



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



**AGENDA**

**January 15<sup>th</sup> 2024, 10:15am – 11:35am**

<https://us06web.zoom.us/j/82050075692>

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

| MEETING OBJECTIVES  |
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| <ul style="list-style-type: none"> <li>• Enhance membership diversity, recruitment, and engagement strategies</li> <li>• Plan MAC newsletter content and assignments</li> <li>• Drive progress on Prevention Pack campaign and discuss statewide contest for the next campaign</li> <li>• Evaluate outreach and social media strategies to amplify campaign impact</li> </ul> |

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

**Welcome & Opening Remarks..... 10:15 a.m.**

**Administrative Updates ..... 10:20 a.m.**

- Workplan overview

**Membership and Awareness Committee (MAC) ..... 10:30 a.m.**

- Membership Cap, Diversity, and Recruitment Discussion
- Newsletter Planning

**Positive Prevention CT (PPCT) ..... 11:00 a.m.**

- Prevention Pack Campaign Progress
- Next Campaign via Statewide Contest
- Social Media Strategy

**Other Business, Next Steps, and Meeting Feedback .....11:30 p.m.**

**Adjourn .....11:35 p.m.**

| Committee Charge & Connection to Integrated Plan  |
|---|
| <ul style="list-style-type: none"> <li>• The <b>Membership &amp; Awareness Committee (MAC)</b> leads CHPC member recruitment, selection, orientation, mentoring, and retention activities, and coordinates marketing and public awareness efforts.</li> <li>• MAC activities relate directly to the Integrated Plan Goal 4: <i>“Achieve integrated, coordinated efforts that address the HIV epidemic across community partners and interested parties.”</i></li> <li>• The <b>Positive Prevention Connecticut (PPCT)</b> workgroup creates health communication and strategies for those populations at highest risk of getting HIV in Connecticut</li> <li>• PPCT activities relate directly to the Integrated Plan Objective 1.1; <i>“By December 31<sup>st</sup> 2026, increase awareness of PWH who know their HIV status to 93%.”</i>; Objective 1.2; <i>“Achieve a 25% decrease in new HIV diagnoses among MSM, Black men and women, and Latino men and women.”</i>; Objective 1.3 <i>“Expand Treatment as Prevention.”</i></li> </ul> |