

CENTRAL FLORIDA HIV PLANNING COUNCIL MARKETING PLAN

Purpose of the Marketing Plan

The purpose of this marketing plan is to develop marketing strategies for the Central Florida HIV Planning Council. The marketing plan will contain a set of community-based strategies that are in accordance with Ryan White Part A & B program. Our goal is to:

- Increase access to care for consumers in the community through increased awareness of the system of care.
- Facilitate identification of potential candidates for membership to the Central Florida HIV Planning Council.
- Maintain members on the Planning Council.
- Provide a comfortable community forum for consumers and the public to provide feedback regarding the Ryan White Part A & B system of care.
- Utilize feedback to improve and strengthen marketing opportunities.

Mission and Vision Statement

Mission: To improve the quality of life of individuals with HIV by responding to their existing and emerging needs, and to provide educational and behavioral strategies to reduce and prevent the spread of HIV.

Vision: A quality continuum of care for all individuals and families affected by, and at risk for HIV

Background and Situational Analysis

Section 2602(b) (5) (C) of the Public Health Service (PHS) Act states that no less than 33 percent of the members must be consumers who:

- “Are receiving HIV-related services” from Ryan White Part A-funded providers;
- “Are not officers, employees, or consultants” to any providers receiving Ryan White Part A funds, and “do not represent any such entity”; and
- “Reflect the demographics of the population of individuals with HIV/AIDS” in the EMA/TGA. This means that the demographics of the HIV/AIDS epidemic must be reflected by the whole planning council membership and by the consumer membership. In addition, at least two of these consumer representatives must publicly disclose their HIV status.

HIV/AIDS Bureau (HAB) Division of Metropolitan HIV/AIDS Programs have consistently emphasized that planning councils can be truly effective in meeting their legislated responsibilities only if they have well-supported client participation and membership reflective of the local demographics of the HIV/AIDS epidemic (pg. 109, Part A Manual).

Reflectiveness is the extent to which the demographics of the planning Council’s membership look like the epidemic of HIV/AIDS in the EMA. Requirements are:

- Reflectiveness should be based upon the combined total of HIV prevalence and AIDS prevalence in the EMA. This includes at least: race/ethnicity, gender, and age
- Reflectiveness means that the local HIV epidemic must be reflected in both the *whole* planning Council membership and the *PWH membership*.
- PWH should be selected for planning council membership without regard to the individual’s stage of disease (pg. 111, Part A Manual)

Currently membership recruitment is done through outreach using the PWH representatives, Planning Council Members, and staff contacts. In addition, outreach to the community is done through participation in community health fairs, HIV

prevention/awareness events, presentations, and the monthly PWH Caucus also known as the Ryan White Community meetings.

The Orlando Service Area (OSA) currently uses the following strategies to reach and retain members.

- An orientation for new members is held quarterly or as needed. The orientation includes training which is designed to increase knowledge and prepare an individual for Planning Council membership duties.
- Distribution of a quarterly newsletter and a bilingual Internet website offers information and resources to consumers and the general public. Both media provide current information services, meetings, community events, referrals and health and program issues.
- Participation in community health and wellness fairs providing education to the public about the services offered and the Planning Council.
- Training to prepare members for fulfilling their roles.

The Goal of the Marketing Plan

The Planning Council's goals are to:

- Recruit and retain 35 members who are knowledgeable, dedicated, and reflective of the epidemic with a strong consumer base.
- Create a strong community involvement of consumers and other stakeholders who are nonmembers.
- Maintain current members and foster their enthusiasm and passion for this work.
- Increase community awareness through targeting of specific geographic areas and populations.

Marketing Plan Goals and Strategies

Goal 1: Increase membership and maintain 35 members

Strategy		Resources	Responsible Parties
1.1	Recruit through contact with individuals who are clients, stakeholders, or affected by HIV	1. Community Events	1. Planning Council
1.2	Maintain current recruitment packets that include: <ul style="list-style-type: none"> • HIV Statistics • Membership applications • Planning Council brochure/flyer • Contact information • A description of the roles and responsibilities of the Council and its members 	2. For statistics and program information: <ul style="list-style-type: none"> • HRSA website • DOH website 	1. PCS Staff
1.3	Review and update the recruitment page on the CFHPC website, including a list of seats that need to be filled		1. Membership Committee 2. PCS Staff
1.4	Dedicate space to membership in the quarterly newsletter including a list of seats that need to be filled.		1. Membership Committee 2. PR & Marketing Committee 3. PCS Staff
1.5	Continue recruitment efforts to ensure that there are individuals who are ready to be appointed to fill a vacancy.		1. Membership Committee 2. PCS Staff
1.6	Update and revise (as needed) training to train volunteers. The purpose of this training is to allow volunteers to participate in events as Planning Council representatives. Volunteers will be required to complete this training prior to participating.		1. Membership Committee 2. PCS Staff

Goal 2: Build a strong base for community involvement.

Strategy		Resources	Responsible Parties
2.1	Support a monthly Ryan White Community meeting	1. Promote meetings through the use of: <ul style="list-style-type: none"> • Flyers • PWH Representatives • Providers 	1. PCS 2. PWH Representatives
		2. Encourage participation through education	1. Membership Committee 2. PWH Representatives

Goal 3: Maintain current membership and foster member enthusiasm and passion.

Strategy		Resources	Responsible Parties
3.1	Provide new member orientation	1. Planning Council Bylaws 2. Part A Manual 3. PC Policy and Procedures 4. Information on other Ryan White programs	1. Membership Committee
3.2	Provide membership appreciation	1. Plaques 2. Certificates	1. Membership Committee 2. PCS Staff
3.3	On-going training		1. Membership Committee 2. PCS Staff

Goal 4: Increase community awareness.

Strategy		Resources	Responsible Parties
4.1	Increase participation and external events	1. Ensure that the Council has a presence at events such as World AIDS Day, community health fairs, and local university and/or school events	1. Planning Council members
4.2	Announce Planning Council events and meetings	1. Post meetings and events to public media calendars	1. PCS Staff
4.3	Identify the unique characteristics of the populations in each county of the OSA (Orange, Osceola, Lake, Seminole, and Brevard Counties)		1. PCS Staff