

# **CENTRAL FLORIDA HIV PLANNING COUNCIL MARKETING PLAN**

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## **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 clients 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 clients 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 with, 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 clients 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 client membership. In addition, at least two of these client 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 clients 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 client base.
- Create a strong community involvement of clients 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.

### **Minimum Requirements for Hosting Recruitment Events**

The Planning Council shall establish minimum requirements for any event planned and/or hosted on behalf of the Central Florida HIV Planning Council (CFHPC). Examples of CFHPC events are, but not limited to, the Annual Recruitment event and the annual World AIDS Day event. These minimum requirements are:

- Planning Council will explore opportunities for providing HIV testing and linkage to care during the planning process for each CFHPC event. Resources and referrals to testing and linkage to care should still be provided, including but not limited to Home Test Kits and printed materials.
- Information and education on HIV prevention will be provided by Planning Council representatives.
- Resource maps or lists shall be made available that indicate that translation can be

provided upon request.

CFHPC documents, such as, but not limited to, membership applications, the monthly meeting calendar, the CFHPC recruitment and information page, and the HIV in Florida information sheet, must be available at the Planning Council outreach table.

## 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	Community Events	Planning Council
1.2	Maintain current recruitment packets that include: <ul style="list-style-type: none"> <li>• HIV Statistics</li> <li>• Membership applications</li> <li>• Planning Council brochure/flyer</li> <li>• Contact information</li> <li>• A description of the roles and responsibilities of the Council and its members</li> </ul>	For statistics and program information: <ul style="list-style-type: none"> <li>- HRSA website</li> <li>- DOH website</li> </ul>	PCS Staff
1.3	Review and update the recruitment page on the CFHPC website, including a list of seats that need to be filled		Membership & Engagement Committee  PCS Staff
1.4	Dedicate space to membership in the quarterly newsletter including a list of seats that need to be filled.		Membership & Engagement Committee  PCS Staff
1.5	Continue recruitment efforts to ensure that there are individuals who are ready to be appointed to fill a vacancy.		Membership & Engagement Committee  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.		Membership & Engagement Committee  PCS Staff

### Goal 2: Build a strong base for community involvement.

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

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

Strategy		Resources	Responsible Parties
3.1	Provide new member orientation	<ul style="list-style-type: none"> <li>• Planning Council Bylaws</li> <li>• Part A Manual</li> <li>• PC Policy and Procedures</li> <li>• Information on other Ryan White programs</li> </ul>	Membership & Engagement Committee
3.2	Provide membership appreciation	Plaques Certificates	Membership & Engagement Committee PCS Staff
3.3	On-going training		Membership & Engagement Committee PCS Staff

**Goal 4: Increase community awareness.**

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