



## April 10, 2023 Meeting Summary

<b>Date:</b>	April 10, 2023	<b>Location:</b>	Zoom (virtual meeting)
<b>Time:</b>	10:05 a.m. – 11:31 a.m.	<b>Attendance:</b>	See page 7
<b>Chair:</b>	Marcelin Joseph	<b>DPH Liaison:</b>	Dulce Dones-Mendez
<b>Recorder:</b>	David Reyes	<b>Next Meeting:</b>	TBD

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### Meeting Accomplishments

1. Reviewed progress on the PPCT 2023 work plan
2. Participants were updated on the reach of the TEST CT! campaign and developed ideas for increasing the reach of the campaign via partner site social media.
3. Received an updated method of ordering items from the Connecticut Community Distribution Center Program (CCDCP) – [Link to Connect til the End Promotional Items Order Form](#)
4. Identified and shared methods of completing Prevention Pack filming
  - a. Using the May 8<sup>th</sup> meeting time to do in-person filming at the Community Health Center in Middletown, CT
  - b. Identified additional costume components and shared the process for selecting and ordering campaign costumes
  - c. Identified preferred filming locations and devised next steps for reserving filming locations

### Identified Tasks

1. PPCT members will review the draft meeting summary before attending the monthly meeting to confirm its accuracy
2. PPCT leaders will coordinate with DPH staff to upload the TEST CT! campaign videos and static materials onto the PPCT website
3. The PPCT chair will consider sharing TEST CT! campaign videos during the CHPC committee report and requesting that CHPC members share the materials with their networks
4. CT DPH will follow up with the Odonnell Company to discuss methods of increasing the reach of the campaign and to request a report on the reach of the TEST CT! campaign during the June meeting
5. PPCT participants will convene at Hubbard Park on April 13<sup>th</sup> at 11 AM to collect drone footage and do some strategic planning around the completion of the Prevention Pack
6. PPCT leaders will locate existing Prevention Pack costumes and prepare to bring them to the next in-person film date
7. PPCT leaders reach out to Middletown CHC, Dante’s Jewelry & Repair, and GBAPP’s partner housing organization and inquire about reserving their spaces
8. PPCT staff will announce that the PPCT’s May 8<sup>th</sup> meeting is canceled, and that time will be allocated to film in person at the Middletown Community Health Center
9. PPCT staff will share a doodle poll with Prevention Pack volunteers to identify optimal audio recording days
10. Kasima Geter and Keith Taylor will identify their preferred character costumes, including new components, on Amazon.com and share their findings with PPCT leaders or staff



- 11. PPCT leaders will review existing Prevention Pack footage to determine if scenes, including Dr. Stygma and the News Anchor, need to be reshot

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**Welcome**

Marcelin Joseph, PPCT chair and human immunodeficiency virus (HIV) Program Manager at Greater Bridgeport Area Prevention Program (GBAPP), introduced himself and welcomed everyone to the meeting. Mr. Joseph asked attendees to introduce themselves by name, preferred pronouns, and agency affiliation. He reviewed the group's social contract (e.g., One Mic / Mute Mic; respect one another) and encouraged individuals to help create a welcoming and respectful meeting environment.

PPCT is a committee of the CHPC. Mr. Joseph explained that PPCT is a U.S. Centers for Disease Control and Prevention (CDC)-funded workgroup dedicated to creating HIV prevention messaging for Connecticut populations at the highest risk of infection. These include: 1) men of color who have sex with men (MSM); 2) transgender folks; 3) people who use drugs; and 4) heterosexual women of color. PPCT uses a syndemic approach that can help engage individuals at risk of or experiencing sexually transmitted diseases (STDs), hepatitis C, and substance use disorders (SUDs).

**Approval of Meeting Summary**

Mr. Joseph asked attendees to review the March meeting summary and identify any additions or corrections. The attendees used a consensus approach to approve the minutes with no additions or corrections.

**PPCT 2023 Workplan Review**

Mr. Joseph reviewed the PPCTs 2023 work plan, reminding the group of its four areas of focus, which are:

1. Develop and promote statewide campaign #1: TEST CT! (Tell Everyone to Screen & Test – This campaign intends to raise awareness of the new routine HIV testing legislation, which mandates medical providers to offer a test to all their patients who are 13 years of age or older, at least once yearly)
2. Disseminate and evaluate the success of the TEST CT campaign
3. Develop and promote statewide campaign #2: Prevention Pack Campaign (This campaign intends to reduce the stigma of discussing or receiving services related to sexual health)
4. Disseminate and evaluate the success of the Prevention Pack Campaign

Mr. Joseph explained that accomplishing the work related to these focus areas would help realize many of the objectives in the State Integrated HIV Prevention and Care Plan for 2022-2026, which outlines a syndemic approach to ending the HIV epidemic.

Mr. Joseph then brought attention to the activities and milestones over time section of the work plan. He mentioned several noteworthy activities the workgroup would be taking on in April. These activities included receiving updates from partners & members, working with the DPH communications department to upload and promote TEST CT campaign materials, reviewing the TEST CT campaign reach analytics and refining campaign dissemination strategy, and developing/implementing a film schedule for the prevention pack, among other things.

Mr. Joseph assured the group that they would be making progress on several of these activities during this meeting.

**PPCT Updates & Discussion Items**

TEST CT! Campaign Reach Discussion



Mr. Joseph shared that, unfortunately, no campaign reach data was available because the videos weren't being distributed through any media platform in the last month (streaming platforms or others). He added that the Odonnell company representative said that she'll be able to provide an update at the June meeting, which indicates that the videos will start being distributed again between now and then.

#### TEST CT! Campaign Community Partner Distribution

Mr. Joseph reminded the group of the results from the TEST CT! campaign poll administered during the CHPC's March meeting. The results from this poll suggested that less than 5% of the CHPC meeting attendees had seen the TEST CT campaign materials on streaming platforms. He added that although the CHPC attendees only represent a fraction of CT residents, this result should raise concern because several CHPC attendees are also a part of the target demographics for this campaign and the committee's work generally.

He then asked the committee to brainstorm some strategies for increasing the campaign's reach. The following statements summarize the key points that emerged from that discussion.

- Dante Gennaro urged the committee to reconsider whether the CHPC attendees fairly represented the target demographics for this campaign. So a poll administered to the CHPC meeting attendees may not have accurately captured if the campaign was reaching our target demographics. He then recommended that during the PPCT's next committee report, the workgroup's chair share a couple of complete TEST CT! campaign videos, remind folks of the target demographics for this campaign, and request that folks share these videos with their clients and throughout their networks.
- Gina D'Angelo asked the committee to consider that this campaign didn't intend to target folks who are or would be knowledgeable and aware of the routine HIV testing legislation. Instead, the campaign targeted the general public, and among the general public, the eight videos distributed garnered more than 65,000 impressions, a 98% video completion rate, and reached 19,000 unique homes. She suggested that the committee discuss methods of reaching more people with the Odonnell company as they're likely refining their strategy for this next distribution phase.
- Pedro Mendez recommended distributing the campaign through ad-friendly dating and mobile gaming apps. He also asked if videos could be distributed via partner site social media. Dulce Dones-Mendez responded that the videos aren't yet available to the public, but she is investigating the hold-up.
  - o Several members agreed that the videos should be distributed via partner social media once available.
- Angel Ruiz suggested that printed campaign materials could be made available for community-wide distribution through the distribution center.

#### **Prevention Pack Campaign**

##### Script Review

Mr. Joseph reminded the group that the prevention pack is a comedic anti-stigma campaign that follows a team of stigma-fighting superheroes who fend off a villain named Dr. Stygma. He then invited members to provide feedback on the campaign script. To facilitate this process, he launched a poll. The results of which are summarized in the following tables.



Who is your favorite character?	
Dr. Stygma	27.3% (3/11)
Lu Bricación	27.3% (3/11)
Chastity/Consentia	18.2% (2/11)
Risque/Aphrodesia	18.2% (2/11)
Reporter	9.1% (1/11)
Intergalactic Prophylactic	0%
Mizz Information	0%
Foxxi Factz	0%
Skurr Dee Kat	0%
News Anchor	0%

Are you excited about the Prevention Pack?	
Yes, can't wait!	100% (11/11)
No, I need to know more.	0% (0/11)

Mr. Joseph asked if anyone would like to share why they selected their chosen character. Sue Major shared that she decided on Chastity/Cosentia not only because she will be playing her but also because she resonates with the character being a parent.

Casting & Costume Selection

Mr. Joseph reminded the group that all the roles had been cast and that costumes had been purchased or arrangements had been made for a majority of the cast, as the following table summarizes:

Character	Actor/Talent	Costume
Intergalactic Prophylactic	Xavier Day	Purchased
Dr. Stygma	Stephen Feathers	Purchased
Mizz Information	Whitney Allen	Purchased
Chastity/Consentia	Sue Major	Purchased
Foxxi Factz	Venesha Heron	Purchased
Lu Bricación	Keith Taylor	Must Be Purchased
Risque/Aphrodisia	Kasima Geter	Must Be Purchased
Skurr Dee Kat	Carlos Rodriguez	Purchased
Reporter	Angel Ruiz	Do-It-Yourself (DIY) Costume
News Anchor	Andrew Reilly	DIY Costume
Paparazzo 1	David Reyes	DIY Costume
Paparazzo 2	Jennifer Dagraca	DIY Costume
Young Person	Pedro Mendez	DIY Costume

Dulce Dones-Mendez shared that her colleague at the Department of Health knew the location of the costumes that had been purchased. Mr. Joseph asked to confirm the location of these costumes and package them to bring along to the in-person film sessions.

Dante Gennaro stated that actors that appeared in the initial filming (Xavier Day, Stephen Feathers, Whitney Allen, Sue Major, Venesha Heron, Carlos Rodriguez, and Angel Ruiz) should try on their costumes and determine if they still suit them. If so, they will use these costumes during this next round of filming. If not, they and the new volunteers will be provided with new costumes of their choosing.

Mr. Gennaro shared that the costumes that must be purchased should be ordered through Advancing Connecticut Together's John Merz, who manages the funds allocated to the Positive Prevention CT workgroup. He noted that Keith Taylor and Kasima Geter would need to browse through Amazon for the best-fitting costumes for their respective roles and then send the link to the PPCT leaders, who will coordinate to order their items. Keith said he had already selected and shared his preferred costume with the workgroup staff. Mr.



Gennaro noted that Keith Taylor would also need a harness to complete his costume as Lu Bricación because he will be expected to stick bottles of lubricant to the harness. Mr. Gennaro then asked him to identify and share an appropriately sized harness with the workgroup staff.

Film Scheduling

Marcelin Joseph shared that the Prevention Pack had moved forward with scheduling film and audio recordings. Staff sent the cast two doodle polls to identify the optimal meeting times. One doodle poll determined the ideal in-person film date; the other identified the ideal date for recording the audio, which would be done virtually. He said that, unfortunately, only 6-7 out of the 11 cast members completed the doodle polls, so the results were still tentative.

- The best in-person film date was Thursday, April 13<sup>th</sup>, 11 AM – 1 PM and,
- The best virtual audio recording dates were Friday, April 28<sup>th</sup>, 9 AM – 11 AM, and 1 – 3 PM

Given the difficulty experienced in determining an ideal in-person meeting time, Mr. Gennaro recommended that the workgroup cancel its virtual May 8<sup>th</sup> meeting and instead use this time to host an ad-hoc in-person film meeting. He also suggested using the Thursday, April 13<sup>th</sup> meeting time to record segue/b-roll/transition footage at Hubbard Park in Meriden because this wouldn't require cast member participation. Cast and workgroup members appreciated this recommendation and, by consensus, chose to move forward with this approach.

Mr. Joseph said an announcement would be made to the workgroup explaining that the PPCT's virtual May 8<sup>th</sup> meeting would be canceled, and that time would instead be used for in-person filming, which would take place at the Community Health Center in Middletown, CT. He added that the doodle poll for scheduling the virtual audio recording would be updated with additional meeting times and sent out to the cast of the Prevention Pack.

Selecting Film Locations

Marcelin Joseph shared the filming settings in rank order according to the number of scenes that will be filmed there; he did this to guide members as they reviewed their preferred filming locations and decided who would reach out to book the venues. The table below summarizes their discussion.

- Mr. Gennaro suggested that the group review existing footage of Dr. Stygma in the undisclosed and the News Anchor in the News Station because if they are adequate, those scenes will not require reshoots.
- Mr. Joseph said he would contact his contact in Bridgeport about filming at their housing facilities.

<b>Setting/Film Location</b>	<b># Scenes</b>	<b>Preferred Location (Address)</b>	<b>Point Person</b>	<b>Date of Filming</b>
Park	13	Community Health Center Middletown (Doug Janssen Contact) & Middletown Green	Dulce Dones-Mendez	5/8
House	8	GBAPP Housing Facility (Bridgeport) or Middletown	Marcelin Joseph	TBD
News Station	3	CHC Middletown w Green Screen	TBD	TBD
Undisclosed Location	2	DPH Studio (if necessary)	TBD	TBD
City	2	Middletown Mainstreet Downtown	Dante Gennaro	TBD
Business	1	Dante's Jewelry & Repair	Dante Gennaro	TBD
Restaurant	1	Jewelry Store Neighboring Restaurant	Dante Gennaro	TBD

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### Distribution Center

Mr. Joseph explained that the Distribution Center holds several safe sex, educational, and promotional items, which organizations may request to distribute at no cost to individuals in their communities. He added that CCDCP staff created a Google form to order the remaining Connected til the End materials and encouraged members to use the form to review the materials and place their orders. ([CCDCP Connected til the End Order Form](#))

### **Wrap-Up and Next Steps**

Mr. Joseph encouraged participants to attend the CHPC meeting on Wednesday, April 19th, at 9:00 a.m. He also thanked the members for attending and reminded the participants of the next steps (see page 1).

### **Adjournment**

Mr. Joseph adjourned the meeting at 11:31 am.



**PPCT 2023 Meeting Attendance**

<b>CHPC Member</b>	<b>Agency</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>
Angel H. Ruiz (he/him)	UConn Health CT Children's	X			X				
Dante Gennaro (he/him)	Yale AETC	X		X	X				
Gigi Chaux (she/her)	Stamford Cares	X							
Jennifer Dagraca (She/Her)	SWCHC		X		X				
Marcelin Joseph (he/him)	GBAPP	X	X	X	X				
Marie Raynor (she/her)	Amplify Inc.	X		X					
Rebecca O'Brien (she/her)	Perception Programs	X							
Stephen Feathers (he/him)	Perception Programs			X					
<b>CHPC Member Count</b>		<b>6</b>	<b>2</b>	<b>4</b>	<b>4</b>				
<b>Public Participants</b>	<b>Agency</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>
Andrew Reilly (he/him)	Apex Community Care	X			X				
Barry Walters (he/him)	APNH	X							
Carlos Rodriguez (he/him)	DPH	X							
Danielle Warren-Dias (she/her)	UConn Health CT Children's	X							
Doug Janssen (he/him)	Community Health Center	X	X	X					
Dulce Dones-Mendez (she/her)	DPH			X	X				
Gina D'Angelo (she/her)	DPH			X	X				
Hakeem McKellar (he/him)	Advancing CT Together			X					
Jennifer Edelman (she/her)	Yale CIRA		X						
John Gardner (he/him)	Gilead	X	X						
Joshua Chandler (he/him)	APNH	X	X	X					
Kasima Geter (she/her)	StayWell Health Center		X						
Keith Taylor (he/they)	Staywell Health Center	X	X	X	X				
Kim Adamski (she/her)	HGLHC	X		X	X				
Krystal Medley (she/her)	Advancing CT Together		X		X				
Loveth Johnson (she/her)	GBAPP	X	X		X				
Michael Diaz (he/him/el)	Gilead	X	X	X	X				
Nicole Lenti (she/her)	Odonnell Company			X					
Pedro Mendez (he/him)	Stamford Cares	X		X	X				
Reynardo Ortiz (he/him)	UConn Health CT Children's				X				
Ryan Jones (he/him)	Circle Care Center	X		X					
Sam Bowens (He/Him)	Waterbury Health Dept		X		X				
Sorgalim Mendez (she/him)	Latino Community Services	X	X	X					
Sue Major (she/her)	DPH	X		X	X				
Tatiana Melendez (she/her)	Staywell Health Center	X		X					
Venesha Heron (she/her)	DPH			X					
Zach Zimmitti (he/him)	Advancing CT Together		X	X	X				
<b>Public Participant Count</b>		<b>16</b>	<b>12</b>	<b>16</b>	<b>13</b>				
<b>Total Count</b>		<b>22</b>	<b>14</b>	<b>20</b>	<b>17</b>				