

## **Section 4: Disseminating Your Profile**

Writers of epidemiologic profiles that are intended for use in planning care programs should ensure that the completed profile is disseminated to Ryan White CARE Act grantees and planning councils and consortia as part of the comprehensive needs assessment. Writers of epidemiologic profiles that are intended for use in planning prevention programs should ensure that the completed profile is disseminated by the state health department to members of HIV prevention CPGs.

The epidemiologic profile is the first step in the planning process both for prevention and care groups, and each process includes other key elements. Prevention planning groups use the community services assessment to build on the epidemiologic profile and thus examine resource needs and resources for the populations described in the profile. The

comprehensive needs assessment conducted by care planning groups consists of 5 components:

- epidemiologic profile
- description of service needs of the affected population
- resource inventory
- profile of provider capacity and capability
- description of unmet needs for primary health care and of other gaps in services

Both types of groups use these elements to identify gaps in the coverage of prevention services, set priorities among infected populations, and conduct interventions for high-risk populations. In addition, care planning groups use these elements to identify gaps in the coverage of Ryan White CARE Act services and to set priorities that address the care needs of HIV-infected and affected populations.

### **Disseminating Your Profile for Other Purposes**

You may wish to distribute your profile to other key stakeholders. Here are some suggestions for doing this successfully:

- Develop a dissemination plan well in advance of the final publication.
- Distribute the profile widely, under the name of, or with a cover letter from, a well-known official at the top of the health department.
- Plan a mass mailing of the profile to executive directors of local community-based organizations; the major providers of HIV care, including physicians, nurses, physician's assistants; sister government agencies or departments (e.g., STD and TB program directors); community activists; local academic HIV researchers; and local government officials.
- After the initial mass mailing, continue to distribute the profile at presentations made by program staff to, for example, community-based organizations, university audiences, and provider groups.
- Post the profile on your Web site.
- Put copies in the reception areas of your offices for visitors.
- When inquiries are made about data on a specific risk group, refer the caller to the profile.
- The person writing the profile should attend the planning meetings and should certainly get on the agenda before and after writing the profile