

Public Awareness & Community Engagement (PACE) Committee Meeting Summary

June 17, 2026

Date:	Wednesday, June 17, 2026	Type:	In-Person (Chrysalis)
Start Time:	1:15 p.m.	End Time:	2:15 p.m. (approx.)
Leaders	Reggie Knox (PACE Co-Chair); Jenny Bobadilla-Pincos (CT Department of Public Health Resource Liaison)		
Participants:	15	Next Meeting:	July 15, 2026 (In-Person)

MEETING OBJECTIVES

- Administrative updates and May meeting summary approval
- 2026 PACE Work Plan: monthly progress check-in (standing item)
- This Is 4 U PrEP and Routine Testing campaign: launch plan and feedback
- Volunteerism letter for SNAP and Medicaid work requirements: next steps
- June newsletter (Pride Month issue): content update and contributor coordination
- Youth Subcommittee: first meeting date and recruitment
- Announcements

WELCOME

The meeting opened at the Chrysalis Center in Hartford. Co-chairs welcomed returning members and a new cohort of summer youth interns from the Connecticut Department of Public Health, then invited each person to introduce themselves with their name, organization, and role. Members present included:

- **Tom Alfano (ACT)**
- **Ruby Rios (ACT)**
- **Linette Torres (ACT)**
- **Lauren Beaudry (HRA of New Britain)**
- **Monique Davis (Community Health Services)**
- **Imaan Alrahani (CT DPH – HIV Surveillance, Summer Intern)**
- **Amayah Wimberly-Whaley (CT DPH – HIV Surveillance, Summer Intern)**
- **Carl Ferris (Consumer)**
- **Clifford Batson (Ryan White Planning Council)**
- **Jordan Wynn (PACE Youth Lead, Ryan White Planning Council)**
- **Chloe Johnson (Yale University)**
- **Jenny Bobadilla-Pincos (CT DPH Resource Liaison)**
- **Blaise Gilchrist (CHPC Co-Chair, UCHC)**
- **Reggie Knox (PACE Co-Chair)**
- **David Reyes (Cross Sector Consulting (PACE Support Staff))**

ADMINISTRATIVE MATTERS

May Meeting Summary Approval

The May 20 meeting summary, distributed by email on June 10 (a full week ahead, with website access instructions), was offered for review. No corrections were raised, and the summary was approved by motion and second.

Upcoming Events

- **HIV Symposium** – Tuesday, June 23, 2026, in Orange, CT. More information available on request.

Public Awareness & Community Engagement (PACE) Committee Meeting Summary

June 17, 2026

- **National HIV Testing Day** – Saturday, June 27, 2026. Several agencies are already planning testing events; members were asked to share theirs so PACE can amplify.
- **Statewide Syndemic Summit** – October 2026 (date to be confirmed). STI-leads focus, with a likely community-engagement role for PACE and volunteer opportunities.
- **Syndemic Tabletops** – held the fourth Thursday of each month; details to follow by email.

A member suggested PACE develop a small printable card that agencies could hand out or print to advertise testing around Pride Month and National HIV Testing Day — welcomed as an idea to circulate through CHPC channels.

Data Systems Note

- The Prevention Power Hour recording is now available to members.
- Evaluation Web is transitioning to the CDC's new Loop reporting platform; a fresh tutorial will be circulated once the transition is complete.

2026 PACE WORK PLAN: MONTHLY CHECK-IN

Co-chairs ran the standing scan of the Key Activities and re-grounded new members in the PACE charge: recruit and retain community members, create materials and campaigns that reach people, and align outreach with the four goals of the Integrated HIV Prevention and Care Plan — prevent new infections, improve health outcomes, reduce disparities, and address efforts in a coordinated way.

- **KA1 – General Committee Management** – on track; the May 20 summary was distributed June 10 and approved today.
- **KA2 – Newsletter Production** – June (Pride Month) issue built and reviewed today; content window closes June 19, with the goal of publishing before National HIV Testing Day.
- **KA3 – Statewide Campaign** – the This Is 4 U PrEP and Routine Testing campaign is cleared pending minor language adjustments; statewide launch Tuesday, June 23.
- **KA4 – Community Engagement** – the social media resource folder is the campaign hub (an idea from Chloe Johnson); members are being driven to it so it becomes a habit.
- **KA5 – Youth Subcommittee** – first meeting locked for Tuesday, June 30, 5:30 p.m., virtual; 2 of a target 5 youth enrolled.
- **KA6 – Integrated Plan** – approved by the members this morning; PACE's role is to bring it to the community in an accessible format.

VOLUNTEERISM LETTER FOR SNAP AND MEDICAID WORK REQUIREMENTS

The committee continued the idea of a CHPC letter of volunteerism so that members and community participants who attend these meetings can count the time toward the volunteer hours required under SNAP — and, going forward, Medicaid — work requirements. A draft has been prepared; the process is to submit it to the Executive Committee for review and approval, then bring it back to PACE. Because the idea originated in this committee, members were encouraged that it reflects PACE's work landing.

THIS IS 4 U CAMPAIGN: LAUNCH

The This Is 4 U PrEP and Routine HIV Testing campaign — featured at the morning main meeting by David Reyes and Jordan Wynn — was reviewed for rollout. The work drew strong support, with Chloe Johnson and others praising its clarity and simplicity. Co-chairs recognized contractor Emily Thompson (Cross Sector Consulting), along with David and the full group, for shaping it. Materials live in the social media resource folder so any agency can download, brand, and post them.

Format

Public Awareness & Community Engagement (PACE) Committee Meeting Summary

June 17, 2026

- Customizable six-slide carousel plus a print-ready one-pager; spaces are built in for each agency's logo, and captions and hashtags are provided.
- Downloadable from the resource folder in multiple formats — export as MP4 (which auto-animates the slides into a video for TikTok or Reels), or PDF/PNG/JPG for print.

Rollout Cadence

- Materials available to members no later than Monday, June 22; agencies are asked to post starting with their own channels.
- Statewide launch: Tuesday, June 23. Testing-day push: Friday, June 26. National HIV Testing Day: Saturday, June 27.
- Several partners — **Ruth M, Chloe Johnson, and Monique Davis** (different organizations) — asked to receive materials in advance to route them onward; target the Thursday before launch (June 18).

Hashtag Strategy

- Anchor hashtags #ThisIs4U and #ThisIs4UCT, with #U=U layered in; the core tags stay clean so they can be counted consistently.
- Members are encouraged to add their own or popular tags to expand reach. **Monique Davis** suggested layering audience-specific tags (e.g., #forwomen / #formen) so posts surface for more people.
- A note on measurement: the hashtag yields a hard count of posts using the tag — not the number of people reached. Actual reach can only be inferred from each posting agency's followership. Monique also suggested PACE attendees share their account follower counts as supplemental context, though that remains an incomplete picture.

Requested Language Revisions

Members flagged minor wording to revise before distribution, to align with current federal funding policies: soften or remove the explicit references to syringe service programs and to transgender and non-binary communities. The committee framed this as an unfortunate accommodation to protect funding, not a change in who the campaign is for.

Known Fix and Barriers

- The QR code shown that morning that did not resolve has since been fixed; it now routes to the campaign's shareables page (cthipplanning.org/social-media-shareables), which links to the correct shared-drive folder.
- Some agencies face communications restrictions on what staff may post; DPH messaging, for example, routes through communications and the interns' preceptor.
- A member who works with the incarcerated population noted clients are sometimes seen only once — a printable one-pager lets staff hand the resource over on the spot.

YOUTH VOICES ON CAMPAIGN STRATEGY

The new DPH youth interns (**Imaan Alrahani and Amayah Wimberly-Whaley**) offered pointed, strategic feedback on the campaign, which the committee welcomed and agreed to act on:

- Expand platforms beyond Instagram and Facebook to include LinkedIn (strong for college-age, recent-grad, and volunteer-minded audiences) and TikTok (younger users are moving away from Instagram).
- Coordinate a set posting time or window so agencies post together — Instagram's near-chronological feed rewards simultaneous posting. Suggested windows: a midday lunch slot (around noon–1 p.m.), or morning (8–9 a.m.) and early evening (5–6 p.m.); use scheduled posts.
- Plan for carousel drop-off: viewers often stop after the first slides, so pair the six-slide carousel with a condensed one-pager (all six slides) — also ideal for print and for clients seen only once — and/or add an engaging hook that pulls viewers to the next slide.

Public Awareness & Community Engagement (PACE) Committee Meeting Summary

June 17, 2026

- Keep the six-slide carousel for this first run as a measurable baseline, then iterate; stories show the same skip-through behavior, so a condensed version helps there too.
- Future idea: an interactive module (drag-and-drop or mini-game) to boost engagement in a later campaign.

JUNE NEWSLETTER: PRIDE MONTH ISSUE

The content window closes **June 19 (Juneteenth)**, with the goal of publishing before National HIV Testing Day. Content is translated into English, Spanish, and Haitian Creole. The draft was previewed; confirmed pieces include:

- Pride Month opener — written by **Monique Davis**.
- This Is 4 U routine-testing campaign feature (the six slides; may be reformatted).
- Social media resource folder spotlight, framed as a statewide resource.
- PrEP options alert — a quick reference to available options with a prompt directing readers to access points.
- Integrated HIV Prevention and Care Plan piece — the four pillars and goals, in accessible language.
- **Arthur Harris** feature — David interviewed him; credit him as a **published author** in the byline.
- NAP Committee update — David is working with Ken Ford (NAP support staff) to explain the agency SWOT-analysis process and the value of presenting to the NAP Committee.
- SNAP and Medicaid alert, including awareness of the volunteerism letter.
- Youth Subcommittee highlight.
- Interactive word search built on Integrated Plan vocabulary — hosted as an interactive HTML on Google Drive via a website link, plus a print-friendly version.
- Poem from **Jordan Wynn**.
- “Summer Across the State” community photos — submission deadline June 19; members can drag-and-drop photos of their communities and places across Connecticut (not limited to sexual health).

Members were reminded that any identifiable person in a submitted photo needs a signed CHPC Photo & Media Release on file before publication (a parent or guardian signature is required for anyone under 18); blank forms were available at the meeting.

YOUTH SUBCOMMITTEE

Blaise Gilchrist and Jordan Wynn confirmed the first Youth Subcommittee meeting for Tuesday, June 30, at 5:30 p.m., held virtually and in the evening so school-age and working youth can attend, separate from the regular CHPC meetings.

- Two of a target five youth are enrolled; a recruitment push is on for ages 17–24, with names routed directly to Blaise and Jordan for the fastest path in.
- Materials (flyers, letters) are ready, including a letter documenting participation as extracurricular or volunteer time.
- Model: youth co-lead the group from a charge — a self-defined, evidence-based youth-engagement approach, with adults facilitating along the way.
- Blaise will seek approval to place flyers in his agency’s adolescent department; the DPH interns can help route the opportunity to college students and mentors.

OTHER BUSINESS AND ANNOUNCEMENTS

- Parkville Market Pride — Saturday, 7–10 p.m.
- West Hartford Pride — West Hartford Town Hall (approx. 10 a.m.–5 p.m.), with a 21+ after-party featuring a drag show and two DJs (7 p.m.–midnight).

Public Awareness & Community Engagement (PACE) Committee Meeting Summary

June 17, 2026

- Hartford 250th / America celebration around July 3 — a three-day festival with block parties and food trucks, plus neighborhood micro-grants (about \$1,000) for July 4th cookouts, announced by the Mayor of Hartford.
- New London Boricua / Puerto Rican festival — Saturday, June 27, 5–10 p.m.
- “Tía’s Roommate” (Instagram) — a Black and queer wellness community; a free “gays and grounding” yoga/RSVP event on June 28 and a “gay nature hike” at Sleeping Giant State Park.
- Members were asked to complete the feedback poll before leaving; the meeting was closed by co-chair Reggie Knox.
- Standing invitation to contribute to the next newsletter (Lauren Beaudry and Chloe Johnson noted as potential contributors).

ATTENDANCE

Amayah Wimberly-Whaley, Blaise Gilchrist, Carl Ferris, Chloe Johnson, Clifford Batson, David Reyes, Imaan Alrahani, Jenny Bobadilla-Pincos, Jordan Wynn, Lauren Beaudry, Linette Torres, Monique Davis, Reggie Knox, Ruby Rios, Tom Alfano

MEETING FEEDBACK

Summary Table from Interactive Meeting Feedback Poll (n=11)					
Questions		Yes (A)	No (B)	Unsure (C)	(D)
1	CHPC Member?	36%	64%	*	*
2	I understood the meeting information and materials	100%	0%	*	*
3	The meeting felt inclusive and respectful of all voices	100%	*	*	*
4	I would give this committee meeting a grade of...	100%	*	*	*
5	One thing I liked about the meeting was: #ThisIs4U + #ThisIs4UCT; great job on all of this; June Newsletter = excellent; interactiveness and a comfortable setting for public speaking and sharing ideas; open dialogue; interactive conversations and input; the committee meeting and CHPC committee meeting; everything; that the ThisIs4U campaign is complete; everyone was very receptive and open to feedback and open dialogue; very inclusive, encourages collaboration; always good and productive conversations and discussions; great input from the new, younger participants today.				
6	One suggestion to IMPROVE the committee meeting is: n/a; keep up the awesome work; starting on time so we can be dismissed a few minutes earlier, like today; no area for improvement; none; nothing; more outreach and getting more people to join!; n/a				