

**GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: Health Department

Contact Person & Phone No: Paul Biedrzycki, X5787

Category of Request

- ☐ New Grant
- ☒ Grant Continuation
- ☐ Change in Previously Approved Grant

Previous Council File No. 120950

Previous Council File No.

Project/Program Title: End AIDS Milwaukee

Grantor Agency: MAC AIDS Fund through Diverse and Resilient

Grant Application Date: N/A

Anticipated Award Date: January 15, 2014

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

The purpose of the grant is to address unfavorable social conditions for young gay and bisexual men, especially young African American gay and bisexual men that results in limited HIV prevention information and high risk situations and behavior that contribute to HIV transmission.

2. Relationship to City-wide Strategic Goals and Departmental Objectives:

The project is directly related to the City-wide goals of improving health in the community and to the specific Health Department objectives related to decreasing the rate of STDs and HIV.

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

This new contract will provide support to the advertising campaign surrounding this program.

4. Results Measurement/Progress Report (Applies only to Programs):

Funding from Diverse and Resilient is used by the MHD to assist in promoting the social marketing campaign "*Acceptance Journeys*". The goal of the campaign is to address and end anti-gay discrimination, the social determinants and the root causes of HIV/AIDS transmission by using various community media platforms including billboards, bus kings, and bus shelters.

In the past 2 years since *Acceptance Journeys* was launched, the campaign developers have reported that community change is perceptible. Diverse and Resilient has conducted several focus groups and have documented discernible shifts in community attitudes and beliefs associated with stigmatization and acceptance of LGBT populations. Billboard viewership over various segment of the campaign and changing tag lines have ranged from 16-23M.

Furthermore, evaluation of the campaigns impact will be undertaken by Diverse and Resilient in the future through continued use of focus groups, community surveys and dialogue with faith-based organizations that are instrumental in influencing perspectives and views of LGBT populations.

5. Grant Period, Timetable and Program Phase-out Plan:

January 1, 2014 through December 31, 2014

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach.

See Attached Grant Budget