

Greater Baltimore HIV Health Services Planning Council

Planning Council Meeting

5:30 p.m. – 8:30 p.m.

Questions to Presenters

July 19, 2011

HIV Stops with Me: We Are Still Here

Presented by: Jamal H.N. Hailey, Special Teens At-Risk, Together Reaching Access, Care and Knowledge (STAR TRACK) Adolescent HIV Program, University of Maryland, Baltimore.

1. Do you pay your spokes models?

Answer: Spokesmodels are provided a small stipend through Better World Advertising, the social marketing campaign responsible for developing the campaign.

2. How does your program align with the National HIV/AIDS Strategy?

Answer: The HIV STOPS WITH ME CAMPAIGN falls in line with the National HIV/AIDS Strategy by encouraging people living with HIV to access medical care and engaged in medical treatment. Additionally, the campaign seeks to reduce the number of new infections by encouraging those with an unknown HIV status to get tested and engage in safer sex practices to reduce the chances of acquiring HIV.

3. It is good that those lost to care have returned to care through this program.

Where is the data to support what seems to be the start of an effective program?

Answer: We do not have specific data on how many youth were reengaged into care as a result of the campaign.