



PUBLIC AWARENESS & COMMUNITY ENGAGEMENT (PACE) COMMITTEE



AGENDA May 21, 2025

Co-Chairs Angel H. Ruiz & Reggie Knox / CT DPH Resource Liaison Jenny Bobadilla-Pincos

MEETING OBJECTIVES	MEETING ETIQUETTE
<ul style="list-style-type: none">• Share key updates and progress on committee initiatives• Revisit recruitment and outreach strategies to address membership gaps• Launch planning for youth subcommittee and social media engagement• Review draft of the Spring 2025 PACE newsletter	<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 Remarks10:15 a.m.

Administrative Updates.....10:20 a.m.

- PACE Committee Charge Overview & Responsibilities

Membership Engagement & Retention10:35 a.m.

- Newsletter Progress: Draft Review & Distribution Timeline
- Outreach Material and Initiative Update:
 - Status of 4x6 cards & key partner outreach
 - Youth Subcommittee Planning
 - Committee Promotional Video Coordination

Social Media & Promotional Planning11:10 a.m.

- Committee Social Media Presence: Discuss member-led posting schedule and collaborative content creation
- Resource Inventory & Distribution Strategy: Reviewing existing materials and identifying outreach channels

Other Business, Next Steps, and Meeting Feedback11:30 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)**