

Rochester Area Task Force on AIDS, Inc.

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TESTING DAY COMMITTEE MINUTES 05/03/04

Present: Jeff Bookhart, Jerry Casey, Lucia Colindres, Shayla Council, Rodney Frazier, Priscilla Hardy, Ebonee Johnson, Melinda Le, Michael Lee, Kyle Lidge, Gail Perlstein, Lamar Powell, Steven Price, Cheryl Rivers, Patty Ross, Roscoe Skinner, Jamie Sparacino, Lynn Varricchio, Jackie Williams, Arleen Wilson

Review of Minutes: The following correction was added, Alex Camacho was present at 4/19/04 meeting. Patty Ross made a motion to approve the minutes as corrected and Steven Price seconded it. The motion was passed.

NHTD Events Information - Patty passed around the event information flyer. **A reminder to all, final details on event information needs to be given to Patty by May 17th.**

Subcommittee Reports:

Finance- Jerry followed up with Lauren Watson regarding \$500 grant. Lauren will not be inquiring as to how we use the \$500. Lauren will be supplying one set of controls along with the 150 rapid test kits that Abbott is donating. It should not be a problem having only one set of controls because any agency that is already offering rapid testing should have controls that they can use. Jamie circulated a sheet on which agencies could indicate the number of free rapid tests they would like to receive. The Finance Committee has not had a response from the other pharmaceuticals from whom support was requested. A follow-up e-mail will be sent out the week of May 10. One stipulation that was made by Lauren was that **no client can be charged for any HIV test that is done using the kits supplied by Abbott.** The In Control Program has donated 50 \$10 Wegman's gift cards. Lynn Varricchio will keep these cards until they are needed. In Control may also be able to assist in other ways. Lamar Powell will see if In Control Parenthood can assist with the cost of the debriefing lunch that we will have following this year's event. Gail Perlstein will ask if de-briefing can be held at Rural Opportunities again this year. At the next meeting we will discuss possible dates for the de-briefing lunch.

Promotions - Arlene Wilson and others from the Promotions Subcommittee attended a meeting with Ernie Jackson of Project WAVE on 4/20/04. Ernie gave a presentation on the history of Project Wave and discussed how they might help with NHTD as well as other HIV testing events with funds that Project WAVE has received from DOH grant to raise HIV awareness. They are willing to pay for an ad in the D&C. They have

contracted with Clear Channel (KISS FM) to provide live remotes for NHTD. The radio station will also give away t-shirts and CDs. Julian Brown will assist with the planning. NYSDOH HIV Hotline will be added to any PSAs for further information on NHTD events. Project WAVE will also be contacting WDKX about the possibility of a live remote or providing PSAs and they are willing to pay for an ad in other local publications that target the African American and Latino populations. Jerry Casey can order a supply of Project WAVE t-shirts and water bottles from DOH as giveaways. Patty Ross took a count of how many t-shirts should be requested. Steven Price agreed to store the shirts at ARI. Arlene said that reps from two radio stations would like to be included in NHTD planning meetings and she will let them know when our next meeting is and supply Pat Z. with e-mail addresses. Arlene will ask Project WAVE if they can donate financially to our cause. Michael Lee spoke with Lauren regarding PSA white space (time and space at end of radio and print spots) for NHTD 800 number. The cost of ads that Abbott supports cannot be more than \$350. There is no criteria for advertisement because of the way funds are allocated. Michael suggested placing the same ad in multiple papers. Melinda Le will get timeline form contact Channel 10 news and get back to Arleen. Bill Kress has the list of individuals who are willing to do interviews for the TV or radio shows. Michael will contact Bill to get the list to Arleen.

Outreach - Melinda will have Outreach Collaborative agencies to do outreach for NHTD events. If your event needs outreach workers, let Steven Price know.

Logistics - Steven found two places that were within the price range (\$5) that was suggested for box lunches. Big Mini Market Café can provide lunches for \$4.95 per lunch, which includes sandwich, salad, chips, and dessert. ARC can provide lunches for \$4.75 per lunch, which includes sandwich, chips, cookie and a drink. The ARC price is the same no matter how many lunches are ordered. ARC will deliver to one location only. Steven will ask if they will deliver over several days. The group voted unanimously for ARC.

Latino Event - Lucia Colindres said ACHC will be doing a testing activity at their own location on the day of the Latino event. She discussed the idea of placing a small ad in Connection (a Spanish publication). The cost is \$145 for the ad and the newspaper will do a follow-up story. Arlene will give Cynthia's (from Project WAVE) contact information to Lucia to contact.

Additional Items - Jerry will set up a schedule for any agency that is not eligible for items from Gifts in Kind to come to the NYSDOH office to share what DOH has collected. These must be used as incentives for NHTD events only. Each agency will need to bring its own boxes.

Each agency needs to think about how many lunches will be needed for NHTD events and provide this info at the next meeting. Everyone should be thinking about how they want to use incentives – for pre-test, post-test or both.

Most of the counties in the Finger Lakes Region are on board for NHTD events. Jerry provided a summary of what is planned in each of the counties. The number of people tested in the rural counties should improve significantly over 2003.

Next meeting: May 17, 2004 at 2:00pm at FLHSA