



PUBLIC AWARENESS & COMMUNITY ENGAGEMENT (PACE) COMMITTEE



AGENDA

Wednesday, July 15, 2026 | Virtual (Zoom) | 10:30 AM to 12:00 PM

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

Join: <https://us06web.zoom.us/j/87395921796>

Meeting ID: 873 9592 1796 | One tap: +1 301 715 8592,,87395921796#

MEETING OBJECTIVES	MEETING ETIQUETTE
<ul style="list-style-type: none"> • Approve June meeting summary • #ThisIs4U: first reach numbers + the next campaign message • Newsletter: distribution recap + next issue planning • Youth Subcommittee: regroup and broaden outreach 	<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 & Mindful Minute10:30 a.m.

Administrative Matters10:40 a.m.

- June meeting summary: review + approve
- Upcoming events: Syndemic Summit (October); Tabletops (fourth Thursdays)

2026 PACE Work Plan: Monthly Check-In10:50 a.m.

- Key Activities 1-6: quick scan
- Volunteerism letter: where it stands

#ThisIs4U Campaign: Reach + What Comes Next11:00 a.m.

- Reach as of July 7, and what do we make of it?
- Lessons: who posts, how often, and when
- Next message: Which needs assessment finding leads?
- Path: Review and approve via email July + August; September debut

Newsletter: Distribution Recap + Next Issue11:25 a.m.

- June Issue: Reach (Mailchimp & CHPC Website)
- Photos: submission form, releases, photo-booth idea
- Next issue: recurring blocks, article leads, brainstorm

Youth Subcommittee, Announcements & Feedback Poll11:45 a.m.

- June 30 debrief: regroup + broader outreach
- New recruitment flyer: where it goes next
- Announcements + feedback poll

Adjourn.....12:00 p.m.

Committee Charge & Connection to the Integrated Plan

The **Public Awareness and Community Engagement (PACE)** Committee is responsible for recruiting, retaining, mentoring, and orienting members of the Connecticut HIV Planning Consortium (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 activities relate directly to the Integrated Plan goals and objectives, particularly those focused on community engagement, reducing stigma, and ensuring people living with and affected by HIV have a voice in planning and implementing strategies.