

# Education & Empowerment Committee



**MiAsia Pasha, Chair**

Wednesday, September 18, 2008  
4:00 pm to 6:00 pm  
Public Health  
4041 North Central Avenue, Phoenix  
15<sup>th</sup> Floor, Joshua Room

4041 North Central Avenue  
Suite 1537 • Phoenix, AZ 85012-3329  
(602) 506-6321 phone  
(602) 506-6896 fax  
PlanningCouncil@mail.maricopa.gov

## Meeting Minutes

**Committee Members**    *AT: Attended    AB: Absent    EX: Excused    ALT: Alternate Present*

AT   Larry Stähli                      AT   MiAsia Pasha                      AT   Miguel Garruna                      AB   Regina Lechuga

AT   Ron Hill

### **Guests**

Mark Kezios                      Jennifer Hawkins                      Carlyle Fleming                      Victoria Juarez

Ronnie Berger

**Support Staff:** John Sapero, Shranda Ceballos

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### **Welcome, introductions and declarations of any conflicts-of-interest**

MiAsia Pasha called the meeting to order and welcomed the attendees. Everyone introduced him/her self and declared any conflicts-of-interest.

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### **Determination of quorum**

Quorum was established with five of six members present at 4:08 pm.

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### **Review of the meeting minutes and action items from prior meetings**

Attendees silently read a summary of the recorded minutes from the September 10, 2008 meeting. No corrections were voiced.

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### **Committee chair update**

MiAsia Pasha discussed the there was a need for more volunteers for the *Vive, Aprende Y Unete* event on September 27, 2008 from 8:00 am to 4:00 pm.

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Funding is provided by the United States Department of Health and Human Services, the Ryan White HIV/AIDS Treatment Modernization Act of 2006 and the Maricopa County Department of Public Health.

All of the documents discussed may be requested from Planning Council Support.

## MEETING MINUTES *continued*

Vickie Juarez provided a handout of the AA's presentation for the event. Members of the committee provided feedback and suggestions.

The Committee also reviewed the flyers that will promote the event and made minor text revisions.

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### Event planning

#### *Learn+Link+Live*

MiAsia Pasha discussed presenting a revised Learn+Link+Live consumer education conference, which would be a 2-day event. MiAsia had spoken with Fran Garrett from the African American Hispanic Health Education Resource Center about combining this event with African American HIV/AIDS Awareness Day in February. Larry Stähli related that the event needs to take place by February 28, 2009 (the close of the current grant year).

Mark Kezios discussed getting quality, well-known speakers and having the pharmaceutical companies pay for the hotel, food, speakers, etc. Mark discussed that this will allow the committee to pick the doctors who will be presenters. Mark also mentioned that Ryan White's mother was on a pharmaceutical company's speakers bureau and could be approached about attending. The committee discussed how to request speakers from outside sources and who might be asked to take part.

In determining a date, the committee discussed the need to ensure the event date did not conflict with other events. MiAsia Pasha suggested holding the event on or near African American HIV/AIDS Awareness Day. The committee decided to hold the event on Saturday, February 7, 2009. There was discussion regarding holding a one or two-day event; a final decision was tabled until the next meeting.

The committee then discussed how to incorporate African American HIV/AIDS Awareness Day into the title or theme of the event. Ronnie Berger suggested using a tag line, "Honoring African American HIV/AIDS Awareness Day." Mark asked if using this text will make other cultures feel excluded. Mark suggested the committee should keep the Learn+Link+Live name, and present a dinner "Honoring African Americans". This dinner could have a presentation, etc. This would combine empowerment, culture, HIV, etc. together. Larry Stähli agreed and suggested Learn+Link+Live Arizona HIV Awareness Conference as a name for the event. Mark Kezios discussed the need to get the media involved for the dinner event.

Ron Hill related that Learn+Link+Live is for existing clients. How will Learn+Link+Live help other people? MiAsia Pasha related that the Learn+Link+Live event is to assist and support existing clients or clients new to care, but it is not meant to encourage the general public to attend.

John Saperro discussed that this event is for people infected and/or affected by HIV. He suggested that the advertisement be very clear regarding this. The committee discussed that getting the community and media involved is a great idea but they will need to exercise care with those who do not want to have their HIV status revealed.

The committee continued to discuss possible dates, venues, transportation, speakers, etc. Ronnie Berger provided an overview of how her organization plans events.

#### *Vive, Aprende Y Unete!*

This HIV consumer education event will take place on Saturday, September 27, 2008 from 8:00 am to 4:00 pm at the Radisson Hotel Phoenix City Center, 3600 North 2nd Avenue, Phoenix.

MEETING MINUTES *continued*

Miguel Garruna discussed that he was waiting on a confirmation from a presenter, and was worried that the person might not show for the session. Miguel discussed that the speaker will speak on medications, adherence, living with HIV, very open item. The group discussed possible alternatives to take the place of this individual. Ronnie Berger suggested Dr. Vallejo, a nationally renowned speaker who could be brought in by a pharmaceutical company.

Miguel provided an overview of the speakers that have confirmed, as well as agencies that will be there to speak to individuals and provide brochures, information, etc. Miguel discussed that there will not be radio media coverage, but he spoke to and emailed individuals at Univision and Telemundo to try and generate publicity and awareness. He also delivered flyers to the County clinic on Roosevelt Street and the McDowell Health Care Clinic.

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**Determination of agenda and action items for the next meeting**

In addition to the recurring items, the committee determined the following:

**Agenda Items**

Marketing

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Agenda for Learn+Link+Live in February

**Action Items to be completed by the next meeting:**

<b>Task</b>	<b>Assigned To</b>
Venue	John Sapero
Dr. Scott	MiAsia Pasha
Pharmaceutical companies	Ronnie Berger

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**Current events summaries**

MiAsia Pasha mentions the AIDS WALK will take place on Sunday, October 5, 2008. She also mentioned "A Girls Night Out" in support of Domestic Violence. This event is October 6, 2008 hosted by AAHHERC.

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**Call to the public**

No calls were voiced.

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**Adjourn**

The meeting adjourned at approximately 5:08 pm.