



MEMBERSHIP AND AWARENESS COMMITTEE (MAC) & POSITIVE PREVENTION CONNECTICUT (PPCT) WORKGROUP



AGENDA November 20, 2024

Co-Chairs Dante Gennaro & Marcelin Joseph / DPH Resource Liaison Jenny Bobadilla-Pincos

MEETING OBJECTIVES
<ul style="list-style-type: none"> Review merger logistics Address key workplan elements Discuss membership recruitment strategies Plan for ongoing campaign and promotional activities

MEETING ETIQUETTE
<ul style="list-style-type: none"> Be present and encourage participation One person talking at a time Raise hand to indicate a desire to speak Share the floor / treat all with respect Ask questions if an acronym or term is not clear

Welcome & Merger Reminder	11:00 a.m.
Administrative Matters	11:05 a.m.
<ul style="list-style-type: none"> Workplan overview CHPC charter review/discussion 	
CHPC Membership Gaps & Recruitment Presentation	11:25 a.m.
<ul style="list-style-type: none"> Identify design for recruitment tool 	
PPCT Updates	11:40 a.m.
<ul style="list-style-type: none"> Prevention Pack Campaign Progress Promotional Material Distribution & Distribution Strategy Discussion Volunteer Social Media Manager Recruitment Announcement 	
MAC Up	11:55 a.m.
<ul style="list-style-type: none"> Identify short list of priorities for 2025 Newsletter 	
Announcements, Next Steps, and Meeting Feedback	12:10 p.m.
Adjourn	12:15 p.m.

Committee Charge & Connection to Integrated Plan

- The **Membership & Awareness Committee (MAC)** leads CHPC member recruitment, selection, orientation, mentoring, and retention activities, and coordinates marketing and public awareness efforts.
- MAC activities relate directly to the Integrated Plan Goal 4: *“Achieve integrated, coordinated efforts that address the HIV epidemic across community partners and interested parties.”*
- Positive Prevention CT (PPCT)** creates marketing and communication campaigns to educate, decrease stigma, and bring awareness of HIV prevention.
- PPCT activities relate directly to the Integrated Plan Objective 1.1; *“increase awareness of PWH who know their HIV status to 93%.”*; Objective 1.2; *“Achieve a 25% decrease in new HIV diagnoses among MSM, Black men and women, and Latino men and women.”*; Objective 1.3 *“Expand Treatment as Prevention.”*