

Public Awareness & Community Engagement (PACE) Committee Meeting Summary

September 16, 2026

Date:	Wednesday, September 16, 2026	Type:	In Person (Chrysalis Center, Hartford)
Start Time:	1:00 p.m.	End Time:	2:15 p.m.
Leaders	Angel H. Ruiz (PACE Co-Chair); Reggie Knox (PACE Co-Chair); Jenny Bobadilla-Pincos (CT Department of Public Health Resource Liaison); David Reyes (Cross Sector Consulting, PACE Support Staff)		
Participants:	16	Next Meeting:	October 21, 2026, Virtual

MEETING OBJECTIVES

- Administrative updates and July meeting summary approval
- 2026 PACE Work Plan: monthly progress check-in (standing item)
- This Is 4 U fall campaign: launch and group posting
- Newsletter: Fall/Winter issue preview
- Youth Subcommittee: recruitment
- Announcements and feedback poll

WELCOME

The committee met in person at the Chrysalis Center in Hartford, its first in-person meeting of the fall and the first since the July meeting (there was no August meeting). The co-chair opened with thanks: the CDC project officer called the newsletters the most beautiful they have seen, and the issues were included in the end-of-year report submitted the day before, with credit to Jenny Bobadilla-Pincos. The co-chair framed the day around the two new This Is 4 U products, which the room would post together, and asked members to sign in and to stop the facilitators any time an acronym went by unexplained.

Reggie Knox led the mindful minute, thanking the group for its support during a stretch when he could not participate as much as he wanted. Members then introduced themselves and shared one good thing from their summer:

- **Angel H. Ruiz (PACE Co-Chair, UCHC)**
- **Reggie Knox (PACE Co-Chair)**
- **Jenny Bobadilla-Pincos (CT DPH Resource Liaison)**
- **David Reyes (Cross Sector Consulting, PACE Support Staff)**
- **Barbara Ligon (Waterbury Health Department)**
- **Carl Ferris (Consumer)**
- **Charles Hardy (Consumer)**
- **Chloe Johnson (Yale Center for Infectious Diseases)**
- **Clifford Batson (Ryan White Planning Council)**
- **Jean Carlos Negrón (CRT, HARP Program Manager)**
- **Keith Taylor (Waterbury Health Department)**
- **Lauren Beaudry (HRA of New Britain)**
- **Linette Torres (ACT)**
- **Marianne Buchelli (CT DPH)**
- **Miguel Gonzalez (Health Collective)**
- **Tom Alfano (ACT)**

Mindful minute, in a phrase: Keith Taylor, a new puppy named Lincoln; Barbara, turning 75, two cruises, and a birthday party; Miguel Gonzalez, a hard year, with the room's condolences; Linette Torres, a good concert; Lauren Beaudry, a first vacation in three years, next week; Marianne Buchelli, grateful to be here; Charles Hardy, an uneventful summer yet summer well spent; Tom Alfano, bought a house; Chloe Johnson, grateful for her team; Carl Ferris, turned 61; Jean

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Carlos Negrón, Puerto Rico, with Morocco and Spain next; Clifford Batson, a 62nd birthday and a first National Ryan White Conference; Jenny Bobadilla-Pincos, married in August; Reggie Knox, an August birthday; David Reyes, one day at a time.

ADMINISTRATIVE MATTERS

July Meeting Summary Approval

The July 15 meeting summary, distributed by email the week before with the agenda, was approved with no corrections. Lauren Beaudry moved, the motion was seconded, and the vote was unanimous.

Upcoming Events

- **Back to Basics, HIV Care and Prevention Meeting:** Tuesday, September 22, 2026, 9:00 a.m. to 3:30 p.m., in Cromwell. A hands-on day (motivational interviewing, testing), built to be interactive. Registration and details through Jenny Bobadilla-Pincos.
- **Prevention Power Hour:** Tuesday, October 20, 2026, 10:00 a.m. to 12:00 p.m., on Teams. This session is for supervisors, on best practices in prevention work.
- **Syndemic Summit:** Wednesday, November 18, 2026. Location and agenda are still being decided; an email will go out once they are set.

Flyers for the upcoming events will be shared by email.

Data Systems Note

- Evaluation Web is moving to a CDC platform (Loop). Tutorials and training will follow once the move is done; until then, keep working as usual.

2026 PACE WORK PLAN: MONTHLY CHECK-IN

The co-chair ran the standing high-level scan of the six Key Activities, noting that anything needing real time had its own block on the agenda:

- **KA1, General Committee Management:** on track; the July summary went out ahead of the meeting and was approved today.
- **KA2, Newsletter Production:** in progress; the Fall/Winter issue is in production with strong member participation. The HIV and aging piece goes out next week, and the full issue publishes October 21 in English, Spanish, and Haitian Creole.
- **KA3, Statewide Campaign:** two new This Is 4 U products went public today, posted by the room together. Reach is now counted the Friday before each PACE meeting so every report compares like to like.
- **KA4, Community Engagement:** the shareables page and the Resource Folder are live on ctshivplanning.org. Agencies are asked to add their own materials so others can use them, with credit to the authoring agency.
- **KA5, Youth Subcommittee:** two of five seats are filled; a broader outreach push is underway (below).
- **KA6, Integrated Plan:** the 2027 to 2031 Integrated Plan is approved. The committee's task is to carry it into the community through the campaign, the newsletter, and social media.

The scan showed a lot of green: the committee is on track and has not deviated from what it set out to do this year.

VOLUNTEERISM LETTER FOR SNAP AND MEDICAID WORK REQUIREMENTS

Jenny Bobadilla-Pincos reported that the volunteerism letter, this committee's idea, is on hold at the Department of Public Health (DPH) while it moves through several layers of vetting and approval. Internal priorities have shifted and there is a new section chief, so the reporting load is heavy and there is no date yet. The high school and community

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college versions of the service-hours letter wait behind it, which the Youth Subcommittee feels too. The committee will keep pushing and will bring updates as soon as it moves.

THIS IS 4 U CAMPAIGN: FALL LAUNCH**How We Count**

Before the new products, the co-chair stepped back to explain how the campaign is measured, since the method changed in July:

- Count day is the Friday before each PACE meeting, the same day every month, so every report compares like to like.
- The count covers Facebook and Instagram, searching both hashtags. #ThisIs4U is the campaign tag; #ThisIs4UCT keeps Connecticut posts separate. David Reyes noted that #ThisIs4U on its own now pulls in unrelated topics, so #ThisIs4UCT is the go-to tag.
- What it captures: which agencies posted, plus likes and shares. What it cannot capture: people reached. An agency with 300,000 followers and one with 3,000 count the same, and people who watch a post without liking it are invisible to the count.
- Two things make the count work: keep both tags on every post, and drop the post link in the shared post sheet (or email it to David) so the next count names the agency.

On a show of hands, Chloe Johnson confirmed that Yale posted the summer carousel and found the hashtag easy to track. The co-chair also asked how agencies get credit when they post. David Reyes explained that the first (hook) slide has white space in the top right for an agency logo, added in Canva; the rest of the carousel follows as is. The steps differ a little between Instagram and Facebook, but both accept the images.

The Two New Products

In July the committee chose two messages from the 2025 Ryan White Needs Assessment. Emily Thompson (Cross Sector Consulting) built them, Mark Nickel (Cross Sector Consulting) reviewed them, Jenny Bobadilla-Pincos read them from the DPH side, and Emily made the changes. Both come as a one-pager and a six-slide carousel; the carousel breaks the same facts across slides so they are easier to take in. English is final now; Spanish and Haitian Creole follow in the same folder next week.

- **Condoms and Sexual Health:** the gap is that almost 4 in 10 people with HIV in the survey say they never use condoms. The message is that treatment is prevention: when HIV medicine keeps the virus undetectable, HIV does not pass through sex (U=U, Undetectable = Untransmittable). Condoms protect against other sexually transmitted infections (STIs) and unplanned pregnancy, and regular testing catches what condoms can miss. The piece also covers how to use condoms safely, where to get them free, and family planning for every gender.
- **Relationship Safety:** healthy relationships are part of your wellness and happiness. The piece shows what a healthy relationship looks like, the warning signs (someone controlling or hiding your medication, keeping you from care or testing, or threatening to tell others your status), and where to get help. About 1 in 4 adults living with HIV have experienced violence from a partner (CDC). CT Safe Connect is free and confidential, 24/7, at 888-774-2900. Before this piece, the co-chair noted it may hit close to home for some and that stepping out is always fine.

The co-chair asked members to flag any wording that does not speak to their community now, while it can still shape the translations.

Post Together

The centerpiece was a live group posting moment, the idea Danielle Warren-Dias pitched in July. Members scanned a QR code that opened the campaign folder in Google Drive, tapped the product that fit their audience, saved the six images

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or the one-pager, built a post in Instagram or Facebook, pasted the caption, and held it until the room posted on three. A half sheet at each seat carried the steps and both captions.

Many members posted successfully, and the debrief afterward was honest about what made it hard:

- On iPhone, images saved from Google Drive land in the Files app rather than Photos, and then have to be found and saved again before Instagram or Facebook can see them. Android was simpler, but both social media platforms ask for full access to the photo library before the images appear.
- Downloading six images one at a time felt like a lot of work, and keeping them in the right order for the carousel was another step where things could go wrong.
- Members wanted a caption they could paste from their phone rather than retype; the half sheet helped, but typing on a phone is slow.
- The QR code on the half sheet did not scan for some; the one on the screen worked.
- The demo assumed general comfort with the platforms and with how a carousel is ordered. Some members needed one-on-one help.

What members said would make it easier: bundle the images so they download together, and carry everything learned in this run into the next one. The feedback poll added three concrete asks: a tutorial video on the CHPC site, step-by-step instructions written in red in the Google Doc, and click options instead of typing. David Reyes will fold the feedback into the instructions and send the revised how-to, the materials, and the caption in the follow-up email. Jenny Bobadilla-Pincos is building a video tutorial that walks through posting step by step; it will live in the same folder and go out with the Spanish and Haitian Creole versions.

NEWSLETTER: FALL/WINTER ISSUE PREVIEW

The Fall/Winter issue publishes October 21, 2026, in English, Spanish, and Haitian Creole, and almost all of it comes from people in this network:

- **HIV and aging:** a write-up from the Yale Center for Infectious Diseases on its annual wellness visit for people aging with HIV, paired with an interview with Carl Ferris, who went through it.
- **Getting on PrEP:** Jordan Wynn tells his own story, from walking in to ask to getting on the shot. PrEP is the pill or the shot that prevents HIV.
- **Food security is HIV care:** Lauren Beaudry on food pantries, which lines up with the survey's top support need.
- **A pharmacy on wheels:** a feature on InMOTION, Yale's mobile pharmacy and clinic, which brings prescriptions, testing, and PrEP to where people are. Yale is reviewing the draft.
- **Plus:** a poem, the campaign, a community photo page, and the crossword.

The HIV And Aging Piece Goes Out Early

The HIV and aging piece goes out on the listserv next week, ahead of the issue, because National Falls Prevention Awareness Week is September 21 to 25 and the piece includes a fall prevention video. Chloe Johnson described the program: it began as a study and is now a standing program at the clinic. It is a yearly, comprehensive visit built around the 4Fs (polypharmacy, falls, fragility fractures, and function) for people with HIV over 50, starting from what matters most to the person and ending in referrals, for example to a pharmacist when someone is on many medications. Training materials exist so other clinics can offer it, and providers at the Yale clinic are ready to offer it now. Carl Ferris added that case managers who want to take part should reach out to Chloe, and the group agreed the article should end with that call to action. Clifford Batson suggested inviting the program to present at a future meeting.

Printed Copies and Photos

- The committee shares print-friendly PDFs rather than printing copies. Anyone who wants a printed copy for themselves or someone they serve can email David.

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- The photo form is open for Connecticut photos, places rather than people, to bring some life to the issue. The link comes in the follow-up email.

YOUTH SUBCOMMITTEE

The youth recruitment flyer was refined after July's feedback to be clearer and less crowded. Two of the five seats are filled, and the gap is outreach, so the ask to every agency in the room is to get the flyer to young people ages 17 to 24. The subcommittee will meet when and where young people can, including evenings or a Saturday, and the pitch is direct: their platforms and their language are what the committee needs to reach the next generation, and members gain service hours, reference letters, and leadership experience. DPH has gifted incentives for participants; Clifford Batson suggested putting the incentives on the flyer, and the co-chair agreed. The flyer was still in review and was not in the folder on the day; it will come with the follow-up email. The subcommittee is co-led by Blaise Gilchrist and Jordan Wynn; Jordan continues in the role and had a conflict on the day.

OTHER BUSINESS AND ANNOUNCEMENTS

- Jenny Bobadilla-Pincos repeated the September 22 Back to Basics invitation: hands-on and interactive, with the registration link available from her after the meeting.
- Keith Taylor (Waterbury Health Department) announced the AETC Medical Case Management training: 12 sessions, open to anyone (outreach workers and supervisors included), with a certificate for those who register, complete the pre- and post-tests, and attend the sessions. Registration is required for certification; the link will be shared once it is available. Members recommended it even for experienced staff, because there is always something new.
- Chloe Johnson shared that the Yale Center for Infectious Diseases will host a table during National Falls Prevention Awareness Week (September 21 to 25), highlighting the HIV and aging program.
- Members completed the paper feedback poll before leaving (results below). The meeting wrapped about 15 minutes early.

ATTENDANCE

Angel H. Ruiz, Barbara Ligon, Carl Ferris, Charles Hardy, Chloe Johnson, Clifford Batson, David Reyes, Jean Carlos Negrón, Jenny Bobadilla-Pincos, Keith Taylor, Lauren Beaudry, Linette Torres, Marianne Buchelli, Miguel Gonzalez, Reggie Knox, Tom Alfano.

MEETING FEEDBACK

Summary Table from Interactive Meeting Feedback Poll (n=11)					
Questions		Yes (A)	No (B)	Unsure (C)	(D)
1	CHPC Member?	45%	55%	*	*
2	I understood the meeting information and materials	91%	*	*	9%
3	The meeting felt inclusive and respectful of all voices	91%	*	*	9%
4	I would give this committee meeting a grade of...	100%	0%	*	*
5	One thing I liked about the meeting was: the collective group post and assistance with posting for the campaigns; presentations; stick to agenda and posting demo; always informative; very inclusive, I feel comfortable participating in the meeting; the participation of all members, team work!; includes all voices and addresses current issues for community regarding HIV, newsletter and social media				

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	campaigns = amazing!; learning how to post #ThisIs4U products! It was easy + fun; good material to share; the picture links, was fun
6	One suggestion to IMPROVE the committee meeting is: N/A; None; None; N/A, great job; have some suggestions for how to post: provide a tutorial video online at CHPC site, step by step in red on the Google Docs, easier to click options instead of type the words, can make it easy to post to the social media sites, thank you!!; N/A; everything was excellent

DRAFT