

Rochester Area Task Force on AIDS, Inc.

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TESTING DAY PICNIC MINUTES 07/11/05

Present: Sher Baechtold, Pearlie Breedlove-Luttrell, Julian Brown, Zena Chambers, Ramon Citron, Cherri Hawkins-Clark, Lucia Collindres, Priscilla Hardy, Cynthia Jackson, Ebonee Johnson, Bill Kress, Melinda Le, Michael Lee, Gloria Melendez, Letty Padilla, Gail Perlstein, Anthony Porter, Steven Price, Adalik Rivera, Isabel Rosa, Patty Ross, Roscoe Skinner, Christina Vasquez, Lynn Varricchio, Deloris Williams, Vernon Williams, Charles Wright, Eric Wright, Pat Zacharias.

Summary of Results:

656 People tested
671 People encountered
2 Positives

Agencies reported breakdowns for 594 of the 656 tested.

Gender: Male 49%
Female 51%

Race: White 38%
Af Am 43%
Latino 16%
Asian 1%
Other 2%

Age: 0-19 9%
20-29 30%
30-39 23%
40-49 24%
50-59 12%
60+ 2%

Risk: MSM 6%
Bisex 1%
IDU 6%

Hetero	83%
Cntct	1%
Prostitute	1%
Sex/risk	2%
Other	1%

Agency Feedback:

- ACHC/MOCHA/Huther Doyle Event – event held in the parking lot behind HD. A lot of planning and organizing went into this event. It included yoga, poetry readings, dance and fun. More people than expected came to be tested. More thought needs to be given to the pacing of testers. A lot of people stayed and enjoyed the activities. People sought out the people and information at the health fair tables. Incentives and food worked in attracting people. Having WDKX broadcast the event was also helpful.
- Ibero – the day was too hot. Many people came to the park but some couldn't test that day so they went to another event a couple of days later with their partners.
- McCree/McCuller – Had several people get tested who had never been tested before. Many heard about the event on the radio. Three people tested solely for the results and gave their incentives to teens in the crowd. Very hot day. Had not taken into account that OraQuick takes time and does not allow as many to be tested as in previous years. Next year a back up plan is needed for overflow wanting to get tested.
- Huther Doyle – very well organized. Had one staff do all consent forms and paperwork. Counselors did counseling in groups. Swabbing was done in one central room and then results were given individually. Each person was given a number so that people could wait their turn or come back. On the back of each card was the incentive that person would receive. This eliminated choosing incentives. Clients, residents and people from the neighborhood were among those getting tested.
- Baden Street Settlement – was not organized at all. MMWC's van (2 staff and 1 driver) was on site from 9:00 AM – 3:00 PM and only tested one person. The event was not promoted. They had not gotten any incentives nor had any plans to for the flow.
- Get It Done Initiative – tested on June 27th at a Barbershop. Tested 22 people in 4 hours. The barber was the first one to be tested. They ran out of tests so they will be going back next week to do more testing.
- ABC/AFC – tested on 2 days and some people tried to come back for the food. The agency provided breakfast and lunch. Phone cards and movie passes were not popular incentives. Some people were upset that they couldn't get Wegman's gift cards.

General Comments:

- Wegman's cards were the preferred incentive however drug reps cannot pay for them.
- At Huther Doyle they tried to put the emphasis on health and knowing your status not just getting the incentives. They wanted people to think about whether they were ready for the results.
- The challenge for all of us is how to educate a population who is in survival mode all of the time.
- Atmosphere plays a big part in attracting people.
- At Huther Doyle 5 people received HIV education for the first time. Three or four hadn't been tested in 10 years.
- The media coverage brought people in who had never been tested before.
- Tops Plaza on North Clinton was a good place to do outreach.
- There were about 100 calls to the toll free hotline.
- The deaf population did not respond at all.

Suggestions for Next Year:

- Have more live broadcasts
- Do better organizing before events
- Use NYS Public Service Announcements
- Continue to normalize testing i.e. incorporate it into health fairs and entertainment events
- Have a list of future events readily available to hand out if someone is not quite ready to test yet