

**WEST HOLLYWOOD
DISABILITIES ADVISORY BOARD
MINUTES
MAY 18, 2011**

***Special Meeting with
West Hollywood HIV/Substance Abuse Prevention Providers***

1. CALL TO ORDER

David Giugni, Social Services Supervisor, called the meeting to order at 10:30 a.m.

2. PLEDGE OF ALLEGIANCE

Debra Chodash led the pledge.

3. ROLL CALL

PRESENT: Lisa Andreson, Debra Chodash, Suzanne Dietrich, Anna Swett, Rick Watts

STAFF PRESENT: David Giugni, Corey Roskin, Craig Rhea

Plus members of the West Hollywood HIV/Substance Abuse Prevention Providers.

4. NEW BUSINESS

A. "I AM, WE ARE...." SOCIAL MARKETING CAMPAIGN

David Giugni, Social Services Supervisor, Corey Roskin, Social Services Specialist, and Matthew Rivera, graphic designer, presented the City's new HIV prevention social marketing campaign, "I am, We are...." This year's campaign presents images of people (primarily the target population of gay men) involved with organizations, such as the Gay Men's Chorus, LifeWorks LA, Gay for Good, Positive Pedalers, and World Dodgeball, West Hollywood, to show those who are involved in positive activities and taking care of their health, including getting tested for HIV and STDs.

Some of the City's past campaigns focused on the relation between drug use and HIV; however, it was noted that this year's positive approach toward HIV prevention may have more impact on crystal methamphetamine users in particular as they can be adept at ignoring anti-meth messages.

The campaign will be launched on Saturday, June 4th at a presentation of "The Infection Monologues" at the Gay & Lesbian Center's Renberg Theatre.

B. JUNE – 9TH ANNUAL HIV PREVENTION MONTH

David Giugni reviewed the calendar of events for June, HIV Prevention Month, including coordinated outreach efforts at Christopher Street West and the HIV testing blitz from Monday, June 6th through Sunday, June 12th. The printed material features the City's "I am, We are..." social marketing campaign. There will be a

community organization presentation of the campaign at the June 6th City Council meeting.

C. HIV RESOURCE FEATURE CHANNEL AND COMMUNITY PAGE, FRONTIERSLA.COM

Kevin Browne and David Stern of Frontiers LA reported that FrontiersLA.com will commemorate the 30-year anniversary of the HIV/AIDS epidemic by launching a Southern California community page and resource channel, AIDS @ Thirty 30. The channel will include up-to-date coverage and special reports, a resource guide for testing, coverage of outreach programs, interviews with community leaders, facts about HIV and ongoing coverage of treatment options. Community elements include a photo gallery where readers will be able to share photos and stories of loved ones who have been affected by the disease and a call-to-action that continues to bring focus on responsibility and creating a new age of activism in the fight against HIV/AIDS. David Stern stated that FrontiersLA.com is the platform, but it will only be as good as the information they receive from the community.

5. UNFINISHED BUSINESS

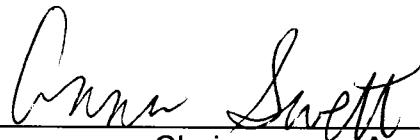
None

6. BOARD REPRESENTATIVE TO REPORT TO COUNCIL

Anna Swett will report to Council offices about the Board's May 18th meeting.

7. ADJOURNMENT

The Disabilities Advisory Board's special meeting with the City's HIV/Substance Abuse Prevention Providers adjourned at 12:00 p.m. to the Board's next meeting on Wednesday, June 22, 2011 with the Senior Advisory Board at 2:00 p.m. in the Community Conference Room at City Hall, 8300 Santa Monica Blvd, West Hollywood, CA 90069.



Chairperson – Anna Swett