



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



AGENDA

February 19, 2024

Co-Chair Dante Gennaro / DPH Resource Liaison Jenny Bobadilla-Pincos

MEETING OBJECTIVES	MEETING ETIQUETTE
<ul style="list-style-type: none"> • Address executive constraints on DEI-related initiatives and their impact on our work • Finalize recommendation to merge MAC & PPCT into the Public Awareness and Community Engagement (PACE) Committee • Discuss adjustments to ongoing efforts, including membership engagement, recruitment, and promotional initiatives • Clarify next steps for sustaining committee functions while navigating external constraints 	<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 & Opening Remarks.....10:15 a.m.

Administrative Updates10:20 a.m.

- Workplan Overview & Executive Constraints
- Public Awareness and Community Engagement (PACE) Committee Discussion
- Co-Chair Vacancy & Recruitment Strategy

MAC Membership Engagement & Retention10:40 a.m.

- Newsletter Update
- Recruitment Toolkit Discussion
- Committee Promotional Video Initiative Discussion
 - Setting Video Parameters: Purpose, structure, and key messages
 - Use & Distribution: Agency outreach, CHPC website

PPCT Campaign Work – Pause & Adjustments11:25 a.m.

Other Business, Next Steps, and Meeting Feedback11:30 p.m.

Adjourn11:35 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.”*
- The **Positive Prevention Connecticut (PPCT)** workgroup creates health communication and strategies for those populations at highest risk of getting HIV in Connecticut
- PPCT activities relate directly to the Integrated Plan Objective 1.1; *“By December 31st 2026, 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.”*