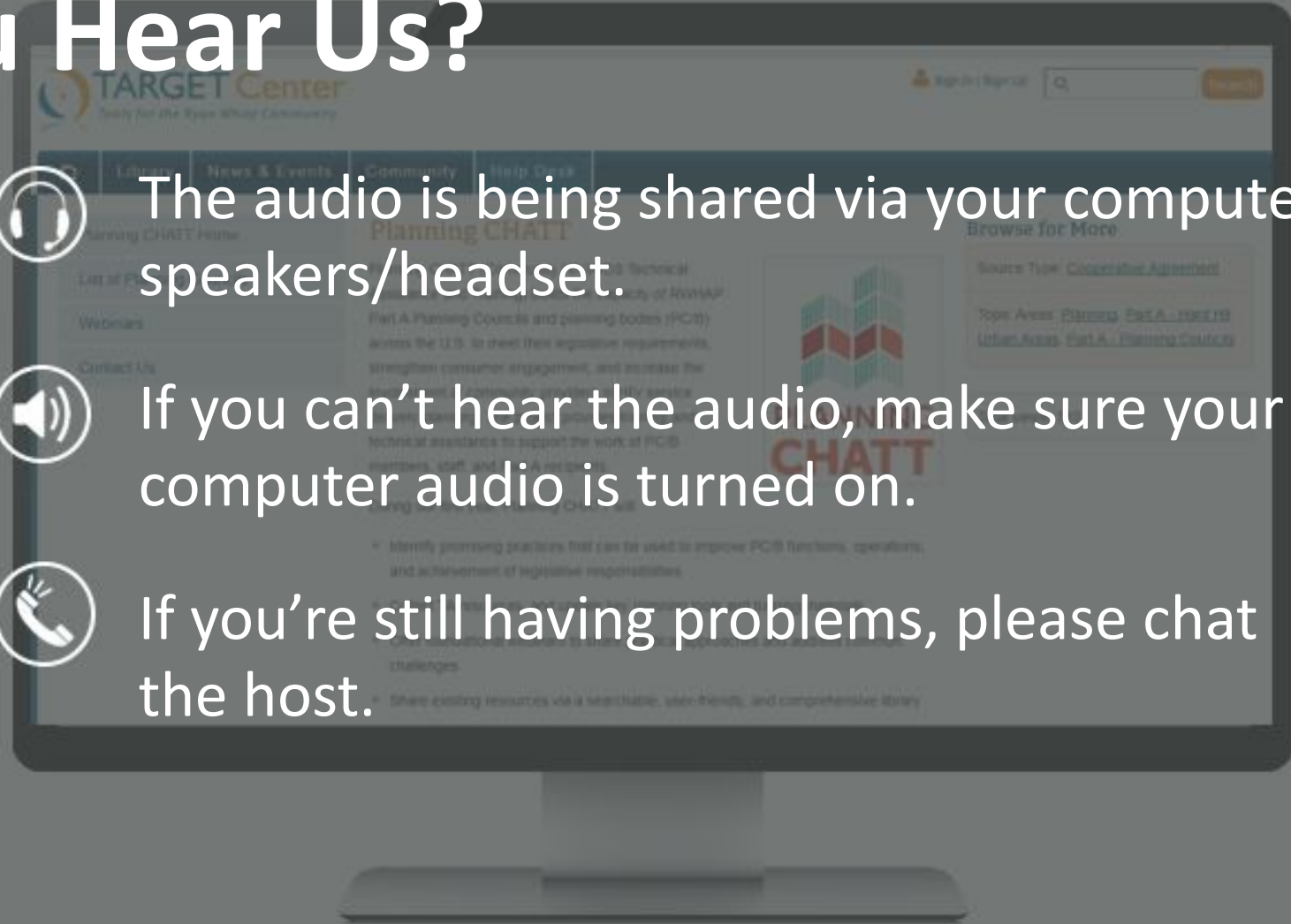# Can You Hear Us?

The audio is being shared via your computer speakers/headset.

If you can't hear the audio, make sure your computer audio is turned on.

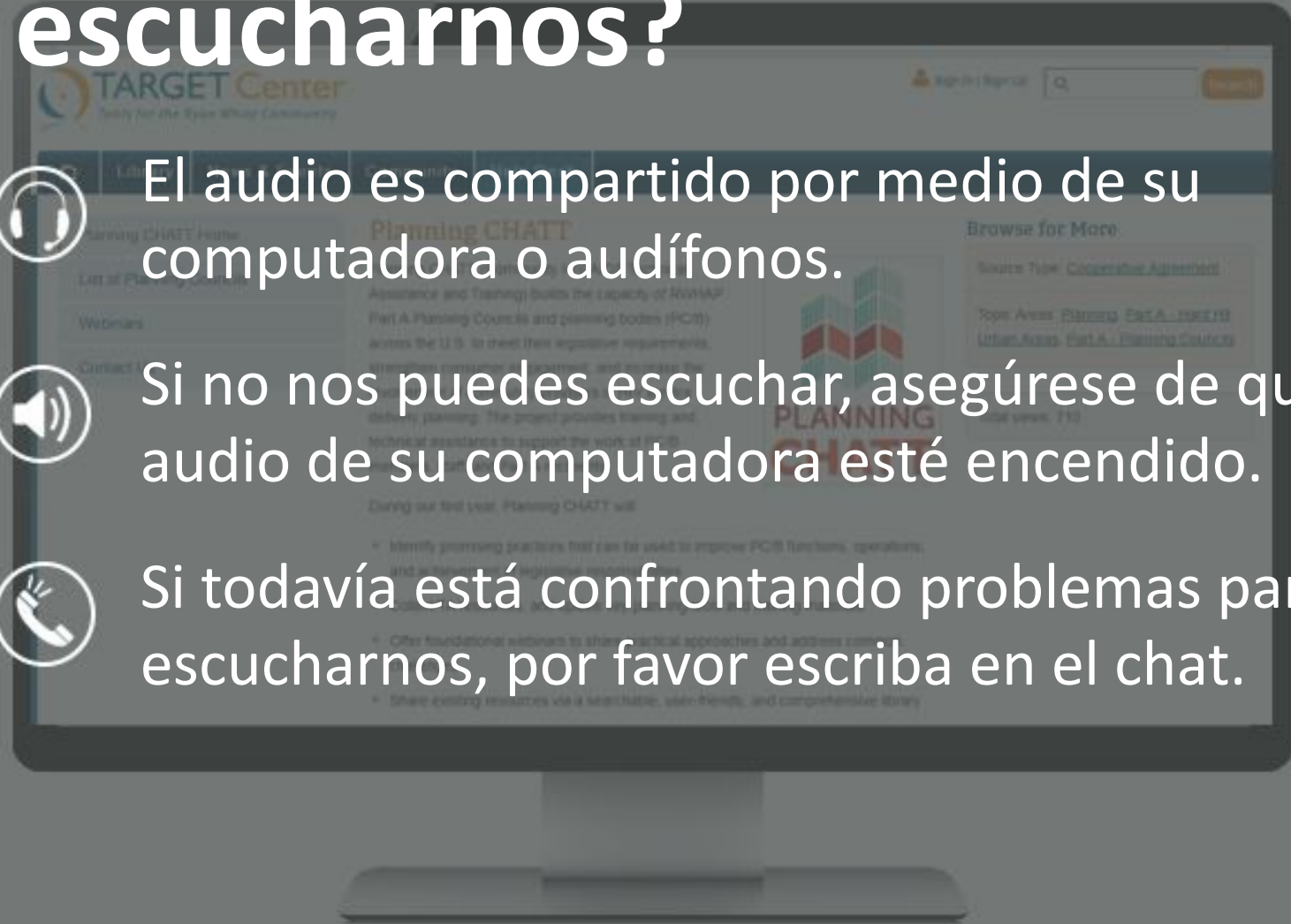If you're still having problems, please chat the host.

Puedes escucharnos?

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Achieving Reflectiveness:

A Roadmap to Instill Cultural-Responsiveness as a Life-Long Learning Process in Your PC/PB (Part 2)

September 29, 2022

Marissa Miller - Capacity Coach and CEO Trans Solutions Research & Resource Center

AJ Scruggs - Community Engagement Specialist and National Trainer for the ELEVATE Program

Patrick Baum – Chair, Boston EMA Planning Council

**Vicki Lee** - Intern, Boston EMA Planning Council

Alexandra Bonnet - Training and Technical Assistance Coordinator, Planning CHATT

Travis Barnhart - Training and Technical Assistance Coordinator, Planning CHATT

PLANNING CHATT
Community HIV/AIDS
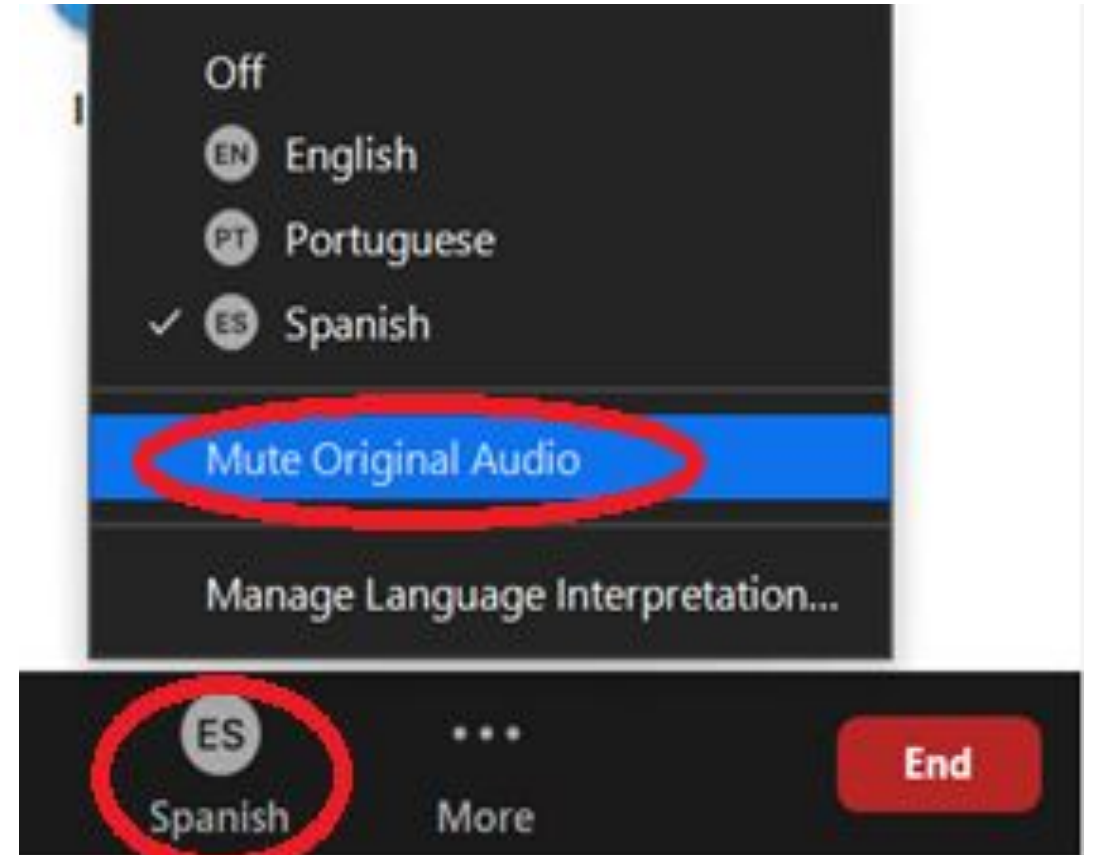Technical Assistance & Training

JSI

Simultaneous Interpretation Is Available in Spanish

1. Please click on the globe button on the bottom of your screen and select the language that you would like to hear.

   1. Por favor, haga clic en el globo en la parte inferior de su pantalla y seleccione el idioma que quiere escuchar.
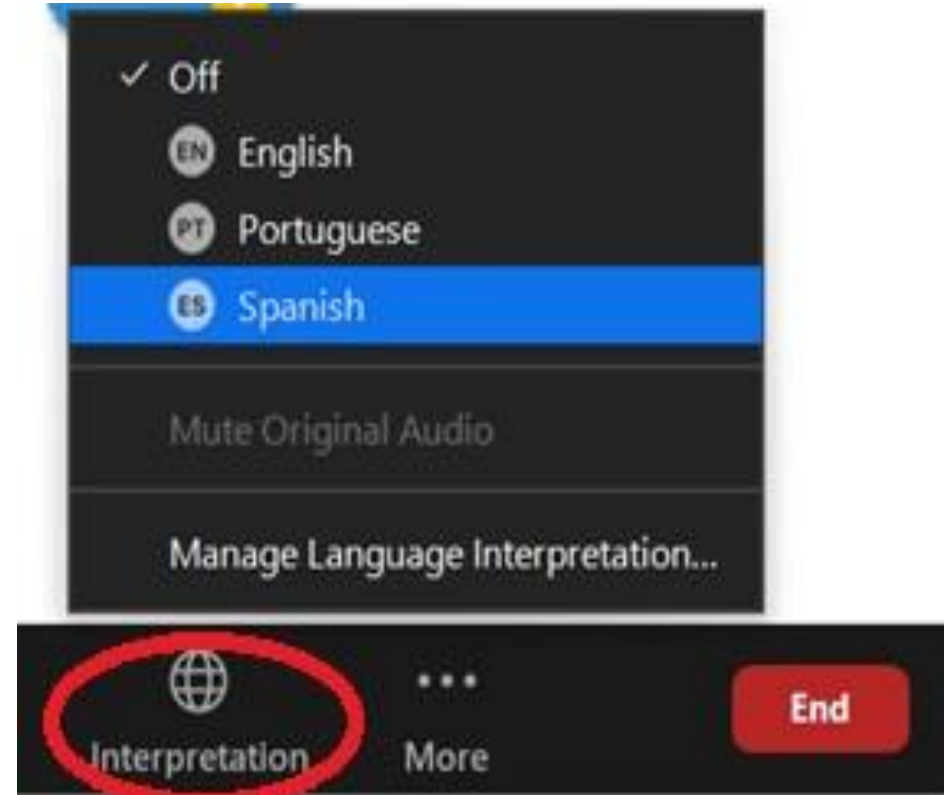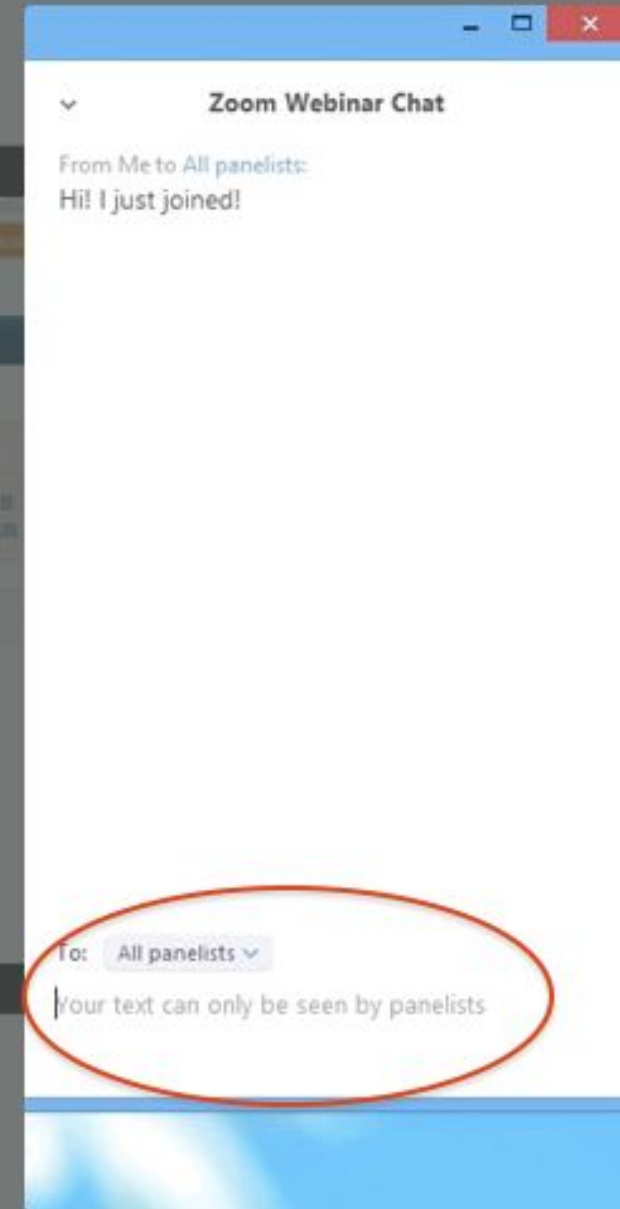
Simultaneous Interpretation Is Available in Spanish

2. Once you have selected a language, click once again and select *mute original audio* in order to hear only the selected language.

 2. Una vez que haya seleccionado un idioma, haga clic una vez más y seleccione *silenciar el audio original,* para escuchar sólo el idioma seleccionado.

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Agenda

1. Introductions
2. Objectives
3. Review of Achieving Reflectiveness Part 1
4. Learning: A Lifelong Process
5. Building Trust and Genuine Relationships
6. Spotlight: Boston EMA Planning Council
7. Questions and Answers

Planning CHATT: A HRSA-supported Cooperative Agreement (U69HA39085)

Lennwood Green
Project Officer
Division of Metropolitan HIV/AIDS Programs
HIV/AIDS Bureau, HRSA

Webinar Presenters

AJ Scruggs
(he/him/his)

Community Engagement Specialist and National Trainer for the ELEVATE Program

Marissa Miller, SME, CEO
(she/her/hers)

Capacity Coach and CEO of Trans Solutions Research & Resource Center

Webinar Presenters

Patrick Baum
(he/his/him)

Chair, Boston EMA Planning Council;
Harbor Care, Nashua, New Hampshire

Vicki Lee
(she/her/hers)

MPH Student, Boston University School of
Public Health, Former Intern

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Webinar Interpreters

Pablo and Diana Donatti

US Federal Court Certified-Conference-Medical & Technical Translations

Objectives

By the end of this webinar you will be able to:

- Utilize strategies and resources to frame cultural competence as a life-long learning process
- Recognize the differences between gender identity, gender expression, and sex at birth
- Describe innovative strategies used by a PC/PB to support community engagement

Achieving Reflectiveness Part 1 Webinar Overview

Marissa Miller

Achieving Reflectiveness Part 1 Webinar Overview

- What is reflectiveness?
- Membership requirements in the legislation
- Difference between cultural responsiveness and cultural humility
- Meaningful Involvement of People with HIV/AIDS (MIPA)

HRSA (2013). Ryan White HIV/AIDS Program Part A Manual. p.111

Reflectiveness

Reflectiveness: "The extent to which the demographics of the PC/PB membership look like the epidemic of HIV/AIDS in the jurisdiction"

HRSA (2013). Ryan White HIV/AIDS Program Part A Manual. p.111

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Membership Requirements in the Legislation

- RWHAP legislation requires member diversity because of its importance in helping PC/PBs identify and address *"disparities in access and services among affected subpopulations and historically underserved communities"*

- Reducing HIV-related health disparities and health inequities is also one of the four primary National HIV/AIDS Strategy (NHAS) goals

Membership Needs to Meet Required Reflectiveness Criteria

- PC/PBs need to meet the requirements of reflectiveness

- Reflectiveness should be based upon the combined total of HIV prevalence and AIDS prevalence in the EMA/TGA

- Members should have characteristics that reflect the local epidemic in such areas as:
  - Race
  - Ethnicity
  - Gender
  - Age

At least 33% of planning council members must be **consumers**
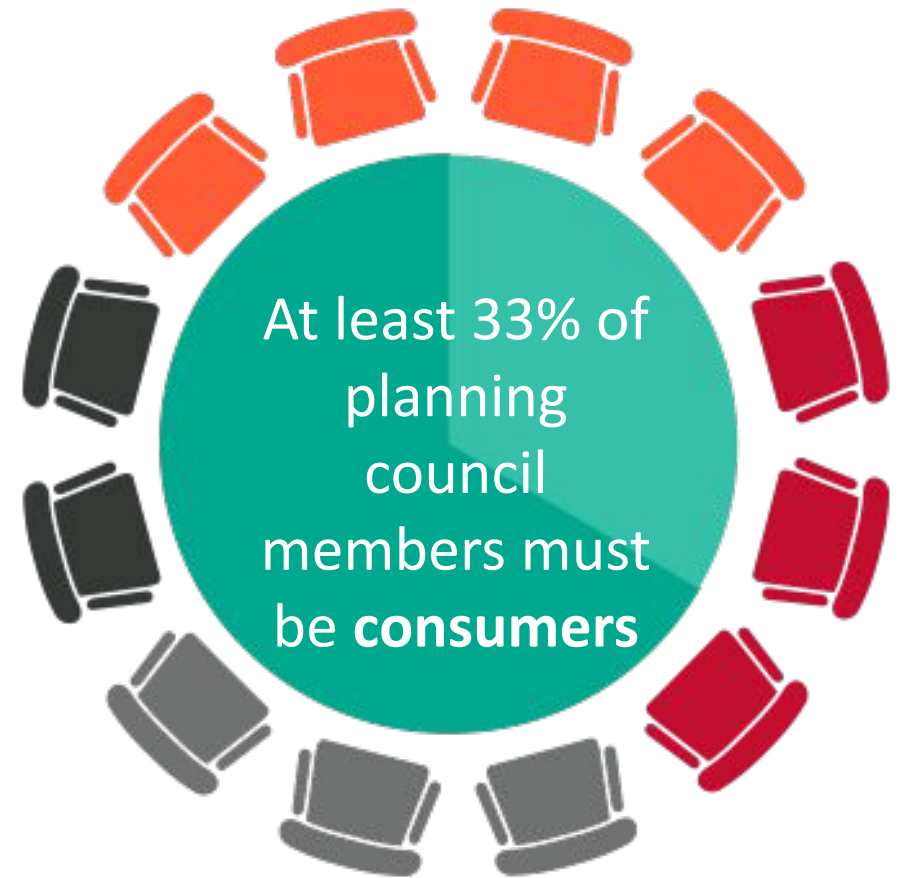
Difference between Cultural Responsiveness and Cultural Humility

Cultural Responsiveness Involves…

…developing [an] understanding of cultures other than your own. Such knowledge is important. However, when based on training sessions or academic learning rather than "lived experience," it can lead to stereotyping or assuming that everyone from a particular cultural background has the same beliefs and behaviors.
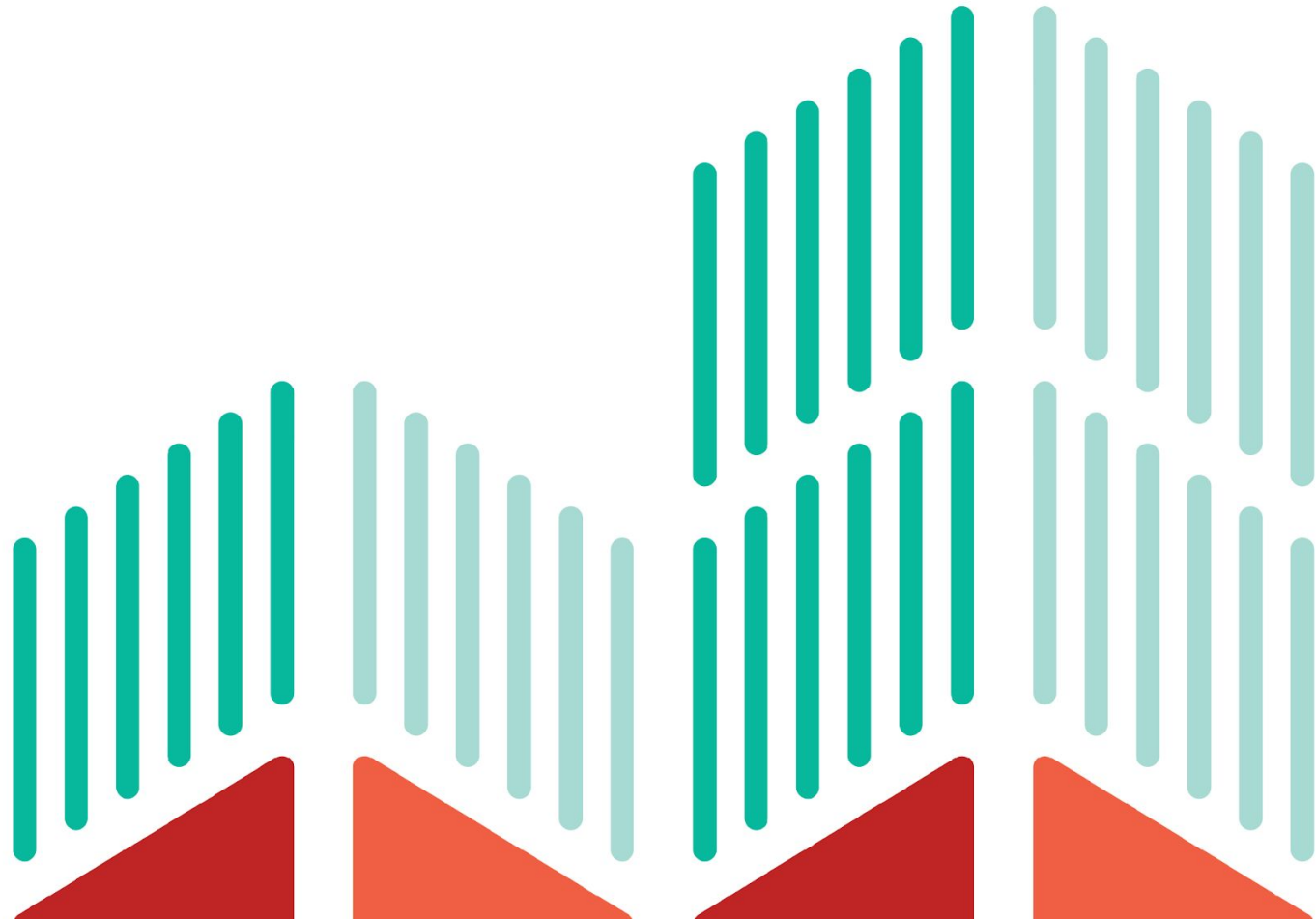
-Quick reference handout 9.6, page 3

Cultural Humility…

…focuses on increasing awareness of culture through ongoing personal reflection and co-learning along with people from other cultures. It means seeing people from other cultures as peers and trying to understand their views. It also encourages people from the dominant culture to recognize their own power, privileges, and biases (which are often unconscious).
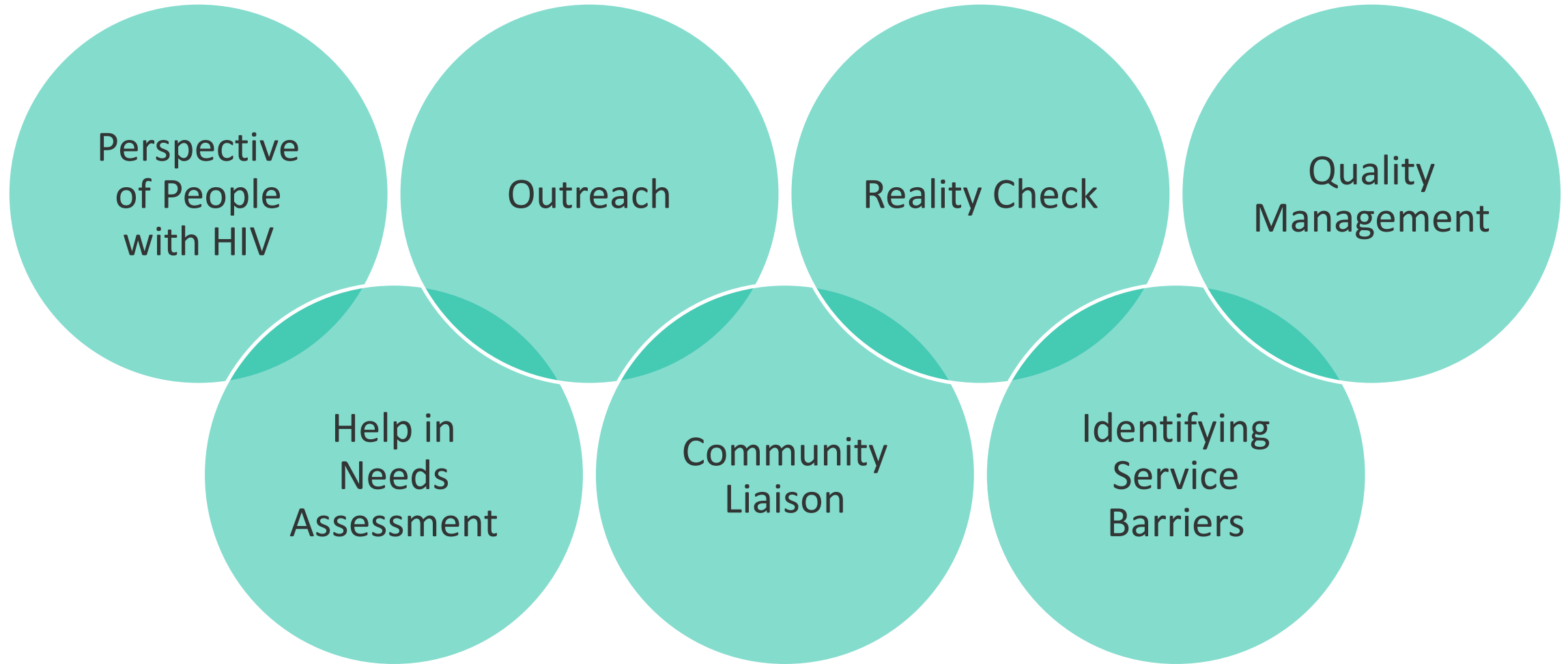
-Quick reference handout 9.6, page 3

Meaningful Involvement of People with HIV/AIDS (MIPA)

Three Levels of Benefits from MIPA

Benefits of Participation of People with HIV

Perspective of People with HIV

Outreach

Reality Check

Quality Management

Help in Needs Assessment

Community Liaison

Identifying Service Barriers

Learning: A Lifelong Process

AJ Scruggs

Quick Chat Discussion: New Member Orientation and Training

Consider the following:

What are the most important success factors for new member orientation and training, that contribute most to a member's becoming actively engaged with the PC/PB and continuing as an active member?

Instill Cultural-Responsiveness as a Lifelong Learning Process

- Acknowledge that people from every cultural group need to learn about other groups.
- Take advantage of the teaching and learning opportunities to promote and practice:
  - Gender-affirming care
  - Actively inclusive environment

Gender affirming care is…

Gender affirming care (GAC): Any combination of social, legal, and medical measures that help people feel happy, healthy, and safe in their gender. GAC takes a holistic approach to making sure a person's mental and physical needs surrounding their gender identity and expression are met.

Everything You Need to Know About Gender Affirming Care

Inclusion is…

- **… active, intentional**, and ongoing engagement with diversity, including intentional policies and practices that promote the **full participation** and **sense of belonging** among all members of a group or organization.

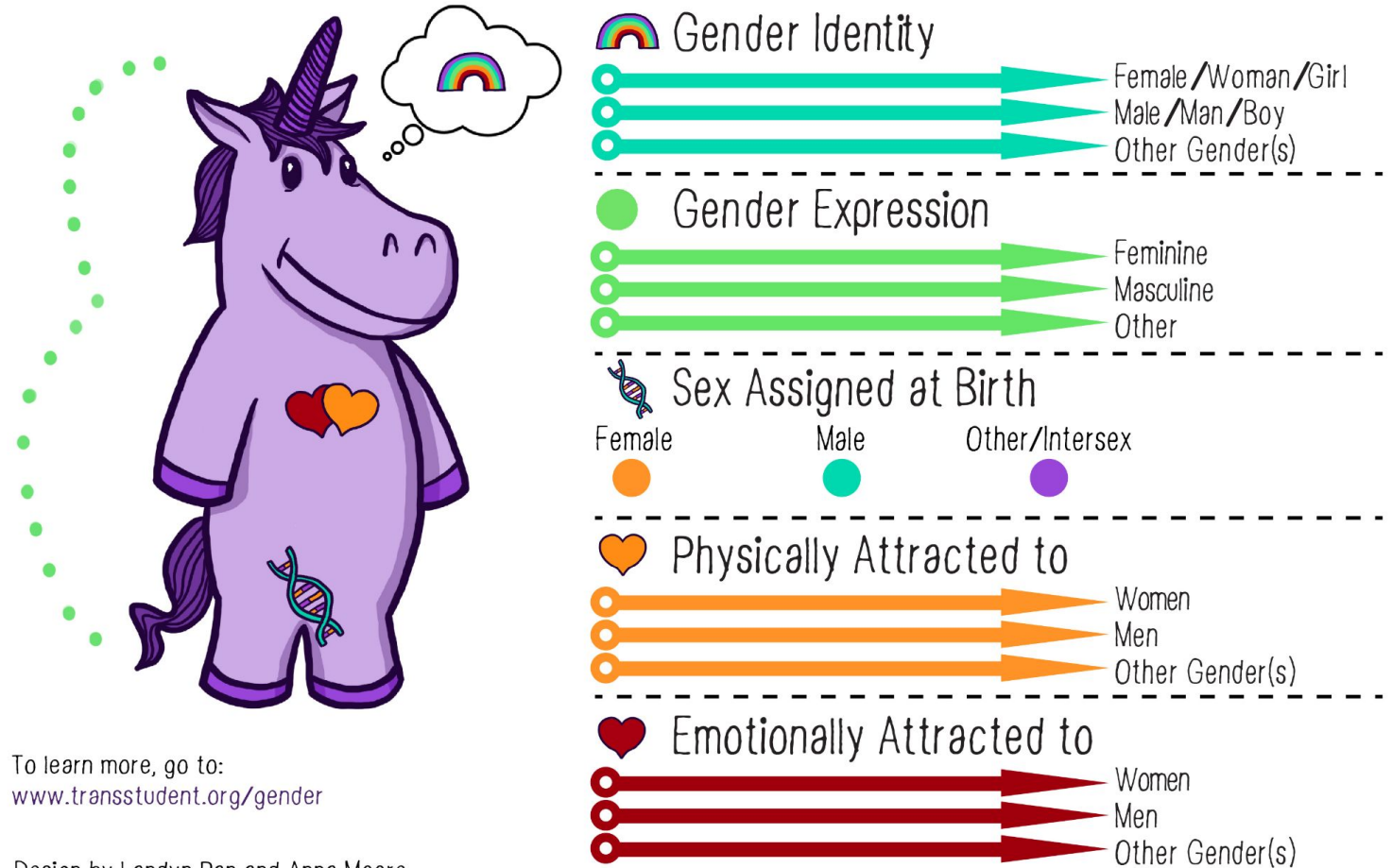|	
Intentional	Active
Full Participation	Ongoing Engagement
Sense of Belonging	Engagement

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Instill Cultural-Responsiveness as a Lifelong Learning Process (cont.)

- Take time to explain the basics:
  - Gender identity
  - Gender Expression
  - Sex Assigned at Birth
  - Physically Attracted to
  - Emotionally Attracted to

The Gender Unicorn

"Words have power. We have the ability to define reality for ourselves and for others by shaping collective ideas, beliefs, and perceptions."

Instill Cultural-Responsiveness as a Lifelong Learning Process (cont.)

- Practice inclusion: Active, intentional and ongoing engagement with diversity.
- Use terms that members prefer when referring to them: Members should feel comfortable reminding others of their preferences of how people should refer to them
- PC/PB leaders can help all members understand and encourage the use of these terms consistently

Steps Towards Creating Actively Inclusive Environments Through Gender-Affirming Practices

1. Have an LGBTQ services provider offer orientation on pronouns
2. Include in member orientation why these terms matter
3. Ask all members to share their pronouns on:
   - Email signatures
   - Business cards
   - Name tags
4. Refer to members by their gender or gender-neutral pronouns (e.g. she/her/hers, he/him/his, they/them/theirs, ze/zir, "Use my name")

Steps To Promote And Practice Gender-Affirming Care And Create An Actively Inclusive Environment

5. Ask about preferred language for:
   - Members of racial and ethnic groups
   - Deaf and hard-of-hearing communities
6. Ask members from transgender experience what they identify with (e.g. transgender, trans, or another term)

Building Trust And Genuine Relationships

Marissa Miller

Poll #1

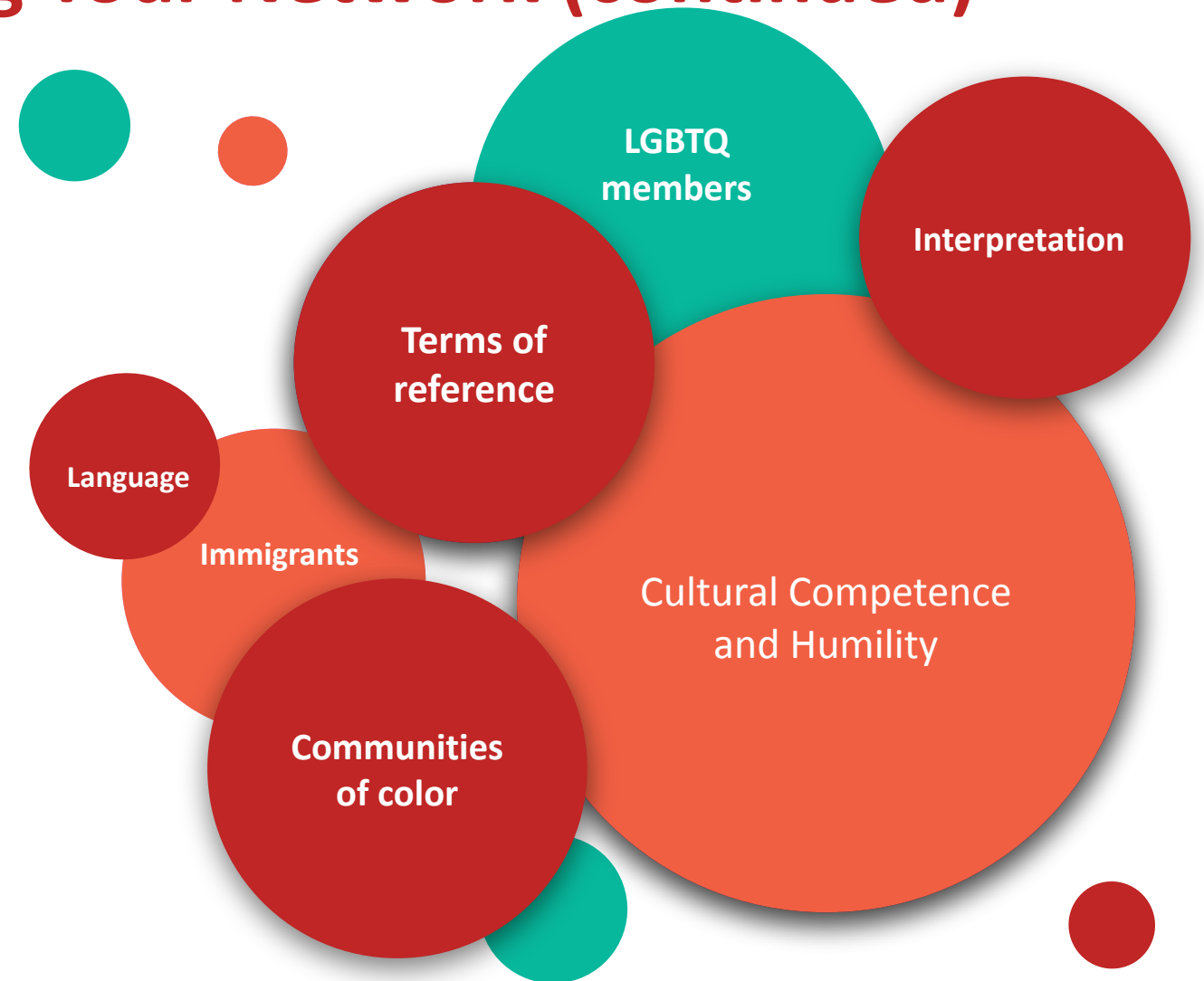**How could you diversify your network authentically?**

Authentically Diversifying Your Network

- Build a mutual relationship
  - Think about long-lasting relationships
  - Acknowledge that all voices are important

- How to diversify your network authentically?
  1. Reach out to community leaders
  2. Spend time getting to know each other
  3. Acknowledge that burnout is real. Promote and build a foundation for the future generations

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Authentically Diversifying Your Network (continued)

4. Identify some types of diversity issues
   - Promote discussing cultural differences openly
   - Validate lived experience

LGBTQ members

Interpretation

Terms of reference

Language

Immigrants

Cultural Competence and Humility

Communities of color

"PWH commit to treatment and prevention fully only when there is a commitment to involving and engaging them authentically"

AIDS United Meaningful Involvement of PWH/AIDS (MIPA) "Nothing About Us Without Us"

Boston EMA Planning Council: Someone You Know and Love: An Anti-Stigma Campaign

Patrick Baum
Vicki Lee

Someone You Know and Love Introduction

- *Who We Are*: Boston EMA Planning Council
- *Purpose*: To confront and dismantle the stigma that still surrounds the HIV/AIDS epidemic
- *Mission Statement*: The campaign will illuminate the stigma surrounding HIV/AIDS by empowering people with HIV to share their personal experience

Someone You Know and Love Film

Website Production - You Already Know and Love Someone Living with HIV

Instagram Account

TikTok Account

Why and How We Utilized TikTok

Boston EMA Planning Council presents...

HIV STIGMA TIKTOK CONTEST

You already know and love someone living with HIV

GUIDELINES

1. Has to be between 30 to 60 seconds
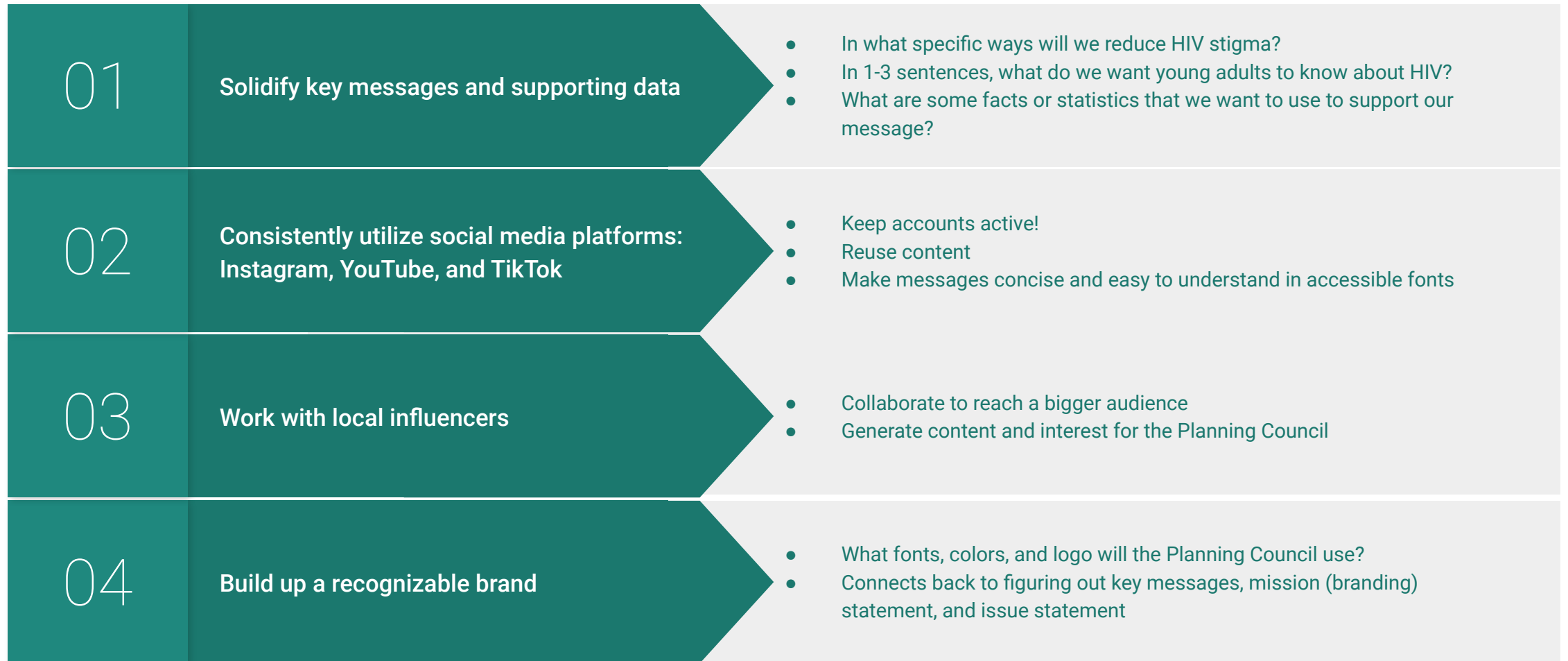2. Has to relate to HIV stigma or the panel discussion
3. Has to mention our account @someoneyouknowandlove

ENTRY RULES

1. Only TikToks that mention our account will be considered valid entries
2. Our account will message you to confirm entry
3. Entries will be judged on: creativity, relevance, accuracy
4. The winner will be contacted through TikTok after the entry deadline

Proposed Communication Plan for the Future

01   **Solidify key messages and supporting data**

- In what specific ways will we reduce HIV stigma?
- In 1-3 sentences, what do we want young adults to know about HIV?
- What are some facts or statistics that we want to use to support our message?

02   **Consistently utilize social media platforms: Instagram, YouTube, and TikTok**

- Keep accounts active!
- Reuse content
- Make messages concise and easy to understand in accessible fonts

03   **Work with local influencers**

- Collaborate to reach a bigger audience
- Generate content and interest for the Planning Council

04   **Build up a recognizable brand**

- What fonts, colors, and logo will the Planning Council use?
- Connects back to figuring out key messages, mission (branding) statement, and issue statement

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Successes and Challenges

| Successes	Challenges
• Recruited at least 3 new members through social media • Engaging in meaningful conversations about HIV stigma • Utilization of interns	• Lack of enthusiasm to continue maintenance of pages • Low desire to participate in videos

Contact Information

Thank you!

Boston EMA Planning Council: pcs@bphc.org

Vicki Lee: vickilee@bu.edu

Questions and Answers
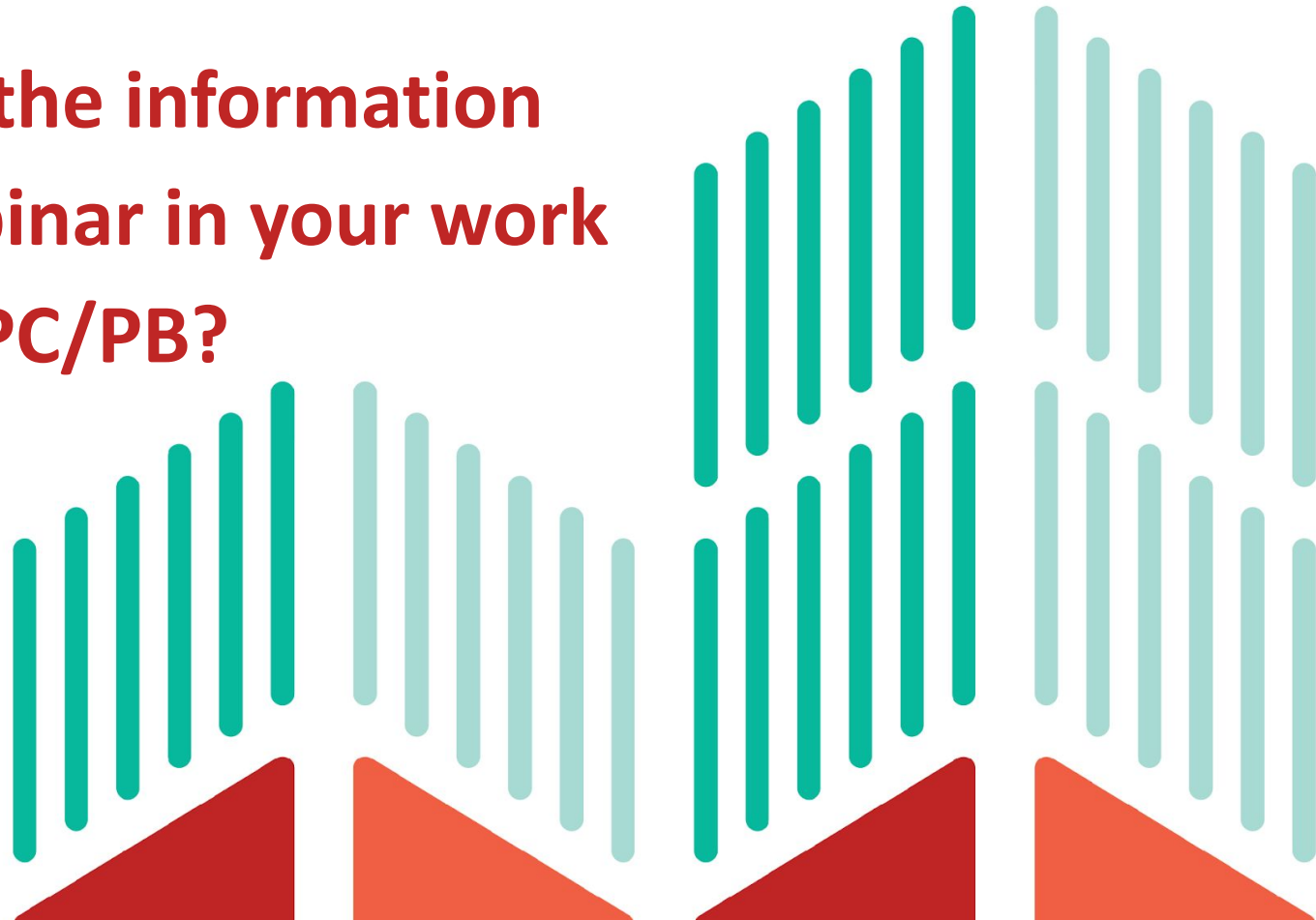
Someone You Know and Love Trailer
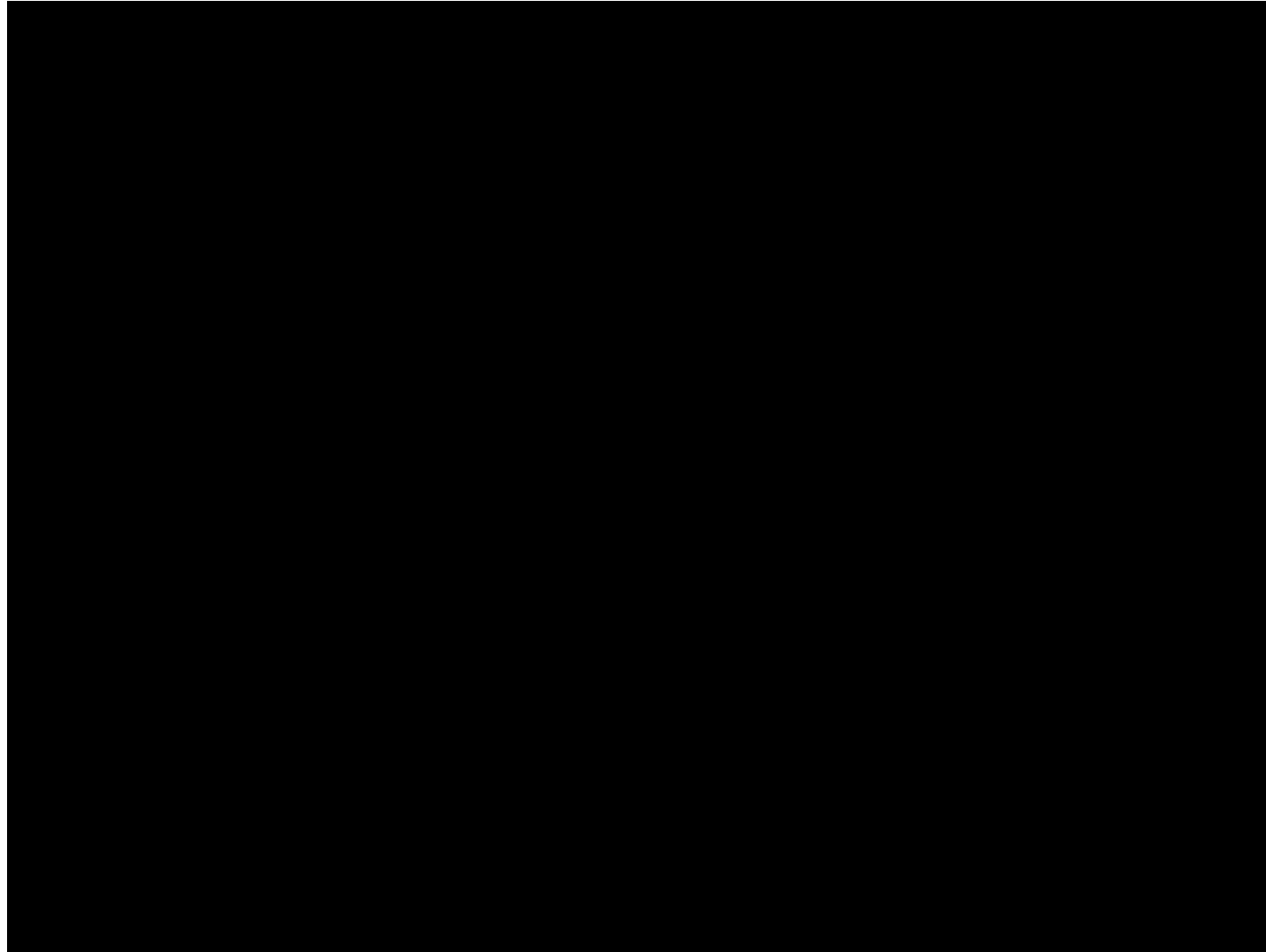
Poll #2

How satisfied are you with today's webinar?

Poll #3

How likely are you to <u>use</u> the information presented during this webinar in your work with your RWHAP Part A PC/PB?

Resources

- ❑ [Ryan White HIV/AIDS Program Part A Planning Council Primer](#)
- ❑ [Module 8: PC/PB Structure and Governance](#)
- ❑ [Activity 8.2 Quick Discussion D: New Member Orientation and Training](#)
- ❑ [AIDS United MIPA Toolkit](#)
- ❑ [MIPA](#) "Nothing about us without us"
- ❑ [Ryan White HIV/AIDS Program Part A Manual](#)
- ❑ [The Gender Unicorn](#)
- ❑ [Someone You Know and Love (Boston EMA Planning Council)](#)

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Planning Community HIV/AIDS Technical Assistance and Training

PLANNING CHATT

The Community HIV/AIDS Technical Assistance and Training for Planning project (Planning CHATT) builds the capacity of Ryan White HIV/AIDS Program Part A planning councils and planning bodies (PC/PB) across the U.S. to fulfill their legislative responsibilities, strengthen consumer engagement, and

Planning CHATT Home

List of Planning Councils

Thank You

Please complete the evaluation!

TargetHIV.org/planning-CHATT

Sign up for our mailing list, download tools and resources, view archived webinars and more…

Contact Planning CHATT: **planningCHATT@jsi.com**