

COMMUNITY ENGAGEMENT TO END THE HIV EPIDEMIC

STRATEGIES FROM THE HUDSON COUNTY TGA PLANNING COUNCIL



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SUCSESSES IN COMMUNITY ENGAGEMENT

CONSUMER

PROVIDER

STAKEHOLDER

Consistently above 33%
representation on PC

Involvement well beyond
condition of award

Open lines of
communication with County
Mayors & Health
Departments

Current waiting list of
Associate Members

Sharing best practices and
responding to issues as a
TGA

Representation from our
largest Housing Authority

Hudson County Transitional Grant Area



- In terms of engagement, we are fortunate on many fronts:
 - Our small, densely populated area
 - Proximity to original epidemic
 - Relatively small number of Ryan White providers
- Multiple Approaches for Engaging Consumers and the Community
 - Word of mouth among Consumers
 - Consumer advocacy in the Community
 - Building value for non-RW stakeholders
 - Extensive training to increase retention, and create genuine engagement



INITIAL ENGAGEMENT

- **Consumer Engagement**
 - Ability to affect real change
 - Making meetings a comfortable space to ask questions
 - Explaining the importance of Consumer input
 - Training on how their input helps services evolve
- **Stakeholder Engagement**
 - Large group of engaged individuals to interact with
 - Data access on the HIV+ and low-income community
 - Sounding board of individuals and agencies

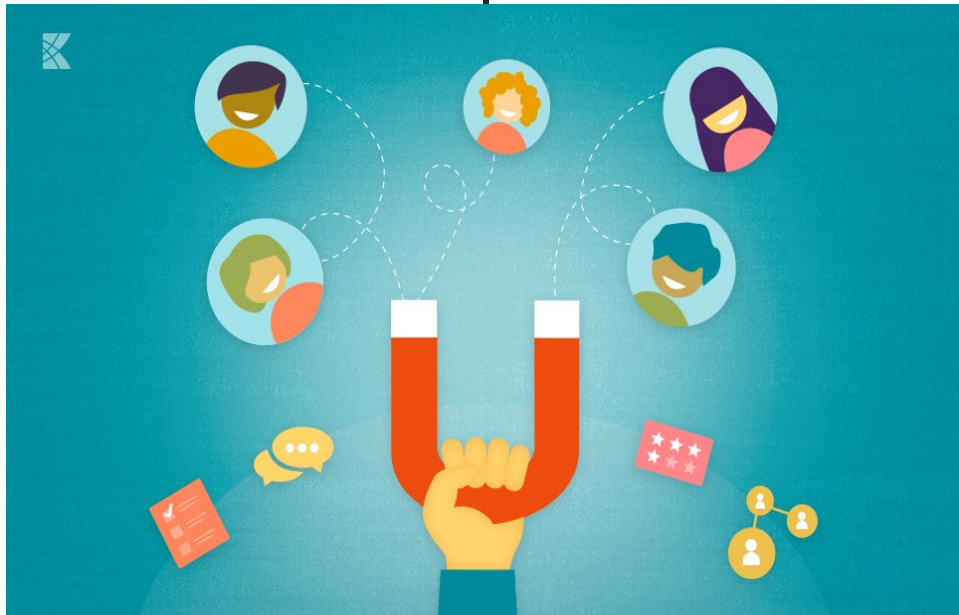
RETENTION AND RECRUITMENT WIIFM?

■ Consumer Retention

- Seeing feedback become real change
 - Effective relationship with the Recipient
- Recruiting the more vocal Consumers
 - This is how you can improve issues
- Promoting into leadership roles
- Creating engaged, knowledgeable Consumer champions

■ Stakeholder Retention

- Better understanding of available services
- Ability to troubleshoot internal processes
- Constant source of Consumer and Provider feedback
- Creating “wins” for municipal leadership





MAIN TAKEAWAYS

Train, listen to, and elevate Consumer representatives to create champions in the community

Follow through on issues most important to Consumers and work to make proposed changes a reality

Create real value for stakeholders and work toward mutually beneficial wins



QUESTIONS?