

MINDFUL MINUTE

take a moment for yourself and just *breathe*



connected
til the end

let's settle in



HELLO MY NAME IS



**Tell us your name,
organization, and your
song of the summer.**



PACE Committee

Co-Chairs: Angel Ruiz & Reggie Knox
DPH Liaison: Jenny Bobadilla-Pincos
CSC Support Staff: David Reyes

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.

PACE's Role in the Integrated Plan

- Goal 1: Reduce New HIV Infections by 2026 (2019 baseline of 220) - ***(Awareness campaigns and initiatives)***
- Goal 2: Achieve an increased viral load suppression rate among PWH who are in care by 2026 (vs. 90% in 2019) and an increased viral load suppression rate among people with diagnosed HIV (vs. 74% in 2019). - ***(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)***



PACE Committee Work Plan Review

- **Purpose:** Revisit and refine our committee priorities
- **Framing:** What's new, what's paused, and where we're making progress

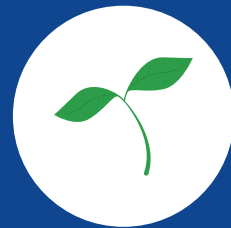
Summer - Fall 2025 Focus Areas



Summer Newsletter



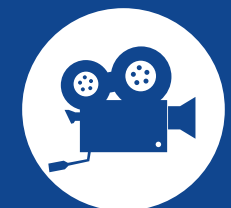
Social Media Campaign - Shared Messaging Rollout (Amplifying Existing Resources)



Youth Subcommittee Relaunch (proposal + planning)



Recruitment Outreach Card (print-ready & distributing)



Committee Video Campaign

Planned for Fall 2025 - interview-style storytelling with CHPC members

Project Paused, Not Forgotten





SUMMER 2025 CHPC NEWSLETTER

What's Inside and What's Ahead?



Front Feature - Reggie's Story: A lived experience piece centering community insight and resilience.



Advocacy Snapshot - Plain-language breakdown of advocacy vs. lobbying



Words Matter - Inclusive language by Jenny - why words shape outcomes



The Integrated Plan - A look at the Plan's 4 Pillars: Prevention • Testing & Linkage • Care & Support • Policy & System Change



Science in Action - Local innovations in HIV/STI/HEP C prevention & treatment



DPH Corner - Updates from CT DPH: Prevention Power Hour & Crimson Table Talk



Outreach Card - Feature, how to access, plus how to use them



Bright Close - Gratitude, team shoutout, & a word game to bring it home

NEWSLETTER TIMELINE

Final edits in June, translation in July, distribution coming soon

✓ June 2025 - Finalization & Internal Review

- Confirm draft content, layout, and contributors
- Complete leadership review and obtain CHPC approvals
- Prep files for bilingual formatting and translation

🌐 Late June - Early July 2025 - Translation Phase

- Submit finalized English version to trusted translator(s)
- Conduct light back-and-forth on phrasing and accuracy
- Internal formatting Spanish version for accessibility

📧 Mid-to-Late July 2025 - Distribution & Launch

- Publish and distribute final bilingual PDF
- Upload to CHPC platforms and distribute via email + outreach partners
- Promote key features at committee meetings and on social media



**WINTER 2025
NEWSLETTER**



IDEAS?

-  **Words Matter** - Continue evolving this section with language that meets the moment and reflects shifting cultural and community dynamics.
-  **Pillar Spotlights** - Recurring segment where each Integrated Plan pillar is unpacked with real-life examples of how folks are already advancing that pillar, whether through advocacy, services, community-building, or storytelling.
-  **Testimonies** - Include personal stories, even just short quotes or perspectives, from individuals impacted by or involved in HIV prevention or care. These stories humanize the work and help connect us to our shared mission.
-  **Interactive Corner** - Incorporate puzzles, jumbled words, or visual games to make the newsletter more fun and inviting.
-  **Mental Health / Wellness** - Highlight seasonal wellness strategies, especially for the fall/winter period when things like “holiday blues” and seasonal depression can creep in. Think: simple self-care tips, local resources, and even joyful routines like trail walks or **playlists**.
-  **Joyful Additions** - “Good News” section or a “CHPC Playlist” to uplift and offer emotional balance.
-  **Memorial Space** - “Silent portion” or visual tribute for those we’ve lost. The group leaned toward a cautious approach here, favoring emotional safety and focusing on content that’s healing, uplifting, and forward-looking.
-  **Open Call** - Members emphasized a continued openness to topics or perspectives we haven’t yet spotlighted — a standing invitation to help shape the next edition.



FALL/WINTER 2025 CHPC NEWSLETTER *IDEAS*

Outreach & Recruitment Card

- CHPC Branded
 - Information to join, background and useful resources on the back
- Clean, accessible language
 - in English and Spanish
- QR Code to CHPC website to learn more
- Digital Download:



- **Print Request:** Email David Reyes at reyes@xsector.com

TU VOZ IMPORTA

**Únete Al Consorcio De Planificación
Del VIH De Connecticut (CHPC)**
El CHPC se reúne el tercer miércoles de la
mayoría de los meses y reúne a personas
de todo el estado para brindar un espacio
donde puedas:

- ▶ Influenciar la atención y
prevención del VIH en
Connecticut
- ▶ Ser parte de una
comunidad diversa y
solidaria
- ▶ Contribuir a mejorar la
vida de las personas
afectadas por el VIH



VISITA CTHIVPLANNING.ORG
O ESCANEA EL CÓDIGO
PARA MÁS INFORMACIÓN

YOUR VOICE MATTERS

**Join The Connecticut HIV
Planning Consortium (CHPC)**

The CHPC meets on the third Wednesday
of most months, gathering individuals from
across our state to provide an opportunity
for people to:

- ▶ Influence HIV Care
and Prevention in
Connecticut
- ▶ Be part of a diverse,
supportive community
- ▶ Make a difference for
those affected by HIV



VISIT CTHIVPLANNING.ORG
OR SCAN THE QR CODE
TO LEARN MORE

← Spanish

English
→

Social Media Resource Folder

A collection of ready-to-share content, information & education materials, and referral & service links, built for amplification.



PURPOSE

A collection of outreach tools and trusted content to help CHPC members and public participants inform, engage, and connect communities across CT, whether online or in-person.



WHAT'S INSIDE

- **Ready-to-Post Content:** Graphics, awareness campaigns
- **Information & Education Materials:** Toolkits, PDFs, Factsheets (e.g., HCV Basics, HIV FAQs)



HOW TO USE IT

- Browse folders by theme or resource type
- Use materials in emails, events, tabling, or social posts

SCAN
ME



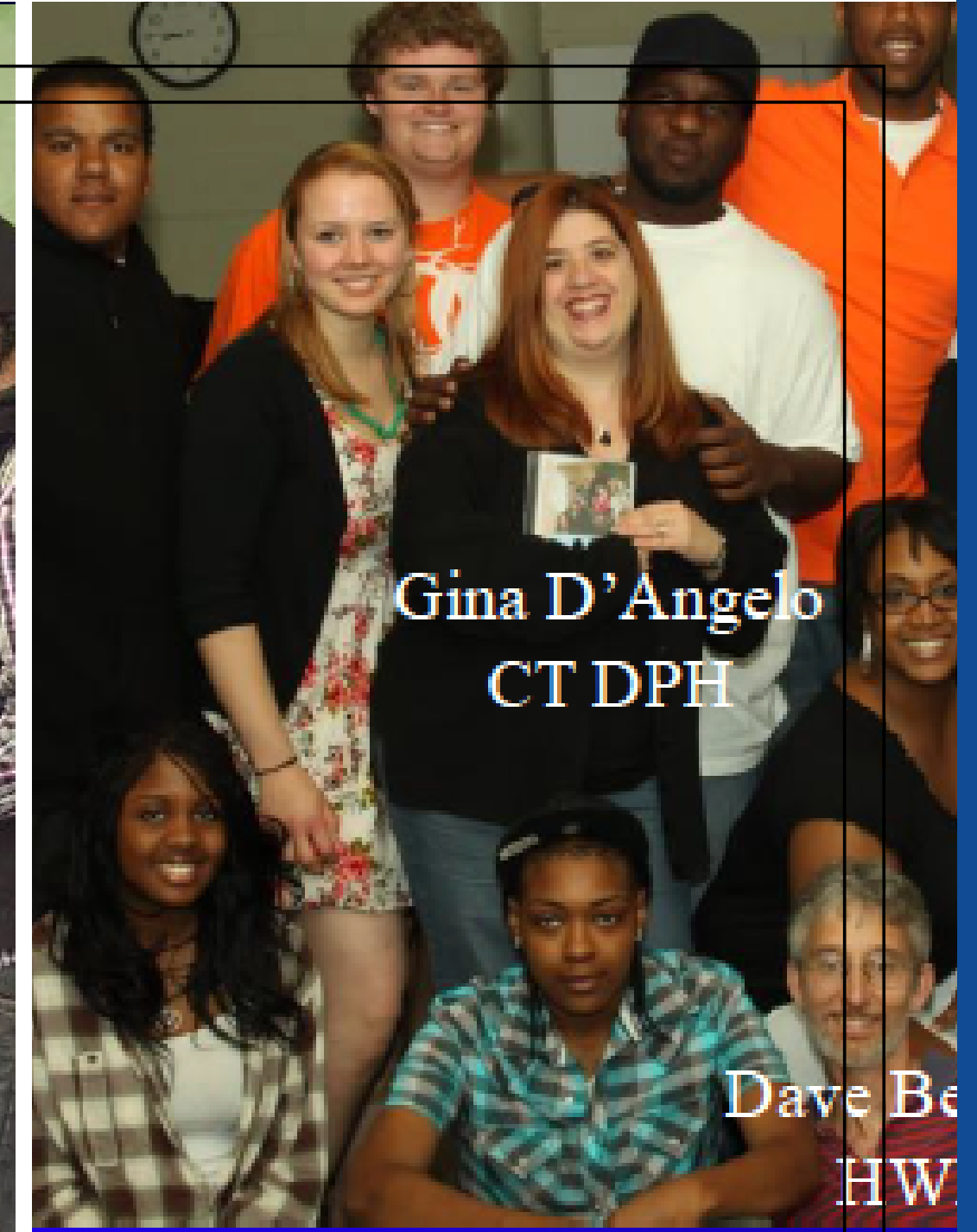
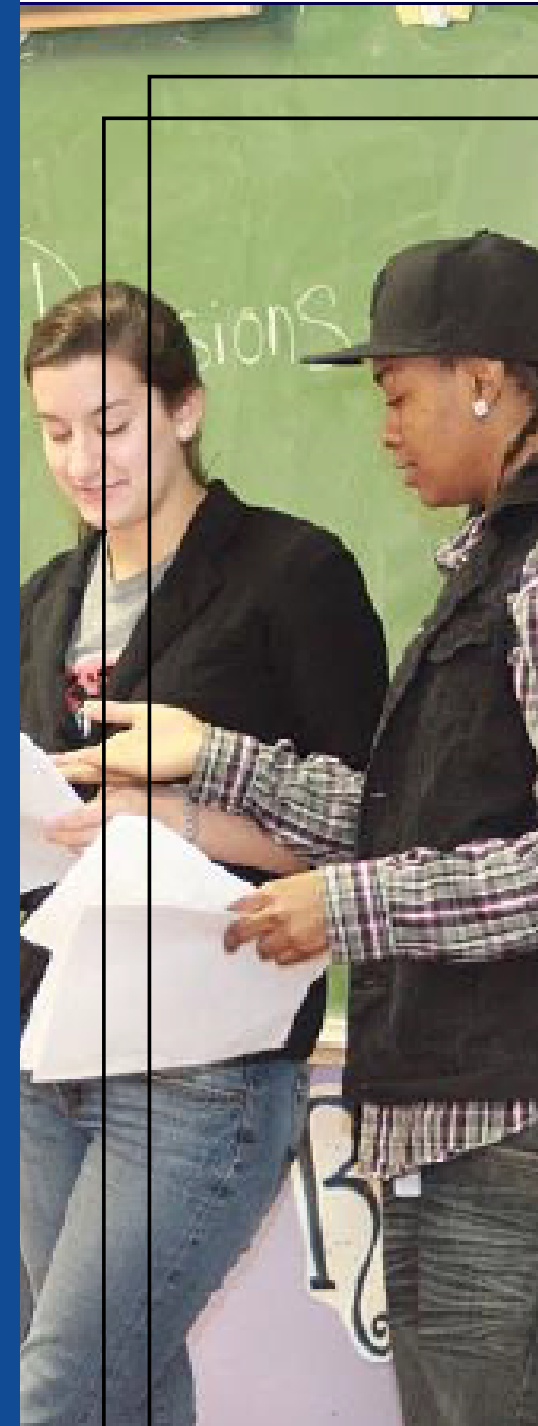
HOW YOU CAN HELP

- Submit new materials or add local gems
- Use & share folder with your networks
- Help track what resonates (what people like the most)
- [Join the review group](#)

Bringing Youth Voices Back to the Table

Proposed CHPC Youth Subcommittee

- PACE Committee Discussion



Gina D'Angelo
CT DPH

Dave Be
HW



GIVE US THE FACTS
AT A YOUNGER AGE

Youth Subcommittee

Purpose:

Ensure that the voices, perspectives, and lived experiences of youth and young adults are centered in Connecticut’s HIV prevention and care planning. Build leadership pathways for young people across the state.

Potential Outreach Partners

- High Schools with allied health programs
- Youth serving organizations
- Youth navigators and facilitators who already lead in-person or virtual groups.

Tools



Recruitment Letter



Recruitment Flyer

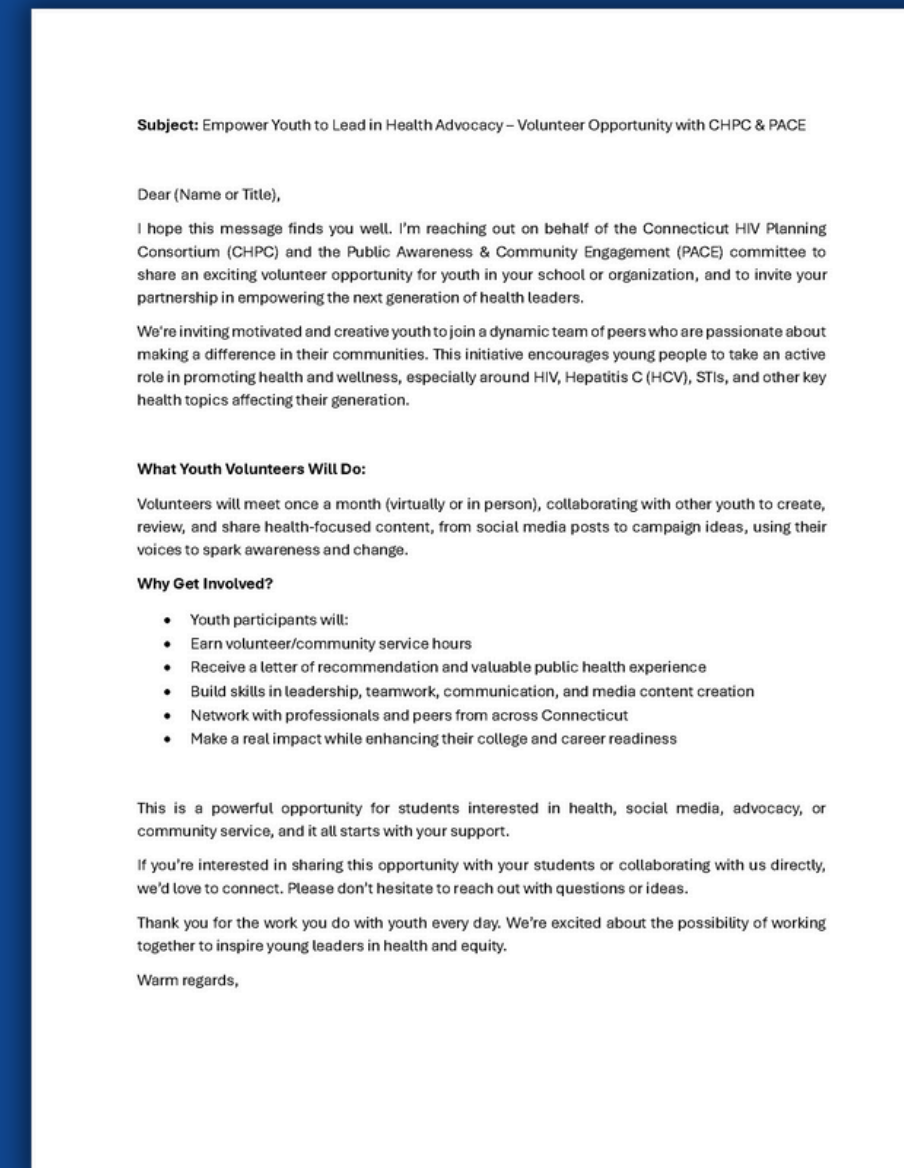
Youth Subcommittee Interest Form



Potential Youth Subcommittee Contributions

- **Shape Messaging** - Inform CHPC campaigns and outreach efforts
- **Offer Feedback** - Review youth-facing services in real time
- **Center Youth Voices** - Represent young people in HIV prevention & care planning
- **Improve Access** - Recommend ways to make CHPC more inclusive for youth
- **Build Bridges** - Connect CHPC with other youth-led community efforts

Tools



Recruitment Letter



Recruitment Flyer

Youth Subcommittee Interest Form





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Next Steps & Reminders

Newsletter

- Final version pending translation & DPH review
- Fall/Winter content due Oct. 15

Social Media Folder

- Explore the toolkit:



- Submit content



Outreach Cards

- 400+ distributed - English & Spanish cards available
- Request more via David Reyes at reyes@xsector.com

Youth Subcommittee

- Share flyer, letter & interest form
- Help recruit youth & partners

Reminders

- No August meeting - follow-ups may continue
- Next PACE meeting: Sept. 18, 2025