

EndHepCMA

Awareness, Engagement, Empowerment Committee Meeting

Date: 11/13/17, 4-5PM

Location: The Boston Living Center, 29 Stanhope Street Boston, MA

Goals:

Any promotional material will go beyond “get tested get cured” by directing people to our website with a listing of providers offering care to those actively using or in treatment for substance use disorder.

- Still need to finalize content and design of the poster. Plan to use imagery reflecting the target population, focusing on the accessibility of and coverage for treatment.
- Consider alternative routes for spreading the message, e.g. T-shirts to be worn on subway and bicycle rides and by street musicians and vendors.
- Integrate lists of community organizations, clinics, recovery programs, and meeting sites for outreach over availability of testing and treatment and for offering our provider list.
- Coordinate efforts with www.help4hep.org which provides a comprehensive website including links to the CDC as well as a confidential M-F toll-free help line: 877-Help-4-Hep (877-435-7443).

Spare Change Newspaper:

- The Coalition will submit a listing for the “Helping Hands” section of Spare Change showing our website with provider list and directing readers to the toll free helpline (above).
- Committee members will look to other free newspapers read by our target population.
 - Alvin will look to the Worcester area. Jodi will check on Springfield
- We will write and submit a letter to the editor of Spare Change News and any other identified publications.
- Rich will draft and forward to committee for ideas and edits

MBTA Promotion:

- MBTA price ranges around 6,000 for one-month x200 ads (this is the nonprofit rate).
 - We will keep this as an option if we do get funding.
- Connect with MORE Advertising via Jared Owen to learn about options and pricing for street furniture. (Conference call scheduled for Monday 11/20)
 - Possibly look to DPH for funding support.

Foundation Funding:

- Jared provided a list below of possible funders for a project outside of Pharma. Committee members will research additional funding sources.
 - www.cummingsfoundation.org/oneworldboston/
 - www.evidenceforaction.org
 - www.Bluecrossmafoundation.org/grant/special-initiatives
 - www.thetowerfoundation.org/substance-abuse

Radio Awareness:

- Rich reached out to WBUR regarding a Hep C PSA – Communications reached out to a reporter for an interview
- Jodi will reach out to a colleague running a morning talk show geared toward veterans.