



PUBLIC AWARENESS & COMMUNITY ENGAGEMENT (PACE) COMMITTEE



AGENDA April 16, 2025

CT Department of Public Health (DPH) Resource Liaison Jenny Bobadilla-Pincos

MEETING OBJECTIVES	MEETING ETIQUETTE
<ul style="list-style-type: none">• Introduce new leadership and reaffirm committee's strategic direction and operational roles• Provide key administrative updates, including revised committee charge• Assess member engagement strategies and promotional initiatives• Refine campaign work focused on public awareness and social media	<ul style="list-style-type: none">• Be present and encourage participation• One person talking at a time• Raise hand to indicate a desire to speak• Share the floor / treat all with respect• Ask questions if an acronym or term is not clear

Welcome & Opening Remarks 10:15 a.m.

Administrative Updates 10:20 a.m.

- PACE Committee Charge Overview & Responsibilities
- Incoming Co-Chair Announcements: Angel Ruiz & Reggie Knox

Membership Engagement & Retention 10:40 a.m.

- Assess Membership Gaps and Identify Recruitment Opportunities
- Outreach Strategies
- Committee Promotional Video Initiative: Key Questions, Filming Plan
- Connecticut HIV Planning Consortium (CHPC) Awareness Toolkit: Use Guide
- Newsletter Progress Report: Article & Formatting Updates

Campaign Work 11:10 a.m.

- Social Media Toolkit Strategy
- Highlighting Existing Resources: Inventory & Distribution Plans

Other Business, Next Steps, and Meeting Feedback 11:30 p.m.

Adjourn..... 11:35 p.m.

Committee Charge

- The **Public Awareness and Community Engagement (PACE)** Committee is responsible for recruiting, retaining, mentoring, and orienting members of the Connecticut HIV Prevention Coalition (CHPC). The committee also coordinates marketing initiatives, public awareness campaigns, and health communication strategies. Its primary focus is on developing strategies that support populations living with or at the highest risk of HIV in Connecticut.
- Goal 1: Reduce New HIV Infections by 2026 - **(awareness campaigns and initiatives)**
- Goal 2: Achieve an increased viral load suppression rate among PWH who are in care by 2026 and an increased viral load suppression rate among people with diagnosed HIV – **(awareness campaigns and initiatives)**
- Goal 3: Reduce HIV-related disparities and health inequities – **(broaden membership)**
- Goal 4: Achieve integrated, coordinated efforts that address the HIV epidemic across community partners – **(flexible, timely, and responsive awareness campaigns + broadening membership)**