

Learn + Link + Live

Conference Outline

Theme of the Learn+Link+Live Conference

“The Learn+Link+Live Conference will empower HIV-positive consumers to proactively manage their needs by providing them with essential information, community resources, and useful tools to monitor and maintain their health.”

Purpose of the Learn+Link+Live Conference

The Learn+Link+Live Conference is an educational forum that provides resources to help consumers obtain services and self-manage their health care. Peer co-facilitators may assist the attendees in trusting that the presentations are in their best interests.

Possible topics:

1. HIV basics—short, concise information about HIV (“nuts and bolts Q&A”)
2. Why it’s important to access medical care and medications
3. Treatment adherence
4. Agency overview with descriptions of services and contact information
5. Housing information
6. How to qualify and apply for Ryan White Title I services
7. Self-management issues regarding the life-changing steps in family life, work, appointment management, exercise, nutrition, support groups, etc.
8. Medication trial programs
9. Ryan White Planning Council overview
10. National organizations for advocacy and support
11. Appropriate non-Title I HIV service/care/wrap providers (but not private doctors).
12. Counseling and testing
13. Disclosure, stigma and discrimination
14. Stress reduction
15. Agency introductions
16. Overview of their grievance processes presented by the Administrative Agent/Quality Management
17. Attendees will be surveyed to identify their interests for the next forum

Learn+Link+Live Conference Learning Objectives

1. Provide information regarding the services available to HIV-positive individuals in Maricopa and Pinal County
2. Educate consumers about how to apply for Ryan White Title I services, and what information they will need to provide
3. Educate consumers as to why it is so important to remain in primary health care
4. Educate consumers as to why it is so important to maintain their medication regimen
5. Steps you must take to keep you from spreading HIV
6. Survey attendees to identify issues of importance for next conference
7. Survey attendees on conference effectiveness and revisions to the event

Learn+Link+Live Conference Emotional Objectives

1. Taking responsibility for managing and directing your healthcare is important
2. Consumers feel empowered to manage and direct their health care
3. Confidence in safe sex behaviors and reduced anxiety about retransmission
4. Connections among services highlight that medical care is part of a continuum of services all meant to support health
5. Sense of empathy and support from others who are affected by the disease and living with similar circumstances

Learn+Link+Live Conference Behavioral Objectives

1. Attendees of the Care Conference will stay in care
2. Attendees will maintain their medication regimens
3. Attendees will understand what Ryan White services are available and how to qualify and apply
4. Attendees will experience improved health because they know where to go for services and are tracking their own health
5. Attendees will have the tools to make informed decisions about treatment and provide better information to their healthcare provider
6. Attendees will make and keep appointments

Who is the primary target market for the Learn+Link+Live Conference?

1. Ryan White eligible HIV positive people from Maricopa and Pinal Counties, and other HIV-positive people, especially individuals who are new to care or returning to care (Out-of-Care)
2. Other HIV positive consumers

How will the Learn+Link+Live Conference be marketed?

1. Advertising in a variety of local magazines/newspapers
2. Post at various public locations (bars, bookstores, etc.)
3. word of mouth by other PLWH
4. Post at HIV health care and social service agencies
5. Include in mailings from Title I agencies as part of their on-going correspondence
6. Post on the websites of service providers
7. Notify hospitals and clinics
8. Notify HIV-specialized docs
9. It will be announced at the regional planning group meetings, ADAP meetings, “doc talks” and other events targeting the HIV community and/or those at risk

Additional notes

1. Conference must be focused on Ryan White eligible people, but can include other HIV positive individuals
2. Use graphics as much as possible to describe services or steps to receive care
3. Clearly define expectations of keeping appointments and maintaining medication regimens
4. Stress that self-managing your health care needs is essential
5. Execution of the event should be polished and professional without incurring great expense