Stigma Reduction Team Meeting
Meeting Summary & Highlights

Date & Time: May 31, 2018 3:00 pm to 5:00 pm

Attendees:

- Amy Lanteigne (OLGBTQ)
- Candelario Franco (Health Trust)
- Revti Arora (Health TRUST)
- Soma Sen (SJSU)
- Aysa Zaraysky (County Behavioral health Services)
- Isabella Trinidad Garcia (Office of LGBTQ Affairs)
- Stanley Gaeta (The LGBTQ Youth Space)
- Claire Nartker (HIV Commission)

Agenda:

Welcome/Introductions
1. Updates
   -a. TARGET Center ECHO Collaborative
   -b. GTZ Year 1 Infographic
   -c. Colectivo ALA anti-stigma toolkit & T4T sessions
2. Action Items
   -a. Gaps, needs, strengths, & assets activity
   -b. Review Year 2 workplan
   -c. Collaborate on Year 3 workplan
3. Tabled items
   -a. Eddy’s letter
   -b. Outreach survey
4. Next Meeting

Key Takeaways/Highlights:

Needs

- Means to effectively disseminate messages to large audiences
- End Stigma Campaign? GTZ
- Basic Research being done to understand phenomenon among different groups on what stigma means in different communities? More action required to address Stigma and increase awareness
• Recruitment
• Conscious Connections (Better Bridging)
• Are we exploring what stigma means, nature and complexity of each of these communities
• SCCOE representative at meetings
• Better bonding with HIV Commission
• Representatives from communities (focus groups)
• Key informant interviews
• Getting community to the table
• Measuring reduction in Stigma
• Initiate planning to ensure clear and consistent messaging to Providers (Stigma and Bias)

Gaps

• SCCOE representation or consultant
• State TA
• Accessing existing network
• Silo
• Number of meetings
• How effective
• Understanding of what stigma really means to certain communities in this community. (Complexity of the word) Power structures? Analysis.
• How are we reaching older adults, undocumented etc.
• Communication Engagement Plan
• PFlag group representation
• Clarity and consistency of messaging for advertisers
• Limited power/authority to make changes
• Subcultures divided and input not making it into advertising
• Somos Mayfair (led by mothers)
• Racism and Stigma
• CBOs serving, Next Door Solutions etc.
• Integration with other action teams of GTZ
• Assumption that these activities will reduce stigma

Assets

• Connection with SJSU
• Access to State TA
• Access to Office of SCCOE
• Team Network
• Funding for next two years
• Mini Grant
• Office of LGBTQ Affairs
• HIV Commission
• Chairs/Leads
• Sustainability
Strengths

- Committed and Contributing team members
- Increasing confidence in handling stigmatizing behavior
- Stigma reduction through education and events (Siempre Por Ti) viewings and toolkit and training trainers
- Network
- Support work and efforts (outreach)
- Connecting resources helps with facilitating workshops
- Distributing condoms
- Knowledge
- Collective Impact. Public campaign held with strong branding
- Including youth perspectives/voices
- Access Resources
- Media Campaign
- Social Capital
- Collection of Knowledge base
- Researcher
- Outreach, Accurate information provided to community

Decisions Made

Successes to Share, including any progress on metrics:

Action Items:

- Prep for next Stigma Reduction Meeting/Workshop to update Year 3, Year 4 Work Plan

Proposed Agenda Items for next meeting:

Welcome/Introductions
1. Action Items
   - Decision Year 3 Goals
2. Next Meeting: June 14th 2018 (9:00 am to 10:30 am) Santa Clara County Public Health Department)
3. Review Website/Make recommendations

Next Meeting: June 28\textsuperscript{th} 2018 (9:00 am to 10:30 am) Location TBD.

**Questions/Identified TA Needs:**

How can we incorporate the Stigma Telenovela Toolkit as supplement for school use?