



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



AGENDA
March 19, 2024

DPH Resource Liaison Jenny Bobadilla-Pincos

MEETING OBJECTIVES	MEETING ETIQUETTE
<ul style="list-style-type: none"> • Confirm merger of MAC & PPCT into the Public Awareness and Communications Engagement (PACE) Committee • Discuss adjustments to ongoing efforts, including co-chair recruitment, engagement of community members, and promotional initiatives • Clarify next steps for adjusting 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 Updates **10:20 a.m.**

- Public Awareness and Community Engagement (PACE) Committee Charge Presentation & Confirmation
- Co-Chair Vacancy & Recruitment Update

Membership Engagement & Retention **10:40 a.m.**

- Newsletter Update
- Ongoing Community Engagement
- Committee Promotional Video Initiative Discussion
 - Confirm Video Parameters
 - Identify Key Questions
 - Plan

Campaign Work **11:15 a.m.**

- Shifting Focus & Exploring Solutions

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

Adjourn..... **11:35 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.”*