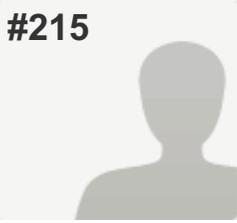


Ending the Epidemic Task Force Recommendation Form

#215



COMPLETE

Collector: Web Link (Web Link)

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PAGE 1

Q1: OPTIONAL: This recommendation was submitted by (please provide your first and last name, affiliation, and email address)

| | |
|---------------|----------------------------|
| First Name | Rich |
| Last Name | Fowler |
| Affiliation | Trillium Health |
| Email Address | rfowler@trilliumhealth.org |

Q2: Title of your recommendation Living Positive in Main-Stream Media

Q3: Please provide a description of your proposed recommendation

The stigma surrounding HIV/AIDS is an area of focus across the board in the eradication of the disease. In my opinion we would gain the most benefit from providing educational opportunities in as many forms as possible. In the Rochester Regional Listening Forum a consumer talked about using media to portray those living with HIV in a positive light; showing success stories.

I agree that a marketing campaign of this sort could be beneficial in educating the public and helping to address the continued stigma surrounding HIV/AIDS and now PrEP. However, I suggest a campaign focused on main stream media. We see these articles in POZ or other HIV publications; we need to add People Magazine, Better Homes & Garden, and Cosmopolitan. Also prime-time TV spots, we see prevention messages on Logo and MTV; we need to target ABC, NBC, Fox and the CW.

Q4: For which goal outlined in the Governor's plan to end the epidemic in New York State does this recommendation apply? (Select all that apply)

Identifying persons with HIV who remain undiagnosed and linking them to health care

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Linking and retaining persons diagnosed with HIV to health care and getting them on anti-HIV therapy to maximize HIV virus suppression so they remain healthy and prevent further transmission

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Facilitating access to Pre-Exposure Prophylaxis (PrEP) for high-risk persons to keep them HIV negative

Ending the Epidemic Task Force Recommendation Form

Q5: This recommendation should be considered by the following Ending the Epidemic Task Force Committee (Select all that apply)

Prevention Committee: Develop recommendations for ensuring the effective implementation of biomedical advances in the prevention of HIV, (such as the use of Truvada as pre-exposure prophylaxis (PrEP)); for ensuring access for those most in need to keep them negative; and for expansion of syringe exchange, expanded partner services, and streamlined HIV testing by further implementing the universal offer of HIV testing in primary care, among others. The Committee will focus on continuing innovative and comprehensive prevention and harm reduction services targeted at key high risk populations, as well as grant-funded services that engage in both secondary and primary prevention.

Care Committee: Develop recommendations to support access to care and treatment in order to maximize the rate of HIV viral suppression. The Committee will promote linkages and retention in care to achieve viral suppression and promote the highest quality of life while significantly decreasing the risks of HIV transmission. Recommendations will also ensure a person centered approach is taken and that access to culturally and linguistically appropriate prevention and health care services is available.

Q6: Does this recommendation require a change to an existing policy or program, or the creation of a new policy or program?

Change to existing program

Q7: Would implementation of this recommendation be permitted under current laws or would a statutory change be required?

Permitted under current law

Q8: Is this recommendation something that could feasibly be implemented in the short-term (within the next year) or long-term (within the next three to six years)?

Within the next year

Q9: What are the perceived benefits of implementing this recommendation?

Respondent skipped this question

Q10: Are there any concerns with implementing this recommendation that should be considered?

Respondent skipped this question

Q11: What is the estimated cost of implementing this recommendation and how was this estimate calculated?

Respondent skipped this question

Ending the Epidemic Task Force Recommendation Form

Q12: What is the estimated return on investment (ROI) for this recommendation and how was the ROI calculated?

Respondent skipped this question

Q13: Who are the key individuals/stakeholders who would benefit from this recommendation?

Respondent skipped this question

Q14: Are there suggested measures to accompany this recommendation that would assist in monitoring its impact?

Respondent skipped this question

Q15: This recommendation was submitted by one of the following

Consumer