://hiv.lacounty.gov>

BLACK CAUCUS

Virtual Meeting Agenda

Thursday, February 23, 2023 @ 4:00PM-5:00PM

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<https://lacountyboardofsupervisors.webex.com/lacountyboardofsupervisors/j.php?MTID=m05e62c512af2f63443e141d4204db1c0>

Join by phone: 1-213-306-3065

Password: BLACK Access code: 2597 559 3926

1. WELCOME, INTRODUCTIONS & MEETING GUIDELINES 4:00PM-4:05PM
2. COH STAFF REPORT/UPDATES 4:05PM-4:10PM
3. CO-CHAIR REPORT/UPDATES 4:10PM-4:20PM
 - 2023 Co-Chair Open Nominations & Elections
 - 2023 Meeting Frequency & Schedule
 - Organizational Capacity Needs Assessment | UPDATES
4. DISCUSSION 4:20PM-4:45PM
 - 2/9/23 NBHAAD Panel Presentation | FOLLOW UP & FEEDBACK
 - 2023 Proposed Workplan
5. RECAP AND NEXT STEPS 4:45PM-4:50PM
6. PUBLIC COMMENT & ANNOUNCEMENTS 4:50PM-5:00PM
 - “What We Think” Project
 - 2023 “PrEP” Campaign Development: Call for Graphic Artists
7. ADJOURNMENT 5:00PM



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CODE OF CONDUCT

We welcome commissioners, guests, and the public into a space where people of all opinions and backgrounds are able to contribute. We create a safe environment that celebrates differences while striving for consensus and is characterized by consistent, professional, and respectful behavior. Our common enemies are HIV and STDs. We strive to be introspective and understand and clarify our assumptions, while appreciating the complex intersectionality of the lives we live. We challenge ourselves to be self-reflective and committed to an ongoing understanding. As a result, the Commission has adopted and is consistently committed to implementing the following guidelines for Commission, committee, and associated meetings.

All participants and stakeholders should adhere to the following:

- 1) We strive for consensus and compassion in all our interactions.**
- 2) We respect others' time by starting and ending meetings on time, being punctual, and staying present.**
- 3) We listen, don't repeat what has already been stated, avoid interrupting others, and allow others to be heard.**
- 4) We encourage all to bring forth ideas for discussion, community planning, and consensus.**
- 5) We focus on the issue, not the person raising the issue.**
- 6) We give and accept respectful and constructive feedback.**
- 7) We keep all issues on the table (no "hidden agendas"), avoid monopolizing discussions and minimize side conversations.**
- 8) We have no place in our deliberations for homophobic, racist, sexist, and other discriminatory statements and "-isms" (including misogyny, transphobia, ableism, and ageism).**
- 9) We give ourselves permission to learn from our mistakes.**

Approved (11/12/1998); Revised (2/10/2005; 9/6/2005); **Revised (4/11/19; 3/3/22)**



(Proposed) Black Caucus Workplan 2023

Updated 2.23.23

PURPOSE OF THIS DOCUMENT: To identify activities and priorities the Black Caucus will lead and advance throughout 2023.

CRITERIA: Select activities that 1) represent the core functions of the COH and Caucus, 2) advance the goals of the 2022-2026 Comprehensive HIV Plan (CHP), 3) identify strategies to address the Black/AA Community Task Force Recommendations, and 4) align with COH staff and member capacities and time commitment.

CAUCUS RESPONSIBILITIES: 1) Facilitate dialogue among caucus members, 2) develop caucus voice at the Commission and in the community, 3) provide the caucus perspective on various Commission issues, and 4) cultivate leadership within the caucus membership and consumer community.

| # | GOAL/ACTIVITY | ACTION STEPS/TASKS | TIMELINE/ DUE DATE | STATUS/COMMENTS/SUGGESTIONS |
|---|---|--|-----------------------|---|
| 1 | Organizational Capacity Needs Assessment for Black-led Organizations | Administer a qualitative and quantitative needs assessment to the nine selected Black-led organizations to help inform and implement a TA program so that Black-led organizations can better compete for County contracts. | February 2023 | Refer to Caucus Co-Chairs' updates for status. |
| 2 | National Black/AA HIV/AIDS Awareness Day (NBHAAD) | Plan activity(ies) promoting health/wellness, lifting the Black community, and addressing stigma and the disproportionate impact of HIV within the Black community | February 2023 | SUGGESTION: Convene a Part 2 of Candid Conversations (or "Black" Table Talk) on how BLACK MEN & WOMEN living with/impacted by HIV can better support one another; refer to the 2022 NBHAAD activity led by Danielle & Gerald at the 2/10/22 Commission meeting. Also, tie in announcement of needs assessment. |
| 3 | Next steps & future of the Black/AA Community Task Force Recommendations | Review recommendations for revisions/updates and determine next steps. | 2023 | Prior discussions included adding a demographic section for those who are incarcerated, ultimately addressing the industrial prison complex. |

| # | GOAL/ACTIVITY | ACTION STEPS/TASKS | TIMELINE/ DUE DATE | STATUS/COMMENTS/SUGGESTIONS |
|---|--|--|-----------------------|---|
| 4 | Community listening sessions to address the state of HIV in the Black community | Hold candid community conversations by Black folx, for Black folx, addressing stigma and its relation to the faith-based community | 2023 | Recommended by Dr. Wilbur Jordan who agreed to host the sessions @ CDU. |
| 5 | Community Engagement and Communications | <p>Efforts around active recruitment, social media engagement, amplifying other Black HIV-centered communications (ex. A Black women's focus during NGWHAAD, Black men's focus during National Gay Men's Awareness Day (NGMHAAD, etc.)</p> <p>Communications to serve recruitment and retention. Ex. What does recruitment look like? Do we want at least one representative from Black-led, Black-serving orgs? What are the members' responsibilities?</p> | | <p>COMMENT: A lot of folks don't even know the Caucus exists and many don't know how much great work is happening. We have an opportunity to better amplify the Caucus's work through strategic communications.</p> <p>This would also look at effective delegation and engagement, getting more folks active in the room</p> |

COME MEET WITH MEN **like yourself** to discuss issues **important**
to you and help chart a path to **improvements** in your **community**.

FOR MORE **information**, GO TO WWW.WEBSITENOTSETYET.COM

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2023 “PrEP” Campaign Development

Call for Graphic Artists

We are looking for a NEW creative (look and feel) for an upcoming PrEP Marketing Campaign focused on Black communities being launched in L.A. County.

Qualifications:

- Min 1-2 year graphic design experience
- Proficient in graphic programs (ADOBE CREATIVE SUITE: Photoshop, Illustrator, or InDesign)
- If animation is recommended, experience with (After Effects)
- Ability to create content across different mediums (OOH, Social, Digital, Flyers, Posters)
- Experience and commitment to Black and LGBTQ+ communities in Los Angeles

PHASE I – Qualifications Review (3 weeks)

- If you’re interested – we invite you to submit your resume, a link to your portfolio of work and a brief paragraph of why you’d like to work on this campaign.
- Please submit to: Matthew.Gall@Audacy.com by 2/28/23

PHASE II – First draft submission

- Selected artists will each receive a \$2,000 flat rate payment to submit sample campaign ideas that will be evaluated inside the Focus Groups.
- 2 Sample Campaign Ideas - Each should include:
 - 1 large, General Population ad – Billboard, OOH, or Print ad
 - 3 hyper targeted Social Media ads, tailored to reach each of the 3 key communities (Black MSM, Trans MSM, Cis Black Women)
 - Creative and Copy used in the ads should be your own original intellectual property.
 - The call to action for each ad should be two messages as follows: (1) access PrEP, (2) direct to GetPrEPLA.com
 - This Creative will belong to LA County Department of Public Health. If your campaigns aren’t selected but a portion of the creative will be used moving forward, additional stipends may be provided to you.

PHASE III – If selected to be a graphic artist on our team, you will work to design a scope of work with Audacy to produce all final campaign elements. This will be based on a mutually agreed upon per hourly rate and set deliverables.

PrEP CAMPAIGN OVERVIEW & INSIGHTS:

Objective: To increase awareness and access to PrEP (Pre-Exposure Prophylaxis) among Black Angelinos.

What is PrEP? PrEP Stands for Pre-Exposure Prophylaxis (PrEP)- an FDA approved medication that can help prevent the transmission of HIV

Priority Audiences:

- Black Men who have sex with men (MSM)
- Black Transgender and non-binary individuals
- Cis Black Women

Key OVERALL Message: PrEP is a safe and effective way to prevent HIV, and it's important to know your options when it comes to protecting your sexual health.

Potential Advertising Tactics:

- Digital advertising: Use targeted online ads to reach our priority populations on social media platforms, dating apps, and websites that focus on sexual health and LGBTQ+ issues.
- Community Outreach: Partner with local health clinics, LGBTQ+ organizations, and community groups to educate and provide resources about PrEP to Black communities.
- Influencer Marketing: Partner with popular local LA community influencers within our priority populations to spread awareness about PrEP and its importance.
- Educational Material: Create informational posters, brochures, and social media graphics to educate people about PrEP, how it works, and where to access it.

Insights From Past Focus Groups with Black MSM, Black Cis Women, and Black Trans and Non-Binary people:

Black MSM -

- Recommended Key Messages: Choice, Self-Love
- Desired Actions: Provider Improvements (Education + Representation), Self-Advocacy, Encouragement of individual and others in their social circle
- Issues, Concerns, and Problems with trying to get PrEP: Access to providers, Representation in clinics, Miseducation, Mistrust, Side effects
- Overcoming Barriers: Addressing Trauma, Build Trust

Black Trans Women -

- Recommended Key Messages: Self-Care, Love (Self-love, Community, intimate relationships)
- Desired Actions: Conversation both with self and community, Engage with Clinician
- Issues, Concerns, and Problems with trying to get PrEP: Discrimination, lack of eligibility, cost, lack of representation in clinics
- Overcoming Barriers: Feature Real Trans People in L.A., or speak to trans life in L.A.

- **Cis Black Women -**

- Recommended Key Messages: Self-Advocacy with Clinicians & Empowerment, Self-Care
- Desired Actions: Self-Efficacy, Increased Knowledge
- Issues, Concerns, and Problems with trying to get PrEP: Stigma, Access, Pill Burden (taking a daily pill), Medical Mistrust, Lack of Support, No Campaigns with Cis Women, need for a more holistic focus of overall well-being.
- Overcoming Barriers: Lack of education among population and clinicians. Lack of access to social support services.

***Note:** The 2 “Sample Marketing Creative” ideas should be tailored to address the specific concerns and issues of each target audience, without reinforcing stigma around people of color and HIV.

The large, general population ad should speak to and resonate with all L.A. County residents. The 3 hyper targeted ads should mirror your broader reaching general population creative, but speak more directly to that sub-populations perspective.

For example, for Black MSM, the supporting ads could focus on building trust and addressing traumas, for Black Trans Women, the campaign could focus on trans life and what it’s like to be a trans person in L.A., for Cis Black Women, the campaign could focus on access and holistic wellness.

Submission Deadlines:

- Phase I – **By 2/28/23:** Please send your qualifications and any preliminary questions to Matthew.Gall@Audacy.com
- 03/2/23 – An artist for Phase II will be selected and notified
- 03/30/23 – Phase II creative DUE

This campaign is being developed in collaboration between Audacy, LA County Department of Public Health and Equity & Impact Solutions.