



## Positive Prevention CT Workgroup

**Date:** Monday, November 18, 2019

**Location:** Meriden Health Department, 165 Miller St, Meriden

**Start time:** 10:00 am      **End Time:** 12:00 pm

**Attendance:** Dante Gennaro, Kat Auguste, Sue Major, Rhonda Parsons, William Rosa, Alyssa Ramos, Kathy Bonilla, Taylor Edelmann, Jennifer Chase, Keith Taylor, Barry Walters, Coley Jones, Stephen Feathers, Brittany Gardner, AJ Malachi, Marcelin Joseph, Luiz Diaz, Venesha Heron, Carlos Rodriguez, Samuel Bowens, Idiana Velez, Oscar Mairena.

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**Welcome:** Dante welcomed everyone, reviewed group agreements, and asked everyone to sign the audio/visual release. Attendance awards were handed out. Dante announced that the DPH system of approval has been revised for 2020, so new campaigns should be easier/quicker to get approved. In addition, social media posts will not need to be approved.

Dante announced that this month's meeting will not include group break-out sessions. The entire committee will discuss options for a 2020 campaign. Options include a video campaign using personal stories or a poster flip campaign for providers and community settings. Dante would like the group to focus on one big campaign, making the process more structured with measurable goals.

### **Committee Reports:**

**Communications:** Dante reported in Doug's absence. The group is piloting a weekly 45 minute podcast which could include guest speakers. Podcasts will need to be approved, so there would need to be a 2 week lag between recording and release. Please send any suggestions for topics to Dante. PPCT has purchased annual subscriptions to Zoom, to help facilitate meetings, and Canva, for help designing campaigns.

**Research:** Venesha reported on the group's recent selection of outreach items. The following items have been ordered and will be available soon: Phone card holder (in black, with white imprint), hand sanitizer with neoprene clip holder (in black, with white imprint), and tissues (in white, with black imprint). New items are still being discussed.

**Outreach:** Taylor stated that we are still looking for help from the appropriate communities to assist with the creation of new brochures. Right now the group is

struggling to define what the new brochure should be. Please send Taylor any suggestions for groups/people he should reach out to.

**Creative:** No report.

**Group Activity:**

**2020 Projects:** Podcasts – we don't need the entire group to focus on this, DPH staff will host, inviting other guests on an as needed basis. Suggestions were made to advertise podcasts on social media, specifically using highlighted stories on Instagram.

Social Media - Dante suggested that our social media posts should include more than just HIV info, we should include fun posts to catch people's attention. Other suggestions included highlighting AIDS-related places to visit when you travel; using more faces in posts to make them more personal; Instagram take-overs, for example APNH could take over PPCT's Instagram for 24 hours; Instagram polls; ask the expert, people can ask questions and tune in for answers; live tweeting shows that are dealing with HIV issues. Barry stressed the importance of having a schedule for social media posts, including themes for each day.

Other – Kat suggested advertising in the Patch, a hyper-local news source, which should be free for community groups. Other new ideas include developing a phone app; creating a survey to see where people get their news/media content; having materials available in other languages; presenting materials directly in the community to reach those not on social media; purchasing tradeshow/prize wheels.

**Closing:** Members shared information about upcoming World AIDS Day events. Jenn reminded everyone to email event details to her for inclusion on the website. Dante announced next month's meeting will include a holiday celebration with a Yankee Swap (\$5 limit); ugly sweaters optional.

**Next Meeting:**

- Monday, December 9, 2019, 10:00am – Noon