

NDHAB Q3 Meeting summary (9/16/25)

Quick recap

The meeting began with introductions and updates on upcoming events, including World AIDS Day celebrations and ongoing needs assessment surveys for HIV and STI care planning in North Dakota. The board reviewed progress on various tasks and initiatives, including educational videos about at-home HIV testing kits, social media content development, and a new partnership with Trinity Health's Behavioral Unit. The team concluded by planning a home HIV testing campaign, discussing the creation of educational videos and testing resources, and scheduling their next quarterly meeting for December 9th.

Next steps

- [Jason: Organize the World AIDS Day celebration in Bismarck at the Hub on December 6th.](#)
- [Jason: Coordinate help requests for the World AIDS Day event.](#)
- [Jason: Manage the rollout of Shine Bright and Live at the World AIDS Day celebration.](#)
- [Cody: Complete the remaining qualitative interviews within the next few weeks.](#)
- [Cody: Compile interview data and submit it to DHHS for the needs assessment report.](#)
- [Jason: Follow up with Paul and Amani to connect them with Cody for the HIV needs assessment survey and interviews.](#)
- [Cody: Send Jason 4 more completed interviews.](#)
- [Cody: Schedule and complete the remaining interviews that are currently in limbo.](#)
- [Jason: Send out invitations for the World AIDS Day celebration.](#)
- [Jason: Coordinate help requests for the Shine Bright and Live rollout event.](#)
- [Alicia: Reopen the quantitative survey for additional participants who are still interested.](#)
- [Jason: Take the HIV needs assessment survey.](#)

Summary

Board Meeting Updates and Events

The meeting began with introductions and casual conversation among board members and staff. Jason, the facilitator and Executive Director of Shine Bright and Live, apologized for scheduling confusion regarding the meeting time. The group discussed upcoming events, including a World AIDS Day celebration in Bismarck on December 6th. Cody provided an update on the progress of interviews for a project, mentioning that responses have been challenging to obtain but the interviews that have been conducted have gone well. The conversation ended with plans to move on to the Department of Health's update on the needs assessment survey, though the transcript ends before this update began.

HIV and STI Care Planning

The meeting focused on updates regarding HIV and STI care planning in North Dakota. Alicia and Cody explained the ongoing needs assessment process, which includes a 60-question survey and qualitative interviews with individuals living with HIV, with about 100 survey responses received and interviews currently in progress. The board discussed the 2024 Integrated Plan Review and Report, with Jordan noting his goal to finalize it before December 2025. Jason reviewed progress on 34 tasks from the previous in-person meeting, reporting that 22 tasks had been completed, including updates to the board's roles and responsibilities document, coordination with the Health Department on funding, and the launch of a new ad campaign focusing on Indigenous and LGBTQ2S+ communities.

HIV Testing Content Initiatives

The meeting focused on two main initiatives: creating educational videos about at-home HIV testing kits and developing social media content. Jorden announced a new partnership with Trinity Health's Behavioral Unit in North Dakota, which will connect Jason with the unit and provide suicide prevention training to communities. Paul mentioned his ongoing discussions with Matthew from Shine Bright in Grand Forks regarding joining their Speakers Bureau. The conversation ended with Jason requesting board members to create perspective-based testing videos for social media distribution through Shine Bright and Live pages.

HIV Testing Video Content Planning

The team discussed creating personal video content about at-home HIV testing, with Jason sharing a sample video and proposing to develop guidelines and tips for creating similar content. Amani expressed interest in the video approach and offered to involve her son for technical assistance, while Paul suggested conducting practice sessions at medical clinics. Rosina advocated for recording at home to demonstrate privacy and comfort, and also proposed creating a video showing the board visiting a clinic to demonstrate community engagement. Jason concluded by emphasizing the importance of personal

storytelling and community building, referencing successful approaches from Ghana's HIV organizations.

HIV/AIDS Testing Campaign Planning

The group discussed creating a testing campaign focused on HIV/AIDS awareness, with Christopher suggesting incorporating different testing options including home tests and public health facilities. Rosina proposed using board members in videos and photos wearing t-shirts with the North Dakota Advisory Board logo to demonstrate institutional support and break stigma. Jason agreed to the campaign approach, noting that simple, homemade videos would be more personal and effective on social media platforms. Jordan shared a similar successful campaign from COVID-19 that involved tribal health liaisons, offering to find examples for reference.

Home HIV Testing Campaign Planning

The meeting focused on planning a home HIV testing campaign. Jason announced he would create an email with instructions and ordering links for the Binks testing kits. The group discussed creating educational videos about testing, with Paul suggesting a 2-minute video highlighting available resources for positive test results. Rosina proposed creating a story-based video series showing different testing scenarios (home vs. clinic) to reach diverse audiences. The group agreed to schedule their next quarterly meeting for December 9th.