



CITY OF GILLETTE

Administration
P.O. Box 3003 • Gillette, Wyoming 82717-3003
Phone (307) 686-5203
www.gillettewy.gov

MEMORANDUM

TO: Mayor and Members of the City Council

FROM: J. Carter Napier, City Administrator JCN

RE: General Information

DATE: November 25, 2015

The following meetings are scheduled for the week of **November 28 – December 4:**

Tuesday, December 1st

6:00 p.m. City Council Pre-Meeting, agenda attached

- Power Generation Update
- Discussion of Power Fund
- City Hall – 3rd Floor Conference Room
- Dinner served at 5:30 p.m.

7:00 p.m. City Council Meeting

- City Hall – Council Chambers

Friday, December 4th

5:30 p.m. Awards Banquet, CC Senior Center

1. Attached please find the current monthly **calendar** for **December 2015**.
2. Attached please find a **letter** from **Director Thomas Forslund** regarding the **Wyoming Department of Health's current billboard advertising campaign**.
3. Attached please find the **Snow Event Report** for **November 20, 2015** provided by **Public Works Director Wilde**.
4. Attached please find **The Mayor's Art Council agenda** dated **November 18, 2015** and the **October 7, 2015 meeting minutes**.
5. Attached please find a **newsletter** from **WAM** dated **November 2015** on **local, state, and national issues**.
6. Attached please find an **update** from **WAM** dated **November 24, 2015** on **local, state, and national issues**.
7. Attached please find **two flyers** to the **2015 Engineering Feast** on **Thursday, December 10, 2015** starting at **11:30 a.m.**
8. Attached please find **three thank-you cards** from the **Senior Center**.

JCN/ale



CITY OF GILLETTE

Administrative Services Department City Clerk Division

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**Pre-Meeting – 6:00 p.m.
City Hall – 3rd Floor Conference Room
Tuesday, December 1, 2015
Dinner Served at 5:30 p.m.**

Pre-Meeting Topic(s):

- Power Generation Update
- Power Fund Discussion
- Review December 1st Agenda
- Executive Session

Thomas O. Forslund, Director

Governor Matthew H. Mead

November 12, 2015

Ref.: F-2015-614

The Honorable Louise Carter-King
Mayor of the City of Gillette
P. O. Box 3003
Gillette, WY 82717

Dear Mayor Carter-King:

Governor Matthew Mead has referred your letter regarding concerns about the Wyoming Department of Health (WDH), Public Health Division, Communicable Disease Prevention Program's current advertising campaign featuring billboards drawing attention to the public health issue of sexually transmitted infections (STIs) to the WDH for a direct response.

The Knowyo.org billboards are part of a social marketing campaign managed by an outside contractor for the Communicable Disease Prevention Program. Supporting a social marketing campaign is a recommended component of the HIV/AIDS Prevention Grant, which is federally funded by the U. S. Centers for Disease Control and Prevention (CDC). The campaign is a call to action that directs individuals to the Knowyo.org web site where they can generate a voucher for free or low cost testing at any of the 40 participating clinics in Wyoming. Over the years we have tried different advertising approaches and found that direct messaging drives more people to the site, results in more vouchers being utilized and, consequently, more people in Wyoming who know their status. Knowing one's status allows for proper treatment and prevention messaging, which curbs the spread of disease. The Knowyo.org testing program tests approximately 2,600 uninsured and underinsured people in Wyoming for STIs each year and provides approximately 3,500 HIV tests.

Wording for the billboards was purposefully chosen to inform people that there are STIs and HIV in the state and people are at risk of infection despite Wyoming's low population. We understand that some people may find this approach to be offensive. However, market research has clearly found direct messaging to be effective with the target audience, young adults who may be more likely to engage in behaviors that place them at risk. The priority population, ages 15-24, accounts for half of all testing vouchers redeemed annually; those aged 25-34 account for another one third.

There were six billboards in Wyoming communities with the highest STI/HIV rates: Casper, Cheyenne, Gillette, Laramie, Rawlins, and Riverton. The billboard in Gillette has since been removed. Placement of the billboards was based on the counties' disease rates. The wording of each billboard was selected based on the specific STI and/or HIV concerns in each county. For example, in 2014 Campbell County experienced a gonorrhea outbreak that accounted for almost one third of all cases in Wyoming. The number of gonorrhea cases continues to increase statewide with 114 cases reported as of September

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