

LRB-RESEARCH AND ANALYSIS SECTION

PUBLIC SAFETY COMMITTEE

MAY 10, 2012

ITEM 7, FILE # 111722

File Number 111722 is a resolution amending Common Council File Number 110709 relative to the application, acceptance and funding of the End AIDS Milwaukee Grant from the MAC AIDS Fund through Diverse and Resilient.

Background

1. The Milwaukee Health Department (MHD) has partnered with the nonprofit organization Diverse and Resilient in efforts that include outreach and education to Milwaukee area populations at risk of HIV transmission.
2. Young gay and bisexual men, especially young African American gay and bisexual men, have been found to be at high risk for HIV transmission. It has also been determined that social conditions have resulted in limited HIV prevention information among these populations.
3. The MHD has provided the organization, Diverse and Resilient, with marketing and advertising for its public health outreach and education to young gay and bisexual men supported by \$50,000 in funding from the MAC AIDS Fund approved with the adoption of File Number 110709 on October 11, 2011.

Discussion

1. This new resolution approves an additional \$25,000 from the MAC AIDS Fund, entirely grantor share, to expand the advertising campaign addressing HIV transmission.
2. The entire grant, including the additional \$25,000, is budgeted to expend funds for advertizing from a contractual services account.
3. The resolution recites that all other clauses in the original resolution remain unchanged.

Fiscal Impact

This grant has no impact on the O & M Budget or the Tax Levy.

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