



## **CONSUMERS COMMITTEE**

Tuesday, March 21, 2017, 1:00 – 3:00 PM  
LGBT Center, 208 West 13th Street, Rm 101, NY, NY

**Planning Council Members Present:** Billy Fields (Co-Chair), Randall Bruce (Consumer At Large), Paul Carr, Maria Diaz (Co-Chair, TCSC), Steve Hemraj, Christopher Joseph, Saul Reyes, Carlos Rosario John Schoepp, Kim Watson

**Planning Council Members Absent:** Katrina Balovlenkov (Co-Chair), Lisa Best (TCSC)

**Appointed Community Members:** Mark Brown, David Martin,

**Guests:** Kevin Arnold, Gordon Moore

**NYCDOHMH:** Jose Colon-Berdecia, Cristina Hart-Rodriguez, David Klotz, Melanie Lawrence, Jan Carl Park, Darryl Wong

### **MEETING MATERIALS DISTRIBUTED:**

- Meeting Agenda & Rules for Respectful Engagement;
- February 14, 2017 Meeting Minutes;
- Integration of Care and Finance Committee Roles & Responsibilities;
- PSRA Glossary of Commonly-Used Terms and Abbreviations;
- Consumers Committee Outreach Brochure (Interim Version);
- The Denver Principles, 1983, National Association of People with AIDS;
- Consumers Committee Inventory Team Report, Extraordinary Teams/HRDQ;
- HIV Planning Council Retreat: Consumers Committee Breakout Session, 2/16/17;
- Increase in Hepatitis A Cases Among Unvaccinated Men Who Have Sex with Men, NYCDOHMH Health Alert, 3/9/17;
- Health Department Hosts Women's Health and Activism Summit in Recognition of National Women and Girls HIV/AIDS Awareness Day, NYCDOHMH, 3/18/17
- HIV/AIDS Bi-Weekly Update, NYCDOHMH, 3/1/17;
- Melanie Lawrence Appointment Announcement;
- Stonewall Community Development Corp. Citywide Survey of LGBTQ Senior Housing Needs;
- NY HIV Planning Council March & April calendars;
- Consumers' Committee February 2017 Meeting Evaluation Results; and
- Consumers' Committee March 2017 Meeting Evaluation.

### **WELCOME/INTRODUCTIONS/REVIEW OF MINUTES**

*Billy Fields*, Committee Co-Chair and Randall Bruce, Consumer At Large, opened the meeting. Ms. Balovlenkov was unable to attend the meeting due to work-related commitments. A moment of silence was observed, the Rules of Respectful Engagement and meeting materials were reviewed and the February 2017 meeting minutes were accepted as presented.

### **PUBLIC COMMENT**

There was no public comment.

## **INTEGRATION OF CARE COMMITTEE & FINANCE COMMITTEE**

*Christopher Joseph, Co-Chair of the Integration of Care Committee*, provided an overview of the committee highlighting the following roles/responsibilities: 1) reviewing and recommending ways to strengthen the care system to retain PLWHA in care and return PLWHAs who are not in care, 2) taking recommendations regarding populations and service systems from the Needs Assessment Committee and developing guidance for RFPS, 3) developing service directives on how to implement service categories utilizing various models of care and addressing target/eligible populations and 4) reviewing Quality Management data to strengthen service delivery. It was noted that priority setting, resource allocation, developing service directives and assessing the efficiency of the administrative mechanism are activities that are the responsibility of the Planning Council, as compared to other activities which are joint activities involving the Grantee. The Master Directive, which articulates the service model to be delivered, also addresses client and agency eligibility criteria as well as cross cutting considerations applicable to all service categories, including developing client-centered, culturally and age-appropriate, non-judgmental and harm-reduction, trauma, physical and sensory impairment- informed approaches to the engagement and ongoing service to clients.

*Steve Hemraj, Finance Committee Chair*, explained the role of the Finance Committee, whose responsibilities are to 1) review financial information, such as quarterly expenditures, reports and financial data to the Planning Council, 2) assess the efficiency of NYCDOHMH and the master contractor, Public Health Solutions, in rapidly allocating funds to areas of greatest need and 3) negotiate the Planning Council support budget with the Grantee. In assessing the efficiency of the administrative mechanism, the Committee also evaluates how well the grantee gets funds to providers (contract execution and payment for deliverables) and also reviews whether the funds are used to pay only for services that were identified as priorities by the Planning Council and whether the amounts contracted for each service category mirror the Planning Council's allocations. Jan Park commented that this committee has great influence over programming in other EMAs but has a diminished and under-utilized role in the NY EMA. The glossary of commonly-used terms and abbreviations relating to financial and spending matters was included in meeting packets for consumers' reference.

## **CONSUMERS COMMITTEE BROCHURE RE-DESIGN**

*Darryl Wong* presented the preliminary version, as developed by the graphic design firm Sherry Matthews of the Consumers Committee Outreach brochure to the Committee for feedback and comments. A robust discussion ensued, with the following highlights (comments below reflect this discussion and comments from a conference call held on March 27):

- Regarding visual formatting, the font is very clinical looking. Are their "friendlier" fonts available for the amount of text in the brochure? Can we use a version of the non serif, i.e., Arial or Calibri so that it reads more easily?
- Are there more eye-catching color combinations (than deep purple and red) that would "jump" off the shelf and catch viewers' eyes (esp. youth)? Can we reverse the placement of the purple and deep red pages?
- Eliminate +1 as it is not clear what this means? Plus you? Plus one more?
- +1 with red background uses a lot of space with no message – what can we use this space for?
  - Under "The Consumers Committee", use bubble with "Nothing About Us Without Us",
- There were varying opinions as to the use of the blank space on the reverse side
  - While the Denver principles are central to consumer empowerment, they are too lengthy to include in the brochure
  - The section on the New York HIV Planning Council should be moved to the white space with the corrected Planning Council website and contact information appearing under PC logo – move last paragraph on purple background, "For updated Consumers Committee meeting calendars, schedules, etc..." and place below description of the NY HIV Planning Council

- Photo selections/Photo placements:
  - Select photos of diverse populations: All ethnicities should be represented (Black, Latino, White, Asian Pacific Islander, Native American), young people, older persons, families, male Couples and heterosexual couples. It was later communicated to the NYCDOHMH Bureau of Communications that the following demographics should be represented
    - Black young male
    - Black older male
    - Black young female
    - Black older female
    - Latino young male couple
    - Latino older female
    - White middle aged/older (50+) male
    - Asian Pacific Islander young male
    - Black or Latino/Latina with indeterminate gender identity
  - Format of existing photo montage is not reflective of current HIV/AIDs epidemiology and should be changed from “pyramid” shape (suggestive of hierarchy/implicit racism) to (3) rows of (3) photos in each row (9 total) or (5) rows of (5) photos in each row, with the center box with no photo but instead a red or purple plus sign (+) to suggest a commonality (being HIV positive) among diverse affected populations.
- With respect to the brochure’s narrative it was suggested that the brochure’s front cover should be call to action – Your Voice Matters: Join the Consumers Committee
- On the front cover, under “Join the Consumers Committee”, eliminate “Part of the New York HIV Planning Council” and substitute with “A Committee of the New York HIV Planning Council”
- Under “Roles & Responsibilities”, the action verbs at the beginning of each bullet should be bolded & capitalized: **SUPPORT & REPRESENT; CREATE; EMPOWER; ENCOURAGE; TEACH**
- Under “How to Get Involved” – Become an Agent of Change, put in Bold & Caps: **BECOME A CONSUMERS COMMITTEE MEMBER; ATTEND A PLANNING COUNCIL MEETING; APPLY FOR PLANNING COUNCIL MEMBERSHIP**

#### **PLANNING COUNCIL STRATEGIC RETREAT**

Due to time constraints, this discussion was postponed until the following month.

#### **PUBLIC COMMENT/NEW BUSINESS/BOROUGH UPDATES/ADJOURNMENT**

There was no public comment or new business. The meeting was adjourned at 3:30pm.