

**Getting to Zero - Silicon Valley  
Communication Action Team Meeting -- Minutes  
April 28, 2017 -- 1-2:30pm**

**Objectives:**

Establish Communications Action Team role for GTZ-SV Initiative

List potential communications/social marketing strategies to enhance efforts to Get to Zero

Agenda Item	Discussion	Proposed Purpose/Action
Background of GTZ in SCC, review GTZ Communication Plan	Candelario	Share Information
Objectives of Communications Action Team effort	Public Awareness re HIV Prevention Inclusion of Key Stakeholders Broaden engagement in prevention	Agreement
How can we use social marketing and communication to accomplish goals of ending the HIV epidemic	Strategies: Tumbler; Press Releases, include Bilingual Newspapers eg El Observador; PSAs; Radio; Art community - MACLA; Messages to Faith Communities; Fliers to popular spots, eg Libraries, Clubs, Starbucks  Need to identify other resources	Potentially build into next year's Mini-Grant RFP  Dena will check on PACE VMCF Fund
Others to include in Communications AT	Need to identify expectations - PHD Info Officer - when hired - Queer Youth Space - CF - PACE -- Dena - Joy Alexiou -- Dena - Hospital Community Benefit Mgr -- DD - VHP Marketing -- Raj - Crystal H/AACI -- Daniel	Indicated people with check with individuals
Meeting Schedule	1st and 3rd Friday from 1-2:30 for 2 months	Agreement
Meeting Review -- +/-Δ	+ Names to f/u contact; Keep task easy Δ Start w/ Objectives and link Strategy to Obj; Examples from other jurisdiction	Future agenda