
LOS ANGELES COUNTY
HIV PREVENTION PLANNING COMMITTEE (PPC)
A Select Committee of the Commission on HIV Health Services
600 South Commonwealth Avenue, 6th Floor • Los Angeles CA 90005-4001

MEETING SUMMARY
Thursday, June 1, 2000
2:00 p.m.-5:00 p.m.
St. Anne's Foundation Conference Room
155 North Occidental Boulevard-Los Angeles, CA

MEMBERS PRESENT

George Ayala	Patricia Jones
Dean Goishi	Sergio Avina
Jeff Bailey	John Copeland
Mark Etzel	Ramon Flores
Danielle Glenn-Rivera	Evelyn Gonzalez-Figueroa
David Luis Herrera	Cheryl Kono
Juan Carlos Ledesma	Cleo Manago
James Miller	Nancy Pollard
Cathy Reback	Kellii Trombocco
Elaine Waldman	Nancy Wongvipat
Richard Zaldivar	
**Rhena Carusillo	
Cathleen Bemis	

ABSENT

Chi-Wai Au
Ricky Bluthenthal
Cecil Ingram
Ric Loya
Vincent Lopez
**Ruth Slaughter
Vanessa Talamantes
**Tony Zimbardi
Latrice R. Dennis
Robin Davis

STAFF PRESENT

Maria Perez	Mario Perez	Gabriel Rodriguez
Alvin Ransom	Kevin Harvey	Magdalena Esquivel
Delia Sandoval	Oscar Garcia	

*Arrived after roll call

**Excused absence

ROLL CALL

APPROVAL OF AGENDA -The committee approved the agenda.

MEETING SUMMARY - The committee approved the meeting summary.

PUBLIC COMMENT – There was no public comment.

COMMUNITY PLANNING GROUP SURVEY

The PPC members completed the Community Planning Group Survey. **Nancy Wongvipat** explained that evaluation of the sub committees was added.

SOCIAL MARKETING CAMPAIGN UPDATE

George Ayala provided an update of the Social Marketing Campaign and made a presentation with slides of the images being proposed. Last year OAPP asked the PPC to decide how to spend 1998 savings. The PPC recommend that some of the savings be used to start a large-scale social marketing effort. OAPP conducted research about how to proceed. A lead artist was brought in and was asked to go into the community to obtain feedback. He obtained feedback from communities around the county. The campaign was initiated with a match book condom cover using flowers and plant life. The slogan was “a bond not a barrier.” The Social Marketing Campaign program is designed to remind people that HIV/AIDS is still an issue and to invite people to think differently about the epidemic. “So are we” is a reminder that we can do something about the epidemic. It is also a statement of defiance against the epidemic. The slogans came directly from conversations that the lead artist was having with people in the community. “Amidst all of this concrete we create hope,” again a message of hope not of fear, a message of empowerment inviting people to be hopeful, that is symbolized in the leaves. The picture of a condom is creating some controversy. A different approach to counseling and testing was used inviting real people to volunteer as models. These images will appear around the county. Bus benches were purchased based upon availability and cost but they will be placed in all the SPAS. The Social Marketing Campaign will continue leading up to World AIDS Day. Elements of poetry will be introduced; such as “Against AIDS with affection,” “Despite death we move with passion and desire,” and “Our tears are here to cleanse us” There will be an airplane banner during the summer months. Also, some images in the slides will appear in movie previews. Focus groups comprised of a combination of HIV Prevention providers, clients, staff, local artists, consumers of services and local health department people. A report is being prepared and as soon as it is complete it will be provided to the PPC members. PPC members should consider that an RFP be written and put out to bid. The artist **Alma Lopez** was engaged. Local artist have been involved in the HIV/AIDS movement for a long time and this has provided an opportunity to invite them back to the table and get their vision and voice in the fight against AIDS.

Patricia Jones commented on the resistance of the Department of Health Services regarding the images and prevention messages. That information was brought to the attention of the Executive Committee. A letter to **Dr. Fielding** from the co-chairs is in the packet. The letter requests that **Dr. Fielding** consider the fact that the community has reviewed the images of the Social Marketing Campaign. **Dr. Ayala** was thanked for his work, as it was a very worthwhile effort. He stated that this would not have been possible if this body had not deliberated and trusted OAPP to produce it.

During the Executive Committee meeting, members requested that the Public Policy Social Marketing Subcommittee, look into action steps that members could take. **Mark Etzel** presented some action steps that the full PPC might take to urge the Health Department to move forward and get the wall up and running. In addition to the letter that was submitted, the committee felt it was important to develop the first action alert. A document providing a brief background of where we are in the process was passed around.

- A wall was purchased but images are not up because individuals in public health have blocked them.
- The PPC is paying \$10,000 of prevention funds per month to pay for a blank wall.

Dr. Fielding has requested a report from OAPP. Part of that information has already been sent and the other part will follow on Friday. **Patricia Jones** and **Dean Goishi** will be making an appointment to meet with **Dr. Fielding** to express their interest in moving the campaign along.

HIV/EPI 2000 PROFILE UPDATE

George Ayala reminded members that the HIV/EPI Profile is a required element of the prevention Plan and of the Department’s application to the CDC. Last year the Epidemiology office along with Amy Wohl was very instrumental in assisting OAPP in developing the HIV/EPI Profile. They have worked very diligently to be sensitive and responsive to the feedback that has come from both the PPC and OAPP. He stated that he wanted to publicly acknowledge their work and thank them for being so responsive to the needs of the PPC.

Cathleen Bemis provided a presentation on the EPI profile. Many suggestions from the community and OAPP have been incorporated and they have obtained a lot of guidance from CDC. There is a new section on other

high-risk groups and new data on transgender women. New data on incarcerated and post incarcerated persons has been received. There is a large section on minorities, adolescents, non-injection drug users, the syphilis outbreak and more data on persons living with AIDS. The Asian population has been broken out. The leading cause of death in men is no longer HIV/AIDS but is accidents and homicide in the age group of 25 to 44. The big change in the percentage of Latinas reported with AIDS was 30% between 1991 and 1994: and up to 43 % from 1995 to 1998. The gay bisexual men who answered these questions were more likely to use several of the different drugs than heterosexual men and women. There is a slower decline in AIDS rates in 1998 and 1999. There are more people living with AIDS in Los Angeles County. Several of the studies including the syphilis outbreak suggest that unprotected sex among men who have sex with men may be increasing.

George Ayala commented that these documents are meant to be used as tools for planners, like this body, to be able to translate into policy action planning for prevention programming and to look at the county as a whole. There is no evidence that there is any change in infection rates. There is an increase in the number of people living with HIV and AIDS. The issue of raw number verse rates is a very important issue and as planners, PPC members need to concern themselves with both.

BREAK

STRATEGIC PLANNING PROCESS UPDATE

Patricia Jones will be representing the PPC and **Mark Briggs** will represent the Commission at the Strategic Planning Process. A copy of the Plan to Plan was included in the packet. There will be a joint Executive Committee meeting of the PPC and the Commission on June 20. A copy of a letter that the co-chairs sent to each supervisor of Los Angeles County is included in the packet. The contract to secure **Melanie Sovine** has not been approved. The letter to the Board of Supervisors reflects the request to support the contract.

George Ayala commented that it is recognized that there are certain procedural planning activities that each of the respective planning bodies engage in. He made the following observations:

- There is recognition that there has been an absence of a larger blueprint that would guide care, prevention, and treatment services combined. The intent is to obtain a 3 to 5 year plan that links prevention with care and treatment and that will guide the planning activities of each of the respective bodies.
- How to leverage additional resources from sources that we have not typically tapped to increase the number of dollars going into HIV/AIDS care, treatment and prevention services.
- How the planning bodies address racial disparities in health outcomes and treat that as a specific strategic planning question as something new.
- How to specifically address structural issues and issues of capacity of the core partners to engage in meaningful planning activities.
- What is the structural relationship of the PPC to the Commission and is that relationship functional, and will it facilitate meaningful planning?

RFP

Prevention for Positives

Maria Perez provided an update on the RFP process. Total applications received were: category A-7 category B-10; category C-11. It was mentioned that comments were received on those that were funded but not the comments of those that were not funded. **Maria** stated they would all be forwarded. A question was asked whether they would get a grid of what their composite scores were. **Maria** responded in the affirmative. She stated that the agencies that applied would receive the review panel comments that are traditionally provided when applying for an RFP and there will be a little bit more detail. A question was asked whether they would be getting the same data that was already faxed or different. **Maria** responded that those who got awarded would be getting exactly the same information they got in the fax. Those who did not get awarded will get more detail. **Dean Goishi** asked if a grid could be provided to PPC members of the summaries indicating who was

funded, who was not funded, and possibly by areas they will be covering. **Maria** responded that she would provide it.

In response to a question about the involvement of People Living With AIDS, **Maria** made the following comments regarding the Prevention for Positives RFP: There were some agencies that did a better job at identifying the involvement of people who were infected in both the development of the proposal and explained in detail their expertise in working with that population. Based on the narrative we were able to assess which of the agencies were going to involve people in the development, reevaluation, and modification of projects. **George Ayala**, commented that he had the privilege of reviewing a number of applications, and he was hoping for a more sophisticated idea about what a demonstration project in the area of HIV prevention with people infected with AIDS might look like. Because it is such a new service category, there might have been some confusion as to the difference between doing good effective HIV prevention involving HIV infected persons and of doing that with early intervention programs, which are designed to link people living with HIV immediately to care and treatment and also have a strong prevention component attached to it. Some of the applications looked like early intervention programs.

Larger prevention RFP:

Maria Perez stated that her staff has been spending 3 to 4 days a week completely devoted to the prevention RFP process. The first review panel for the 147 applications has been finalized. The second review panel comprised of OAPP senior management team has also been completed. Proposals are presently going through the third review process which is more specific to the fair share of distribution of funding. Continued talks are being held about where gaps are being identified. This will have a direct impact in the response to the application due in September. Additional planning will need to be accomplished to ensure that whatever gaps are identified after final funding decisions are made, are addressed. A number of internal meetings have been held as to how to continue to share information at all levels and at the same time make sure that information is appropriate, ensuring that certain elements are kept confidential until the process is finalized. The intent is to release to the Health Deputies within the next 2 weeks the recommendations for funding. Because this RFP is considerably larger it may take the supervisors longer to respond. A question was asked if this was also going to be on the Board of Supervisors' agenda on the 15th. The answer was no. **George Ayala** responded that the protocol is that we advance our recommendation awards to the Health Deputies. They have a week to respond. If there is no response then OAPP is able to release the awards publicly.

Dean Goishi stated that at the Retreat, PPC members asked that a timeframe or calendar be provided, of what will be needed from the PPC members for the completion of the application in order to plan. He has not seen that as of yet. **Maria** responded that her office generated that internally about three weeks ago and she would be happy to share that with the PPC members. **Dean** asked that it be provided to the PPC members. **Maria** agreed to do so.

George Ayala commented that the body needs to have a larger discussion about changes in priorities if any and what it needs to be doing in preparation for the application in September. HIV EPI has done a big piece of that. It is not required to do another plan but an addendum and updates of the plan will be needed. As soon as the awards get announced the PPC will receive all of that information. At that point, the PPC will need to do a gap analysis based on what was awarded and where the gaps lie in terms of the recommendations from last year. The gap analysis and recommendations about how to prioritize new resources, intervention, etc., is the biggest piece of work for the PPC. Part of the reason for the HIV EPI profile presentation was to start to think about where the changes are, where the shifts and the gaps are, and how it looks different from last year. **Dr. Ayala** stated that he has been attending subcommittee meetings and they are doing a wonderful job. They are preparing for September's application and laying out the charges and the mission of their committees and prioritizing the work for the coming months. A discussion should be held as a body about how each of these subcommittees should summarize their work and include those summaries as part of the addendum to the plan. He commented that the work plan being discussed in each of the subcommittees is really great and it should be captured in each of the addendum.

Maria Perez commented that the supplemental to the CDC, due on 5-30-00 was submitted. It was based on the input provided by the PPC and some of the priorities that were provided from CDC. \$700,000 was being asked to supplement 2 pieces of work that were identified as a priority. One piece of the application is for MSM's. The goal is to augment whatever RFP's are funded that are doing work in public sex environments, sex clubs. This was in response to documentation as indicated in the Prevention Plan and also the need to strengthen the link between HIV and STD work. The second piece of the application is targeted for youth in school. The recommendation is to utilize the funding to conduct training at different levels, probably to subcontract that piece of work to allow for training of principals, PTA presidents, student body presidents, nurses and other key leaders in the 32 school districts. It is expected that the award letter will be received within three weeks. Maria commented that there was a sign up sheet for anyone interested in serving on a review panel for the rebidding of counseling and testing.

SUBCOMMITTEE REPORTS

Executive Subcommittee

Patricia Jones reported that the Executive Subcommittee members requested that a letter be drafted and be presented to **Dr. Fielding** in reference to the Social Marketing Campaign. They are in the process of requesting a face to face appointment to meet with him. The issue to respond and address the Board of Supervisors urging them to support the work of **Dr. Sovine** was referred to the Public Policy Subcommittee.

Public Policy/Marketing Subcommittee

Mark Etzel commented that their focus was to develop a description of their committee. The committee is in the process of defining its charge and responsibilities for inclusion in the PPC bylaws and in the addendum to the CDC. The committee will begin to outline a process by which the committee and the PPC will take positions on policy issues, recognizing that often these issues move quickly and it may not be possible to come to the full body. The plan would allow a more rapid response. In addition the committee is in the process of identifying policy priorities that the committee will focus on and bring to the full body for input. A discussion was held about the Social Marketing Campaign, which resulted in the action alert that was shared with the group. The committee in conjunction with the co-chairs developed the letter that was sent to the Board of Supervisors and the Health Deputies in reference to the Strategic Planning Process. The committee will follow up and work closely with **Maria Perez** regarding the Sunset Review process. A pro and con list will be developed so that the body will consider the implications or ramifications of the decision to establish itself as an independent body.

There are going to be meetings held throughout the county to provide updates to stake holders related to the 1115 waiver expansion. There have been some problems about who is going to finance the next chapter of this demonstration project. The Health Care Finance Administration or HCFA, the federal agency that provides these waivers, has left the bargaining table with the County as well with the state of California. These meetings will provide an update for people about the status of the waiver. **Dean Goishi** thanked this committee for rising to an occasion of last minute assignments and doing a very good job.

Counseling and Testing Task force - Gabriel Rodriguez stated that he was not at the last meeting and that he has resigned as co-chair because of his new responsibilities.

Youth leadership

John Copeland commented that nominations were accepted for new co-chairs and many applications were received. It was decided to do additional focus groups to supplement the work accomplished at the forum. The next meeting will be held on June 21 at Jeff Griffin Center.

Best Practice/Standards

Dean Goishi acknowledged **Kellii Trombacco** and **James Miller** for the wonderful subcommittee written report that they provided. **Kellii Trombacco** stated they are focusing on organizing and setting goals for the subcommittee. They will be looking at the different kinds of interventions that are currently funded and interventions that will be awarded for the upcoming proposals. They will look at the gaps and current

intervention strategies as well as upcoming funded programs and will be looking at setting standards, which can be evaluated. The focus will be on what a good prevention program should be doing. The goal is to provide standards to evaluate outreach activities, distributing information and engaging participants. The committee prioritized its work for the coming year and created a mission statement. Among other issues the committee will be involved in establishing collaboration with the Los Angeles County School District, the Los Angeles County Jail system, and set standards for salaries for employees of agencies.

Evaluation

Nancy Wongvipat reported that the CRAS has been finalized. There was a request at a previous meeting to include questions related to abuse and domestic violence. Because IRB requires that any paperwork be submitted 6 to 8 weeks prior to their monthly meetings it was decided to revisit the questions for the next year's CRAS. There will be training on CRAS at the end of June. The survey will be implemented in July and results incorporated into the supplement in September. During the training of the CRAS, feedback from participants of the training will also be considered for the next CRAS. The PPC survey was implemented today. PPC members were reminded to return the survey by June 16. A presentation of the data on the survey will be made in the August meeting.

Elaine Waldman asked if there was any way to include in the training that is mandatory for all contractors, in the narrative section, the question about unwanted sex and everything connected to rape, and incest. Many, not just women, are at risk and have gotten infections because of unwanted sexual behavior and violence.

George Ayala recommended asking the Evaluation subcommittee to come up with a 4 or 5 point questionnaire, for the new set of awardees and to implement those so that the providers ask questions and get a sense about the extent to which they see this as an issue. The providers will provide information about whether this is coming up as an issue and to what extent providers are serving or addressing this issue. In doing this, a quick assessment will be obtained.

George Ayala asked the committee to consider making strong recommendations to OAPP that CRAS as an annual activity, be contractually linked and include reimbursement for incentives of participating clients. By doing so we do not run into the same problem that we do every year getting clients and organizations reimbursed. He also recommended that the PPC consider asking the Evaluation Subcommittee to evaluate the Social Marketing Campaign.

The applications of the three PPC representatives to the Commission have been forwarded to the Recruitment and Diversity Committee which reviews the applications and makes a formal recommendation to the Executive Committee which then takes it to the Commission for a vote.

Operations

Richard Zalvidar is the co-chair. So far there are three members. The next meeting will at OAPP on June 6, 2:00 to 4:30 PM. PPC members are encouraged to consider their participation on this subcommittee.

ANNOUNCEMENTS

Cultural Health Youth Project will occur at AMASSI on Saturday June 3, 2000 at 7:00 p.m.
There is a transgender pride day on June 19, 2000 at The Village.

ADJOURNMENT

(ppc.060100min) Revd. 062900