

BUILDING RELATIONSHIPS WITH MSM AND TRANSGENDER PEOPLE / GROUPS OF COLOR

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OVERVIEW — DISPELLING MYTHS & ACTION STEPS

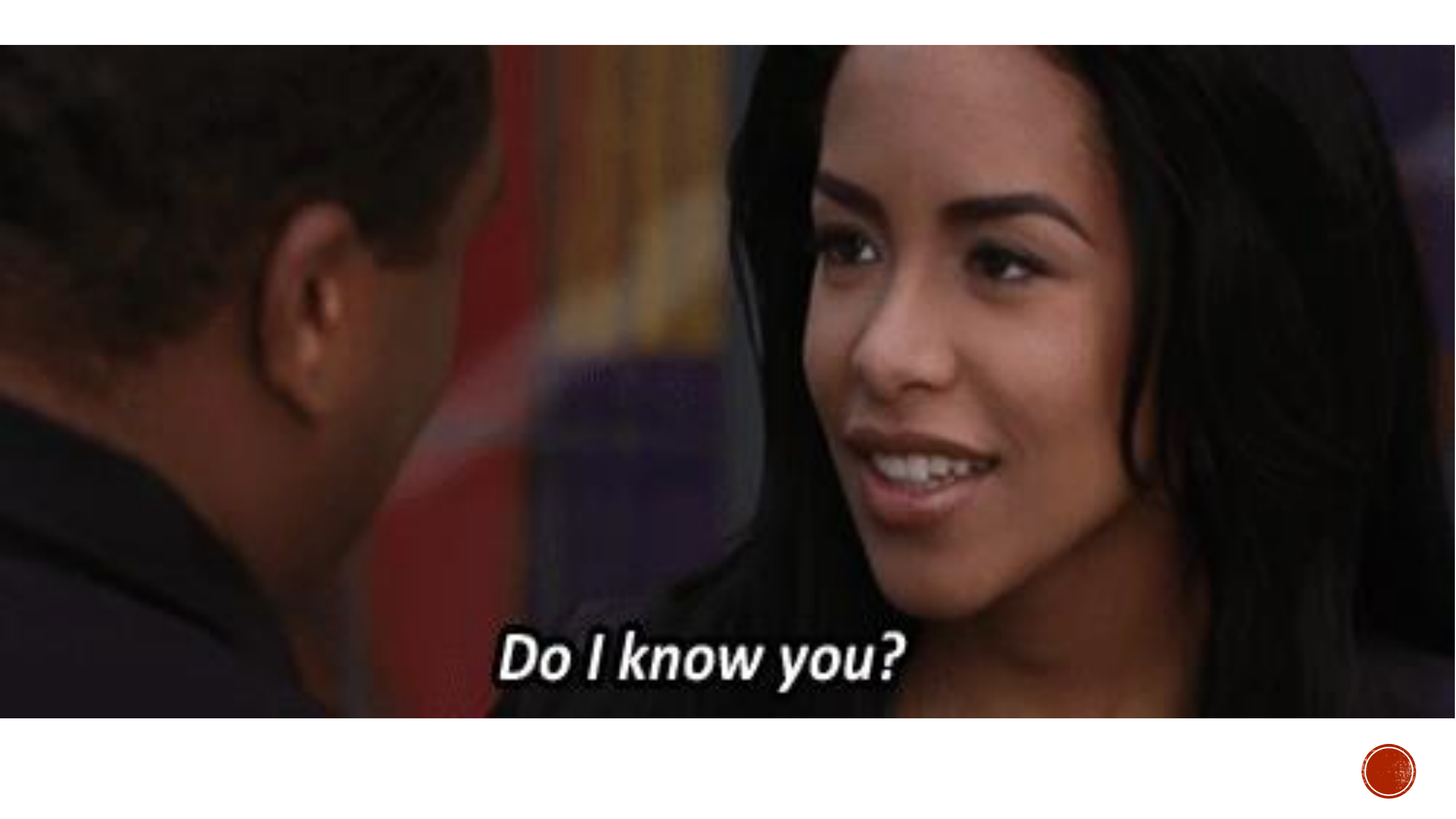
- First Step
- Who Are You? Site Assessment
- Hard to Reach or Hardly Reaching?
- YBGLI
- Local AMP Campaign
- Previous Events
- The Challenge: Once The Money Is Gone... What do YOU Do?





- Align
- Intentions
- Organic
- Be Honest





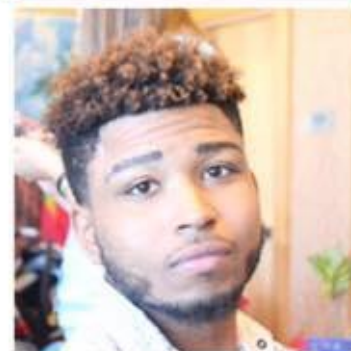
Do I know you?



HARD TO REACH OR HARDLY REACHING

- Hiding in Plain Sight
- Out(of)Reach
- Efforts of Engagement
- You NEED them. They Don't Need You.



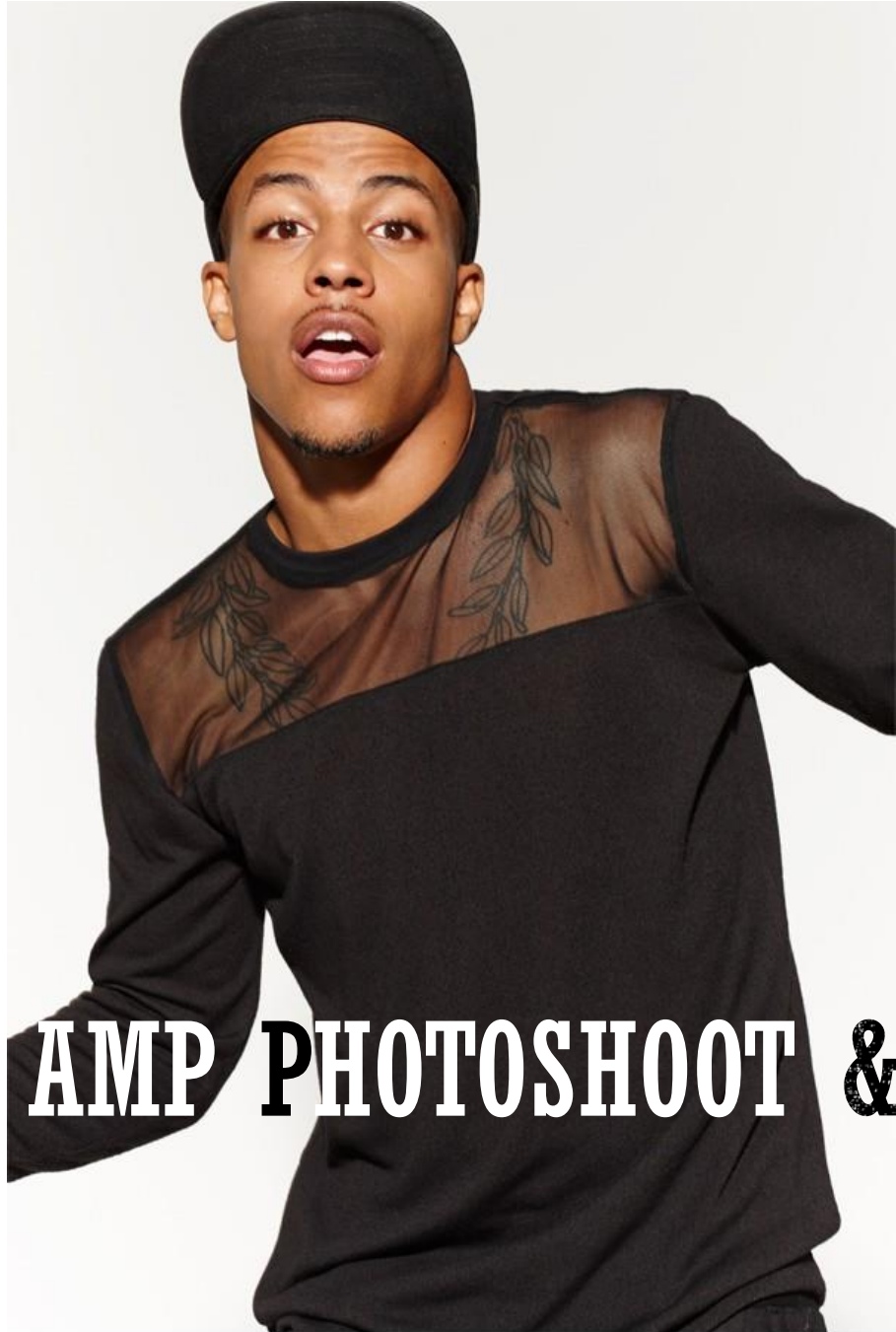


The Young Black Gay men's Leadership Initiative (YBGLI) is a national movement of young Black (men under the age of 30) addressing issues disproportionately affecting their peers. The Initiative has a particular focus on HIV prevention, care and treatment.

YBGLI.ORG







STEVEN DUARTE

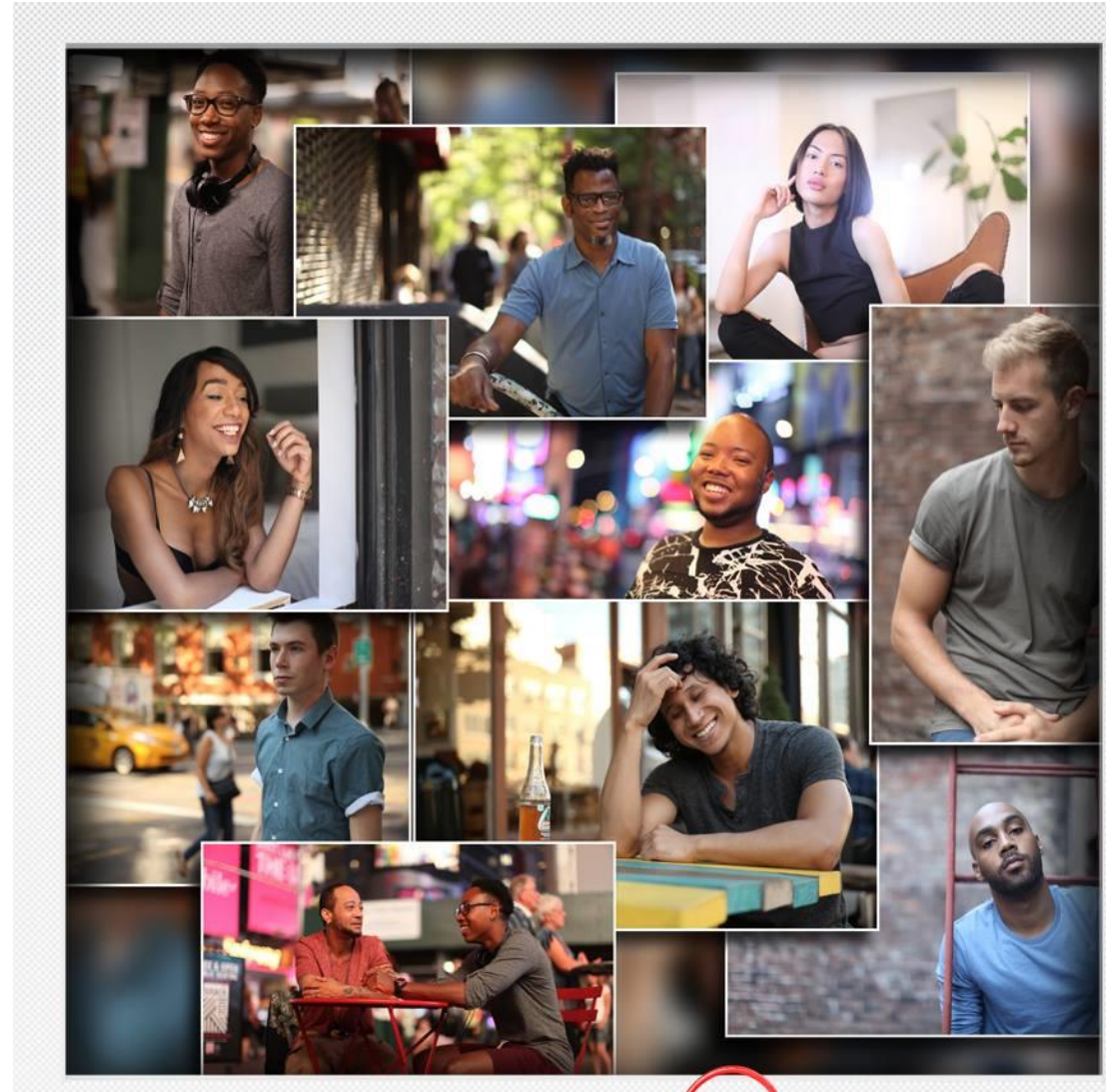
AMP PHOTOSHOOT & DESIGN



DION DAVIS DESIGN



THEYUMX2@GMAIL.COM





TURN UP THE POSE.
JOIN THE **AMP**
COMMUNITY!
AMPnyc.org



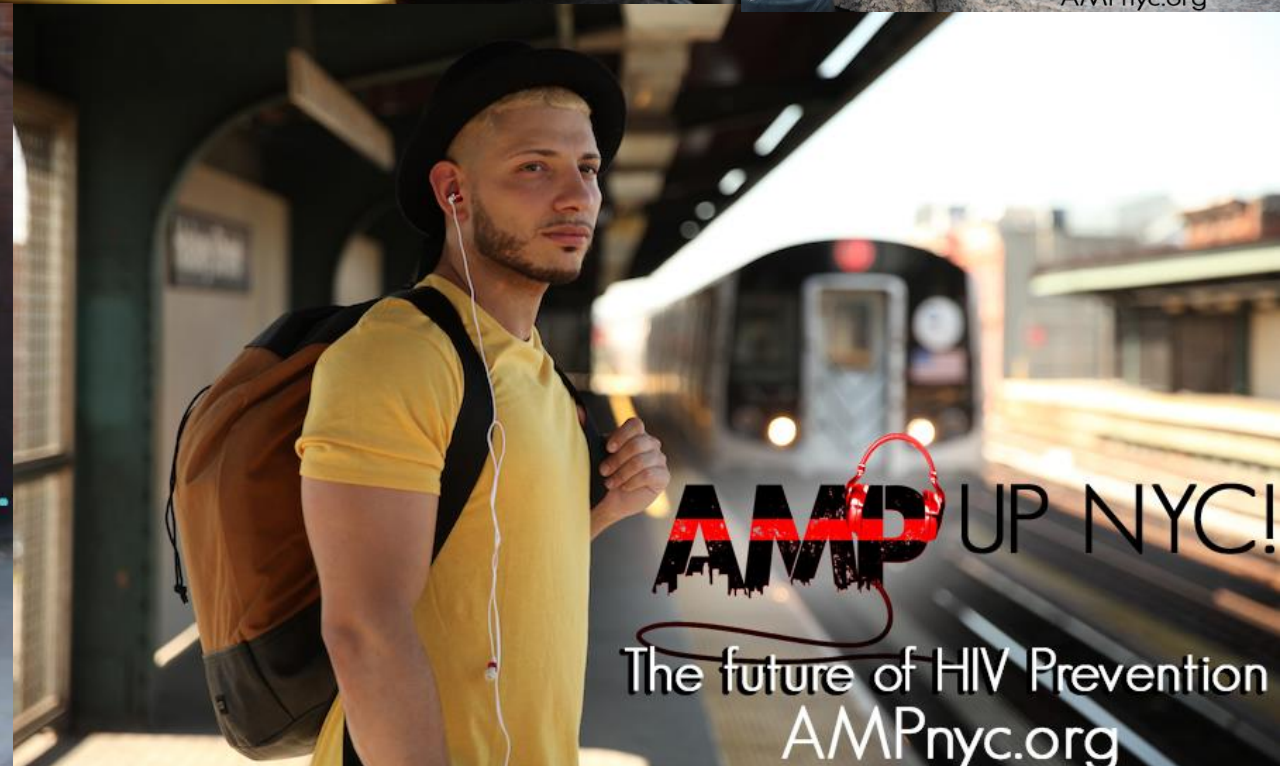
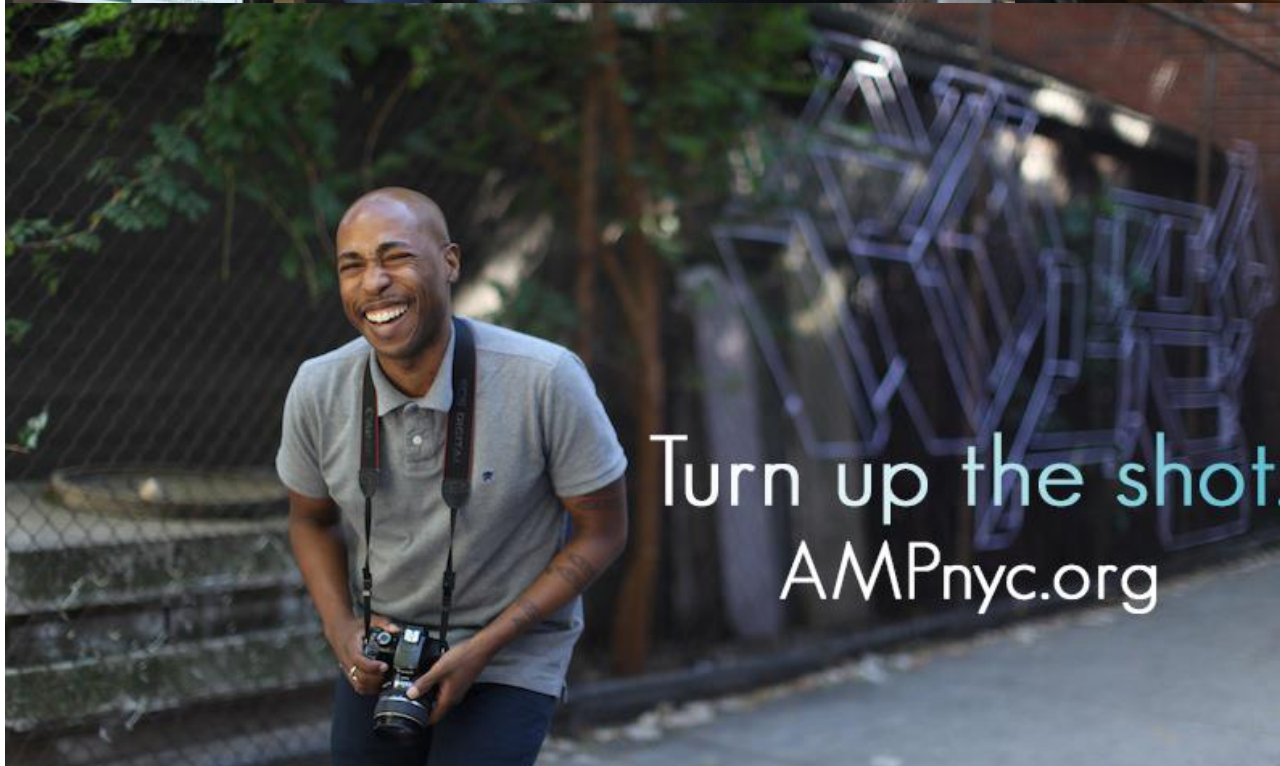
Volunteerism +
AMP
AMPnyc.org

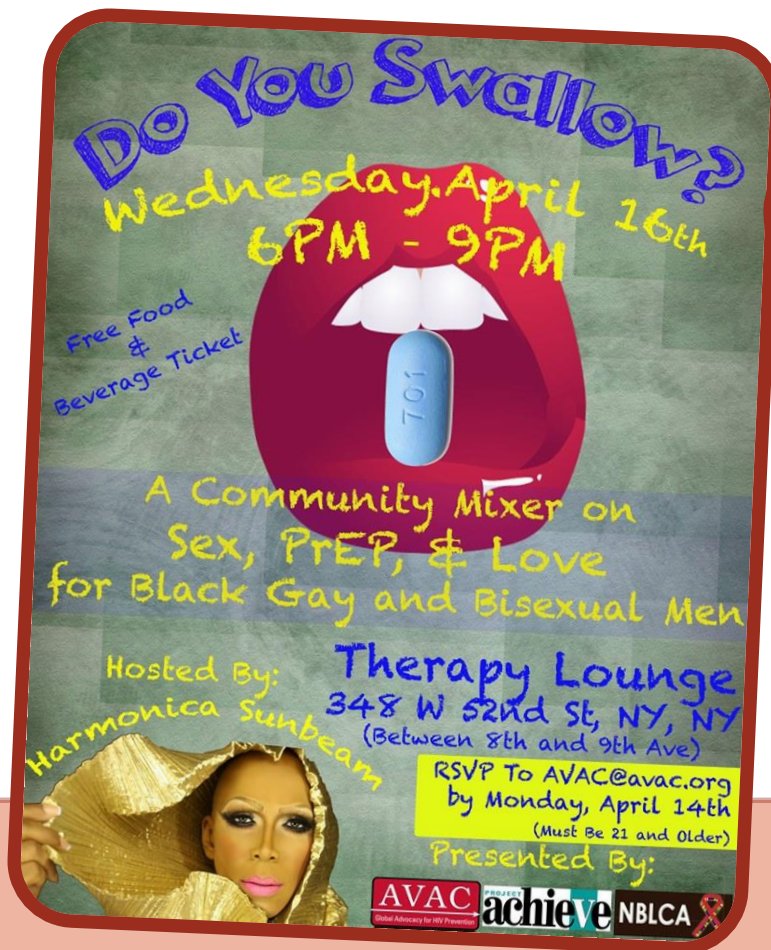


TRANS COMMUNITY +
AMP
TURN UP THE
CONVERSATION!
AMPnyc.org



Neighborhood +
AMP
AMPnyc.org






DO YOU SWALLOW

A COMMUNITY MIXER ON SEX, PREP, & LOVE

A community event organized in partnership with AVAC, Project Achieve, and the National Black Leadership Commission on AIDS to have an open dialogue about PrEP anchored in conversations about sex, desire, love, and intimacy for Black gay and bisexual men hosted by Harmonica Sunbeam.




 **Black Gay Twitter After Dark**
 Join the live chat
Tuesday, May 20th
 Starting at 9 PM ET
#SEXPREPLOVE



A Twitter Chat on Sex, PrEP & Love
 Tweet your questions using
#SexPrEP Love

@HIVpxResearch @Steven718 @ACHIEVENYC
 @TheDaysofDae @YBGLI @MusedMagOnline
 @HIVptn @JonPaulLucas
 @TRDF_HIV @mathewrodriguez

AVAC MUSE PROJECT achieve

 **Black Gay Twitter After Dark**
Lube It Up:
A Gel That Could Prevent HIV
 Join the live chat
Wednesday, July 9th
 Starting at 9 PM ET
#SEXLUBELOVE

A Twitter Chat on
 Rectal Microbicides
 Tweet your questions using
#SexLubeLove

Moderated by @steven_brooklyn
 @HIVpxresearch @HIVMTN @RectalMicro
 @JonPaulLucas @JBakerRealness
 @thedaysofdae @theRigness

AVAC MTN irma international rectal microbicide advocates PROJECT achieve

SERIES OF BLACK GAY TWITTER CHATS

One hour Twitter Chat series to increase awareness around HIV biomedical interventions for Black gay men.





VACCINE-O-LICIOUS

- Raise awareness about HVAD and current HIV vaccine research
- Reach people and diverse populations, especially underrepresented populations
- Increase enrollment, interest, and gain community support



impulse
PRESENT'S THE 11TH ANNUAL
VACCINE-O-LICIOUS
PERFORMERS UNITING FOR AN HIV VACCINE
MONDAY, MAY 18TH
6:30 PM TO 10:30 PM
HOSTED BY PEPPERMINT

LIVE PERFORMANCE BY
TIFFANY EVANS

A FREE NIGHT OF HOT ENTERTAINMENT!
ISA
HARMONICA SUNBEAM
HOUSE OF PUMPS
GREG FILS-AIMÉ
TINA BURNER
CARLOS HENRY
DESTINY DEVINE
RED PILL MOVEMNT
AND MORE...

Music by
DJ ROSE

SPECIAL Q&A AND MEET AND GREET WITH THE CAST OF
TRIANGLE

FREE TICKETS:
VOL2015.EVENTBRITE.COM

SANTOS PARTY HOUSE
96 Lafayette St
New York, NY 10013

#VOL2015

HIV Prevention & Treatment Research
BET TV
AVAC
TRIANGLE
achieve
DJ ROSE



#VOL2015



THE CHALLENGE: ONCE THE MONEY IS GONE... WHAT DO YOU DO?



BUILDING RELATIONSHIPS

- Why THIS Community?
- Why NOW?
- Resources
- Partnerships
- Sustainability



KEY STRATEGIES FOR EFFECTIVE RECRUITMENT

- Focus Groups
 - Listen
 - Learn
 - Implement
- Like Me, By Me
- Are You Talking to Me?
- Value Your Team



QUESTIONS

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