



March 13, 2023 Meeting Summary

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|------------------|-------------------------|----------------------|-----------------------------|
| Date: | March 13, 2022 | Location: | Zoom (virtual meeting) |
| Time: | 10:05 a.m. – 11:23 a.m. | Attendance: | See page 4 |
| Chair: | Marcelin Joseph | DPH Liaison: | Dulce Dones-Mendez |
| Recorder: | David Reyes | Next Meeting: | April 10, 2023 @ 10:00 a.m. |

Meeting Accomplishments

1. Reviewed progress on the PPCT 2023 work plan
2. Participants were updated on the reach of the TEST CT! campaign via streaming TV platforms like Hulu, YouTube TV, and FuboTV
 - a. The eight videos that have been distributed have garnered more than 65,000 impressions, a 98% video completion rate, and have reached 19,000 unique homes
3. Shared an updated method of ordering items from the Connecticut Community Distribution Center Program (CCDCP)
4. Filled the remaining vacant roles for the Prevention Pack campaign
5. Identified and shared methods of completing Prevention Pack filming
 - a. Shared doodle poll to determine ideal filming days
 - b. Shared 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 finalize and make the remaining TEST CT! campaign videos and static materials available and upload TEST CT! campaign materials onto the PPCT website
3. PPCT leaders will follow up with the Odonnell Company to request a report on the reach of the TEST CT! campaign during the April meeting
4. PPCT leaders reach out to Middletown CHC, Amici’s Middletown, and GBAPP’s partner housing organization and inquire about reserving their spaces
5. Kasima Geter and Keith Taylor will identify their preferred character costumes on amazon.com and share their findings with PPCT leaders
6. PPCT staff will share Prevention Pack scripts with the workgroup for their review. Workgroup members will review scripts and prepare to discuss the completion of the Prevention Pack campaign
7. PPCT staff will share doodle polls with Prevention Pack volunteers to identify optimal film days and audio recording days

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 February meeting summary and identify any additions or corrections. The attendees used a consensus approach to approve the minutes with no additions or corrections.

DPH Resource Liaison Transition Update

Mr. Joseph announced that Dante Gennaro would no longer serve as the workgroup's Department of Public Health liaison. This is because he has transitioned from his Department of Public Health role to Yale School of Medicine, where he now serves as the Program Director of the New England AIDS Education & Training Center.

Mr. Joseph introduced the workgroup to its new DPH resource liaison, Dulce Dones-Mendez, MSW. He described her background, which included 19 years of HIV care, prevention, and program management experience at DPH. Dulce Dones-Mendez greeted everyone and said she was happy to be with the workgroup.

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 March. These activities included receiving updates from partners & members, uploading, and promoting TEST CT campaign materials, reviewing the TEST CT campaign reach analytics and refining campaign dissemination strategy, and developing a film schedule for the prevention, 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 Presentation – Odonnell Company

Nicole Lenti, Group Director at the Odonnell Company, shared that 8 TEST CT campaign videos were disseminated via streaming TV platforms (e.g., Hulu, YouTube TV, Vudu) and not through traditional television networks. She reported that the videos performed exceptionally well, receiving over 65,000 impressions (defined as the number of times the videos aired) and a nearly 98% video completion rate. The high video completion rate indicated that viewers were willing to watch the videos in their entirety; therefore, viewers were more likely to receive the awareness message being delivered. The videos also reached over 19,000 unique homes.

Ms. Lenti shared that the Odonnell Company plans to continue distributing the videos via streaming TV and expanding dissemination to other media channels like social media, google searches, and dating apps. She expressed excitement about continuing to spread this vital message.

Distribution Center Update – Zach Zimmitti

Mr. Joseph provided an update/announcement on behalf of the Connecticut Community Distribution Center Program (CCDCP), during which he shared the following:

The CCDCP, located in Hartford, is an initiative of the CT Department of Public Health. Its purpose is to increase the availability of safe sex, educational, and medical material to prevent the transmission of HIV and many other sexually transmitted infections (STIs). Through CCDCP, eligible organizations (nonprofit organizations, health care facilities [not individual practitioners], and government agencies) may request items (in bulk) that include but aren't limited to the following:

- Condoms
- Personal Lubricant
- Dental Dams
- Finger Cots
- Print Materials on Sexual Health
- Connected til the End Branded Items (Tissue Packets, Hand Fans, Tote Bags, Stress Balls, Pens, Water Bottles, Sunglasses, First Aid Kits, and Lip Balm)

Organizations are then expected to distribute items at no cost to individuals in their communities.

To order materials, email Zachary Zimmitti, CT Community Distribution Center Program Manager, directly at cdc@act-ct.org. Do not use the online order form because the software does not accommodate enough submissions. This issue will be resolved in the coming months by switching to another form submission software with adequate storage capacity. Dante Gennaro encouraged folks to contact or visit Zachary Zimmitti at the distribution center to investigate what items are available to order.

Gina D'Angelo shared that she is the contract manager for the CCDCP and that she and a group of stakeholders are working on a plan to better promote and distribute the items available at the distribution center.

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. Dante Gennaro, Sorgalim Mendez, and Pedro Mendez shared that they reviewed the script.



Mr. Joseph explained that it is important for all members to review the script, especially those who have volunteered for roles, as their feedback could identify plot holes and adjust characters so they better suit the volunteers’ characteristics. The group agreed to continue discussing the script at the April meeting.

Mr. Joseph announced that just one campaign acting role was left to fill. He then asked for a volunteer to fill this role. Mr. Gennaro volunteered to fill the last vacant role. The table below summarizes the roles and members who volunteered to fill them.

| Character | Actor/Talent |
|----------------------------|---------------------|
| Intergalactic Prophylactic | Xavier Day |
| Dr. Stygma | Stephen Feathers |
| Mizz Information | Whitney Allen |
| Chastity/Consentia | Sue Major |
| Foxxi Factz | Venesha Heron |
| Lu Bricación | Keith Taylor |
| Risque/Aphrodisia | Kasima Geter |
| Skurr Dee Kat | Carlos Rodriguez |
| Reporter | Angel Ruiz |
| News Anchor | Jennifer Dagraca |
| Paparazzo 1 | David Reyes |
| Paparazzo 2 | Dante Gennaro |
| Young Person | Pedro Mendez |

Mr. Gennaro shared that volunteers will not be required to memorize lines, as the vocals will be recorded separately from the video footage. He said that the vocals will be recorded on a zoom meeting, during which volunteers could read their lines directly from their scripts. The audio from this recorded zoom meeting will then be played over the video footage.

- Mr. Joseph recommended that volunteers use a wired microphone to record their audio during this zoom session to ensure optimal audio quality.
- Mr. Gennaro recommended having this zoom meeting to record the audio on a Friday since folks are generally more available on Fridays. Mr. Joseph seconded this recommendation and said that he would have a doodle poll sent out to identify the Friday to have this meeting.

Scheduling

Marcelin Joseph reminded the group that at February’s meeting, several campaign volunteers preferred filming on Tuesdays and Thursdays. He shared that he had a doodle poll created with just Tuesday and Thursday film days available and requested that campaign volunteers complete the doodle poll to determine the ideal filming dates.

Mr. Joseph added that on the first day the cast convenes, it will likely conduct a dress rehearsal during which volunteers will be able to get into costume, apply their makeup, and practice several of the scenes. This dress rehearsal is intended to inspire confidence among the cast and identify and resolve any emerging issues.

Costume Selection

Dante Gennaro explained that continuing campaign volunteers for whom costumes were purchased (Xavier Day, Stephen Feathers, Whitney Allen, Sue Major, Venesha Heron, Carlos Rodriguez, and Angel Ruiz) in the first round of filming that occurred two years ago will be asked to 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.



Marcelin Joseph shared that volunteers will be able to select their preferred superhero costume. Volunteers will be given a budget and asked to identify their preferred costume on amazon.com, and they will then send a link to the identified items to the PPCT leaders who will work with DPH to get these items ordered.

- Mr. Joseph made a specific request to Keith Taylor to browse through amazon for the best-fit wet suit they'll need for their role as Lu Bricación.
- Mr. Gennaro noted that Kasima Geter will also need to browse through amazon for the best-fit costumes for her roles as Risque & Aphrodesia.

Film Location

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 discussed their preferred filming locations. The table below summarizes their discussion. Mr. Gennaro suggested that the group review existing footage of Dr. Stygma in the undisclosed because if it is adequate, those scenes will not require reshoots.

- Mr. Gennaro said he will contact Doug Janssen and his contact Amici to get these locations reserved.
- Mr. Joseph said he will contact his contact in Bridgeport about filming at their housing facilities.

| Setting/Film Location | # Scenes | Preferred Location (Address) |
|-----------------------|----------|------------------------------------------------------------------------------|
| Park | 13 | Community Health Center Middletown (Doug Janssen Contact) & Middletown Green |
| House | 8 | GBAPP Housing Facility (Bridgeport) or Middletown |
| News Station | 3 | CHC Middletown w Green Screen |
| Undisclosed Location | 2 | DPH Studio (if necessary) |
| City | 2 | Middletown Mainstreet Downtown |
| Restaurant | 1 | Amici's Mainstreet Middletown |

Wrap-Up and Next Steps

Mr. Joseph encouraged participants to attend the CHPC meeting on Wednesday, March 15th, 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 11:23 am.



PPCT 2023 ATTENDANCE

| Member | Agency | Jan | Feb | Mar | Apr | May | Jun |
|--------------------------------|----------------------------|-----|-----|-----|-----|-----|-----|
| Andrew Reilly (he/him) | Apex Community Care | X | | | | | |
| Angel H. Ruiz (he/him) | UConn Health CT Children's | X | | | | | |
| Barry Walters (he/him) | APNH | X | | | | | |
| Carlos Rodriguez (he/him) | DPH | X | | | | | |
| Danielle Warren-Dias (she/her) | UConn Health CT Children's | X | | | | | |
| Dante Gennaro (he/him) | DPH | X | | X | | | |
| Doug Janssen (he/him) | Community Health Center | X | X | X | | | |
| Dulce Dones-Mendez | DPH | | | X | | | |
| Gigi Chaux (she/her) | Stamford Cares | X | | | | | |
| Gina D'Angelo (she/her) | DPH | | | X | | | |
| Hakeem McKellar (he/him) | Advancing CT Together | | | X | | | |
| Jennifer Dagraca (She/Her) | SWCHC | | 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 | | | |
| Kim Adamski (she/her) | HGLHC | X | | X | | | |
| Krystal Medley (She/Her) | Advancing CT Together | | X | | | | |
| Loveth Johnson (she/her) | GBAPP | X | X | | | | |
| Marcelin Joseph (he/him) | GBAPP | X | X | | | | |
| Marie Raynor (she/her) | Amplify Inc. | X | | X | | | |
| Michael Diaz (he/him/el) | Gilead | X | X | X | | | |
| Nicole Lenti (she/her) | Odonnell Company | | | X | | | |
| Pedro Mendez (he/him) | Stamford Cares | X | | X | | | |
| Rebecca O'Brien (she/her) | Perception Programs | X | | | | | |
| Ryan Jones (he/him) | Circle Care Center | X | | X | | | |
| Sam Bowens (He/Him) | Waterbury Health Dept | | X | | | | |
| Sorgalim Mendez (she/him) | Latino Community Services | X | X | X | | | |
| Stephen Feathers (he/him) | Perception Programs | | | X | | | |
| Sue Major (she/her) | DPH | 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 | | | |
| Total Count | | 22 | 14 | 19 | | | |