

**Issues Management Plan**

**Internal Document**

The purpose of this document is to provide a description of Issues Management goals and strategies for Teens Stopping AIDS program components which officially commence in September 1997. Currently, the program components are being pilot tested and refined.

**I. Examination of Internal and External Environments**

**Internal Environment:**

- In 1997, PMI-Sacramento experienced two major changes:
  - (1) PMI Community Council selected Teens Stopping AIDS as the local name for PMI-SAC.
  - (2) PMI negotiated a change in lead local agency. United Way Sacramento was the lead local agency for PMI-Sacramento from its inception in 1994 through January 1997. With the full cooperation of United Way Sacramento and the PMI Community Council, PMI established a new local lead agency contract with the Community Services Planning Council (CSPC). Since 1939, the CSPC has been working as an information resource and community coalition builder, creating partnerships of public agencies, businesses, charities and the community. CSPC has an active Board of Directors and maintains a highly visible and professional reputation in the Sacramento region.
- During 1996 and the first six months of 1997, media contacts received were minimal and have not resulted in controversy to date.

**External Environment:**

PMI Staff and Community Council members identified the following health campaigns and media topics as important external events and issues which may impact Teens Stopping AIDS overall issues management.

- **California State Department of Health Services and the Sacramento County Health Department campaigns** addressing HIV/AIDS and teenagers. State and County Mass media and media messages will potentially be running simultaneously with Teens Stopping AIDS media component. While teens and other audiences may unintentionally consider all media messages to be from the same source, the overall impact is positive.
- **California State Department of Health Services, Office of Family Planning** - statewide campaign to reduce teen pregnancy rates. Target audience young women and young men. Campaign not as visible as those listed above.
- **News and Media Monitoring** - through the cooperation of local and national partner staff, weekly news monitoring has identified two primary topics: (1) teens and

sexually transmitted diseases (primarily focus on chlamydia in June and July 1997) and (2) abstinence only programs (federal funding opportunities).

- **Local News Monitoring** - A Sacramento Bee editorial ("Overboard on abstinence," May 15, 1997) supported a comprehensive approach to teaching teens about sex, HIV/AIDS and STDs. Although Kristen Weeks-Norton submitted a support letter, no letters appeared in response to this editorial.

In response to a positive editorial supporting the involvement of the business community in the overall health of the Sacramento community, a letter to-the-editor from Kristen Weeks-Norton was written and published in the Sacramento Business Journal.

The program name Teens Stopping AIDS was reported once in the Sacramento Bee on May 8, 1997. A brief quote from Kristen Weeks-Norton was included in a Neighbors section titled "Drama delivers dose of AIDS reality to Valley students."

- **Abstinence Only programs** - Although the California State Department of Health Services has submitted an application for federal funds, the actual program goals and program components are currently being negotiated by the State Legislature. While some members of the legislature previously supported efforts to use the abstinence only program funds for a media campaign, the outcome is uncertain as of July 1997.

- **Teens Stopping AIDS** program components could possibly spur public debate. Questions might be raised by the media or the public concerning:

- (1) how and why youth in certain zip code areas were targeted for Teens Stopping AIDS.
- (2) condom distribution (condom promotion)
- (3) condom skills building
- (4) parental consent
- (5) federal funding

## II. Development of Issues Management Plan

The overall strategy is to be proactive when communicating to external audiences. The Teens Stopping AIDS mass media component will be highly visible and could raise questions and controversy in the Sacramento region. While the workshop and telephone information line components will not be as visible, they both deal with highly volatile issues. Consequently, the strategy to be proactive will:

- (1) effectively make the case to teens and the larger Sacramento community that young people are at risk for HIV and other sexually transmitted diseases,
- (2) relay a sincere and strong concern for the health and well being of young people at risk and create a positive perception that the Sacramento community can make a difference,
- (3) clarify how Teens Stopping AIDS workshops and the telephone information line will prepare teens to keep themselves healthy and alive,
- (4) prepare local staff, selected spokespeople, Community Council members, Agency representatives, Community Response Team members, Media Relations Work Group members for potential media requests and public controversy.

### III. Action Plan and Timeline

The Issues Management action plan provides a framework of how to respond to media requests and potential controversy generated by Teens Stopping AIDS program components. The following tactics describe how the proactive strategy will be implemented.

#### Tactics and Timeline:

Develop and provide the following documents to the appropriate local staff, selected spokespeople, Community Council members, Agency representatives, Community Response Team members:

<u>What</u>	<u>Who</u>	<u>By When</u>
(1) Internal clearance and approval checklist for any public statements,	DG	7/31
(2) Updated Telephone numbers for Teens Stopping AIDS spokespeople,	DG	7/31
(3) Media Spokesperson Packet (Talking Points, Media Protocol, Interview Information)	DG	8/31
(4) Updated Teens Stopping AIDS program materials,	DG will collect	8/31
(5) Updated Fact Sheets <ul style="list-style-type: none"> <li>•Teens are at Risk for HIV</li> <li>•Teens Stopping AIDS (Basic Information)</li> <li>•List of Local Coalition Partners (Council Members)</li> <li>•New Fact Sheet titled "Compelling Stats"</li> <li>•Q.&amp;A. Fact Sheet (Top five questions to answer)</li> </ul>	DG	8/31

#### Tactics and Timeline:

Develop and Coordinate the following issues management activities:

<u>What</u>	<u>Who</u>	<u>By When</u>
•Develop issues management plan and submit to AED & P/N for review	DG/KWN	7/31
•Develop public relations plan and submit to AED & P/N for review and comments	DG/KWN	7/31
•Maintain up-to-date communication with CDC, AED & P/N regarding issues management activities and concerns	KWN	on-going
<u>Coalition Building</u>		
•Revitalize and coordinate meetings for Media Relation Work Group to review issues management strategies and activities.	DG	1st Meeting 8/5
•Develop and coordinate Community Response Team	DG	8/15 & on-going

•Meet with appropriate agency staff to develop and coordinate issues management activities	DG	8/31
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Media Strategies and Contacts

•Develop and provide media training for Teens Stopping AIDS spokespeople		
•Kristen Weeks-Norton	DG	8/30
•Other spokespeople	DG	8/30
•Youth Advisory Committee (YAC)	DG	6/12 & 9/30
•Develop Media Kits (news release, fact sheets, etc.)	DG	8/30
•Coordinate distribution of Media Kit	DG	9/30
•Revise and update media messages	DG	7/31
•Revise and create new key media messages	DG	7/31
•Update media contact list	DG	8/31
•Identify and target specific media outlets for media briefings and news story placements.	DG	9/15

## Issues Management Timeline

Tasks	Staff	July	August	September	October	November
Spokesperson Training	KWN DG		KWN, NF CRT	YAC		
Community Response Team	DG	on-going recruitment	on-going recruitment			
Update Fact Sheets	DG TR	7/31 Draft	8/31 Final			
Media Relations Work Group			8/5 Meeting	Schedule Meeting	Schedule Meeting	
Coordinate IM w/ agencies	DG KWN	7/31 Arrange agency meetings	8/31 Complete agency meetings			
Internal Clearance and approval checklist	DG	7/31 Final				
<b>Media</b>						
Media Messages	DG	7/15 Draft 7/31 Final				
Media Strategies IM Plan	DG KWN	7/15 Draft 7/31 Final				
Media Kit	DG KWN	7/1 Description	8/30 Contents completed	9/30 Distribution		
Media Contact List	DG		8/30 Update			

# Key Messages

## Teens Are At Risk

Our teens are at risk for becoming infected with HIV and AIDS. In Sacramento, we have extremely high rates of teen pregnancy and sexually transmitted diseases. In the Nation, young people are one of the fastest growing groups for HIV infection.

## Information Is NOT Enough

Our research has told us teens have a great deal of information about how HIV is transmitted, but they need our support to make healthy and safer sexual choices. They need support from their families and from our community to make these choices.

# TEENS STOPPING AIDS

## Call to Action

Teen Stopping AIDS is a call to action for members of our community to come together and prevent our teens from contracting HIV/AIDS.

## Teens Stopping AIDS Works with Teens

Teens Stopping AIDS works to educate teens about the health risks of unsafe sexual activity. Teens learn how to delay sexual activity and how to negotiate condom use.