



Mission: "A comprehensive collaboration dedicated to the sexual health of our communities."

February Meeting Agenda

- 11:00 am** **Welcome & Introductions**
- 11:05 am** **Approval of Jan Minutes, Results from Executive Board Vote**
- 11:10 am** **Community Updates**
- 11:20 am** **2018 Event Planning, Part 1: Audience**
This year the SHA will focus on organizing an STI testing event to help meet the goals of Linn County's CHNA HIP. After briefly reviewing demographic and geographic information that correspond to the increase in STI rates, we'll create a target audience profile to focus our outreach strategies.
- Identify target audience for event (e.g, age range, background info, interests, previous outreach attempts)
 - Preferred messaging: What are this person's interests? Who are people they respect and look up to? What should be avoided in our messaging?
- 11:40 am** **2018 Event Planning, Part 2: Allies/ partners needed**
After identifying who we're looking to reach with our outreach efforts, we'll develop a list potential partners that can help us connect with them.
- Who are people, agencies, and or venues that are connected to our target audience?
 - Working through this list, we'll determine whether any current SHA members have ways to connect within our existing network. Assign SHA members to relevant potential partners accordingly.
- 12:00 pm** **Facebook Live**
- Test run with Facebook live! Join in and give us your feedback!
- 12:30 pm** **Adjourn**



Next Meeting

March 1st Thurs 11am-12:30pm Linn County Public Health