



February 18, 2011

Monica Sweeney, MD, MPH
Assistant Commissioner
Bureau of HIV/AIDS Prevention and Control
New York City Department of Health and Mental Hygiene
40 Worth Street, Room 1502, Box A/1
New York, NY 10013

Dear Dr. Sweeney:

On behalf of the HIV Health and Human Services Planning Council of New York (Planning Council), I write to thank you very much for joining us on January 20th to discuss the public service announcement *It's Never Just HIV*. We were delighted that you spoke so eloquently and engaged in such a lively question-and-answer session with members of the audience.

I write now to follow up on some of the questions raised by my colleagues on the Planning Council. Specifically:

- Members stated that they would like to see the list of references supporting the statistics cited in the PSA regarding the increased likelihood of developing osteoporosis, anal cancer, and dementia.
- Members noted that they would like to see articles supporting the argument that negative/fear-based messages are effective in promoting and maintaining behavioral change.
- Members inquired about the composition of the focus groups. We realize that you cannot reveal the names of members but are curious about how you decided whom to invite.
- You indicated that transcripts of the focus groups are available, and members are eager to take a look at them.
- Members would like to know whether the target population was shown a completed version after the PSA was produced.
- Members are also interested in knowing about the decision regarding when to air the ads, given that at least one member saw the ad three times during a program that is unlikely to be watched by the target population – namely, young men of color who have sex with men.

- Finally, members would like to see any data you may have on the effectiveness of the campaign. We realize that this data is probably not complete because the PSA is still running and because you also want to see information on the impact of the campaign over time, but we would be eager to see whatever is currently or becomes available.

Thank you very much in advance for your willingness to collaborate with the community as we grapple with this long-term, very difficult epidemic. We are grateful that the Department of Health and Mental Hygiene is prioritizing HIV/AIDS and are eager to work with you to ensure that scarce resources are employed as effectively as possibly.

Very truly yours,



Matthew Lesieur
Community Co-Chair

cc: Thomas Farley, MD, MPH