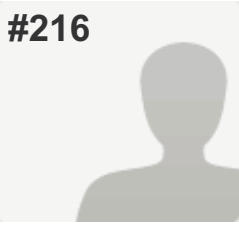


Ending the Epidemic Task Force Recommendation Form

#216



COMPLETE

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

First Name	Kelvin
Last Name	Johnson
Affiliation	Action for a Better Community
Email Address	kjohnson@abcinfo.org

Q2: Title of your recommendation Photovoice for a media campaign

Q3: Please provide a description of your proposed recommendation

I propose to use Photo Voice, which is a platform that uses photography to relay messages to the viewer and/or community. These messages or recommendations are then written up to be presented to our elected officials based on and in addition to the Photo Voice project.

It was said by someone during the last listening session that what the community could benefit from would be to see positive examples of people who look like you and me, living and thriving with a HIV/AIDS diagnosis.

It was also recommended that this media campaign go national. In other words, it wouldn't be limited to just the media that addresses people who are currently managing their diagnosis, but to those who may not even be aware of their status at all.

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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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.

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

New policy

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

Unknown

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?

To start the conversation in our community amongst one another about HIV/AIDS.

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

The concern would be that we be diligent in our presentation of factual information, that we be prepared to dispel myths that are still being perpetuated in our communities, and not only stigma, but the fear of stigma that prevails around the transmission of HIV/AIDS, and what your status may of may not be.

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

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

?

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

Anyone who would take time to observe the campaign, and possibly be willing to engage in a conversation so we could gather their feedback. Initially we would possibly target the population that has a high transmission rate, those who don't know their status, and those who aren't linked to care in our communities of color.

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

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Q15: This recommendation was submitted by one of the following Advocate