

Date: July 11, 2022

Location: Zoom (virtual meeting)

Time: 10:02 a.m. – 11:00 a.m.

Attendance: See last page for attendance

Meeting Accomplishments

1. Routine HIV testing campaign progress
 - a. Revised and approved templates for materials
 - b. Developed tagline
 - c. Strategized methods to reach diverse demographics
 - d. Discussed web location of campaign materials
 - e. Scheduled follow-up ad hoc campaign development meeting for **Monday, July 25th @ 1PM**
2. Highlighted upcoming member events
 - a. [Skate Your Way to Health](#) - August 26, 3–6:30 pm at Heaven Skatepark in Hartford
 - b. BIKTARVY Talk @ J Restaurant in Hartford (more information to come)

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 email an invitation for a campaign development ad hoc meeting on Monday, July 25th @ 1PM.
3. PPCT leaders will move forward with additional design ideas and schedule campaign photoshoots with PPCT members.

Next Meeting: Monday, Aug 8, 2022, @ 10:00 am via Zoom

PPCT Co-Chair(s):

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

GBAPP: Marcelin Joseph (mjoseph@gbapp.org)

Recorders:

David Reyes (reyes@xsector.com)

A. GETTING STARTED AND CHAIRS' WELCOME

- Department of Public Health (DPH) Liaison and Connecticut HIV Planning Consortium (CHPC) co-chair Dante Gennaro welcomed everyone to the Positive Prevention CT (PPCT) group meeting at 10:02 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. As of this month, PPCT is adopting a syndemic approach to address additional sexually transmitted diseases/infections.
 - PPCT is now a sub-committee of the CHPC. The sub-committee's work will contribute to the CHPC's Integrated Plan to End the HIV Epidemic.
 - PPCT convenes at 10 AM on the second Monday of the month. 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 asked the attendees to confirm the accuracy of the June meeting summary. The attendees approved the June meeting summary.
- Marcelin Joseph, PPCT chair and Program Manager at Greater Bridgeport Area Prevention Program (GBAPP), introduced himself and welcomed the attendees to enjoy a mindful minute.
 - Mr. Joseph prompted a mindful meditative music video be broadcast for attendees.

B. PPCT UPDATES

Update from the Ending the Syndemic (ETS): Ad-Hoc Meeting

- Mr. Joseph shared that he attended an ETS ad hoc meeting, during which attendees discussed strategies for the routine HIV testing legislation awareness campaign. Mr. Joseph described the guidance for the PPCT campaign that emerged from the ETS ad hoc meeting.
 - The ETS will produce campaign materials that target providers, and PPCT will produce materials that target the community. All materials should be simple and universal.

Update from PPCT: Ad-Hoc Meeting

- Mr. Joseph shared that PPCT held an ad hoc campaign development meeting on June 29th at 1PM, during which attendees chose a template graphic for material development and brainstormed the following campaign tagline ideas.
 - WAP – Wellness & Prevention Exam
 - CREW – Comprehensive Routine Examination for Wellness
 - HOPE – Holistic Overall Prevention Exam

C. Routine Testing Campaign Progress Review

Floating Webpage for Campaign Materials

- Mr. Gennaro shared that the campaign materials will be accessible via a small website with the web address of either GetTestedCT.com or GetTestedCT.org. On this website, users will have the

option of accessing materials for providers and/or materials for community members. Mr. Gennaro noted that all materials would be housed on the PPCT web servers to keep costs down.

Campaign Template Review

- Mr. Gennaro displayed the graphic campaign template that the ad hoc campaign development group chose. He mentioned that the group chose this template because it had several configurable elements, including shapes, colors, patterns, and photos. He also noted that the photo placeholder allows tailoring the graphic to various populations and replacing the image with one that represents the desired target population.
 - This template also incorporates the ETS ad hoc recommendation to ensure that the messaging is as universal as possible. It categorizes routine HIV tests with other normalized wellness tests like blood sugar and cholesterol.
 - Mr. Gennaro expressed interest in using unique photos of community members throughout CT to prevent mishaps with models not wanting their stock photos used in HIV-related content and to ensure that the campaign is as authentic to CT as possible.
- Mr. Gennaro asked the group for their initial thoughts or reactions to the materials presented.
 - John Gardner appreciated the effort to normalize routine HIV testing by categorizing it with blood sugar and cholesterol checks. He shared that this effort will likely increase the number of folks opting for routine HIV tests.
 - Nilda Fernandez praised the initial drafts yet recommended that future iterations incorporate images of women, Asian Americans, and older adults to ensure that the campaign appeals to as many demographics as possible.
 - Sue Major, Barry Walters, Gina D'Angelo, Mr. Gardner, and Ms. Fernandez recommended replacing "blood sugar" with "diabetes/A1C levels."
 - Danielle Warren-Dias recommended adding blood pressure to the list of routine tests that are not stigmatized.

Campaign Tagline Discussion and Development

- Mr. Gennaro explained that the ad hoc campaign development group chose to have an acronym-based tagline for the campaign to increase its marketability. He noted that during the ad hoc meeting, he jokingly brought up the acronym WAP because of how ubiquitous it became after the release of the Cardi B and Meg Thee Stallion song entitled WAP. The joke became a feasible idea when Kim Adamski noted that the campaign could use the acronym WAP because it could represent Wellness And Prevention. For example, you could ask, "did you get your WAP exam?" and allude to the pop culture reference but mean, "did you get your Wellness And Prevention exam?"
 - During the ad-hoc meeting, Ms. Major strongly discouraged using WAP in this campaign messaging because of its racy roots.
- Ms. Major noted that this potentially controversial messaging could be effective if the campaign tried to reach a small subpopulation. Still, since the campaign is trying to reach the entire CT population, the messaging should be more general and less editorial.
- Mr. Gennaro reminded the group of the other acronym-based taglines from the ad-hoc meeting and asked the group for their reactions. He explained that the acronyms should be catchy enough so that CT residents begin to ask themselves and others whether they have gotten their "insert acronym here" exam. The ad hoc-developed acronyms included:
 - CREW - Comprehensive Routine Examination for Wellness
 - HOPE – Holistic Overall Prevention Exam
- The group started brainstorming and recommended the following acronyms:

- AWE – Annual Wellness Exam
- HAW – Holistic Annual Wellness
- SWAP – Self-Wellness and Prevention
- TEST CT – Tell Everyone 2 Start Testing Connecticut
 - The group rallied around this acronym because it was straightforward and used the existing Get Tested CT campaign.
 - Keith Taylor suggested that the group film a commercial where folks are “telling everyone to get tested.”

Campaign Next Steps Discussion

- Mr. Gennaro asked attendees if they were all in agreement with the TEST CT campaign tagline. Everyone in attendance agreed that this would be the campaign tagline.
 - Mr. Gennaro said he would move forward with additional design ideas and schedule photoshoots with PPCT members.

D. Social Media Showcase-Extravaganza!

- Mr. Joseph asked if any attendees had social media materials they wanted to share with the group.
 - Ms. Warren-Dias displayed a flyer for the “[Skate Your Way to Health](#)” event scheduled for August 26, 3–6:30 pm at Heaven Skatepark in Hartford.
 - She explained that one of the event’s goals is to increase awareness and utilization of pre-exposure prophylaxis (PrEP). Eventgoers will receive a skateboard with a PrEP logo in graffiti style on the underside of the board. These boards are intended to stoke conversations about PrEP among youth.
 - Mr. Gardner mentioned that he is coordinating dinner at J Restaurant in Hartford on July 26th. During the dinner, a facilitator will guide a discussion on bictegravir/emtricitabine/tenofovir alafenamide (BIKTARVY). Mr. Gardner said he would create and share a flyer with the PPCT leaders.

E. Adjournment

- Mr. Gennaro reminded the group that the CHPC seeks member applicants.
 - If folks are interested in applying, they can reach out to [Dante Gennaro](#), [Marcelin Joseph](#), or [David Reyes](#).
- Mr. Joseph thanked everyone for their participation and reminded the group of the following:
 - The next ad hoc campaign development meeting will occur on **Monday, July 25th @ 1PM**
 - The next monthly CHPC meeting will occur on **Wednesday, July 20th @ 9AM**
- Meeting adjourned at 11:00 a.m.

PPCT 2022 MEETING ATTENDANCE

Member	Agency	Jan	Feb	Mar	Apr	May	June	July
Kim Adamski	HGLHC	X						X
Whitney Allen	Yale		X		X			
Sam Bowns	Waterbury Health Dept	X	X	X	X	X		
Gigi Chau	Stamford Cares					X		X
Gina D'Angelo	CT DPH					X	X	X
Atiba DeCruise	Stamford Cares			X			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					
Stephen Feathers	Perception Programs					X		
Nilda Fernandez	CT Children's Medical Center							X
John Gardner	Gilead Sciences	X	X	X	X		X	X
Dante Gennaro, Jr.	CT DPH	X	X	X	X	X	X	X
Charles Hardy	CHPC Member	X	X					
Venesha Heron	CT DPH					X		
Doug Janssen	CHC		X	X	X			
Ryan Jones	Circle Care Center						X	X
Marcelin Joseph	GBAPP						X	X
Reggie Knox	CHPC Member	X						
Sean Lindsey	SW Community Health Center						X	
Luis Magaña	SWCHC					X	X	
Sue Major	CT DPH					X	X	X
Krystal Medley	Advancing CT Together							X
Myrna Millet-Saez	CT Children's Medical Center							X
Tayla Moore	Community Health Svc	X	X					
Consuelo Muñoz	CT Children's Medical Center							X
Kay Muñoz	Sen. Murphy's office	X						
Joe Norton	APNH			X	X			
River Ramos	Apex Community Care				X	X		
Marie Raynor	Hartford Planning Council – Amplify Office Coordinator	X	X		X			
Beverly Reyes	Family Centers		X			X	X	X
Carlos Rodriguez	CT DPH	X						X
Angel Ruiz	UConn/CT Children's	X	X	X	X	X	X	
Benjamin Saldana	National Network for Youth	X						
Ivette Santiago	New Britain Hospital – RW P. A						X	
Ketia Similien	GBAPP			X				
Keith Taylor	Staywell Health Center	X	X	X			X	X
Tatianna Melendez	Staywell Health Center							X
Cecil Tengtanga	Yale Public Health			X				
Barry Walters	DPH							X
Rebecca Walton								X
Danielle Warren-Dias	UConn Health							X
Zach Zimmitti	ACT				X		X	X