FHAAN
Product & Policy Advocacy Committee
Kick-Off Webinar
Tuesday October 12, 2010, 10am (ET)

Who (Committee Participants):
Rafael Abadia  Steve Hoke  *Michael Ruppal  Joey Wynn
Ken Bargar  Ted Howard  Michelle Scavnicky  Ksena Zippere
David Brakebill  Vickie Lynn  James Talley
* Jesse Fry  Butch McKay  Maria Thompson
(*committee co-chairs):

What (Purpose):
To identify our audiences and educate them on our issues.

How: Create these four (4) items:
I. Introduction Letter:
  ➢ Who we are, mission, purpose, etc.
    ▪ Action Item: Michael, James and Ken

II. One-Pager for each of our priority issues:
  ➢ Summary to be used to communicate of message quickly, understandably and effectively.
  ➢ Can use as fliers with legislators, media, Internet postings, +.

Meeting Notes:
  ▪ Single version per issue
  ▪ Generic enough for general public/audience
  ▪ Be mindful of audience and state dept of health, local county attorneys, etc. rules

  • Action Item: TAI to set webinar with AFJ, FL Legal Services, local attorneys, etc. to learn
  • Action Item: TAI will send survey on rules about communications to members (consortia, planning council)
Priority Issues:

1. Access to Care:
   A. ADAP/AICP
   B. Medicaid
2. Housing
3. Prevention

Action Item: Jesse to create first drafts of these Priority issues for committee review

- Other: Health Reform (Ryan White reauthorization/wrap-around services) – Joey Wynn
  - Pharmacy Formulary
  - In/Out of Network
  [Idea: early 2011 Summit]

III. Fact Sheets:

Michael Ruppal volunteered to lead develop of templates for fact sheets and review existing surveillance systems.

- Templates: Create the templates. FL AIDS Action had great examples for us to work from.
- Content: Add content. As needed, submit a public records request for content.

IV. Snap-Shots:

- e.g. - by county: Use existing PPT slides, etc.
- Action Item: TAI to send out to committee.

Gregory Veney volunteered to work on “off paper” communications (Websites, TV, etc.)