
**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
Tuesday, March 5, 2002
1:00 p.m.-5:00 p.m.
St. Anne's Foundation Conference Room
155 North Occidental Boulevard-Los Angeles, CA
Revised April 4, 2002

MEMBERS PRESENT

ABSENT

Mario Perez	Jeff Bailey
Richard Zaldivar	Sergio Avina
Ricky Bluthenthal	Diane Brown
Gordon Bunch	Mark Etzel
Edric Mendia	Veronica Morales
Ricki Rosales	Vanessa Talamantes
Nancy Wongvipat	David Zucker
Keisha Paxton	

Chi-Wai Au	Sandra Cargill
Tony Bustamante	Robert Douglas
Danielle Glenn-Rivera	Ramon Flores
Cleo Manago	James Miller
Vicky Ortega	Emma Robinson
Gail Sanabria	Kellii Trombacco

STAFF PRESENT

Elizabeth Escobedo	Dean Goishi	Rene Seidel
Gabriel Rodriguez	Darren Roberts	Delia Sandoval

ROLL CALL - Roll call was conducted. A quorum was present.

CHIPTS COLLOQUIA SERIES – Dr. Steve Shoptaw and Dr. Ardis Moe presented on Experiences Using Post Exposure Prophylaxis as a Biobehavioral HIV Prevention Strategy. Next month Dr. Cynthia Gomez, Assistant Professor, UCSF, will be presenting on HIV Prevention Targeting Men who have Sex with Men.

APPROVAL OF AGENDA

The Committee approved the agenda with the following changes. On item # 8 the title should be Cost Effectiveness in HIV Planning, Delete the following items: Item # 10, PPC Retreat Update, Item # 11, Evaluation Survey, Item # 14, State Office of AIDS Update, Item #15, Subcommittee Work Plan Update and Community Breakout.

APPROVAL OF MEETING SUMMARY

The Committee approved the meeting summary for February 7, 2002.

PUBLIC COMMENT

Alex Rodriguez youth co-chair for the Adolescent HIV Consortium invited everyone to attend the next Consortium meeting, on March 8, 2002 from 9:30 a.m. to 11:30 a.m. at Children's Hospital Los Angeles. Angel Fabian from APLA will be presenting on "The Language of Cruising." A flyer was available. Anyone wishing more information can call him at 562-570-4398.

Kathy Watt from Van Ness Recovery House asked for clarification about what happened with the Positive Images Campaign. How do we recuperate the lost billboard time? How do we avoid it in the future? How can we be assured that it is not a bigger thing? Two months ago we had a discussion here about whether things were tightening up. We were assured that nothing was going to change and that things that had been planned would be able to be carried out.

Gordon Bunch presented Dr. Doug Fry as EPI Program's new Medical Epidemiologist. He started working with EPI on Monday of last week. He has worked since August 2000, in the acute Communicable Disease Control program and the Food and Safety program. He was a CDC Epidemiological Intelligence Services Officer assigned to the New Mexico Department of Health. He also worked in San Francisco in two positions as the Interim Medical Director for Tuberculosis Outreach and Prevention Services and as an HIV Clinician in the homeless programs in San Francisco.

Tom West echoed Kathy Watt's concerns. He affirmed that the City of West Hollywood and providers work together to provide consistent coherent messages and they plan to go forward with the "HIV Stops With Me" campaign. He would also like to get more clarification about the Material Review Process and the Social Marketing protocol to avoid pitfalls and delays when they move forward in June with their new campaign.

COST EFFECTIVENESS IN HIV PLANNING

Dr. Deborah Cohen along with Dr. Tom Foley and Dr. Chinney Woo have a grant to look at cost effectiveness in HIV Prevention Planning. Their goal is to develop a tool that Community Planning Groups and State Planning Groups can use to help prioritize their allocation of HIV prevention dollars. She provided a brief presentation. The document about her presentation was made available.

Dr. Cohen commented that the example document was not for general distribution, it was just a demonstration, and it is not a final document. It is an exercise to demonstrate how the toll can later be used with real numbers. It is not a Los Angeles County document. She stated that if anyone had questions about this sample to refer them to her.

Gordon Bunch commented that we have a sub-committee that is charged with prioritizing interventions, it an enormous task. The presentations provided a good foundation for that committee and he really appreciated their work and their presentation. He thanked them for their work.

PPC MEMBERSHIP

Membership changes

Jeff Bailey declared that there are two PPC members who have been absent for about six months. Per the Policies and Procedures this is cause for removal. There was a recommendation made from the Operations Sub-committee to the Executive Sub-committee to remove Ramon Flores and Cleo Manago from the Prevention Planning Committee due to their non-participation, both in the PPC and sub-committee level.

Motion # 1. It was moved, seconded and approved to remove Ramon Flores and Cleo Manago from the Prevention Planning Committee.

BREAK The committee agreed to continue with the meeting without a break.

OPEN NOMINATIONS FOR COMMUNITY CO-CHAIR

Richard Zaldivar affirmed that the Policies and Procedures read that one of the community co-chairs should be staggered from year to year and the nominations should be made in March with elections in April. At this time the community co-chair seat that he is occupying is up for election. Nominations will remain open until April 2002 and the election will also take place in April.

Vanessa Talamantes was nominated. She accepted the nomination.

OAPP REPORT

Mario Perez mentioned that at the last Executive sub-committee meeting they discussed some recent developments associated with our local review of social marketing materials and images. He reiterated that one of the interventions that OAPP continues to adopt and fully support in Los Angeles County is social marketing. There have been recent discussions at PPC meetings about how OAPP approves materials. As a result of increased federal scrutiny related to specific materials in jurisdictions other than ours, OAPP has reviewed the existing Material Review protocol. The protocol should be available by the end of the month. Discussion about the protocol will be held here and with providers. Currently enhancements are being made to that protocol. Part of the enhancements include.

- Making sure that Los Angeles County is holding itself accountable for the funding guidelines that are in place.

- Who we give financial attribution to.
- The consistency with community norms.
- The effectiveness with the target population.

OAPP has taken measures to provide feedback to a particular agency that submitted materials for review for a specific campaign in question. There has been a response to some, but not all of those materials, given some questions that have been posed. The office is working with that agency very closely to see that we get the images in question up, in a form that the office is more comfortable with. There has been a retraction of one image at the recommendation of OAPP because the educational content can be interpreted to have limited educational value. There has also been some discussion with the CDC with respect to one image and they have concurred with OAPP. Mr. Perez wanted to be very clear that this in no way should suggest that OAPP and the Health Department is in censorship. All other images are moving forward for approval. OAPP felt strongly that one image was not suited for the venue that it was intended.

Social Marketing protocol

Mario Perez mentioned that there is a protocol that has been prepared by OAPP in collaboration with the PPC's Public Policy sub-committee. There was a development of a condom wall scape to be placed in downtown Los Angeles that prompted internal response from the Health Department. That response prompted the development of a protocol. For many years OAPP has developed social marketing materials to promote access to early intervention programs in the county and subsequently to promote counseling and testing services in Los Angeles County. Those materials also go through a review process outlined and proposed by OAPP with some input from the PPC's Public Policy's sub-committee. OAPP has not received a response from the Health Department about the protocol. It has been over a year that materials were submitted for approval and OAPP has not heard on the status of those materials.

Material Review Process Protocol

The other protocol is one that OAPP is mandated to have in place by federal and state partners. After a close review of its content, it was realized that it needed to be enhanced in a number of different areas. Some parts needed to be made more explicit and general comments were enhanced to make them less general. The document is in its final draft stage. It may be available by the end of March.

OAPP is committed to share the internal DHS protocol. The office will continue to have a discussion about these issues. OAPP stands committed to a community and joint review of those protocols.

Mark Etzel clarified how the social marketing protocol came about and why. The condom wall scape created some controversy and there was public comment about that image and the syphilis campaign. Several community members felt that some of the images were not appropriate or reflective of the intended target population. In trying to follow up and engage leaders in DHS around concerns about social marketing images, Patricia Jones, previous PPC co-chair, Charles Henry, himself and others met with Dr. Fielding and Dr. Shunhoff. The purpose of that meeting was to figure out a system to ensure that there is an appropriate place and time for the community to provide input and to discuss the development of guidelines about social marketing. During this meeting OAPP stated that it would develop a social marketing protocol to guide the development and implementation of HIV social marketing efforts in Los Angeles County.

Kathy Watt asked who covers the cost for printed materials that OAPP has provided a letter of approval and then retracts that decision. Mario responded he was not prepared to address neither cost nor this campaign. There have been some request made by OAPP to a specific agency for information that has not been provided. In fairness to the process he does not think it is appropriate for him to respond.

Mario Perez informed the PPC committee that recently a letter was received from our State partners with respect to how we spend resources for PHIP programs. The State Prevention Planning Group has recently made a decision to have all jurisdictions in California spend a quarter of their prevention resources on the PHIP program. Los Angeles County invests significant PHIP resources annually, mostly through our CDC cooperative agreement. OAPP is one of the five jurisdictions to receive a PHIP award of over a million dollars annually. As part of our Behavior Risk Model, we have adopted a resource allocation methodology that recognizes PHIP as persons who are HIV infected as a target population. OAPP commits a significant portion of our overall CDC cooperative agreement to meeting some of those prevention-programming priorities.

OAPP is developing a plan to respond to the State about this requirement. The requirement is different than other requirements in the past from the State. It requires the co-chairs of the Prevention Planning Committee, the Director of STD programs and the Director of Alcohol and Drug Administration to sign the PHIP plan that is submitted to the State. There is an option for OAPP to submit a request for an exemption based on OAPP's funding pattern.

CO-CHAIRS REPORT

Strategic Planning Process Update

Jeff Bailey declared that we are getting to the point in the Strategic Planning Process where we are receiving reports from the various task forces and ad hoc committees of the Strategic Planning Process and to make recommendations to the different bodies and different core planning partner. (PPC, CHHS, OAPP, and the Board of Supervisors).

In order to complete the Strategic Planning Process, a recommendation from this body is needed to go to the Board of Supervisors to continue Melanie Sovines contract for eighth months. There will be a joint PPC and CHHS meeting in May. The meeting will be on the second Thursday of the month. At that time a review of what the staffing pattern recommendation for the Commission has been and what recommendations have been with regard to the Planning body memberships.

A meeting will be held with the Health Deputies soon to discuss some of the updates. A meeting will also be held with the new Director of Public Health on Monday.

There was a discussion about approving the Strategic Planning contract. The contract expires on April 31, 2002. It was established that the PPC did have a quorum. Presently the PPC membership is 25 members and the quorum is 13.

Motion # 2: It was moved, seconded and approved to support the extension of Melanie Solvine consultant contract for eight months.

BRG Meetings

Jeff Bailey mentioned that BRG group meetings will start once a month beginning in April 2002. For example, the first month all agencies funded with programs for Injection Drug Users will come together and go over a brief EPI profile of injection drug use prevalence and incidence in Los Angeles County. Someone such as Ricky Bluthenthal, who is an expert in this area, will be present. Agencies can go over what their challenges and successes have been and how they can work together or what the gaps in services are and how this body can be more effective in planning those efforts for that BRG.

The BRG meetings funded through our current HIV Prevention Plan will continue through the end of the year. That effort will tie into what CHIPTS has been doing by tying research into our HIV Prevention Plan. It will also inform us towards our next Plan that will need to be developed. It will serve as a Resource Inventory, Needs Assessment, and some focus group data. These meetings are for funded providers and PPC members. CHIPTS will help identify a person to be advisors during the sessions with research or program development expertise for the BRG. This will also include the set-aside groups and youth.

PPC Recruitment

Richard Zaldivar acknowledged that a PPC membership application is included in the packet for anyone interested in serving on the PPC. As a PPC member it is a requirement to attend the PPC meeting once a month, to serve on a standing sub-committee and attend the PPC Retreat.

PPC recruitment is an on going process. In the packet a PPC demographics table is included and it shows that there are gaps in the membership of this body. Individuals were encouraged to inform those who would be passionate about the PPC and about prevention planning and who attend the meetings to submit an application.

Jeff Bailey reported that there are two conferences going on this week, the STD conference in San Diego and the Community Leadership Summit in Chicago so, many PPC members are absent because they are attending those conferences.

Syphilis Update

Jeff Bailey affirmed that there would be additional syphilis campaigns that are currently in the works. We are waiting for approval from the Board of Supervisors for those funds to continue that contract. Although there are not as many syphilis cases as last year, there are still primary and secondary infections being reported. There are still a very high number of persons living with HIV co-infected with STDs. About 100% so far of these reports are coming from private providers.

California Planning Group

In April the California Planning Group (CPG) will be coming to Redondo Beach. In the past they have commented that Los Angeles has not shown up to those meetings. They have requested that providers be informed and asked to attend that meeting and give public comment to let the California Planning Group know what is going on in Los Angeles County. The CPG is requesting that those who attend provide 24 folders that include information about their specific agency. This will provide the CPG an opportunity to learn what each agency is doing in Los Angeles County.

CHHS

Jeff Bailey confirmed that the CHHS has indicated that there is a vacant seat for a representative from the PPC. Vicky Ortega and Edric Mendia were seated last month as members of the CHHS; nevertheless, one seat for an HIV+ PPC member remains vacant.

ANNOUNCEMENTS

In June the colloquia presentation will be on the PHIP projects in Los Angeles County.

Jeff Bailey commented that on March 9, 2002 is the Activate You training. A flyer with information was available.

On Friday there is a forum about microbicide development at the Pacific Institute for Women's Health.

Jeff Bailey pointed out to non-PPC members that last month we had a very successful retreat with very good attendance. Some of the sub-committees have changed their meeting date. The vast majority of time was spent going over work plans for this year and being very specific and clear about the direction of each sub-committee. There is a lot of work involved in getting ready for a new HIV Prevention Plan in the year 2004 and the on going reapplication process. He encouraged everyone to look at the calendar in the packet and to get engaged in the prevention planning process by attending the sub-committees. The Executive sub-committee will now meet on the last Thursday of the month that is open to everyone. The change was made to allow the other sub-committees to meet prior to this meeting.

Richard Zaldivar mentioned that one of the changes that was added this year is that there will be a chair rather than co-chairs for each sub-committee. The reason for this change is to create more accountability and communication between the chair and the sub-committee members. In addition, this will allow for more members to participate on standing sub-committee work. He encouraged members from the audience to participate in sub-committee work.

Mark Etzel reported that the CHIPTS New Investigator Conference is on April 9, 2002. It is an opportunity for new investigators to share their work, for community agencies to present their prevention program. Their hope is to link investigators with programs. Information was made available.

Mario Perez clarified that the MSM rebid contracts are slated to be considered on March 5 and March 12, 2002.

The co-chairs were asked to stay after the meeting.

ROLL CALL

The second roll call was conducted.

ADJOURNMENT

The meeting was adjourned.

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PPC MEETING FOLLOW UP ISSUES- March 5, 2002

1. **Kathy Watt and Tom West** asked for clarification about what happened with the positive images campaign? How do we recuperate the lost billboard time and dollars? How do we avoid it in the future? Clarification was requested about the Material Review Process and the Social Marketing Protocol to avoid delays when they move forward in June with their new campaign.
2. **Mario Perez** commented that the Material Review Protocol should be available by the end of the month. Discussion about the protocol will be held at the PPC meeting and with providers.
3. **Mario Perez** stated there is a commitment by OAPP to share the internal DHS protocol.
4. **Kathy Watt** asked who covers the cost for printed materials that OAPP has provided a letter of approval then retracts that decision.
5. Response to the State about the PHIP requirement.
6. Open nominations and elections for PPC co-chair.
7. CPG meetings in April.
8. CHHS vacant seat for a PPC representative.