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

I’m going to need you to do the planning so we can make sure it’s done right, okay?
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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