

Latino Community Development Initiative Program Report

November 25, 2003 — November 30, 2006

Touching Us All: HIV/AIDS in Our Community



Mission

The mission of the Latino Coalition Against AIDS (LCAA) is to shape and mobilize a unified community response to the AIDS epidemic in the Latino community. The coalition develops public and private partnerships to address key public health and public policy issues associated with Latinos and HIV/AIDS in Los Angeles County and provides leadership in the development of local, state and federal legislative responses to address issues of health disparities among Latino communities.

Structure & Membership

The LCAA strives to reflect a spectrum of different voices in its membership to effectively raise awareness about the impact of HIV/AIDS on Latinos/as. Membership of the coalition includes researchers and civic leaders representing various sectors as well as HIV/AIDS organizations. On an ongoing basis, the LCAA continually assesses both its membership and organizational structure to ensure the broadest and most appropriate participation from across the County of Los Angeles.

To date the LCAA membership includes the following individuals:

John A. Pérez, Co-Chair
Director of Political Affairs
UFCW 324

Cástulo de la Rocha, Co-Chair
President & CEO
AltaMed Health Services

Al Arguello
Senior VP, So. Calif. Community Development
Market Manager
Bank of America

Al Ballesteros
CEO
JWCH Institute, Inc.

Eric C. Bauman
State of CA, Office of the Lieutenant Governor

Yvonne Benson
Executive Director
AIDS Services Center

Carrie Broadus
Executive Director
Women Alive

Carmela Castellano, Esq.
Chief Executive Officer
California Primary Care Association

John Durán
Council Member
City of West Hollywood

Ray Durazo
Chairman of the Board
Latin Business Association

Moctesuma Esparza
Chief Executive Officer
Maya Cinemas

Ari Gutierrez
Director of Government Advertising
Daily Journal Corporation

Charles L. Henry
Development Partner
Advance Business Solutions, LLC

Lorri Jean
CEO
L.A. Gay & Lesbian Center

George Kieffer
Partner
Manatt, Phelps & Phillips, LLP

Ricardo Lara
District Director
Speaker of the Assembly,
Honorable Fabian Nuñez

Oscar de la O
Executive Director
Bienestar Human Services, Inc.

Lupe Ontiveros
Actress/Activist

Andy Martinez
Administrator
5P21/Rand Schrader Clinic

Elizabeth Mendia
Executive Director
Whittier Rio Hondo AIDS Project

Alberto Mendoza
So. California Regional Director
Drug Policy Alliance

Yolanda Partida, MSW, DPA
Director
Tomas Rivera Policy Institute, USC

José Pérez
Publisher
Latino Journal

Mario J. Pérez
Director
Office of AIDS Programs and Policy, Los Angeles County

Kevin Pickett
President & CEO
Palms Residential Care Facility

Teresa Quevedo
Anchor Woman
KMEX Channel 34, Univision

Dr. Brit Rios-Ellis
Director, NCLR Latino HIV/AIDS
Prevention Project
California State University, Long Beach

Nicholas Rocca, LCSW
Director, HIV Division
Northeast Valley Health Corporation

Arthur Rodriguez
National Director
Pfizer HIV/AIDS- Agouron

Gloria Rodriguez, MPH
Chief Executive Officer
Community Clinic Association of
Los Angeles County

Corinne Sanchez, Esq.
President & CEO
El Proyecto del Barrio

Stephen David Simon, JD
AIDS Coordinator
City of Los Angeles

Rosa Solorio, MD, MPH
UCLA Department of Family Medicine

Craig Thompson
Executive Director
AIDS Project Los Angeles

David D. Wexler
Partner
Rosenfeld, Meyer & Susman, LLP

Brenda Wiewel
Executive Director
L.A. CADA





Message from the Co-Chairs

Dear Colleagues,

On behalf of the Latino Coalition Against AIDS, we are proud to present this program report summarizing our activities and accomplishments over the last 3 years. Funded by the Los Angeles County Office of AIDS Programs & Policy, the Latino Community Development Initiative has successfully engaged and recommitted key stakeholders and leaders in our community in the fight against HIV/AIDS.

Drawing on the strengths of our diverse membership, we reached out to the media, established public/private partnerships, outreached to thousands, shared information through public affairs colloquia, conducted policy analysis, and led outreach and advocacy efforts to protect and improve the comprehensive systems of HIV care and services that so many persons living with HIV/AIDS have come to rely on.

Perhaps most notably, our efforts have initiated discussions where they did not previously exist. Working in tandem with our partners the African-American Community Development Initiative, we have effectively given voice to the many issues associated with the very heavy burden of HIV disease in our respective communities.

And now more than ever, we must increase our efforts. We must ensure that our voices translate into necessary action as resources continue to be strained while our case loads continue to increase. We invite you to join us in crafting and urging appropriate responses from our local community partners and state and federal leaders in the upcoming year and beyond. Together we can make a difference. Please join us!

Most sincerely,

Co-Chair, Latino Coalition Against AIDS
Director of Political Affairs, UFW 324



Co-Chair, Latino Coalition Against AIDS
President & CEO, AltaMed Health Services



In Review....

The following is a sampling of highlights from LCAA's activities and major milestones over the last three years. While not an exhaustive list of all activities—indeed much work and time is often required behind-the-scenes—we hope that the following timeline illustrates the array of activities over time and the evolution of our collaborative efforts.



2003

The first months of the initiative focused on start-up activities, including staffing and preliminary program planning.

November 25, 2003

The Los Angeles County Board of Supervisors approves Community Development Initiative contracts targeting Latino and African-American communities. AltaMed Health Services & Palms Residential Care Facility are awarded contracts to lead these initiatives.

December 2003

Staff are hired. Outreach and program planning begins.

2004

The first full year of the Latino CDI initiative can best be summarized as a year of foundation building; members were recruited, the coalition was formed and goals were established at the coalition's Latino HIV policy summit.

January 2004

Recruitment drive is launched for membership on the subsequently named "Latino Coalition Against AIDS" (LCAA).

March 2004

LCAA becomes dues paying member of the Southern California HIV Advocacy Coalition (SCHAC). HIV Policy Analyst position is added to staff of the LCAA. LCAA staff recruit participants for and attend AIDS Drug Assistance Program rally and Lobby Day in Sacramento.

April 2004

LCAA staff announce CDI Initiatives at the 10th annual Alianza HIV Conference; the only Spanish-language HIV/AIDS conference attracting over 1200 HIV positive Latinos annually. Staff presented a workshop on **advocacy** fundamentals at the conference. Over 650 conference participants signed post card statements addressed to local area congressional legislators expressing concern over Ryan White Comprehensive AIDS Resources Emergency (CARE) Act Title I cuts in year 14 funding to the Los Angeles County Eligible Metropolitan Area (EMA.)

May 2004

The LCAA joins the board of AIDS Action and organizes a delegation of Latino persons living with HIV (PLWH) to participate in AIDSWatch, a national HIV/AIDS lobby day in Washington DC. Consumers of Ryan White CARE Act funding speak to representatives in the offices of Congresswoman Hilda L. Solis, Congressman Xavier Becerra, Congressman Adam Schiff, and Congresswoman Linda Sanchez.

June 2004

The first meeting of the LCAA's Advisory Committee is convened with leadership from key Latino serving HIV/AIDS service organizations throughout the County of Los Angeles. The committee's first task is to make recruitment recommendations for membership on the LCAA. LCAA staff advocate for the **restoration of funding** for the California Therapeutic Drug Monitoring Program.



March 2004



October 2004

July 2004

LCAA staff attend Service Planning Area (SPA) 3 Service Provider Network to **outreach** to providers and share an overview of the scope of activities associated with the community development initiatives. LCAA begins planning process to convene first Latino HIV policy summit in October 2004. The Governor signs the state budget with a full restoration of \$4 million to the Therapeutic Drug Monitoring Program.

August 2004

First meeting of the full LCAA membership is convened and hosted by the Los Angeles Area Chamber of Commerce. Membership includes **key leadership** from a broad cross-section of sectors including business, government, media, entertainment, and labor, among others. The LCAA's first order of business is planning of upcoming HIV policy summit. LCAA staff attend Los Angeles County Supervisor Yvonne B. Burke's 2nd District HIV/AIDS Community Coalition to introduce the Latino CDI.

September 2004

Staff introduce the Latino CDI to the SPA 2 Service Provider Network and attend AIDS Action board and policy meeting in Washington DC. Planning efforts for Latino HIV Policy Summit enters its final phase.

October 2004

LCAA convenes the **Latino HIV policy summit** on October 15th, also the date of the second annual commemoration of National Latino AIDS Awareness Day. Over 125 community stakeholders and policy leaders discuss policy approaches around 7 different policy areas: Public and Private Financing of HIV/AIDS; Mass Media; Homophobia, Stigma and Silence; Access to Health

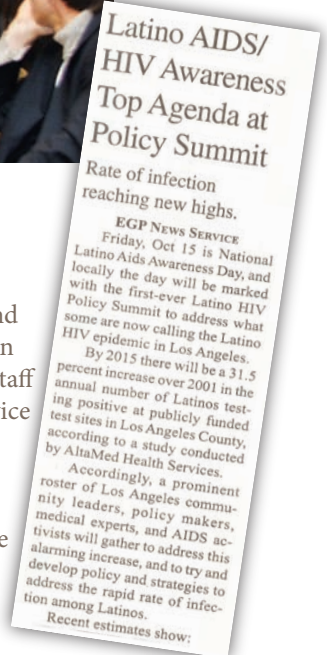
Care; Communities of Faith; Latinas and HIV/AIDS; and Migration/Immigration in the U.S. and Latin America. LCAA staff outreach to leaders from across all service planning areas in Los Angeles County. The task of participants was to identify and prioritize recommendations that strategically and proactively address the HIV/AIDS epidemic in Latino communities.

November 2004

LCAA staff begin drafting Latino HIV policy summit report in advance of upcoming meetings of the LCAA and its Advisory Committee where membership is asked to provide **feedback** and editorial suggestions.

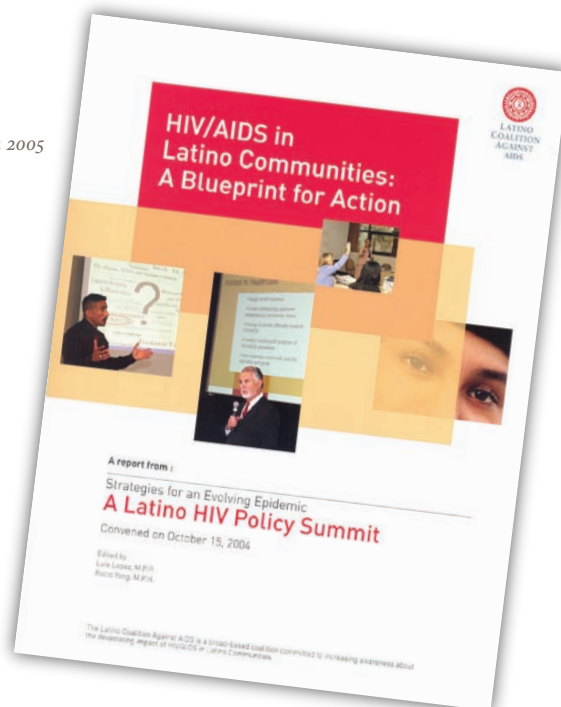
December 2004

LCAA staff attends quarterly AIDS Action meeting to work on reauthorizing the Ryan White CARE Act and advance related HIV/AIDS policy issues. Staff draft and design postcards intended to inform the community about the Los Angeles County Commission on HIV Health Services and the Prevention Planning Committee and to encourage **participation**.





March 2005



2005

In 2005, the LCAA focused on deploying its resources towards the establishment of public and private partnerships and the implementation of select recommendations from the Latino HIV policy summit. The LCAA adopted a system of task force groups to organize and execute these activities.

January 2005

The LCAA partners with the National Council of La Raza and Cal State University, Long Beach Center for Latino Community Health, Evaluation and Leadership Training to solicit editorial input on the LCAA's summit report. LCAA staff participate in first planning meeting for National Latino AIDS Awareness Day 2005.

February 2005

LCAA and the LCAA Advisory Committee convene. LCAA body elects Cástulo de la Rocha, JD and John A. Pérez as LCAA co-chairs. Co-Chairs ask membership to complete and sign Memorandums of Understanding relative to their roles and participation in the LCAA. LCAA prioritizes recommendations from HIV policy summit.



March 2005

March 2005

LCAA releases its Latino HIV policy summit report and hosts a special **public affairs colloquium** with an overview and update of the Ryan White CARE Act reauthorization process by keynote presenter Craig Thompson, Executive Director of AIDS Project Los Angeles. LCAA staff draft policy brief on confidential HIV names-based reporting for broad public dissemination. LCAA staff also conduct legislative visits and host a policy briefing for area legislative staffers on confidential name-based HIV reporting.

April 2005

LCAA staff addresses the Los Angeles County Commission on HIV Health Services and presents summit report and an overview of the CDI to Commissioners. LCAA conducts legislative visit with the office of Senator Gil Cedillo on confidential HIV names-based reporting. LCAA planning efforts underway for breakfast event with faith leaders.



April 2005



June 2005

May 2005

CDI staff and a delegation of Latinos/as living with HIV/AIDS participate in numerous **legislative visits** with members of the Los Angeles congressional delegation in conjunction with AIDSWatch in Washington D.C. to urge Congress not to make cuts to Medicaid and to support sustained funding for the Housing Opportunities for Persons Living with AIDS (HOPWA) Program and the Minority AIDS Initiative (MAI). The LCAA convenes a task force on financing of HIV/AIDS programs and services. LCAA staff conduct legislative visit with then-Assemblymember Cindy Montañez on confidential HIV names-based reporting.

June 2005

LCAA, in conjunction with the office of Congresswoman Lucille Roybal-Allard and the Center for Religion and Civic Culture at the University of Southern California holds “**A Day of Prayer & Remembrance: A Breakfast Briefing and Dialogue on HIV/AIDS in Latino Communities.**” LCAA meets with leadership of the African-American Community Development Initiative to explore collaborations around media outreach and social marketing. LCAA convenes a task force on homophobia and stigma.

July 2005

LCAA co-chair, John A. Pérez, and LCAA staff conduct legislative visits with Assemblymember Hector de la Torre to urge support for adoption of confidential HIV names-based reporting. LCAA’s task force on homophobia and stigma reconvenes to explore development of anti-homophobia social marketing campaign.

August 2005

LCAA members meet with representative from Univision, KMEX Channel 34 to discuss **partnership** to produce “34 A Su Lado”, a series of HIV/AIDS-themed educational segments with a corresponding phone bank to be broadcast in October. LCAA staff participate in Southern California HIV/AIDS Advocacy Coalition (SCHAC) Lobby Day in Sacramento to raise concerns about the proposed Medi-Cal redesign and to urge support for syringe access legislation, SB 1159. The LCAA convenes its media and Latinas task force groups.

September 2005

La Opinión, the largest Spanish daily in the Los Angeles metropolitan area agrees to publish quarter page of **basic HIV/AIDS 101 information** the day after the scheduled airing of “34 A Su Lado”. LCAA staff recruits volunteers and spokespersons for the scheduled broadcast. LCAA’s Latinas task force plans HIV/AIDS policy summit for World AIDS Day on December 1st, 2005.



October 2005

LCAA's partnership with Univision, KMEX Channel 34 results in successful production of "34 A Su Lado" on October 12th with over 900 viewers calling in to a phone bank staffed with 40 volunteers from across Los Angeles, Orange, and Ventura Counties. The LCAA co-sponsors the annual observance of **National Latino AIDS Awareness Day (NLAAD)** in conjunction with the Los Angeles County Planning Committee for NLAAD which organized a community concert and HIV outreach events in each of the county's 8 Service Planning Areas (SPAs).

November 2005

LCAA and its advisory committee meet and initiate discussions around a **proposed Spanish-language HIV social marketing demonstration project**. The project's intent is to significantly increase early HIV testing, address the social disincentives to HIV testing, and connect HIV positive individuals to care and treatment.

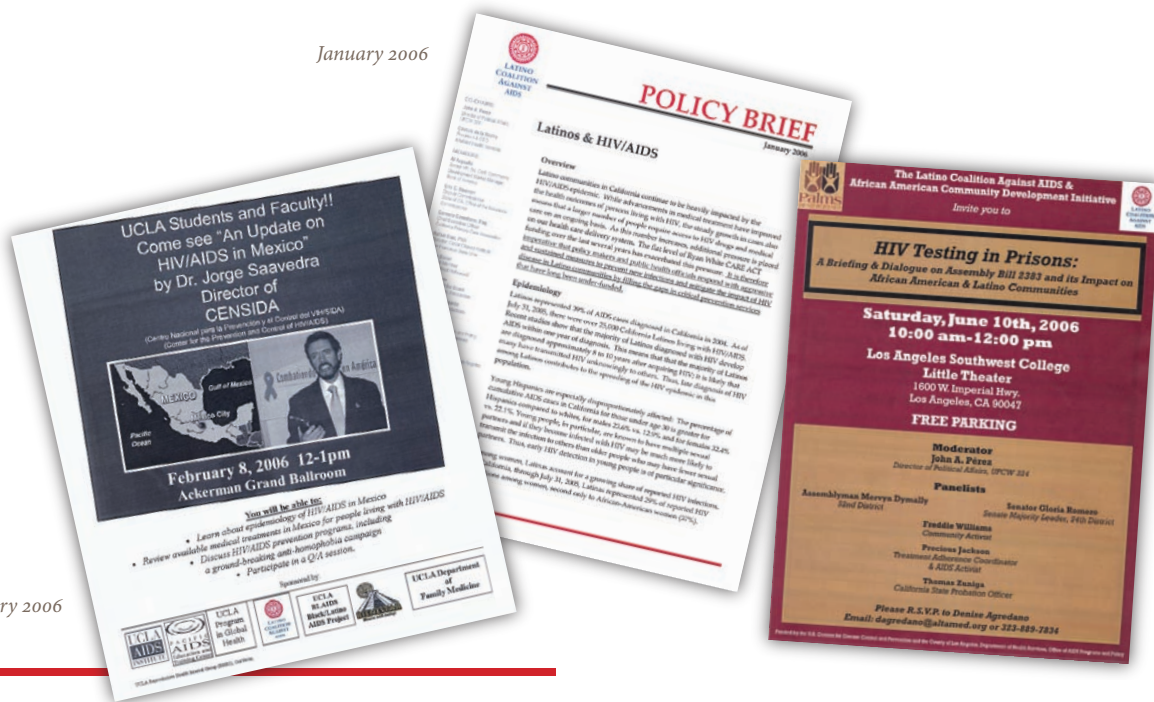
December 2005

LCAA co-convenes **Latinas & HIV/AIDS Policy Summit** in conjunction with California State University, Long Beach, and the National Council of la Raza's Center for Latino Community Health, Evaluation & Leadership Training. Over 350 participants including service providers, community advocates, graduate students, researchers and policy makers attend the summit. Congresswoman Hilda L. Solis delivers the luncheon keynote. The program featured presentations by Dr. Monica Alonso from the Pan American Health Organization, Dr. Maria Rangel from the Centers for Disease Control and Prevention, Dr. Hector Carrillo from the Center for AIDS Prevention Studies at the University of California, San Francisco and Dr. Henry Pacheco from the Texas/Oklahoma AIDS Education & Training Center.



December 2005

January 2006



February 2006

June 2006

2006

The LCAA continued its ongoing efforts to raise awareness and engage with Latino community stakeholders to help them shape their response to the HIV/AIDS epidemic. In addition, the LCAA focused much of its attention in 2006 on advancing a California state budget item to fund its proposed Spanish-language HIV social marketing demonstration project.

January 2006

LCAA issues **policy brief** on Latinos and HIV for general distribution. LCAA staff conduct legislative briefings with then-Assembly Majority Leader Dario Frommer, then-Assemblymember Judy Chu, Senator Gil Cedillo, Assemblymember Hector de la Torre, and Speaker of the Assembly Fabian Nuñez to highlight the significant need to increase funding for Spanish-language HIV social marketing efforts.

February 2006

The LCAA organizes meeting with Mr. Michael Montgomery, then-Director of the California State Office of AIDS to discuss LCAA's interest in expanded Spanish-language HIV social marketing efforts. LCAA staff also conduct legislative visits to discuss social marketing proposal with the offices of Assemblymembers Laird, Coto, De La Torre, and Senator Romero. The LCAA co-sponsors a public affairs colloquium in collaboration with the UCLA Program in Global Health and the Pacific AIDS Education & Training Center. The colloquium entitled "An Update on HIV/AIDS in Mexico" featured Dr. Jorge Saavedra, Director of the National Center for the Prevention and Control of HIV/AIDS in Mexico (CENSIDA).

March 2006

LCAA staff participate in the Los Angeles Regional Network meeting of the Latino Coalition for a Healthy California and present the LCAA's Spanish-language HIV social marketing proposal for the group's consideration. In addition, LCAA staff made legislative visits to the offices of Assemblymember

John Laird, Assemblymember Loni Hancock and Assemblymember Gene Mullin to request their support of the LCAA's Spanish-language HIV social marketing budget item.

April 2006

The LCAA conducts a **workshop presentation** on HIV/AIDS at the Mexican American Opportunity Foundation National Hispanic Women's Conference, a conference attracting over 3,000 young women annually. LCAA staff participate in AIDS Lobby Day in Sacramento urging legislators to support LCAA's proposed budget item to fund Spanish-language HIV social marketing, access to condoms in correctional facilities (AB 1677) and to permit the use of public funds for sterile needle exchange (AB 2076).

May 2006

LCAA representatives testify in support of the Spanish-language HIV/AIDS social marketing budget item at a hearing of the Assembly Subcommittee #1 on Health & Human Services in Sacramento. The LCAA meets and considers support of AB 2383 related to medical testing in prisons, among other items. LCAA staff present overview of Latino CDI at the REACH 2010 Conference.

June 2006

The LCAA collaborates with KCET, Channel 28 to produce an extended news segment on prison populations and HIV risk implications for women of color. The LCAA, in conjunction with the African-American Community Development Initiative organizes "HIV Testing in Prisons: A **Briefing Dialogue** on Assembly Bill 2383 and its impact on African-American and Latino Communities" with panelists including Assemblymember Mervyn Dymally and Senator Gloria Romero among others. The LCAA also hosts an area-wide policy briefing on HIV/AIDS for legislative office holders at the local, state and national levels.

October 2006



July 2006

The LCAA's Media Task Force convenes and re-establishes partnership with Univision, KMEX Channel 34 to produce "34 A Su Lado" in October. LCAA members participate in the Congressional Health Caucus Regional Health Forum convened by Congresswoman Hilda L. Solis. The LCAA also co-sponsors an **HIV town hall meeting** at the annual conference of the National Council of La Raza (NCLR). The well attended town hall meeting featured panelists Garth N. Graham, M.D., M.P.H. from the Office of Minority Health, Monica Alonso González, M.D., Ph.D., M.P.H., M.H.A. from the Pan American Health Organization, Maria C. Rangel, M.D., Ph.D. from the Centers for Disease Control and Prevention and Congresswoman Hilda L. Solis.

August 2006

The LCAA restructures to consolidate its Advisory Committee with its general membership. At its August meeting, the LCAA also agrees to launch a **postcard-based legislative advocacy campaign** to coincide with the commemoration of National Latino AIDS Awareness Day in October. Over 500 postcards were signed by community members and sent to legislators urging support for culturally and linguistically appropriate HIV/AIDS information to encourage early HIV testing among Latinos.



September 2006

The LCAA's Media Task Force reconvenes and revises training protocols for "34 A Su Lado" volunteers. LCAA staff continue to solicit input on its HIV social marketing proposal from key stakeholders including legislative offices and persons with specific areas of expertise.

October 2006

LCAA collaborates with Univision KMEX Channel 34 to produce the second annual broadcast of "34 A Su Lado" reaching over 900 viewers through targeted messages **promoting HIV/AIDS testing opportunities**. The LCAA also co-sponsored the annual observance of National Latino AIDS Awareness Day (NLAAD) in conjunction with the Los Angeles County Planning Committee for NLAAD. LCAA staff also secured one live interview on an early morning news program and three Spanish-language interviews to raise awareness about the impact of HIV/AIDS on Latinos.

November 2006

LCAA hosts a **public affairs colloquium** on HIV testing trends among Latino immigrants. Moderated by coalition member Steven Simon, City of Los Angeles AIDS Coordinator, the event featured panelists Gladys Balmas, Research Coordinator with the Peninsula AIDS Research Center at the San Mateo Medical Center and Dr. Amy Rock Wohl from the Los Angeles County Department of Public Health HIV Epidemiology Congress-





Next Steps

The LCAA will continue raising awareness about the devastating impact of HIV/AIDS on Latino communities. Specifically, the LCAA intends to continue its advocacy on behalf of increased HIV/AIDS public education that is both culturally and linguistically appropriate.

In the coming year, the coalition will also look forward to even more collaborative efforts with our African-American CDI partners. The LCAA and other local partners will continue to work to effectively increase awareness, broaden stakeholder support, and lay the foundation for more effective and coordinated responses to the HIV/AIDS epidemic.

Please join us in this very important work!

For more information, please contact:

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Los Angeles, California 90040
323.889.7833



Back Cover Article Citations

El Sida aprovecha la desidia
Citation: Por Andrea Carrión.
Diario HOY [Los Angeles, CA.]
November 29, 2006, Cover Story

La lucha contra el sida
Citation: Por Rubén Moreno.
La Opinion [Los Angeles, CA.]
November 29, 2006, California Section

AIDS campaign aimed at minorities
Citation: By Rong-Gong Lin II.
Los Angeles Times.
November 29, 2006, California Section

Touching Us All: HIV/AIDS in Our Community



The media is a powerful tool that can effectively raise awareness, reach and influence public policy makers, and ultimately help address societal problems. The LCAA has worked to increase news coverage about the impact of HIV/AIDS on Latino communities.

Latino Coalition Against AIDS

c/o AltaMed Health Services

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