

AGENDA

HIV Prevention in the Gay Community Social Marketing Campaign Planning Meeting

Legacy Community Health Services
215 Westheimer Road
2nd Floor Classroom
Houston, TX 77006

Wednesday, August 8, 2007
6:00 PM – 8:00 PM

Light Refreshments		5:45 PM
Welcome and Introductions	Beau J. Mitts Houston Department of Health and Human Services	6:00 PM
History of Current Campaign	Steven Walker SUMA Partners	6:10 PM
Meeting Objectives	Beau J. Mitts Houston Department of Health and Human Services	6:20 PM
A) Identify Volunteers to serve on a Community Advisory Group (CAG)		
B) Identify Volunteers to serve as campaign representatives (models)		
C) Develop a Plan for the Expansion of the Current "It's Real" Campaign		
Goals of Campaign Expansion	Beau J. Mitts Houston Department of Health and Human Services	6:25 PM
Volunteer Roles and Responsibilities	Eric Roland Legacy Community Health Services	6:30 PM
A) Community Advisory Group		
B) Campaign Representatives		
Identify Strategies for Expansion of Current "It's Real" Campaign into Other Populations	All Participants	6:35 PM
Discuss and Develop Appropriate Campaign Messages to Target the Gay Community	All Participants	7:00 PM
Discuss and Determine Appropriate Images to Target the Gay Community	All Participants	7:25 PM
Questions and Answers	Beau J. Mitts Houston Department of Health and Human Services Eric Roland Legacy Community Health Services Steven Walker SUMA Partners	7:50 PM
Adjourn		8:00 PM