

**LRB-RESEARCH AND ANALYSIS SECTION**

**PUBLIC SAFETY COMMITTEE      SEPTEMBER 29, 2011      ITEM 9, FILE # 110709**

**File Number 110709 is a resolution 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 maintains a marketing and advertising capacity for public health information, outreach and education that is not available to Diverse and Resilient.

**Discussion**

1. The proposed new grant from the MAC AIDS Fund is for \$50,000, entirely grantor share, to be expended during the grant period November 1, 2011 to May 31, 2012, for an advertising campaign addressing HIV transmission among young gay and bisexual men, especially African American gay and bisexual men.
2. The entire grant is budgeted to expend funds for advertizing from a contractual services account.
3. MHD activities related to implementation of the advertizing program will utilize existing staff and resources already committed to public health social marketing and advertizing.
4. The resolution in File #110709 authorizes the City Comptroller to commit \$50,000 grantor share funds within the Project/Grant Parent of the 2011 Special Revenue-Grant and Aid Projects Fund and to create appropriate Special Revenue Fund-Grant and Aid Project/Grant and Project /Grant levels.
5. The resolution further authorizes the Health Department, consistent with the terms of the grant and the proposed budget, to expend from these amounts and incur costs for purposes specified in the grant documents.

**Fiscal Impact**

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

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September 28, 2011

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