

Date: April 20, 2022

Location: Zoom (virtual meeting)

Time: 11:03 a.m. – 12:35 p.m.

Attendance: See last page for attendance

Meeting Accomplishments

1. Dante Gennaro announced a targeted chair recruitment strategy.
2. The group decided to continue their work on the Prevention Pack Campaign.
3. The group agreed to develop a campaign proposal comprised of a creative brief and a creative concept presentation for their work on the CHPC's integrated plan.

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 coordinate committee member meetings to develop a creative brief and a creative concept presentation.
3. PPCT leaders will coordinate with partners to develop an action plan to complete the Prevention Pack Campaign.
4. Dante Gennaro will update the PPCT website to feature PrEP (pre-exposure prophylaxis) resources on the homepage.
5. PPCT support staff will adjust the recurring meeting invitation, so it reflects the new monthly meeting date and time.

Next Meeting: Monday, May 9, 2022, @ 10:00 am via Zoom

PPCT Co-Chair(s):

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

Recorders: David Reyes

A. GETTING STARTED AND CHAIRS' WELCOME

- Department of Public Health (DPH) Liaison and CHPC co-chair Dante Gennaro welcomed everyone to the Positive Prevention Connecticut (PPCT) group meeting at 11:03 am. 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 committee of the Connecticut HIV Planning Consortium (CHPC), and the committee's work will contribute to the CHPC's Integrated Plan to End the HIV Epidemic or End the Syndemic.
 - PPCT 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 requested that the video on committee meeting best practices be displayed for attendees to review. In the video, Quality and Performance Measures (QPM) Team Peta-Gaye Nembhardand describes some meeting management practices that improve meeting effectiveness. ([Video Link](#))

B. PPCT UPDATES

Monthly Meeting Date/Time Change | From Third Wednesday, 11 am-12:30 pm To Second Monday, 10 am-11:30 am

- Mr. Gennaro explained that he (on behalf of PPCT) requested a change in the workgroup's monthly meeting date and time to give more stakeholders the opportunity to join PPCT meetings and participate in campaign development.
- Mr. Gennaro shared that the CHPC Executive Committee approved the PPCT request to change its monthly meeting date and time from the third Wednesday, 11 am-12:30 pm to the second Monday, 10 am-11:30 am. The change will take effect in the month of May, so the next meeting will occur **virtually on Monday, May 9th, 10 am-11:30 am and every second Monday of the month from then on.**
 - Mr. Gennaro noted that the Executive Committee declined the PPCT's request to host in-person monthly meetings because of the uncertainty with state-mandated COVID safety precautions and the potential difficulty of providing transportation services or resources for PPCT attendees. However, PPCT is permitted to meet in-person if the convening occurs outside of formal monthly meeting time. This enables PPCT to work on the pieces of future multimedia campaigns that require in-person convening like photoshoots and filming.

PPCT Chair/Leadership Recruitment

- Mr. Gennaro reminded the attendees that, since the departure of former chair Taylor Edelman, PPCT is lacking a formal chair. Mr. Gennaro has employed a targeted recruitment strategy to fill this role, in which he has solicited interest from the following individuals:
 - Xavier Day | Ryan White Coordinator | Alliance for Living
 - Marcelin Joseph | HIV Program Coordinator | Greater Bridgeport Area Prevention Program (GBAPP)
 - Gigi Chaux | Program Manager | Stamford CARES
- Mr. Gennaro shared that he would provide a recruitment progress report at the next monthly meeting. He also stated that he would assume all PPCT chair responsibilities until the role is filled.

Website Update

- Mr. Gennaro shared his screen and reviewed a “meetings and presentations” webpage that has been added to the [PPCT website](#). On this webpage, PPCT can upload CHPC presentation slide decks, PPCT meeting summaries, PPCT agendas, and any pertinent CHPC or PPCT meeting materials. ([Webpage Link](#))
- Mr. Gennaro explained that the main purpose of the PPCT website is to support frontline staff as much as possible. He, along with the PPCT members that worked to create it, would like the website to be a source of tools and products for frontline staff to provide optimal service.
 - He urged members to review the website and send him feedback or any requests for updates/additions.
- Whitney Allen suggested that pre-exposure prophylaxis (PrEP) resources be featured on the homepage to ensure that they are easily accessible. She recommended that the top section of the website have a rotating banner that highlights and links to a PrEP resource page. Ms. Allen also praised the overall simplicity and aesthetic appeal of the website, yet she suggested that the resource categorization and search methods be refined.
 - Mr. Gennaro agreed to try several methods of featuring PrEP and other important resources on the website’s homepage like the rotating banner that Ms. Allen described and/or showcasing popular webpages by creating hotlinks.

Continuing the Prevention Pack Campaign

- Mr. Gennaro reminded the group of the PPCT’s Prevention Pack Campaign development, which had been stalled and deprioritized because of the constraints on in-person meetings/photoshoots caused by COVID related safety precautions and/or seasonal weather difficulties. The campaign involved the development of a series of static graphics that together would read and look like a retro comic strip.
 - He shared and reviewed several of the initial sexual health graphics that emerged from the first few months of the campaign’s development. The graphics were in the style of retro comics that featured committee members dressed as superheroes who had witty names like “Consentia” and “Risqué.”
 - Mr. Gennaro suggested that PPCT devise a strategy to complete this campaign, during which the group start by reaching out to the folks who were previously involved in the project. The next steps would include refining the storyline of the comic strip and coordinating a time to meet-up and move the project forward.
 - Several members agreed that PPCT should take up this effort.
 - Ms. Allen, who had been involved in the early photoshoots for the campaign, confirmed that she would be available to complete her contribution to the campaign despite her expected departure from Yale School of Public Health.

- Angel Ruiz recommended that the products from the Prevention Pack Campaign be incorporated into the deliverables that PPCT contributes to the CHPC Integrated Plan.
- John Gardner suggested that the Prevention Pack campaign deliverables include short-form TikTok videos to increase the reach of the campaign.

C. COMMITTEE WORK FOR NEW INTEGRATED PLAN

March CHPC Poll Review

- Mr. Gennaro reminded the group of the results from the poll that occurred during the March CHPC meeting because these results will inform committee’s campaign work. Table 1 and 2 show the results of the two poll questions.

Table 1.

Question: Positive Prevention CT is interested in your feedback on its first campaign for the CHPC. Goal 4 of the Integrated Plan is to Achieve Integrated Efforts Among All Partners. Which of the remaining 3 goals should this campaign focus on?		
	Number	Percent
Goal 1: Reduce new HIV infections	17	44%
Goal 2: Improve HIV-related health outcomes of people living with HIV	5	13%
Goal 3: Reduce HIV-related disparities and health inequities	17	44%

Table 2.

Question: Based on the selected goal, which of the following populations should this campaign focus on? (select 2)		
	Number	Percent
Gay, bisexual, and other men who have sex with men (MSM)	22	50%
Black women	20	45%
Black men	18	41%
People who use drugs	11	25%
Youth ages 13-24	9	20%
The transgender community	8	18%

Campaign Development Review

- Mr. Gennaro then guided the group through a campaign development process that PPCT might follow as they complete their work on the CHPC’s Integrated Plan. To do so, he shared his screen and talked through a marketing product called a creative brief. The brief included the following sections:
 - Product or Service (Anticipated Product)
 - Background Information (Local Data)
 - Marketing Objectives (Purpose of Campaign)
 - Focused/Priority Populations
 - Phased Messaging Themes and Timing (Bullet from timeline)
 - Overall Messaging Considerations (Context Specific Considerations and Bureaucratic Considerations and Strategies to address considerations)
 - Benefits to Consumer
 - Brand Character/How We Wish to be Perceived
 - Mandatories/Limitations

DPH is an equal opportunity provider. Call 860-509-7801 if you require aid/accommodation to participate fully and fairly.

- Format of Communications
- Campaign Schedules – Examples in Figure 1 and 2

Figure 1.

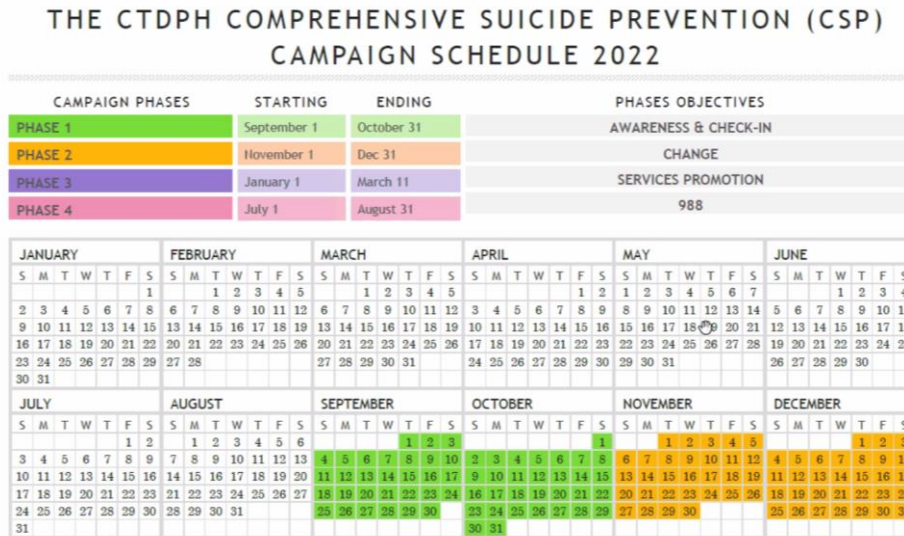
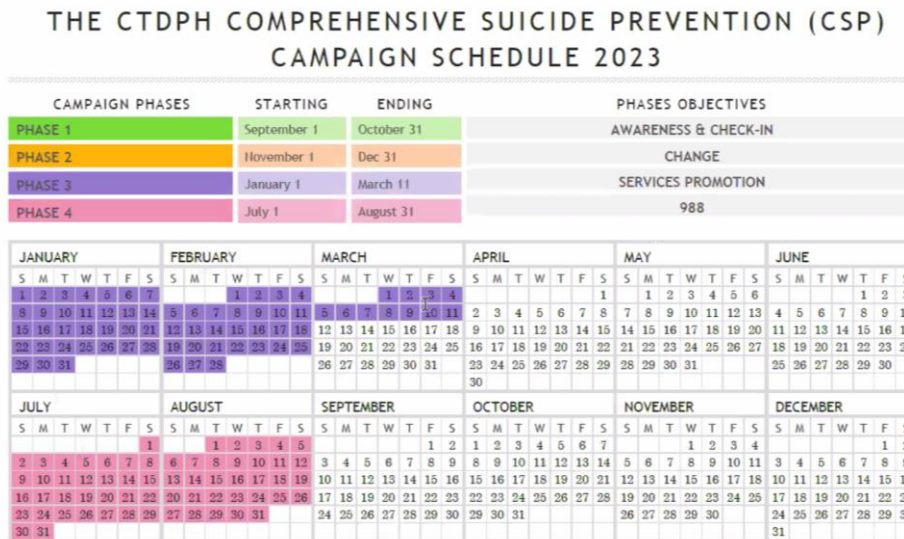


Figure 2.



- Mr. Gennaro completed his review of the creative brief by emphasizing that PPCT should be mindful of its members’ demanding work schedules when setting deadlines, to ensure that members are not overwhelmed. He then asked the group to share their thoughts on the creative brief presented.
 - River Ramos said that a campaign brief would provide a lot of direction and eliminate the guess work that could result in a lot of stress and frustration.
 - Angel Ruiz suggested that the PPCT campaigns incorporate prevention messages that address STIs and substance use, and include folks from diverse demographics.
- Mr. Gennaro reviewed the next steps PPCT should take to develop a campaign that works towards the CHPC’s Integrated Plan. Those steps are:

- Coordinate meetings with a subgroup of PPCT members
 - Develop a creative brief
 - Develop a supplemental creative concept presentation
- Present and review these materials at the May PPCT meeting and the May CHPC meeting
- The attendees expressed interest in moving forward with this plan.

General Campaign Strategy Discussion

- Mr. Gennaro shared and reviewed prevention messaging that was produced in short-form TikTok video format. He recommended that PPCT produce materials in the same TikTok video format because TikTok videos and shortform videos like Instagram Reels are popular and accessible forms of content dissemination/consumption.
 - River Ramos noted that the poignant or heartfelt TikTok videos had more of an impact and would likely resonate with more folks. They mentioned that background music informs the way that people feel, and it is vital that evocative background music be incorporated into the PPCT campaign materials. They also said that the PPCT campaign materials should be created in trendy meme format to increase reach and receptivity of consumers.

D. PPCT SOCIAL MEDIA SHOWCASE-EXTRAVAGANZA

- Mr. Gennaro shared that the Social Media Challenge-Extravaganza as it was originally structured had been difficult to implement, so it would be changed to an opportunity for HIV care and prevention sites to showcase their awareness materials and receive feedback. It was originally structured as a competition in which partner sites would have an opportunity to compete for the chance to have their HIV awareness materials highlighted on the new PPCT website and social media. Mr. Gennaro asked the group whether they saw value in having a standing agenda item, called “PPCT Social Media Showcase-Extravaganza,” during which partner sites would have the opportunity to discuss and review their awareness materials.
 - River Ramos said that it would be valuable because it would work towards smashing the silos and promoting collaboration among HIV care and prevention sites. They noted that this sharing opportunity could standardize the quality and content of messaging across the partner sites. They thought it would be a wonderful opportunity for partner sites to share tips and tricks in multimedia development and dissemination.

E. WRAP-UP/GROUP-CHECK-IN

- Mr. Gennaro summarized the next steps that would be taken to move the items discussed forward.
 - Coordinate with partners to complete the Prevention Pack Campaign.
 - Coordinate with PPCT members to develop drafts of a creative brief and a creative concept presentation/slide deck.
 - Finalize the Social Media Extravaganza modifications with Gina D’Angelo.

F. ADJOURNMENT

- Mr. Gennaro asked the group if there was anything that folks wanted to share.
- Mr. Gennaro thanked everyone for their participation and adjourned the meeting at 12:35 pm.

PPCT 2022 MEETING ATTENDANCE

Member	Agency	Jan	Feb	Mar	Apr
Kim Adamski	HGLHC	X			
Whitney Allen	Yale		X		X
Sam Bowens	Waterbury Health Dept	X	X	X	X
Atiba DeCruise	Stamford Cares			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		
John Gardner	Gilead Sciences	X	X	X	X
Dante Gennaro, Jr.	CT DPH	X	X	X	X
Charles Hardy	CHPC Member	X	X		
Doug Janssen	CHC		X	X	X
Reggie Knox	CHPC Member	X			
Tayla Moore	Community Health Svc	X	X		
Kay Muñoz	Sen. Murphy's office	X			
Joe Norton	APNH			X	X
River Ramos (Andrew Rep)	Apex Community Care				X
Marie Raynor	Hartford Planning Council – Amplify Office Coordinator	X	X		X
Carlos Rodriguez	CT DPH	X			
Beverly Reyes	Family Centers		X		
Angel Ruiz	UConn/CT Children's	X	X	X	X
Benjamin Saldana	National Network for Youth	X			
Ketia Similien	GBAPP			X	
Keith Taylor	Staywell Health Center	X	X	X	
Cecil Tengtenga	Yale Public Health			X	
Zac Zimmitti	ACT				X