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Subseries:

OA/ID Number: 3772
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Folder Title:
Meeting with Wisconsin AIDS Funds 1/12/94

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The background of the entire page is a marbled pattern in shades of grey, black, and white. Overlaid on this is a large black arrow pointing downwards. The arrow's shaft is a vertical rectangle containing the title text. The arrow's head is a triangular shape at the bottom, pointing towards the footer text.

**Still Caring
After Five Years**

Wisconsin AIDS Fund

The Wisconsin AIDS Fund

raises and grants funds to organizations working
to prevent HIV and AIDS in Wisconsin
primarily through education.

Established in 1988

as part of the Milwaukee Foundation,
the **Wisconsin AIDS Fund** is the only fund
in Wisconsin dedicated solely to funding
organizations working on AIDS issues.
Since its inception, the **Wisconsin AIDS Fund**
has provided more than
\$400,000 to AIDS care, education
and prevention programs.

**PHOTOCOPY
PRESERVATION**

*Honoring five years of service to Wisconsin,
The Steering Committee and Special Friends
of the*
Wisconsin AIDS Fund
invite you to

**THE ANNUAL MEETING AND
EDUCATIONAL FORUM
OF THE WISCONSIN AIDS FUND**

*Wednesday, January 12, 1994
Pfister Hotel Grand Ballroom
424 East Wisconsin Avenue
Milwaukee, Wisconsin*

**11:00 to 11:45 a.m. • Reception for Sponsors*
Taft & McKinley Room, 7th floor**

**12 Noon to 1:30 p.m. • Luncheon
Grand Ballroom, 7th floor**

Welcome

**John D. Norquist
Mayor, City of Milwaukee**

Special Guest Speaker

Kristine Gebbie, R.N., M.N.

Ms. Gebbie is President Clinton's National AIDS Policy Coordinator
and is developing the Administration's AIDS policy.

Presenting

**"Shared Responsibility: Collaborative Approaches to
AIDS Education and Advocacy"**

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SPECIAL PROJECTS

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THE WISCONSIN
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IS A FUND WITHIN
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WISCONSIN AIDS FUND

FUNDING AIDS CARE AND EDUCATION PROGRAMS THROUGHOUT WISCONSIN

WISCONSIN AIDS FUND
1020 NORTH BROADWAY, SUITE 211
MILWAUKEE, WI 53202
(414) 272-5805

WISCONSIN AIDS FUND FAX NUMBER: (414) 272-6235

TO: Steve Lee
FROM: Mary Louise Mussoline
RE: Attendance Schedule for 1/12/94
DATE: 1/4/94

NUMBER OF PAGES INCLUDING THIS PAGE: 4

MESSAGE:

Please review schedule enclosed
& people we intend to invite to the
afternoon meeting. Please call me at
414-962-8226 to confirm or change.
962-(6226)
Thanks

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Tentative Itinerary Kristine Gebbie

January 12, 1993

Wisconsin AIDS Fund

Milwaukee, Wisconsin

9:45 Arrival

Northwest Airlines #421

10:30

Meet with Paul Nannis: briefing on AIDS work in Wisconsin, politics, organizations, research.

11:00

Reception with sponsors of Annual Meeting

Noon to 1:30 PM

Wisconsin AIDS Fund Annual Meeting Keynote Presentation

~~1:30 to 2:15 PM~~

Meeting with Joe Manning Milwaukee Sentinel Health Reporter

2:15 to 2:45 PM

Break

3:00 to 4:15 PM

Meeting with Local AIDS Leadership at Wisconsin AIDS Fund

5:30 PM Departure

Northwest #428

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MILWAUKEE, WI 53202
(414) 272-5805

WISCONSIN AIDS FUND FAX NUMBER: (414) 272-6235

TO: STEVE LEE

FROM: MARY LOUISE MUSSOLINE

RE: PRESS RELEASE FOR MS. GEBBIE'S VISIT

DATE: 1-4-94

NUMBER OF PAGES INCLUDING THIS PAGE: 5

MESSAGE:

Enclosed is a draft press release on next week's visit.

Please review and advise. Media list is also attached.

Those with check marks are the ones we will send to.

Please advise. Thank You.

1020 North Broadway • Suite 211 • Milwaukee, WI 53202 • 414-272-5805 • FAX 414-272-6235

JAN 04 10:46

538 P01

MLM ASSOCIATES

4149628599

NEW RELEASE

December 28, 1993

For Immediate Release

Contact: Mary Louise Mussoline
(414) 272-5805

Subject: The Wisconsin AIDS Fund Annual Meeting

On January 12, 1993 the Wisconsin AIDS Fund, a fund within The Milwaukee Foundation, is holding its Annual Meeting Luncheon at 12 Noon at the Pfister Hotel. The Wisconsin AIDS Fund has raised and distributed over \$400,000 in the last four years to organizations providing AIDS prevention and education programs throughout Wisconsin.

Kristine Gebbie, President Clinton's National AIDS Policy Coordinator, will deliver the keynote address at this event entitled "Shared Responsibility: Collaborative Approaches to AIDS Education and Advocacy." Mayor John Norquist will welcome the participants. A reception with Ms. Gebbie will be held at 11 AM for those in the community who want to serve as "sponsors" of the event.

The event will be an educational forum for the community, including the business, health care and AIDS service providers from all Wisconsin communities, on AIDS and the need for all sectors of the community to respond to this public health crisis.

This event is open to the public. For more information and to place reservations call Mary Albrecht at The Milwaukee Foundation, 272-5805.

John Solomon, News Editor
Associated Press
18 North 4th Street
Milwaukee, WI 53203 ✓

Patricia Wirth, Editor
The Business Journal
2025 North Summit Avenue
Milwaukee, WI 53202 ✓

Mark Maley, News Editor
Community Newspapers
PO Box 13155
Wauwatosa, WI 53213 ✓

City Desk
Milwaukee Sentinel
PO Box 371
Milwaukee, WI 53201 ✓

News Editor
The Foundation Center
79 Fifth Avenue
New York, NY 10003

News Editor
The Foundation News
1828 L Street, NW
Washington, DC 20036

News Editor
Education Week
4301 Connecticut Avenue, NW
Washington, DC 20008

Michael Hoyt, News Director
Milwaukee Community Journal
3612 N Martin Luther King Dr
Milwaukee, WI 53212 ✓

John Alston, News Editor
Milwaukee Courier, Inc.
2431 West Hopkins Street
Milwaukee, WI 53206 ✓

Metro Desk
The Milwaukee Journal
PO Box 661
Milwaukee, WI 53201 ✓

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News Editor
Milwaukee Labor Press
633 South Hawley Road
Milwaukee, WI 53214

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News Editor
Milwaukee Magazine
312 East Buffalo Street
Milwaukee, WI 53202 ✓

News Editor
Waukesha Freeman
200 Park Place
Waukesha, WI 53187

Ms. Joni Alston
Milwaukee Star
2431 West Hopkins Street
Milwaukee, WI 53206

Nathan Conyers, News Director
Milwaukee Times
2216 N. Martin Luther King Dr.
Milwaukee, WI 53212 ✓

Aline Anderson, Editor
Philanthropic Digest
PO Box 7059
Wilton, CT 06897

Al Stergar
Spanish Journal
238 West Wisconsin Avenue #306
Milwaukee, WI 53203-2308 ✓

Suburban Publications
723 Milwaukee Avenue
South Milwaukee, WI 53172

Tax Exempt News
Marlow & Co., #660
1667 K Street, NW
Washington, DC 20036

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Milwaukee Courier Newspaper
2431 West Hopkins
Milwaukee, WI 53206 ✓

Thomas J. Smith
Catholic Herald
PO Box 07913
Milwaukee, WI 53207 ✓

John Diedrich
111 West Ryan Road
Franklin, WI 53130

Editor
The Chronicle of Philanthropy
1255 23rd Street, NW
Washington, DC 20077-6762

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Exclusively Yours
161 West Wisconsin Avenue
Milwaukee, WI 53203

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2 Wisconsin Circle #500
Chevy Chase, MD 20815

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The Village
PO Box 335
Waukesha, WI 53186-0335 ✓

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Weekly Villager
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Waukesha, WI 53187-0335

Editor
Non-Profit Times
PO Box 408
Nopewell, NJ 08525-0408

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The Capital Times ✓
PO Box 8060
Madison, WI 53708

Terry Shelton, City Editor
Wisconsin State Journal ✓
PO Box 8058
Madison, WI 53708

Ms. Ruth C. Benedict, Editor
In Business
2718 Dryden Drive
Madison, WI 53704

James Selk, Editor
Madison Magazine
PO Box 1604
Madison, WI 53708

Leslie Montemurro, Editor
Downtown Edition ✓
777 N. Jefferson Street
Milwaukee, WI 53202-3707

Andrew Muchin, Mgn. Editor
Wisconsin Jewish Chronicle
1360 North Prospect Avenue
Milwaukee, WI 53202

Michael Reddin, City Editor
The Journal Times ✓
212 4th Street
Racine, WI 53403

Steve Lund, City Editor
Kenosha News
715 58th Street
Kenosha, WI 53141

Claire Beglinger, News Editor
Waukesha Freeman
PO Box 7
Waukesha, WI 53187

Steve Sandberg, Editor
West Bend Daily News
100 South 6th Avenue
West Bend, WI 53095

Chuck Quirnbach ✓
WHAD-FM
111 East Kilbourn Avenue, #1060
Milwaukee, WI 53202

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PO Box 413
Milwaukee, WI 53201

Fred D'Amborsi, News Director
WISN-TV ✓
759 North 19th Street
Milwaukee, WI 53233

Jill Geisler, News Director
WITI-TV ✓
9001 North Green Bay Road
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735 West Wisconsin Avenue
Milwaukee, WI 53203

Mr. Ed Hinshaw ✓
WTMJ-TV
720 East Capitol Drive
Milwaukee, WI 53212

Debbi Young, News Director ✓
WOKY/WML
12100 West Howard Street
Milwaukee, WI 53228

Daniel Hodges
Foundation Center
79 Fifth Avenue
New York, NY 10003

WISC Light

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In Step

In-Step

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Suggested attendance at AIDS Leadership Meeting:

3PM January 12, 1994

Paul Nannis
City of Milwaukee Health Commissioner

Doug Nelson
Milwaukee AIDS Project

Ian Gilson, MD

Jeff Kelley, PhD.
Medical College of Wisconsin

Bud Brummitt, MD

Brian Buggy, MD

Dr. John Mitling

Jackie Holloway
Regional Division of Health

Pat McManus
Black Health Coalition

Ann Haney
State Division of Health

Ken Herrod
Latino Health Coalition

Candyce Owley
Nurses Union at County

Irmine Rutl
President of City Nurses, WI Nurs Assoc

David Waters, MD
16th Street Community Health Center

Martha Thermansen
Current Chairman, Wisconsin AIDS Fund

Patti McKeithan
Incoming Chairman, Wisconsin AIDS Fund
Communications Director, Miller Brewing Company

Sarah Dean
Faye McBeath Foundation

Dan Bader
Helen Bader Foundation

Doris Chortek
Chairman, The Milwaukee Foundation

Bob Kleigman,
Chair of Pediatrics at Medical College of Wisconsin

George Martin
Health Care for the Homeless

Roslyn Clipp

Tammy Stark
Community Health Concepts

Sheik Backhaus

Dee Johnson

Tony Casaris, MD

Representative of People Living With AIDS Coalition

Cheryl Weir

"Until There's A Cure Bracelet"

THE WHITE HOUSE
WASHINGTON

November 14, 1993

Mary Louise Mussoline
Wisconsin AIDS Fund Coordinator
1020 North Broadway
Suite 211
Milwaukee, WI 53202

Dear Mary:

This letter confirms the participation of Kristine M. Gebbie, National AIDS Policy Coordinator, at the annual meeting of the Wisconsin AIDS Fund in Milwaukee, on Wednesday, January 12, 1994.

Ms. Gebbie plans to arrive in the morning to deliver a keynote address, "Shared Responsibility: Collaborative Approaches to AIDS Education and Advocacy."

Please call me at (202) 632-1090 with any questions or for further clarification. I am enclosing a biographical sketch and curriculum vitae for your reference.

Sincerely,

W. Steve Lee

W. Steve Lee, Executive Assistant to
National AIDS Policy Coordinator

Enclosures

OCT 18 1993

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October 12, 1993

Ms. Kristine Gebbie, R.N., M.N., F.A.A.S.
National AIDS Policy Coordinator
Executive Office of the President
750 17th Street NW, Suite 1060
Washington, DC 20500

Paul Nannis

Dear Ms. Gebbie,

On behalf of the Steering Committee of The Wisconsin AIDS Fund I am writing to invite you to serve as the keynote speaker for our organization's Annual Meeting in January, 1994.

The Wisconsin AIDS Fund was organized in 1988 by individuals with ties to the philanthropic and business communities in Milwaukee. The founders used their influence to raise funds from people who were not likely to contribute to agencies working directly with AIDS because these people were not seeing AIDS as something with which they should be concerned. This group now contributes to AIDS prevention and care because of the Wisconsin AIDS Fund. We continue to educate this constituency to the reality of AIDS and its responsibility to approach it with compassion and understanding.

The Wisconsin AIDS Fund operates as a fund within The Milwaukee Foundation -- our 75 year old community foundation. The Wisconsin AIDS Fund grants all the funds it raises each year to organizations throughout the state for AIDS prevention programs, care for people living with AIDS and education programs on AIDS and HIV. The Wisconsin AIDS Fund is a resource for programs in both the urban centers and the rural areas and has significantly helped newly forming organizations with start-up funds. Since its inception, The Wisconsin AIDS Fund has distributed more than \$320,000 in grants. A listing of recipient agencies and projects is attached.

We have been working with Paul Nannis, Commissioner of Health for the City of Milwaukee, who has been instrumental in emphasizing the need for a collaborative approach to education and advocacy in dealing with the AIDS crisis. Paul has been tremendously helpful in implementing progressive and innovative public health strategies in Milwaukee.

9626226

Return - I
think I already
gave you a copy of
this - worth
trying to schedule

We are viewing this, our first annual meeting, as another opportunity to further educate the community on their obligation to respond to the crisis of AIDS. We recognize that this crisis is not the exclusive domain of government, business, or private philanthropy.

In discussing this event with Paul and others, it has become clear that we need to stress the need for AIDS prevention and the relationship of public health to other agencies in the community serving the same populations. Given your background as a leader in public health who has worked with diverse groups to forge collaborative efforts, and now in your position as National AIDS Policy Coordinator, we are confident that you are the best person to drive home the message that this community needs to hear.

The Wisconsin AIDS Fund has access to the business and philanthropic leaders in the community. We believe that you and Paul Nannis will bring the education, advocacy and public health leaders to the table as well. We further anticipate that your presence will draw leaders from Wisconsin communities beyond Milwaukee; it is our goal to reach into those communities.

Wisconsin has not yet been addressed by any top federal people regarding AIDS. We think it is now time and that you are the person to best do this.

We are looking at the following dates for a noon luncheon presentation:

January 10 through 13, 1994

January 17 through 21, 1994.

If these dates do not fit your schedule, we will move the event to February, 1994.

We appreciate your giving attention to this request as we know you are inundated with similar inquiries. It would mean a great deal to this organization and to Wisconsin for you to reinforce the need to maintain and strengthen AIDS as a priority issue requiring attention and response from all sectors.

We look forward to a positive response to this request delivered by Paul Nannis. Paul is hopeful that he will see you at a meeting this week in Washington. In case he is not able to talk with you about this please let this letter serve as our request.

By all accounts you will be a great asset to delivering the message of AIDS as a concern for the entire community.

Sincerely,



Mary Louise Mussoline

Wisconsin AIDS Fund Coordinator

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Listing of grants made possible by generous donations through 1992:

AIDS Resource Center of Wisconsin/ Southeast Wisconsin AIDS Project, Racine

Prevention Education Specialist Position

AIDS Resource Center of Wisconsin/ Milwaukee AIDS Project

Capital Improvements for Milwaukee House
Creation of Bilingual, Bicultural Case

Management Position

Continuation of Case Management Position

Life Care Services Program

Children's Services Project

Volunteer Coordinator for Life Care

Sustaining Support

Street Outreach Program

Quality Assurance Program

Nutritional Services for Children

Legal Assistance Program

Respite Care Program for Families and Friends

AIDS Resource Center of Wisconsin/ Northwest AIDS Project, Eau Claire

Start-Up Funds

Black Health Coalition of Wisconsin

AIDS Education Program with Inner City Churches

CESA 7-NEWIST, Green Bay

TV Documentary on AIDS

Center Project, Green Bay

"Buddies" Volunteer Training Program

New Testing Program in Manitowoc County

Center for Public Representation, Madison

Translation of Legal Services Guide into Spanish

Coalition for Community Health Care

AIDS Education and Case Management for
Homeless Persons

Great Lakes Hemophilia Foundation

Retreat for Adolescent and Young Adult Hemophiliacs
Development of Wisconsin Women's Outreach Network

Institute for Child and Family Development

Case Management Services for African-Americans
with AIDS

Legal Aid Society

Expansion of AIDS/HIV Antidiscrimination Project

Madison AIDS Support Network

Case Management & Counseling Position

Medical College of Wisconsin

AIDS Education Program for High School Students

Milwaukee Indian Health Board

Case Management Services for Minority Persons
with AIDS

Northern AIDS Network

(Oneida County Health Department)

Services for AIDS Clients in Northern Wisconsin

Opportunities Industrialization Center (OIC) of Racine

AIDS Education Program for African-Americans

Sawyer County AIDS Network

Start-Up Funds for AIDS Education Program in
Northwestern Wisconsin

STD Specialties Clinic

Outreach/Testing Program for High-Risk Populations

University of Wisconsin-Eau Claire

AIDS Awareness Week on Campus

Visiting Nurse Association

Intensive Clinical Training Program for Staff

Waukesha County Council on Alcohol & Other Drug Abuse

Expansion of Outreach & Education Programs

Wisconsin Association of Black Social Workers

Teen Peer Mentor Program in Milwaukee Public
Schools

Expansion of AIDS Teen Peer Mentor Program

Wisconsin Community-Based Research Consortium

Statewide Clinical Drug Trials for Adolescents

Wisconsin Correctional Services

Prevention/Intervention Program for Pre-Trial Clients



Shared Responsibility - Collaborative Approaches to AIDS Educ. & Adv.

~~who is~~

Responsibility Debates -

too easily backward looking / blame assigning

goal - forward looking - task sharing
individuals

"communities"

governments -

Nat'l HIV policy

research

services

prevention

Examples of sharing Nat'l

prevention marketing campaign
country AIDS awareness

Advocacy - info sharing

Voices - whose -

Prep for h.c. reform

Local nature of effective programs serves prevention / decision making

Challenging to community

Churches
Business

Ref

Rotary
Amer. Legion

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Psychological Interventions to Prevent HIV Infection Are Urgently Needed

New Priorities for Behavioral Research in the Second Decade of AIDS

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Behavior change remains the only means for primary prevention of HIV disease. Psychology should take a leading role in efforts to curtail the epidemic, but has not contributed to HIV prevention at a level proportionate to the urgency of the crisis. The authors propose an updated agenda for behavioral research on AIDS-HIV prevention implementing accelerated community trials of promising behavior change models, conducting trials of community-level interventions on a large scale and focused on populations most vulnerable to HIV infections, establishing partnerships between HIV research and community service organizations, integrating efforts from across psychology disciplines to advance and refine HIV prevention interventions, and mobilizing interdisciplinary HIV prevention resources and communication mechanisms to rapidly translate research findings to community and public policy arenas.

The human immunodeficiency virus (HIV) epidemic is now in its second decade and continues to elude either a cure or a preventive vaccine. Although much has changed in our understanding of AIDS and HIV infection over the past 12 years, now—just as at the very start of the epidemic—behavior change is the only method of primary prevention. The HIV epidemic poses virtually unprecedented prevention challenges for the behavioral sciences at the levels of model testing; intervention development, implementation, and dissemination; and program evaluation.

Although the behavioral sciences should occupy a primary leadership role in HIV prevention, psychology has rarely been faced with responsibilities and imperatives comparable with those raised by AIDS and HIV. In this article, we propose that for psychology to contribute most meaningfully to the unique and escalating challenge of HIV prevention, it will be necessary to reexamine the paradigms, pace, and scale of research that have traditionally characterized the behavioral sciences; more rapidly test models that show promise for behavior change promotion, focusing particularly on large-scale applications with populations and communities most imminently threatened by HIV infection; and forge new intra- and interdisciplinary alliances and collaborative partnerships with community service organizations that will permit

the conduct of prevention trials on a scale and with the cultural relevance needed to meaningfully alter the course of the HIV epidemic and substantially affect HIV primary prevention.

The Unique Urgency of the HIV Epidemic

In 1982, the number of AIDS cases diagnosed in the United States was approximately 250; by 1993, nearly 300,000 cases had been diagnosed (Centers for Disease Control & Public Health Service, 1993). It took eight years for the first 100,000 AIDS cases in the United States to be diagnosed, whereas the second 100,000 cases were diagnosed in just a two-year period ("The Second 100,000 Cases," 1992). AIDS is now the second leading cause of death among American men between the ages of 18 and 44 and the sixth leading cause of death among women in this age group ("Mortality Attributable to," 1991). Although other diseases—chiefly cancer and cardiovascular disease—affect larger numbers of people, the incidence of these diseases is relatively stable from year to year. In contrast, the incidence of HIV disease has rapidly escalated, especially among young to middle-aged adults. However, the most critical difference between HIV and most other life-threatening diseases is that HIV infection is communicable and can, in some cases, be contracted through relatively low rates of risk-taking behavior. Adverse health consequences from smoking usually occur after hundreds of thousands of risk behaviors (cigarettes smoked), and the development of significant preventable cardiovascular disease typically requires many years of

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