



MAKING ROOM AT THE TABLE: RECRUITING, RETAINING AND ENGAGING YOUTH AND YOUNG ADULTS

Michelle: Okay everyone, hello, and welcome to today's webinar. Recruiting, retaining, and engaging youth and young adult. My name is Michelle Dawson, and I am a technical assistant's coordinator for the planning chat project.

Michelle: Before we get started, we want to go through some technical details. First, you're all in listen only mode. But we do encourage to communicate with each other and ask lots of questions using the chat box. You can submit your questions at any time during the call, or during the question period at the end. Our presenters, along with the planning chat staff, will take as many of your questions as we can at the end of today's session. If you think of a question after the webinar, that's fine too. You can always email questions to us at planning chat at JSI dot com.

Michelle: The easiest way to listen to our webinar is through your computer. If you can't hear well, check to make sure your computer audio is turned on. If you still can't hear us, or if you're experiencing sound delay, try refreshing your screen. You can also mute your computer audio, and call in using your telephone number that you see on the screen. You'll need to use the passcode which is also listed on the screen. And this will be copied in to the chat as well.

Michelle: So we'll start out today with a welcome, some introductions, and our objectives. Then we'll move into a discussion of the state of planning councils and planning bodies with regard to youth and young adult involvement. We'll provide strategies that you can use to recruit and retain youth and young adults, and how to achieve and maintain intergenerational harmony. We'll be taking questions through the chat box throughout the webinar. And we'll aggregate them for response at the end.

Michelle: So by the end of today's webinar, you'll be able to understand the value of a multi-generational planning council or planning body. Identify strategies to recruit youth and young adults to your planning council or planning body. Identify strategies to engage and retain youth and young adults in planning council, planning body activities. And identify strategies for multi-generational harmony in planning council and planning body operations.



Michelle: So first I'd like to take a moment to acknowledge our HRSA/HAB colleagues, who make all of this good work possible. Stephen Young is the director of the division of Metropolitan HIV/AIDS programs in HRSA/HAB. And Lenwood Green is a project officer at the division of Metropolitan HIV/AIDS programs in HRSA/HAB. And we'd like to thank them and all their colleagues at HRSA for their continued support of the planning chat project, and the Ryan White HIV/AIDS program, Part A planning councils and planning bodies.

Michelle: As you know, these webinars are put on by the planning chat project. And planning chat builds the capacity of the Ryan White HIV/AIDS program Part A planning councils or planning bodies across the United States. And our goal is to help planning councils and planning bodies meet their legislative requirements, strengthen consumer engagement, and increase involvement of community providers and HIV service delivery planning. We conduct lots of webinars, which are all archived on our planning chat website, which you'll hear about later. As well as post lots of resources for you all to use. And you can access all of that at our website, which we'll talk about a bit later.

Michelle: Joining me today as a presenter is Mr. Venton Hill-Jones. Mr. Hill-Jones is the founder and chief executive officer of the Southern Black Policy and Advocacy network. Venton has worked with some of the nation's leading public policy organizations and academic institutions, responding to HIV and other health disparities, including AIDS United, National Black Justice Coalition, National Black Gay Men's Advocacy Coalition, and the University of California San Francisco Center for AIDS Prevention Studies. In these roles, he's worked to advance public policy and building effective coalitions. Venton currently serves as the chairman of the Dallas HIV taskforce, and is an appointed member of the Ryan White planning council of the Dallas area. Venton has a long history of successfully initiating innovative and effective new initiatives and non profit organizations, and his extensive background has led him to serve as an expert consultant on mobilizing black and LGBT communities, HIV/AIDS, and other health disparities for community based organizations, health departments, federal and state government entities throughout the United States. So thank you for joining us today.

Michelle: I also want to take a moment to call out some people in organizations who provided insights and strategies that informed the development of today's



presentation. Danielle [Griffin 00:45:52] of Thrive SF, Trina Scott of the Kaiser Family Foundation, and the Austin Department of Health.

Michelle: So let's get started. We know that today, youth ages 13 to 24 make up a substantial proportion of new HIV diagnoses in the United States and its territories. Despite knowing this, youth are least likely to be successfully linked to or retained in care, or to have achieved [inaudible 00:46:25] suppression. Thus, in addition to information and tools to help them reduce their risk of acquiring HIV, make healthy choices, and get in staying care if they have HIV, we need to have youth and young adults involved. But, how do we do that? How do we ensure that prevention and treatment services are accessible to youth and young adults, and that youth and young adults are well served when they get there?

Michelle: So who is a youth or young adult? For the purposes of today's conversation, we're going to talk about youth and young adults, that is, everyone between the ages of 13 and 35. And I know, that's a huge range. But this is because these are the folks who are not really engaged with planning councils and planning bodies. And so this is the group that we really need to be working to engage. And so you see here on your screen that often we see typical descriptions of young people being adolescent, 13 to 19 years. Young adults 20-24. But today, we're really kind of talking about youth 13-19, and young adult being 20-35.

Michelle: So let's get started by putting ourselves in the mindset of a young person. We're going to take a quick look at the worldview of an 18 year old person. We'll talk about some of the things that are true for an 18 year old person, who was born in 2001. And this list is a subset of the annual Marist Mindset List.

Michelle: So to start, for an 18 year old, September 11th has always been a historical event. Nearly half of their generation is composed of people of color. The Mars Odyssey has always been checking the water supply on Mars. Only two thirds of their generation identify as exclusively heterosexual. They've witnessed two African American secretaries of state, the election of a black president, Disney's first black princess, and the rise of the Black Lives Matter movement. There have always been smart watches. And they have never known a world without HIV. So, what we're going to do now is take a minute to think about what our planning councils look like. Now that we've thought about what the worldview of an 18 year old might be, and how that might be different from our own. Let's get an idea of your jurisdiction's planning council planning body leadership. In



the poll, tell us into what age group your youngest planning council or planning body co-chair falls. If you don't know for sure, that's okay. Just give us your best estimate.

Michelle: Okay, I'm seeing the answers come in. And what I'm seeing here is actually a pretty good distribution. But really seeing that for most of the people who wrote in, let's see, over ... about 70 percent of you, your youngest planning council or planning body co-chair falls in their 30's, 40's, 50's, or 70's. So that says something. And we should be thinking about that as we move through today's presentation. I'll share these results.

Michelle: So what we see is that the planning council planning body membership and leadership are generally older. And we looked at some of the data from the six jurisdictions with the highest percentage of youth and young adult members, and only two of those six memberships had more than 30 percent of their members be younger than 39 years old.

Michelle: So why does this matter? One might say that older folks have more experience, or are more experienced with the policies, procedures, and goals of the planning council, and are therefore able to more efficiently conduct business. The concern is that a homogenous planning council or planning body is not reflective of the epidemic in the community. One of the concerns is that if your planning council or planning body is not reflective of the people with HIV in your community and all of the different ways in which people are diverse, then the planning council or planning body might not have a complete understanding of the facilitators and gaps in care.

Michelle: For example, people aging with HIV and people who are young or newly infected with HIV, will have very different experiences in their life and in their care needs. And we need to be sure that we're meeting these diverse needs. And a diverse, representative planning council and planning body helps us to do that. Diverse planning council and planning bodies provide community memory and community experience. More tenured planning council and planning body members can remind newer members of the need for continued consumer involvement in and leadership of care priorities. Planning councils also need young people to help keep up the energy of the planning council. To continue its work. And to get an idea for what a newer generation is thinking, and the challenges and facilitators that they're experiencing. But to be successful, they need longer term members to train them and support them. I'm going to hand it



over to Venton right now, to talk a little bit about other ways that youth and young adults are important.

Venton: Thank you so much, Michelle. I think one very important point that you mentioned is just the need to ensure that not only youth are represented on the council, but diverse populations of young people. Particularly in this moment, as many jurisdictions are creating [inaudible 00:53:24] epidemic plans to talk about and highlight strategies to end the HIV epidemic by 2030. The voices of young people really have to be a part of that plan. And we have to make sure that we understand that key populations, particularly young people, African American and Latinx communities, we cannot end the HIV/AIDS epidemic without bringing the voices and the needs of diverse parts of these communities.

Venton: And definitely, a generalization to young people, as you mentioned at the beginning of the presentation, acknowledging the gaps of the definition of young people. And making sure that we have 18 year olds represented. We also make sure that we have people in their young twenties and their older twenties represented. But also, the conversation around the thirties. Because in some circles, even in the thirties, young thirties, are still counted as young people. So how do we have this conversation and ensure that there's earnest investment in those voices to make sure that any plans that are created represent the needs of populations that are critical in ending the epidemic in the next ten years.

Michelle: Thanks so much. So as Venton just said, it's really imperative that planning councils and planning bodies be reflective of the epidemic in order to effectively fulfill their tasks and obligations. As we know, planning councils are tasked with determining service needs, establishing priorities for allocation of funds, providing guidance to the recipients on how to best meet priorities, and helping to ensure coordination of Ryan White HIV/AIDS program and other services, including prevention.

Michelle: So, not only is it required for planning councils and planning body membership to be reflective of the community, it's essential to the success of their core tasks. If we aren't successful in this, we could be missing the needs of an important portion of our community.

Michelle: So now that we understand the state that we need to get to, which is a planning council and planning body that's diverse in age, we want to know how we get youth and young adults to the planning council and planning body. The first

strategy is that your planning council and planning body needs to determine that recruitment and retention of youth and young adults to the planning council or planning body is a priority. This is going to take intentional effort, and active involvement of the youth and young adults as a means by which to ensure representation and needs, needs to be an intrinsic value of the planning council. To actualize this priority, we recommend that you set a realistic goal for recruitment of youth and young adults. Track your progress to that goal over time. When you're tracking, be sure to monitor not just the number that you recruited, but how they were recruited, which recruitment strategies were successful, and which were not. And your planning council can use this information to hone and improve your recruitment efforts in the future.

Michelle: Once you've made the intentional decision to actively recruit youth and young adults to the planning council or planning body, you should take some time to consider what you're currently doing. Your current recruitment strategies. Understanding where you are can often be the first step in knowing where to go next. So take a critical eye to your recruitment materials. Who develops them? Were youth and young adults involved in the design or development? In what way were they involved? What do they look like? Are they black and white, are they colorful? Are there photos or images? Who is in those photos and images? What is the medium of your recruitment materials? Are they videos, are they clips, are they flyers, are they memes? Are they something else? Where do you advertise? Are you posting to social media? If so, what platforms? Are you going to youth serving organizations? Do you participate in the local pride parade? Do you go to schools or colleges or universities?

Michelle: What language are you using? Is it jargon? Is it wellness oriented? Who are you referring to, who are you talking about? When do you recruit? Are you recruiting during business hours, after hours, on weekends? Who does the recruitment? Are the people conducting outreach and recruitment youth or young adults, or are they older? Are they members of the planning council or planning body? And then, once we've thought about all those things, we need to think about ways that we could improve. And things that you could do to change what you're doing, or think about the things that are successful and could be enhanced.

Michelle: So what could we change? In order to get a different outcome, you will need to make changes to how things are done. And this is why we talked about

recruiting youth and young adults as requiring intentionality. To the extent possible, we want to empower and support youth and young adults currently involved in planning council and planning body activities and operations to guide these efforts. Allow them to think about and select the language that's going to be used in recruitment tools. Many youth and young adults are more responsive to language that places HIV services in the context of broader health and wellness, rather than language that's kind of traditionally been used. For example, consumer or behaviorally based language like MSM.

Michelle: Consider the epidemic in your area. Who is at the greatest risk for HIV in your community? And do the images, if you have any, that you use for planning council or planning body recruitment reflect that reality?

Michelle: So you might ask, where do I find the young people? Where do I find them to recruit them? This is a great question. And it's one that's perhaps best answered by the youth or young people that you have involved in your planning council or planning body now. But in the absence of current involvement, or in addition to their suggestions, your planning council or planning body might consider conducting outreach at or with youth serving organizations, at LGBTQ centers at local colleges or universities, in high school health classes with permission, of course. And at events held by youth and young adults. In short, it's recommended to go to their events, go to where they are, rather than expecting them to come to your events. Meet them in their comfort zone, and find ways to bridge the gaps between where they are, and where you'd like them to be, which is involved in your planning council or planning body.

Michelle: So how do I talk to young people? Once we found the young people, you should endeavor to use language comfortable for and familiar to youth and young people. For example, many planning councils and planning bodies and experts in youth and young adults with HIV tell us that young people are uncomfortable with consumer, as in consumer services, the consumer language often used by planning councils and planning bodies. And so I think now Venton is going to take some time to talk to us about tailoring conversations to different audiences.

Venton: Yes. One important key item to really take into conversations and understanding recruitment for young people, is to know that young people are not just people living with HIV when it comes to recruitment on councils. They are young professionals who work for the organizations that are within the

council's jurisdiction. There are young people that also work in other industries and various areas of their career and also their lives. So we have to make sure that we're not just, again, when we're talking about this consumer language, not just using language that identifies a young person only coming from a perspective of one that is living with HIV, and making sure that we're very [inaudible 01:02:09] that we're bringing them for their experience, and to be able to really build their leadership in order to ultimately take leadership positions and leadership roles within jurisdictions on planning councils and planning bodies.

Michelle: Excellent. Thank you. So another strategy is to frame planning council and planning body involvement in relation to the values that they already hold and already care about. For example, many youth and young adults care deeply about health and wellness. And by framing involvement with the planning council and planning body in terms of improving community health and wellness, rather than focusing recruitment language around HIV, which is kind of a singular issue, you could reach a broader audience.

Michelle: Another strategy would be to link planning council and planning body involvement and service coordination role to social justice and community activism. Both of which are really important to many youth and young people.

Michelle: And these strategies, they serve to show that you don't necessarily need to change your identity or what you're doing. But you just might need to change how you're framing what it is that you're doing, in order to bring new people to the table.

Michelle: Recruiting youth and young adults to planning councils and planning bodies can be challenging. If you have very few or no youth or young adults on your planning council or planning body, you might not really know where to go to start to find or to talk to youth. Additionally, youth and young adults' stage of life can make it difficult or challenging for them to feel like they can make a long term commitment, such as the one that many planning councils and planning body membership requires. We know that sometimes it's a long term commitment to membership. At least for a year or maybe more.

Michelle: So for example, perhaps you're 28 and you work a regular job, and a second job. You don't have the flexibility in your roles to make meetings during business hours. And you might have a small child to take care of at home after your shift.



Or perhaps you're 17 and in high school, and need to attend classes during the day, and you don't know where you'll be next year after you graduate high school. Or, if you're a consumer, your ability to participate in the planning council or planning body could be directly related to the things in your life that affect your ability to engage or stay in care. You might be experiencing homelessness, or housing instability. And planning council involvement is not contributing directly to your ability to overcome these challenges, which would be your ability to change that.

Michelle: Administrators and organizations are paid to attend, often. But consumer members are not. And so, I'd like to hand it over to Venton to talk a little bit more about the challenges of being a young person on the planning council.

Venton: Yes, thank you Michelle. I think that every point that you made is definitely considerations. Also, understanding that the work of the planning council and planning body is intense if you are an active member, because by being an active member, the work on the council doesn't just begin and end with attending the monthly council meetings or the committee meetings that may take place. It's also understanding the documents that you are asked to give feedback, give votes, and give voice to. And making sure that young people and all new members that are brought on, are adequately trained to be able to give the level of feedback needed to be able to engage in that process. And unfortunately, for many, just having the information at the meeting to be able to glance over and vote at, is not sufficient to be able to have that level of participation.

Venton: So again with young people, we have to make sure that there's an understanding that there's a need to invest so that young people can be active and be able to contribute at that level.

Michelle: Thank you so much. Another challenge faced by planning councils and planning bodies, and it's a little bit related to what I alluded to before, is that youth and young adults today often perceive their life experience, their expertise as a young person with HIV, as intellectual property. And they want to be appropriately compensated for their time and expertise. Planning councils and planning bodies are made up of volunteers. That could be another challenge that we have to work to overcome. And later in the seminar, we'll go through some of the strategies to help overcome these challenges.

Michelle: So once you get youth and young adults interested in being involved in planning council and planning body work, and get them to a planning council planning body meeting, how do planning councils and planning bodies engage them, so that they're effectively retained as a part of planning council and planning body?

Michelle: The reason we need to talk about engagement and retention is that recruitment can only be as successful as engagement and retention. If you recruit a number of youth or young adults to your planning council, but they attend only one meeting, and then never return, you've really not made a difference in the operation of the planning council or planning body. And you'll need to recruit over and over again. You kind of get stuck in this cycle of continuous recruitment. We should always be recruiting, but we're not able to capitalize on any growth or movement that we had.

Michelle: So that's why in the next few slides, we'll go through strategies for recruitment, as well as engagement and retention, because they're often interchangeable. If you recruit a young person, and they have a meaningful experience, they'll tell their friends and their colleagues about it. And then you're using young adult involvement and engagement will grow.

Michelle: So we get young people to the table. What do we do once they're there? First, we recommend finding and engaging a youth and young adult champion. That is, a person who wants to spearhead young adult and youth recruitment and engagement efforts. If possible, your champion should be a young person, because youth and young adults know other youth and young adults. And as we mentioned earlier, kind of use language that frames HIV in the context of health and wellness.

Michelle: We might encourage flexibility in meeting attendance, and consider permitting alternate forms of attendance, such as video conference or teleconference. And we know that there are local guidelines around this, but we might want to consider the accessibility and flexibility that would come with these options. And also consider changing your meeting times to be more accessible, and limiting the amount of meetings that we might have to attend.

Michelle: And now Venton has some more strategies for success. And if you just want to let me know when to switch, I can do that.

Venton: Okay. Next slide please. Ultimately, we have to think differently about how the work around recruiting young people is done. And so, once area is look at opportunities for engaging young people as interns or staff for your administrative agencies. In this way, you are getting youth and young adults interested, as well as involved in planning council operations, in a way that works for them. And may perhaps lead to membership in the planning council, and also to recruit their friends that they may know.

Venton: If you're going to hire young people or young adult people, be sure to pay them an appropriate wage whenever possible. If it's not possible, we have to look for ways to compensate them for their time and experience. And so, for example, when you are in a volunteer capacity, what are ways that can be promoted to find for volunteer or community service hours, or school credit for their activity?

Venton: In the end, I think it's important to just realize that a person's time and experience are their intellectual property. And intellectual property has value. We have to incentivize and engage [inaudible 01:11:40] with the planning council by encouraging the young people and young adults that you want to be involved to possibly be a part of a project that could be able to work on behalf of the council, and support their attendance at conferences such as the United States Conference on AIDS, or a faith conference on addressing HIV.

Venton: The end product though, of this project, can be something that benefits the planning council or the community that the youth or the young adult represents. And that they can also be a part of a young person's professional portfolio that can also lead to possible legislation or changes in policies, or being a part of videos or media projects that can really be able to highlight the voices of young people in local communities. Next slide please.

Venton: And also, another strategy is to offer specialized training before planning council events. Such as ways to describe ... excuse me, I think that ... oh excuse me, I had some notes. One thing is to look at specialized training before events, and being able to describe what activities are before going into meetings, and also giving context that when activities are occurring, and also if there are any procedural steps that they need to know or follow in order to complete the activity. Planning council meetings can be challenging, and oftentimes the conver ... [inaudible 01:13:22] can also be used as intensive, that the meeting could be boring. So we have to make sure that we better understand what the



planning council is doing. And how to make sure that we make the experiences more interesting and meaningful to our membership. And therefore, improving engagement of the young person that you want involved.

Venton: Specialized trainings can help break down language or jargon barriers that can oftentimes confuse new members. And the language that planning councils and planning bodies use can be exclusive language that is very unfamiliar ... that the message, it's surrounded in policy that's oftentimes very unfamiliar to young people. So it's very important that that's taken into consideration, as you talk about involvement of young people. Next slide.

Venton: And so, when youth or young adults become more involved in planning councils, it is important that intentional efforts be made towards making sure that a young person feels empowered to speak up for themselves, and also those that they represent on planning council bodies, or working with the planning council or administrative agencies.

Venton: One way to encourage this is to have a young person serve as one of the co-chairs of the planning council or committee. And by elevating a young person to this role, you are amplifying their voice, highlighting their value, as well as encouraging other people to get involved in the council in a meaningful way. And to prepare young people for roles such as co-chairs, the planning council may want to offer leadership training that can take place, again, either before meetings, or also on other days that that's convenient for young people. And you'll know that when you have conversations with them in community.

Venton: And having these trainings can also help other people prepare for these roles, and also build transferable skills for other aspects of a young person's life, career, and investment in ending this epidemic. And when young people ultimately show interest in, or become involved in the planning council, we have to find ways for them to be meaningfully involved. Their time, their investment in the planning council, needs to feel of value to them and to the planning council. It's important that we don't just have them joining meetings for the sake of filling the slot, or checking the box. We have to find ways that they can apply their skills, and also their interests, to advance the goals of the planning council and planning body. And that's ultimately to improve the lives of those living with HIV, or ultimately to, depending upon the body that you're involved with, also prevent the additional transmission of HIV to new individuals.

Venton: And so for example, one planning council noted that some of their young people used their video production skills to make a planning council improvement video. That's ultimately, projects like that help put young people in decision making roles. And this doesn't necessarily mean that you should immediately become a co-chair. But there are decision making roles outside of those, that the young person decides where to conduct outreach or recruitment activities. Like I mentioned earlier, the possibility of serving as a committee chair, and also another option is to start a youth or young adult committee or caucus, that allows them to discuss how this community is best served as well as recruit other young people to be able to raise their voice for the needs of young people and young adults. So I'll turn it back over to Michelle.

Michelle: Thank you so much. I think those are really excellent strategies, and can help planning councils be really successful and grow in this area. We do know that there are some different models of youth engagement, or young adult engagement, that have been employed by different jurisdictions. They all have benefits and challenges that are associated with them. Some jurisdictions have youth subcommittees, some have separate youth councils that are equal to the regular planning council. Other jurisdictions have youth and young adult as part of their full membership. An innovative idea is to offer sort of an at-large membership, prior to full membership, as a sort of trial run for involvement. But what we want to ensure, though, is that all different types of models of youth and young adult engagement, is that the youth and young adults are actually involved. It's important that whatever the model, it should be used in a way that amplifies the voice and needs of young adults and not as a way to limit or moderate that influence.

Michelle: When we're successful in engaging and retaining youth and young adults in the planning council or planning body activities, we'll have a multi-generational planning council and planning body. And like any multi-generational work environment, there are some great synergies and benefits, but there are also challenges. And together, the generations can create and excel.

Michelle: And so, there are some strategies that you can see here, that can help your planning council and planning body to work together to achieve your common goals in a harmonious way. And these are some general strategies often employed in multi-generational workplaces, but are very applicable to planning councils and planning bodies. And the first is of course to establish respect.

Understand and accept that generations are different than yours. Think about what your planning council and planning body members do to build and show mutual respect to each other, particularly people from different generations. And if you have ideas on how this is happening in your planning council, how you're establishing respect, do tell us in the chat. We'd love to hear that, and I know that your colleagues would love to hear that as well.

Michelle: To the extent possible, be flexible and accommodating with regards to people's schedules, their time, commitments, and desires. And if you have ideas about the types of policies, protocols, and commitments that you might need to be flexible with in your planning council, or might want to think about being flexible with, go ahead and tell us in the chat, so that it can help start other groups thinking about what they might need to think about with their own planning councils.

Michelle: You want to avoid stereotyping. Instead of assuming the worst about a person or their generation, fight unconscious bias, and accept individuals based on their merits, rather than kind of typical members of a generation.

Michelle: By demonstrating willingness to listen to or adopt new ideas, and by working collaboratively, you can change perceptions and attitudes. And we want to think about the assumptions that planning council bodies and planning council members might be making about other generations, and what those things that we might need to check, in order to work together productively. One example, I think that Venton mentioned a little bit earlier is an assumption that a young person is ... might have limited knowledge or experience in HIV, when in fact a young person could very well be a young professional working in HIV. And doesn't necessarily want to be treated the same as if they were a 13 year old student. So we need to be mindful that just because a person is younger than you doesn't necessarily mean that they don't have knowledge and experience.

Michelle: We want to learn from one another. Each person has skills and experience to bring to the table, and the planning council is stronger than any individual alone. So we want to focus on amplifying a person's strengths, rather than thinking about how they're different from you. And so you want to think about who is on your planning council? What are their strengths? What do youth and young adults bring to the table? I know that Venton mentioned earlier, somebody brought video production skills to the table. That's excellent. And so couple that



with a more tenured representative's knowledge and experience with the planning council, and together you can create something amazing.

Michelle: You might want to tailor your communication style to the needs of different planning council or planning body members. If you're just sticking with one mode of communication you risk alienating people. So if you're only communicating by telephone call, you might be alienating people who strongly prefer texting. If you write really informally, you risk alienating people who prefer a more formal means of communication. So you want to think about the changes that you can make to your communications. Both internally to your planning council, and externally, so make them accessible to younger audiences.

Michelle: Also, we want to make sure that we're not overlooking how similar generations are, rather than dwelling on differences. Many generations value feeling engaged, they value fair play, building a better quality of life and a better service coordination for people living with HIV and AIDS in your jurisdiction. Being respected. We want to look for inter-generational common ground. And so one of the best ways that you can do this is to show your planning council and planning body members, and potential members, the common values that you have. Which are trying to improve life and wellness for people in your community. That is a uniting force. And that can really bring everyone together. Because we're all trying to do the same thing. We might have different ways of getting there, or different ways of talking about it, but we're all trying to do the same thing.

Michelle: So we want to know, what types of assistance would be beneficial to help your planning council and planning body implement the strategies that you've heard here today? I you want to tell us in the chat, we'd love to have that information so that we can help support you. Because we know that this has probably brought up some new thoughts for you. I'll give you a moment to respond.

Michelle: I'm loving seeing these things come in through the chat. I'm hearing that you're interesting in sample guidance, hearing from other planning councils, so I'm hoping that everybody will share in the chat, and I'm really hopeful to see that folks will share their success stories. And if people wanted to share them with us, we can find ways to communicate that back out. You can always reach us at our planning chat email.

Michelle: Okay. So I'll let you guys keep responding in the chat, because I'm really enjoying seeing what you're talking about. But in the meantime, I want to take some time to thank you for joining us today. I would like to encourage you if you have any other questions, we've been aggregating your question and answers as we go, and so if you have anymore, please chat them in, and we'll do our best to respond to them. While you're thinking about any questions that you have, I'd like to mention that today's webinar was recorded and will be archived on our target HIV page, which is [target HIV dot org slash planning hyphen chat](http://targetHIV.org/planning-hyphen-chat), with two T's. All participants in today's call will also receive an email when it's posted, so you can share with your colleagues. And all of our tools are also posted on that page. It's definitely a great place to go for resources. You can also find us by going to the target HIV website homepage, and looking through the topic library there.

Michelle: Okay so I'm going to take a minute to look through these Q and A questions, and make sure that we get your questions answered. Okay so I'll start with the first question. How do you justify to other planning council or planning body members that don't get incentives, while other members such as youth do? And so, I think that one of the things that I would say is that we aren't necessarily incentivizing with monetary, though if you're employing folks, it's always best practice to pay people. But can you find ways to be creative about incentive? Can you find a way to create some sort of ... that the youth or young adult could create some sort of deliverable that they could use? If they're creating a documentary, they have that, that's on their resume, that they can show that and take it somewhere else, resume building opportunities. Something with a defined end product that can be taken and built somewhere else.

Michelle: You might offer leadership training. That's a transferable skill. Or conference attendance. And so, we want to think about ways to incentivize, or just even calling them incentives. Things that you might have done anyway, but really finding a way to repackage that so that it is understandable as such. Because we know that there are limitations on what you can and can't do. And perception of eligibility.

Michelle: There is a question, another question. How can you prepare longstanding members to be more open minded to bringing in new members? And so, I would say that you really need to bring this back to the roles and responsibilities of the planning council. Planning councils and planning bodies need to be



representative of and reflective of their communities. Without bringing in new members, particularly youth and young adult members, you're not able to confidently say that you're meeting the needs of everyone.

Michelle: And this is also, you could also frame this as saying, this is not a change in what we're doing. It's not a change in the mission. We're just finding new ways to be friendlier to new generations, so that we can meet the evolving needs of the people in our community. And a recognition that different people in our community have different needs that we need to be meeting. And we need to have their voice in order to do that. That's very consistent with the messaging and the goals of planning councils and planning bodies. And so if we really bring it back to what is the purpose of the planning council and the planning body? There should be a recognition that this is important and possible.

Michelle: And so then there was a question: can people under 18 years old serve as planning council or planning body members? And I could hand this over to our HRSA colleagues. Let me ... but I can also, let me see if I can do that, if he's willing. Lenny you're unmuted now. Would you like to respond to this question?

Lenny: Repeat the question.

Michelle: Oh yeah. Can people less than 18 years old serve as planning council members?

Lenny: There is no real legal issue in regards to that. There may be some local concerns when you get to someone maybe 16 or under, or considered a minor status, about parental guidance or consent. But in regards to Ryan White, we welcome the youth input. So we would try our best to work as closely as we can with ensuring that parents are involved or are aware that there's participation by minors. But we really don't speak to that. There's a lot of local issues that may step in there. So we would always default to that.

Michelle: Thank you so much for that.

Michelle: Okay, and then I see we have another question about framing HIV as a part of health and wellness, and linking to other concepts and ideas that are a part of the milieu of what is going on in the world right now. And so I would just say that this is something, it's just a strategy, I would recommend you talk to the young people in your community and think about what are the things that planning councils and planning bodies, what are they associated with? Is it a



part of ... are there things that are maybe more tangible, or at least a little bit more present in the lives of young people than a planning council or planning body, which they might not know about.

Michelle: And so health and wellness is certainly something that youth and young adults are thinking about often. And so we want to be thoughtful about saying, oh, this is a way that you can be involved with improving the health of your community. This is a way that you can be involved in your community. And so kind of reframing from a really narrow focus on HIV, into a broader, bringing you into a new broad landscape that people might be more familiar with, and more comfortable with. And I do think there were some other folks who wanted to respond to that, so I'm going to open that up.

Lenny: Hi this is Lenny. One of the things that we can also look at is disparities in general. We find that oftentimes, some of the social issues or the economic issues that drive diabetes, high blood pressure, a good portion of these health concerns are based in disparity, also drive our HIV concerns. So when you look at it holistically, if you couch this in a wellness program, and accept it just from HIV [inaudible 01:34:50], it also tends to reduce the initial stigma that some folks may have with approaching a conversation about HIV for fear of unintentional disclosure. So there's many ways you can look at this, and incorporating it into other wellness activity is one of those ways. So it's something to give some food for thought, or some consideration to.

Michelle: Thank you so much. And I'd just like to remind you, if you have more questions, you can go ahead and chat those in. And I'm loving to see all these different ... I'm loving the answers that are coming in, and the things that you're chatting to each other, because really showing that this is an area that you all want to grow in and improve in, and really help build your planning council in this area. And so I'm really pleased to see that.

Michelle: As you're taking another moment to ask anymore questions that you have, I'd like to again remind you that you can download slides, recording, and all of our past webinars from our planning chat website. Slides from today will be available, along with the recording in the future. And all of that will be available on the planning chat site.

Michelle: Okay, well I'm not seeing anymore questions come in. So I'm just going to say thank you all so much for attending today. Be sure to visit our website to sign up



for our mailing list. Download tools and resources. View archived webinars and more. And please to take a moment to complete the evaluation when that comes to you. We really do use those, and would love to see what you think and how we can improve.

Michelle:

Of course you can always contact us at planning chat at JFI dot com. I do think that the evaluation link is going to go out in the chat, but if it doesn't, you'll receive it later. Thank you so much, and I hope you all have a great day.