



Getting to Zero (G2Z) Committee

19 August 2020 Meeting Summary

ATTENDANCE Refer to page 6
START 11:19 a.m. **END** 12:47 p.m. **LOCATION** Virtual GoToMeeting
CHAIR Gina D'Angelo **STAFF** Mark Nickel

QUICK SUMMARY

ACCOMPLISHMENTS

- The G2Z Committee approved by consensus the 15 July 2020 meeting summary.
- John Sapero shared an implementation update on the City of New Haven G2Z capacity building grant. This included sharing a logo for the effort.
- Participants learned about plans to update the G2Z website and the Positive Prevention website. Participants shared suggestions about how to improve the updates.

ACTION STEPS

- The participants will re-convene on 16 September 2020.
- DPH representatives will discuss the suggestion to combine the G2Z and Positive Prevention website.
- Joh Sapero will reach out to G2Z committee members who expressed concerns about the City of New Haven G2Z capacity building initiative logo.
- Committee staff will complete a meeting summary. Participants will provide additions and corrections via a remote process.

NEXT MEETING

- 16 September 2020 at 11:15 a.m. virtual Zoom meeting.

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MEETING NOTES

WELCOME AND CALL TO ORDER

Ms. D'Angelo acknowledge that one of the documents contained meeting access information that sent participants to the Membership and Awareness Committee (MAC) meeting. She stated that the meeting would begin a few minutes after the stated start time. Ms. D'Angelo called to order the virtual meeting at 11:19 a.m. and introduced herself as the G2Z committee chair.

Ms. D'Angelo encouraged participants to create a productive virtual meeting environment by: a) turning on and sharing their web cams; b) using the chat box and/or visual signal to cue the meeting leader; and c) self-muting microphones when not speaking.

Ms. D'Angelo explained that the G2Z Committee exists to coordinate and scale Getting to Zero activities statewide and facilitate best practices sharing, among others. Participants shared their names and organizational affiliations and/or communities in which they lived or worked.

Ms. D'Angelo noted that CHPC member Susan Bouffard (DMHAS) will retire as of 1 September 2020. Ms. D'Angelo apologized that this was not mentioned at the full CHPC meeting. She recognized Ms. Bouffard's contributions to the CHPC and assistance in strengthening agency- and community-level partnerships. Ms. D'Angelo introduced Natalie Dumont as the representative from DMHAS who will maintain continuity of connection after Ms. Bouffard retires. Ms. Dumont explained that she manages DMAHS Regions 3 and 5 and coordinates the infections disease



Getting to Zero Committee 19 August 2020 Meeting Notes



programs. Ms. Dumont has applied to become a CHPC member (via the DMHAS partner position) and is expected to begin her CHPC membership in January 2021.

REVIEW MEETING SUMMARY

Participants approved by consensus the 15 July 2020 meeting summary. The meeting summary had been circulated for revisions once and a “pending approval” version was sent by e-mail to all participants who attended the meeting.

UPDATE ON APPROACH TO DEVELOP THE STATEWIDE INTEGRATED PLAN

Ms. D’Angelo explained that DPH programs include TB, HIV, STDs, and viral hepatitis. DPH would like to develop a syndemics plan that addresses HIV, STDs, and viral hepatitis. A syndemic plan addresses a set of linked health problems involving two or more afflictions that interact synergistically and contribute to excess disease burdens in a population. DPH staff from these program areas have been meeting internally to assess the extent to which coordination and integration exists already, opportunities to strengthen service integration, and other considerations (e.g., SMART objectives). DPH personnel have completed a technical assistance call with representatives from Tennessee, a state that uses a syndemics plan approach, and continues to learn more from federal project officers related to prevention (CDC) and care (HRSA). More information will be forthcoming in the upcoming months, and relevant personnel from DPH STD and viral hepatitis programs will increase their involvement in CHPC-related planning activities.

COORDINATION OF ACTIVITIES TO END THE HIV EPIDEMIC

City of New Haven Capacity Building Grant

Ms. D’Angelo stated that the G2Z committee includes brief monthly updates of five to 10 minutes about the implementation progress of the City of New Haven G2Z capacity building grant. Mr. Butcher deferred to Mr. Sapero, project consultant, to deliver the update. Mr. Sapero stated:

- Efforts are underway to form six regional teams to guide a planning process, and build upon the prior outreach to conduct a needs assessments and SWOT analysis.
- Findings from the SWOT analysis were presented to Mr. Butcher. The findings of the analysis suggested areas of focus such as availability, accessibility, and acceptability of services. Mr. Sapero suggested that developing a common understanding of issues and supporting practical application could be achieved through training. Topics might include sexual health; racism; rapid start models; innovative housing; and faith-based involvement; PrEP and PEP expansion; stigma reduction; healthy relationships; and HIV, TB, STDs, and Hep C.
- Mr. Butcher stated that resources exist to offer a series of knowledge building events. These events would help develop common perspectives such as the importance of trauma-informed care delivery. Mr. Sapero thanked Mr. Butcher for supporting this approach to build “knowledge equity”.
- Ms. D’Angelo stated that the CHPC Needs Assessment Project (NAP) team was currently working on identifying core competencies for HIV-related workers, methods to assess or confirm existence of competencies, and available training resources. Coordinating efforts would make sense, particularly as it relates to workforce development and the ongoing expansion of online training and virtual training resources.

Mr. Sapero shared the design of a logo and specific color schemes for each participating community.¹ Mr. Sapero explained the design principles for the development of the logo such as heartfelt, motivational, convey the dedication and passion of the HIV community, encourage a common goal within a region, and translatable to Spanish.

¹ This segment of the discussion occurred at the end of the meeting due to some technology issues (e.g., screen sharing). The notes from the discussion have been included in this segment.



Getting to Zero Committee 19 August 2020 Meeting Notes



- Discussion occurred about the origins of the color schemes and the relationship to the LGBTQ rainbow. Mr. Sapero noted that the colors did reflect a component of the rainbow. Each color assigned to a city connected in some way to a color in the city's flag.
- Mr. Sapero stated that the goal was to offer a bold approach that would distinguish the effort from G2Z. This meant getting away from the use of a red ribbon (HIV / ADIS) or a pink ribbon (breast cancer). Mr. Butcher added that this approach was intended to portray a more uplifting and inspirational message of a cure v. a warrior mentality.
- Ms. D'Angelo asked for additional information on how the process involved focus-testing the design concepts with G2Z priority populations or PLWH.
 - Mr. Sapero stated that the final design was shared at the Ryan White Planning Council meeting. The G2Z Committee meeting represents the second forum.
 - Mr. Butcher stated that the City of New Haven's Mayor approved the design, and the process included some modifications based on input from personnel in the communications department. Mr. Butcher suggested that this design should be treated as if it is in its final form. Any suggested changes may or may not be considered.
- At least three participants shared feedback that the design did not resonate well with them.
 - The content was deeply disturbing in that it was not possible to end the epidemic without identifying a cure or eradicating people living with HIV. Mr. Sapero clarified the intent to use understandable terms for residents and partners who may not be involved in HIV efforts.
 - The G2Z marketing materials focus on zero new HIV infections, zero HIV-related stigma, and zero HIV related deaths. The G2Z communication materials use a very intentional and sensitive approach. One participant shared his experience with using the phrase "End HIV" in social media messages. The HIV community did not embrace this message, and did not find it welcoming.
 - Ms. D'Angelo acknowledged that people working on these logos and communication messages operated with good intentions. Market testing the design and content prior to launching remains an important step.
 - Mr. Sapero committed to reaching out to G2Z participants who expressed concerns about the unintended reactions to the City of New Haven G2Z capacity building initiative logo.

Statewide Coordination

Ms. D'Angelo and Mr. Gennaro explained that the DPH, through multiple funding streams, supported a Positive Prevention CT website (www.positivepreventionct.org) and a Getting to Zero Website (www.gettingtozeroct.org).

- The positive prevention website represents a collaborative effort by Positive Prevention CT, a group of HIV prevention providers and consumers dedicated to creating health communication strategies in Connecticut. The group meets on the second Monday of each month to discuss and develop content. This includes developing products, facilitating access to social media and marketing campaigns and messages in all forms and formats. The website offers resources organized around tabs such as: What puts you at risk; Get tested for HIV; Condoms; PrEP; PEP; Partner Services; STDs & Hep C; HIV + get tested; and Drug user health.
- The G2Z website represents the vehicle to convey information about Connecticut's G2Z initiative. This website was intended to serve as a vehicle to support one of the statewide G2Z recommendations around facilitating coordination and communication of G2Z efforts. The website contains tabs for the following content: Test; Prevent; Treat; Facts; Stigma; For providers; and Espanol. The website content has not been updated recently.

Ms. D'Angelo and Mr. Gennaro explained that conversations were underway to modernize and update both of these websites. The process would result in one website (positive prevention) that served as a go-to resource for providers



Getting to Zero Committee 19 August 2020 Meeting Notes



and one website (G2Z) that would serve as a go-to resource for residents and consumers. As the DPH considers the development of a syndemics plan, the content would reflect information on HIV, STDs, and Hep C, among others.

The group discussed the benefits and limitations of the emerging direction. Participants offered alternative solutions and options as well.

- Clarification occurred that the current content focuses on DPH funded providers. The intent was to facilitate access to all forms, online training, training available through AETC, and best practices, among others. Other features such as search engines for HIV testing sites leverage other existing resources.
- Discussion occurred about how to drive provider and prescriber traffic to these websites. Ms. D'Angelo indicated that several avenues exist including the DPH's involvement with prescribers through the CADAP system. She also explained a recent effort to include two HIV-related questions on a provider survey that was part of a statewide needs assessment process for Substance Use Disorders (SUDs). The questions submitted for consideration focused on areas of: knowledge of community resources; sexual health history; routine testing; and access to PrEP.
- Participants felt it was important to differentiate resources intended for clinical and non-clinical audiences.
- A discussion occurred about the benefits and limitations of developing and maintaining two separate websites v. operating one website that allowed individuals to quickly access information (e.g., provider or public or consumer).
 - Participants felt directing traffic to one website might be a preferred approach. The users could branch off based on their need (e.g., provider, consumer, public). Participants acknowledge that this approach would mean that the approach may mean reducing the emphasis on HIV per se, especially to broaden the audience appeal and engage users around STDs or Hep C.
 - Mr. Gennaro stated that he would explore this option in more detail.
 - Ms. D'Angelo acknowledged that the DPH would need to work through blending and braiding funding streams in the event the approach shifted to one web site.
- Participants offered suggestions on how to enhance the website(s):
 - Add a QR code that facilitates access to the website. The COVID-19 pandemic has increased the use and comfort level with QR codes.
 - Add interactive tools. For example, a quick assessment on sexual health risks. Use existing tools such as www.healthysexuals.com/healthy-sex-questions.
 - Organize fact sheets that correspond with strands of the syndemics plan approach.
 - Add pages for each G2Z community.
 - Add frequently asked questions such as, "Why should I get an HIV test each year?"
 - Consider developing an "app" like RightTime Rhode Island that directs individuals to comprehensive health resources.
 - Reduce the word count on pages. Think of developing pages as if they were an online catalogue.
 - Restructure the web architecture to reduce the number of clicks that result in a person accessing preferred content.
 - Add bold statements about connection to Hep C and STDs. Getting to zero will not occur without addressing Hep C and STDs.
 - Connect the core messages to the intersection of social determinants of health, stigma, and issues of injustice.



Getting to Zero Committee 19 August 2020 Meeting Notes



- Ms. D'Angelo asked Mr. Butcher about plans to develop a website as part of the G2Z capacity building grant. Mr. Butcher said that the topic has been a discussion point, and New Haven might develop its own ending the HIV epidemic website.

NEXT STEPS / MEETING FEEDBACK

Next Steps

- The participants will re-convene on 16 September 2020.
- DPH representatives will discuss the suggestion to combine the G2Z and Positive Prevention website.
- Joh Sapero will reach out to G2Z committee members who expressed concerns about the City of New Haven G2Z capacity building initiative logo.
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Meeting Feedback

In general, participants stated the meeting was productive, and included a safe space for individuals to share authentic, candid feedback on important topics.

ADJOURN

Ms. D'Angelo adjourned the meeting at 12:47 p.m.



**Getting to Zero Committee
19 August 2020 Meeting Notes**



Attendance Record

Name	CHPC Member	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Susan Bouffard	X	●	●			●	●	●	●
Thomas Butcher	X	●	●			○	●	●	●
Gina D'Angelo	X	●	●			●	●	●	●
Lauren Gau	X	●	●			●	●	●	●
Dante Gennaro	X	●	●			●	●	●	●
Corey Gerena	X	●	○			●	○	●	○
Reggie Knox	X	○	●			●	●	●	●
Luis Martinez	X	●	●			●	○	○	○
Jeffrey Snell	X	●	●			●	●	○	●
Roberta Stewart	X	●	●			●	●	●	●
Barry Walters	X	●	○			●	●	●	●
	Member Count	10	9			10	9	9	9
PUBLIC PARTICIPANTS									
Albertina Baptista							●		
Cinque Barlow		●							
Maritza Bond							●	●	
Christian Brooks							●	●	
Carolos Carbonell		●							
Christian Castro		●							
Lauren Ciborowski		●							
Reina Cordero		●	●						
Angel Cotto						●		●	
Delita Rose-Daniels		●	●			●	●	●	●
Megan Davidson		●	●			●		●	
Emily DeJesus			●						
Martina DeLaCruz						●			
Natalie Dumont									●
Taylor Edelmam			●			●			
LaToya Fitzwilliam							●	●	
Brittany Gardener		●	●				●	●	
Monica Gonzalez			●			●		●	
Juan Hernandez		●				●			
Venesha Heron		●	●			●	●	●	●
Coley Jones		●							
Marcelin Joseph		●	●						
Nancy Kingwood							●		
Heather Linardos								●	●
Oscar Mairena						●		●	●
Kiana McDavid									●
Nicole Morgan						●	●		
Maribel Nieves		●	●						
Francesca Quettant						●	●	●	
Dustin Pawlow								●	
Lorrie Pope-Wiggins		●							
John Sapero							●	●	●
Suzanne Speers								●	
LaToya Tyson								●	
Jennifer Vargas								●	●
Yolanda Velez		●				●	●	●	●
Melinda Yopp								●	●
Unidentified Callers (may be duplicates)						3	2	2	3
	Public Count	15	10			14	14	19	12
	Total Count	25	19			24	23	30	22



**Getting to Zero Committee
19 August 2020 Meeting Notes**

