

**INTERNAL AGENDA (with Discussion Guide)
External Consultation Work Group Meeting for
CDC's HIV Testing Campaign (Internal Discussion)**

**Promoting HIV Testing Among African American
Men who have Sex with Men**

A Meeting with HIV/AIDS Experts, Researchers, and Community Leaders
Hosted by the Centers for Disease Control and Prevention (CDC),
Division of HIV/AIDS Prevention (DHAP)
September 9, 2008
Atlanta, Georgia

MEETING OBJECTIVES

CDC is convening a Work Group Meeting with HIV/AIDS experts, researchers, and community leaders who are knowledgeable about HIV prevention among African American Men who have Sex with Men (AAMSM). The Work Group is comprised of persons from community-based organizations, government and public health institutions, health clinics, national associations, and academic institutions. The goals of the Work Group Meeting are as follows:

- Seek input from AAMSM community leaders, experts, and researchers. Engage them in the planning and development of CDC's HIV Testing campaign for AAMSM.
- Gain insights from experts into campaign audiences' knowledge, attitudes, and beliefs about HIV testing, and gather information about risk reduction from those in the AAMSM community.
- Identify potential motivators and barriers to HIV testing for the campaign audience.
- Tap into the experiences of experts from various perspectives to gather best practices, insights into the campaign audiences' HIV/AIDS-related issues and general factors and influences affecting AAMSM.
- Share broad input from key experts early in campaign development to identify strengths and areas for improvement.
- Broadly discuss with experts recommendations for working with potential partners and leveraging pre-existing efforts to complement important HIV Testing campaign.

TIME	ACTIVITY
8:45 a.m.	Check-In / Continental Breakfast
9:00 – 9:15	Welcome Remarks from CDC’s Division of HIV/AIDS Prevention – R. Wolitski
9:15– 9:30	<p data-bbox="427 531 1485 594">Review of Agenda, Purpose of Meeting, and Role of Work Group – M. Shepherd</p> <p data-bbox="427 594 1485 730">Melissa will review the agenda and discuss the purpose of the initial meeting outlining how work group members were selected and their critical role as ongoing consultants in the planning, implementation and evaluation of the African American MSM HIV testing campaign.</p>
9:30 – 9:35	Introduction of Cornelius Baker, Work Group Facilitator – M. Shepherd
9:35 – 9:45	General Introductions of Work Group, CDC, Contractors
9:45 – 11:15	<p data-bbox="427 993 1485 1035">Vision and Views of Work Group Members – C. Baker</p> <p data-bbox="427 1035 1485 1129">Participants will share their vision, insights and expert opinions on important elements to be considered when developing an effective HIV testing campaign for African American MSM between the ages of 18-39.</p>
11:15 – 11:30	Break
11:30 – 12:00 p.m.	<p data-bbox="427 1297 1485 1392">Current Surveillance and Research Black MSM and HIV Risk - Greg Millet Discussion - C. Baker</p> <p data-bbox="427 1392 1485 1495">Greg will present current surveillance data and research related to the campaign audience followed by discussion with work group members regarding implications for campaign development and implementation.</p>

Now we have about 20 minutes for discussion of the findings from CDC and the campaign audience. (Try to limit questions regarding surveillance or epi info. to focus on gathering insights from group)

Facilitator Questions:

1. Does this data match what you know to be true about this audience based on your own research or community work? What is the data missing or not telling us about this audience?

12:00 – 12:30

CDC’s Vision and Commitment: Aligning Expectations – M. Shepherd

Melissa will discuss CDC’s immediate and long term expectations and commitment for the various phases of campaign development to increase HIV testing and prevention among AAMSM and other MSM audiences. She will also provide an update on the results of *Take Charge. Take the Test*. A discussion will follow with work group members to discuss vision and commitment.

12:30 – 1:00

Onsite Lunch (Lunch will be brought in to stay on schedule)

During lunch we will move into room 1A and 1B. Also expense reimbursement process will be discussed with Work Group members.

1:00 – 3:00

Brainstorming Session – C. Baker

Work Group members will discuss their experience and knowledge of AAMSM campaigns. The overall goal of this session is to align CDC and work group member expectations. Examples of topics to be discussed are:

1. Their knowledge of the campaign audience
2. Methods and channels to access campaign audience
3. How they envision the overall campaign
4. Aligning expectations

Facilitator Questions:

Channels

1. What are the best channels to use to reach this audience?
2. How would you reach this audience through each of the proposed channels? What steps would you take? What considerations do we need to keep in mind?
3. This campaign may have an online component to it. As such, what do you know about this audience’s online/ Internet behaviors?
4. What are popular Web sites among audience members?
5. How would you reach this audience online? What steps do we need to take? What considerations do we need to keep in mind?

Other Issues:

1. What are some competing factors that keep this audience from testing routinely?
2. We know stigma, racism, and access to health care are issues that affect routine testing among AAMSM. What are other contextual issues and considerations that we need to keep in mind as we reach out to this audience?
3. Based on the materials you have read and your experience, what are the biggest challenges about the work we’re about to undertake? (In other words, what are the “elephants in the room” that we need to address?)

3:00 – 3:10

Break

3:10 – 3:15

Introduction of CDC Campaign Team – M. Shepherd

3:15 – 4:15

Campaign Planning, Research and Evaluation Framework

- Formative research design and potential evaluation design – D. Green
- Campaign messaging and development – Jackie Rosenthal and Jennie Johnston

Donata will discuss the proposed formative research, OMB challenges, and potential evaluation designs. A brief overview of the campaign development process and timeline will be presented by Jackie and Jennie.

Be sure that everyone understands the process of formative research since there are different levels in the room. Donata will discuss that timeline is a moving date because of OMB clearance

Facilitator Questions:

1. Do you have any questions about the research design?
2. Do you have any questions regarding the message development process?
3. What questions do you have about the campaign timeline?
4. Do you have any suggestions to improve the outlined processes?

Messaging

1. How would you speak to this audience? What language/ terminology would you use/avoid?
2. How would you communicate the need for routine HIV testing to AAMSM?
3. How would you communicate that HIV testing is a normative practice among AAMSM?

Audience

1. What other information is important to know about this audience and their environment as we plan this campaign?

4:15 – 4:30

Next Steps & Wrap Up – C. Baker/M. Shepherd

- What is next for the Work Group (i.e., timetable, assignments, etc)
- Follow Up Questions
- Suggestions from Work Group for Next Consultation Agenda
- Last Word

Facilitator Questions:

1. You were invited to this consultation because your organization is engaged in reaching this audience to promote HIV testing and prevention. Who are some of the other key national voices talking to AAMSM about HIV prevention, testing, etc.? What is their message and how has the audience responded?
2. What partners would you work with to disseminate campaign messaging?

4:30 – 4:45

Commitment to Ongoing Communication and Adjourn–M. Shepherd