

Date: June 13, 2022

Location: Zoom (virtual meeting)

Time: 10:06 a.m. – 11:23 a.m.

Attendance: See last page for attendance

Meeting Accomplishments

1. Introduced new PPCT co-chair, Marcelin Joseph (MJ)
2. Prioritized development of a campaign raising community awareness of the new Routine Testing Law
 - a. A subgroup has scheduled a campaign development meeting for Wednesday (29 Jun) at 1 PM
3. Postponed completion of the Prevention Pack campaign until January 2023

Identified Tasks

1. PPCT members will review the previous month's meeting summary before attending the monthly meeting to confirm its accuracy.
2. PPCT leaders will email an invitation for a campaign development subcommittee meeting on Wednesday (29 Jun) at 1 PM.
3. PPCT leaders will inquire about the cost of marketing assistance services from the Odonnell Company.

Next Meeting: Monday, July 11, 2022, @ 10:00 am via Zoom

PPCT Co-Chair(s):

CT DPH: Dante Gennaro (dante.gennaro@ct.gov)

GBAPP: Marcelin Joseph (mjoseph@gbapp.org)

Recorders:

David Reyes (reyes@xsector.com)

A. GETTING STARTED AND CHAIRS' WELCOME

- Department of Public Health (DPH) Liaison and CHPC co-chair Dante Gennaro welcomed everyone to the Positive Prevention CT (PPCT) group meeting at 10:06 am.
- Mr. Gennaro asked the attendees to review and confirm the accuracy of the May meeting summary. The attendees approved the May meeting summary.
- Mr. Gennaro explained the following:
 - PPCT is a U.S. Centers for Disease Control and Prevention (CDC)-funded workgroup dedicated to creating HIV prevention messaging focused on Connecticut populations at the highest risk of infection. Those populations are men of color who have sex with men (MSM), transgender folks, people who use drugs, and heterosexual women of color.
 - PPCT is now a sub-committee of the Connecticut HIV Planning Consortium (CHPC). The sub-committee's work will contribute to the CHPC's Integrated Plan to End the HIV Epidemic.
 - The PPCT workgroup has new leadership!
 - Marcelin Joseph, who goes by MJ, was approved by the CHPC Executive Committee. MJ has experience working with the CHPC. MJ is currently part of the Greater Bridgeport Area Prevention Program (GBAPP) social media committee, which has provided him with experience in awareness campaign development and implementation. He is also a master's in public health candidate with a concentration in Health Promotion.
 - PPCT convenes once a month at 10 AM on the second Monday of the month. Meeting attendees are urged to adhere to the following guidelines:
 - One Mic/Mute Mic
 - Respect One Another
 - 100% Confidentiality
 - ELMO (Everybody/Enough Let's Move On)
 - Don't Yuck My Yum
 - Manage Electronics
- Mr. Gennaro asked attendees to introduce themselves by stating their name, preferred pronouns, the agency they represent, and their reason for joining the meeting. Attendees introduced themselves.
- Mr. Gennaro then prompted a mindful minute video.
- The group approved the May meeting summary with no changes.

B. PPCT UPDATES

Deciding workgroup priorities

- Mr. Gennaro explained that PPCT started work on the Prevention Pack campaign last year. Unfortunately, the project was put on hold because of COVID-related sanctions.
 - The Prevention Pack campaign was an anti-stigma campaign that incorporated a comic-book theme. The campaign uses an intentionally exaggerated storyline where the villainous Dr. Stigma, who is trying to take over the world, is defeated by a group of heroes with double-entendre names like Lu Bricación. Unfortunately, the folks who previously filled some of the hero roles and did the initial recordings are no longer available for the project. Given this setback, this project is only about 30% completed. To complete this project, PPCT would have to recast the roles, re-record their contributions, edit the recordings, and finalize the production. All this work would need to be completed as PPCT also develops a campaign to raise awareness of the routine HIV testing legislation that takes effect in January 2023.

- Considering that, Mr. Gennaro provided two alternative paths forward and asked the group to provide feedback:
 - Prioritize the completion of the Prevention Pack campaign between June 2022 and September 2022, then develop and complete the Routine HIV Testing Awareness campaign between September 2022 and January 2023.
 - Prioritize developing and completing the Routine HIV Testing Awareness campaign between June 2022 and January 2023, then complete the Prevention Pack campaign from January 2023 onward.
- The group provided feedback:
 - Gina D’Angelo shared that the first part of the new Routine HIV Testing law takes effect on **January 1st, 2023** and that a part of the CHPC Ending the Syndemic (ETS) Committee is working to complete materials (e.g., toolkit and simple factsheet) geared toward providers **by October 2022** so providers are aware of the law well in advance of the date when the law takes effect. Ms. D’Angelo therefore encouraged PPCT to develop Routine HIV Testing Awareness materials that complement the ETS materials by October. Ms. D’Angelo noted that the ETS Committee has not started meeting yet, so PPCT could schedule to attend the initial ETS Committee meetings to strategize a coordinated campaign development process.
 - Ms. D’Angelo also praised the work of the Prevention Pack campaign and advised against rushing its completion.
 - Angel Ruiz agreed that PPCT should hold off on completing the Prevention Pack campaign to give it the attention and time it deserves, and instead, prioritize saturating the community with information about the new Routine Testing law.
 - Keith Taylor agreed.
 - Ms. D’Angelo suggested that the PPCT’s Routine Testing campaign focus on letting the community and consumers know about asking providers for testing and that this new law will be taking effect. Meanwhile, the ETS campaign would target providers and increase their awareness of the law through their existing provider networks.
 - Mr. Gennaro agreed that divvying target populations for the Routine HIV Testing Law awareness campaign is ideal for preventing duplication of efforts.
 - The group approved the following by consensus:
 - The PPCTs primary campaign focus will be the routine testing law. The goal will be complete the campaign materials **by October 2022**.
 - The campaign dissemination plan will occur in the following phases:
 - Phase 1 (October 2022 – January 2023) – Preparing the public by raising awareness of upcoming law
 - Phase 2 (January 2023 – Onward) – Calls to action and what consumers should do now that this law has taken effect
 - Defer Prevention Pack campaign work until January 2023

C. Campaign Next Steps Discussion

- Mr. Gennaro then outlined the following tentative timeline for the Routine Testing campaign development process for the remainder of the year:

June – July	July – August	August – September	September – October
1. Develop campaign material drafts v1	1. July PPCT Meeting: Review campaign materials drafts v1 2. Incorporate feedback & develop drafts v2 3. Submit to member organizations for feedback from their service populations (ask for input from groups they're facilitating) 4. Incorporate feedback & develop drafts v3	1. August PPCT Meeting: Review campaign material drafts v3 2. Incorporate feedback & develop drafts v4 3. August CHPC Meeting: Review campaign material drafts v4 4. Incorporate feedback & develop pending approval materials 5. Develop dissemination plan & budget (\$18K): Consult Odonnell Group	1. September PPCT Meeting: review & approve final materials, finalize dissemination plan & budget 2. Finalize materials 3. Implement dissemination plan 4. Monitor & report on campaign for the remainder of 2022

- Mr. Gennaro asked attendees if they felt that the outlined timeline was feasible, whether they were willing to meet between June 13th and July 11th to develop drafts of campaign materials, and whether they should use the remainder of this meeting's time to begin strategic planning.
 - Mr. Ruiz said that combining Mr. Gennaro's suggestions would be ideal. Using the rest of our time and working offline would be helpful.

D. Co-Chair Introduction Interlude

- Marcelin Joseph (MJ), the new PPCT co-chair, joined the meeting and introduced himself after receiving a warm and welcoming round of applause from the attendees.
 - He expressed excitement in taking on this new chapter as the PPCT co-chair.

E. Campaign Next Steps Discussion

Dissemination Strategizing

- Mr. Gennaro asked the group: What are the most effective avenues or platforms for getting the word out about this law that mandates health providers offer an HIV test for every routine doctor's visit?
 - Mr. Gennaro recommended that the campaign avoid stigmatizing groups and emphasize/normalize that routine HIV testing is simply a part of an average wellness check.
 - Ms. D'Angelo emphasized that this routine testing is meant to benefit everyone regardless of their demographic identity. She also suggested that the materials include a diverse group of folks representative of Connecticut.
 - John Gardner suggested that public service announcements be displayed in the waiting rooms of health facilities. The PSAs could describe that HIV tests will be added to your health provider's standard health assessment offerings.
 - Mr. Ruiz suggested that the messages be disseminated via radio and the local news networks like channel 3 to reach as vast a population as possible. He also mentioned social media platforms like Instagram, Facebook, and TikTok as definite dissemination platforms.
 - Sue Major shared her reflections on a previous in-home HIV test kit campaign that she had worked on with Mr. Gennaro. During this campaign, public service announcements were displayed at gas stations and grocery stores, and the campaign received 5.7 million impressions within four months.

- Mr. Gennaro explained that PPCT could collaborate with a marketing firm to access gas station and grocer dissemination venues. He recommended collaborating with the Odonnell Company if they chose this option.
- Ms. D'Angelo asked if the group would like to develop print bus advertisements to complement the campaign.
 - Mr. Ruiz said bus ads could be very effective in spreading the message, especially since the goal is to saturate the community with this information. He also noted that the interior bus advertisements displayed above the windows would be sufficient.
 - Ryan Jones suggested that the print advertisements be displayed on trains and buses.
 - Mr. Joseph suggested that we expand the print advertisement to billboards.
 - Mr. Gennaro agreed that billboards are a great idea and should be placed strategically to leverage exposure to target populations. He would also like to investigate the cost associated with print versus digital billboards.
- Mr. Gennaro summarized the discussion and drew out the following key points:
 - Some materials should be in a video format because we discussed videos being displayed on local news networks, televisions in waiting rooms, social media platforms, gas stations, grocers, and mall store directory screens.
 - These materials would require script development and filming.
 - The static (non-video) materials could be displayed on billboards, interior and exterior bus advertisements, interior train advertisements, and social media platforms.

Scheduling an Ad-Hoc Campaign Development Meeting

- The group agreed to meet for 1-1.5 hours on Wednesday, June 29th at 1 PM.
 - Mr. Gennaro said that the group would use this meeting time to develop a series of simple questions that service providers could use to gather their clients' opinions on the new Routine HIV Testing legislation. The results from these questions will guide the language we use in our campaign.
 - Mr. Gennaro also said he would inquire about the cost of marketing assistance services from the Odonnell Company. This information will guide our dissemination strategies and provide budgetary considerations.
 - Mr. Ruiz excitedly said it sounds like a good plan! He also mentioned that the campaign would benefit from a catchy tagline like "request a test" ala "click it or ticket."

F. Social Media Showcase-Extravaganza!

- Mr. Gennaro explained that during Positive Prevention CT meetings, the co-chairs like to set aside time for attendees to show off some of the creatives they have put together for their agencies. No one offered to share anything.

G. Group Check-in

- Mr. Gennaro asked if anyone had any final thoughts on the campaign.
 - Mr. Ruiz suggested that the campaign launch with a wide-reaching press release that drums up a lot of energy and excitement.
 - Mr. Gennaro responded that he could get the DPH communication liaison to write a press release for the campaign.

H. Adjournment

- Mr. Joseph thanked everyone for their thoughtful participation, and reminded the group that the monthly CHPC meeting would be occurring on Wednesday (15 Jun) at 9 AM.
- Meeting adjourned at 11:23 a.m.

PPCT 2022 MEETING ATTENDANCE

Member	Agency	Jan	Feb	Mar	Apr	May	June
Kim Adamski	HGLHC	X					
Whitney Allen	Yale		X		X		
Sam Bowens	Waterbury Health Dept	X	X	X	X	X	
Gigi Chau	Stamford Cares					X	
Gina D'Angelo	CT DPH					X	X
Atiba DeCruise	Stamford Cares			X			X
Nicholas DaRosa	Apex Community Care				X		
Michael Diaz	Gilead Sciences	X	X				
Alix Dittmore	CT Harm Reduction Alliance	X	X				
Taylor Edelmann	Apex Community Care	X	X				
Stephen Feathers	Perception Programs					X	
John Gardner	Gilead Sciences	X	X	X	X		X
Dante Gennaro, Jr.	CT DPH	X	X	X	X	X	X
Charles Hardy	CHPC Member	X	X				
Vanessa Heron	CT DPH					X	
Doug Janssen	CHC		X	X	X		
Ryan Jones	Circle Care Center						X
Reggie Knox	CHPC Member	X					
Luis Magana	SWCHC					X	X
Sue Major	CT DPH					X	X
Tayla Moore	Community Health Svc	X	X				
Kay Muñoz	Sen. Murphy's office	X					
Joe Norton	APNH			X	X		
River Ramos	Apex Community Care				X	X	
Marie Raynor	Hartford Planning Council – Amplify Office Coordinator	X	X		X		
Beverly Reyes	Family Centers		X			X	X
Carlos Rodriguez	CT DPH	X					
Angel Ruiz	UConn/CT Children's	X	X	X	X	X	X
Benjamin Saldana	National Network for Youth	X					
Ivette Santiago	New Britain Hospital – RW P. A						X
Ketia Similien	GBAPP			X			
Keith Taylor	Staywell Health Center	X	X	X			X
Cecil Tengtenga	Yale Public Health			X			
Zach Zimmitti	ACT				X		X
Sean Lindsey	SW Community Health Center						X