

Nevada Getting to Zero (GTZ) Workgroup
Monday, October 7, 2019, 12-1 pm
Meeting Notes

I. Introductions- 54 workgroup members present

II. Updates

The End, the Epidemic Nevada initiative, received a one-year grant from CDC through our Nevada Division of Public and Behavioral Health HIV Prevention Program to develop a Plan to End the Epidemic in Nevada. This one-year plan includes the development of an extensive needs assessment, which will include survey instrument and focus groups or town halls statewide. The focus of needs assessment will be people living with HIV, people at risk, and providers. The goal is to complete this needs assessment in 6-8 months and use this information, along with other sources of data, to write the plan. We are hoping for continued funding from the CDC to implement the plan but have not heard anything at this point. Similarly, we are planning for this needs assessment and intend to inform the next Integrated HIV Prevention and Care Plan.

Some groups to work with for needs assessment that was mentioned on the call:

- RWPA Planning Council's Community Development Committee- Consumer Forum February 25
- RW Planning Group
- Southern Nevada Health Consortium- provider-based but also individual members
- Nevada Office of Minority Health

GTZ Participants with marketing experience:

- Paula Frew
- Vince Collins
- Chris Reynolds

Marketing ideas:

- Cause Marketing firms- Live to Give, Charity Gurus (Vince)
- Engage with sports franchises/corporate environment
- CDC marketing group also available to us- Francisco Ruiz
- Develop "community clearinghouse" or similar for HIV, like 211, directs people to resources
- Specific messaging for subpopulations: MSM, African American women, trans women. Need representatives from these groups to help determine messaging.

III. Announcements:

December 2- tentative sign-on date for Las Vegas as a Fast Track City. We want everyone there!

Next meetings: 12-1 pm via phone:

Call-in: 1-669-900-6833 Meeting ID: 684 551 843

- Monday, November 4
- Monday, December 9 *changed from December 2