



Effectively Engaging Community in the Ending the HIV Epidemic Process Through Digital Technology Webinar Series

Determining the Best Monetary Value When using Digital Technology



Objectives

- Explore Spending EHE funds on Social Marketing & Digital Technology
- Understand Outcomes of Digital Technology Activities (Process & Measure) & Primary Funding Considerations
- Identify how HIV workforce can obtain best value from Social Media & Technology Investment.

Spending EHE Funds: Social Marketing & Technology

- **Utilize EHE funds for social marketing**
 - Facebook, Instagram, TikTok, YouTube, Dating Apps
 - Create and boost content
- **Digital technology integration throughout all stages of EHE planning and implementation**
 - Ex. Create a website to keep the community up to date on EHE plans and implementation
 - Ex. Subscribe to virtual platforms and engage with community virtually (ex: GoToMeeting/Zoom)



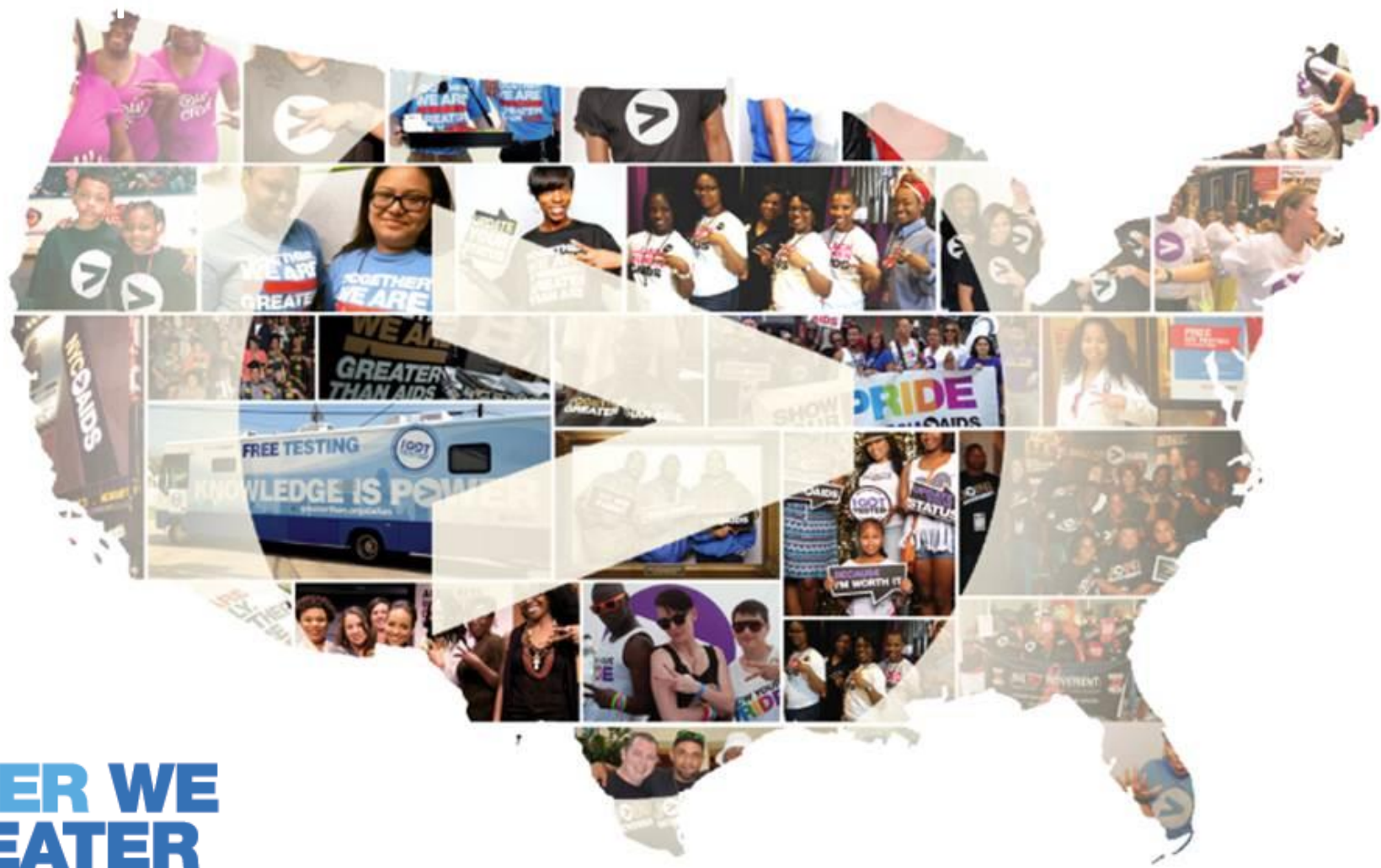
Spending EHE Funds: Centering Community

Center community engagement consistently & throughout the EHE planning and implementation processes

- How are vulnerable communities being reached?
- How is health equity prioritized?
- Are there alternative avenues to reach more community members?
- Who is making those decisions & how can appropriate representation reach more folks?



WE  **AIDS**®
greaterthan.org



**TOGETHER WE
ARE GREATER
THAN AIDS.**





Key Planning Questions

- Who are we trying to reach?
- What action do we want them to take?
- What referral resources are available?
- What is the budget and timeline?
- What media options are the best fit?
- How will we measure success?

Case Study:

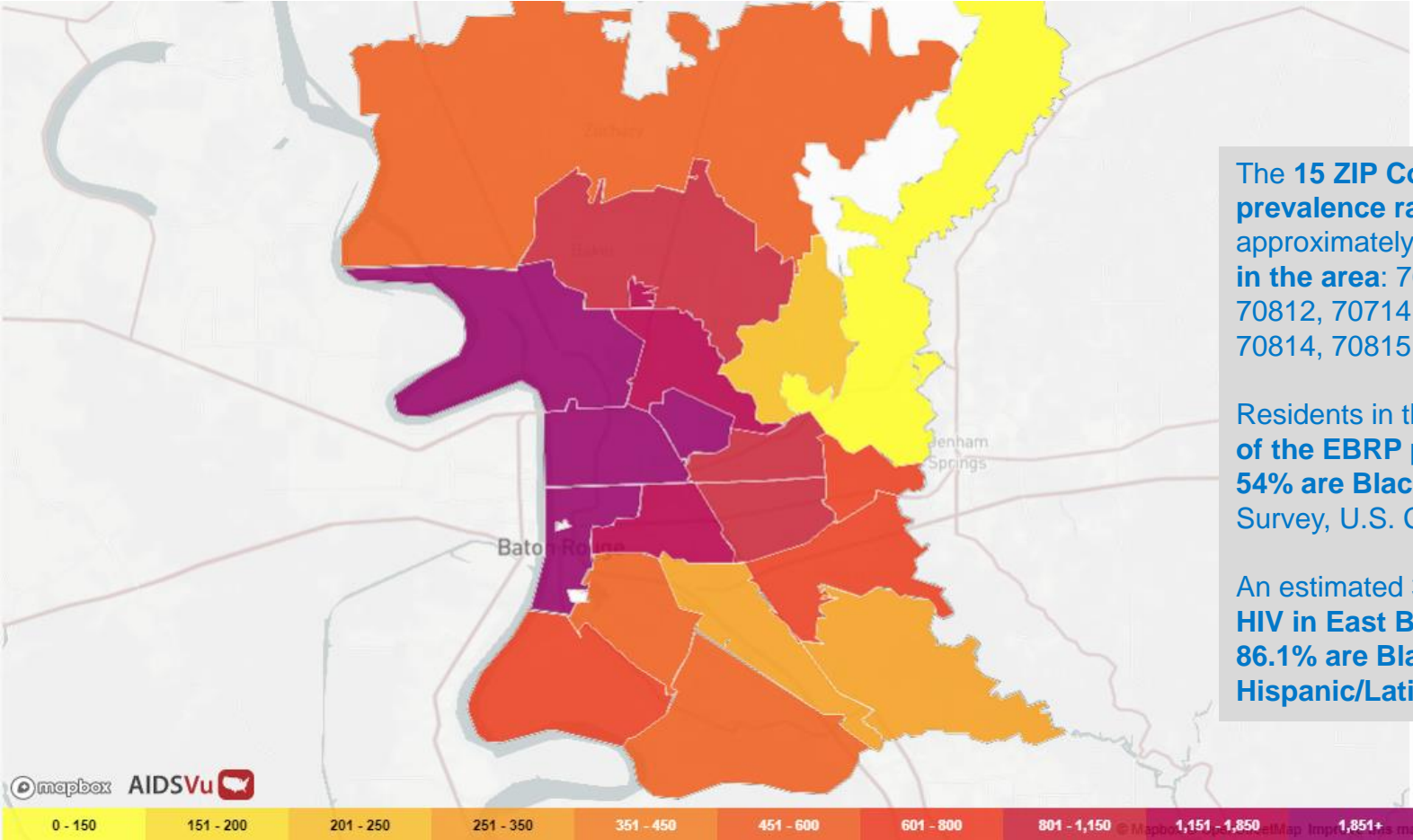
Ending HIV East Baton Rouge Parish

A Greater Than AIDS Public Information Partnership
with the Louisiana Department of Health

Fall 2019

East Baton Rouge Parish

HIV Prevalence Rates of Persons Living with HIV (per 100,000), 2017



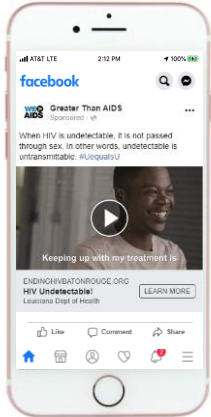
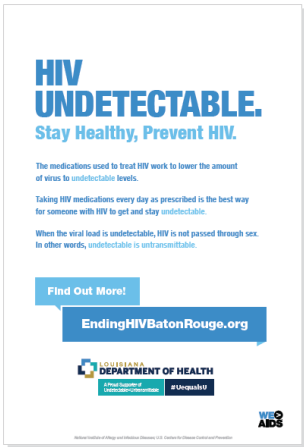
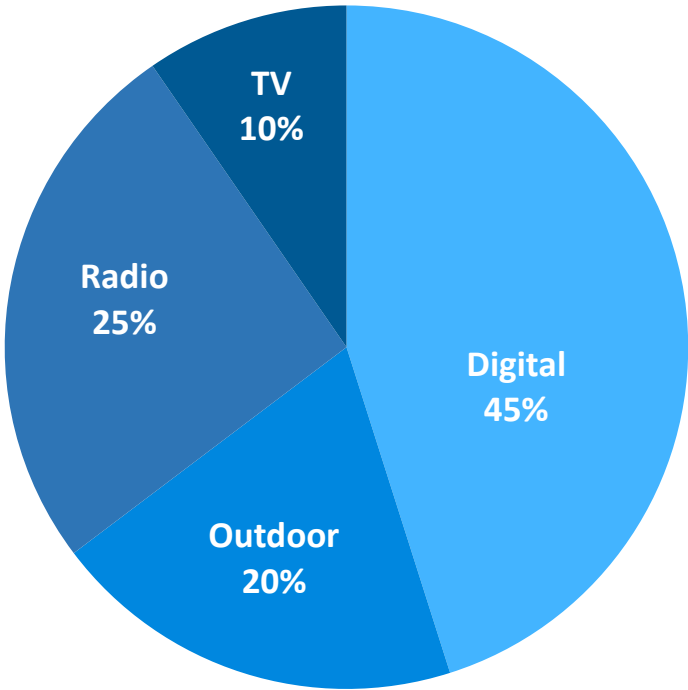
The 15 ZIP Codes with the highest HIV prevalence rate (per 100,000) account for approximately 95% of people living with HIV in the area: 70802, 70805, 70806, 70807, 70812, 70714, 70791, 70808, 70810, 70811, 70814, 70815, 70816, 70819, 70820.

Residents in these ZIP codes represent 80% of the EBRP population; approximately 54% are Black. (American Community Survey, U.S. Census, 2018).

An estimated 3,911 people are living with HIV in East Baton Rouge Parish of which 86.1% are Black, 11.4%, White and 1.8%, Hispanic/Latinx (AIDSvu, 2017).

Ending HIV East Baton Rouge Parish Campaign

Media Placement Budget:
\$255,000 (2.5 months)



Ending HIV in East Baton Rouge Parish

Online Survey of Residents

- Non-probability online survey conducted after campaign
- Sample limited to IP addresses in 15 highest priority ZIP Codes; efforts made to match available demographics
- N=434 Respondents
 - 48% Male / 52% Female / <1% Transgender
 - 56% Black / 33% White / 10% All Others

Ending HIV in East Baton Rouge Parish campaign was recalled by 3 in 4 surveyed; *highest familiarity among Black adults*

Percent who recalled having seen (or heard) media message from the campaign ...



Nine in 10 *liked* the campaign and said information provided was *useful*; most favorable ratings from Black adults

“Thinking about all the media messages you saw today, how much did you *like* the campaign overall?”

Percent who said they like the campaign “a lot” or “some” ...



“Thinking about all the media messages you saw today, how *useful* is the information provided in this campaign?”

Percent who said the campaign messages are “very” or “somewhat” useful ...

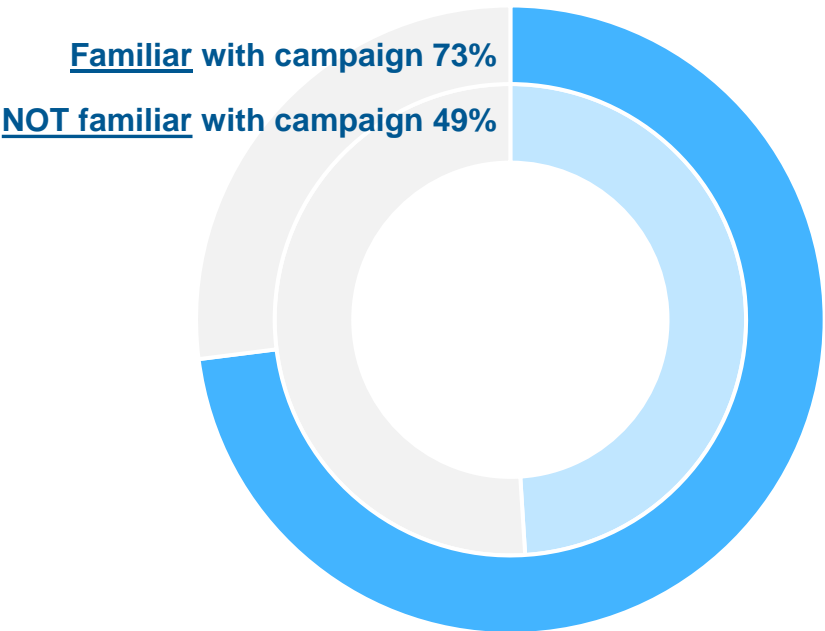


Source: Online Surveys of East Baton Rouge Parish, 15 ZIP Codes with Highest HIV Prevalence, Before Social Marketing Campaign (Sept. 4-18, 2019) and After (Dec 11-20, 2019), KFF. Some combined categories may not total 100% due to rounding.

Those who saw the campaign were *more likely* to know about – and have *more confidence* in – PrEP, the pill to prevent HIV

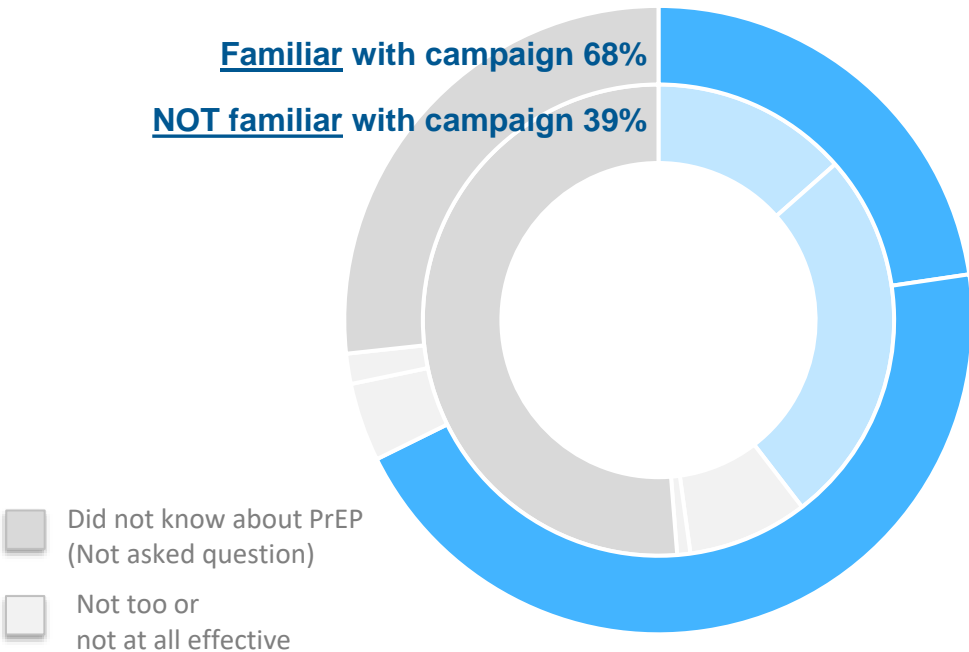
“As far as you know, is there a prescription medication [PrEP] that people who are HIV negative can take to lower their risk of getting HIV, or not?”

Percent who said “yes,” know about PrEP ...



“And, as far as you know, how effective is this medication [PrEP] at preventing people who take it as prescribed from getting HIV?”
(Results presented among all respondents)

Percent who said PrEP is “very” or “somewhat” effective ...



- Did not know about PrEP (Not asked question)
- Not too or not at all effective

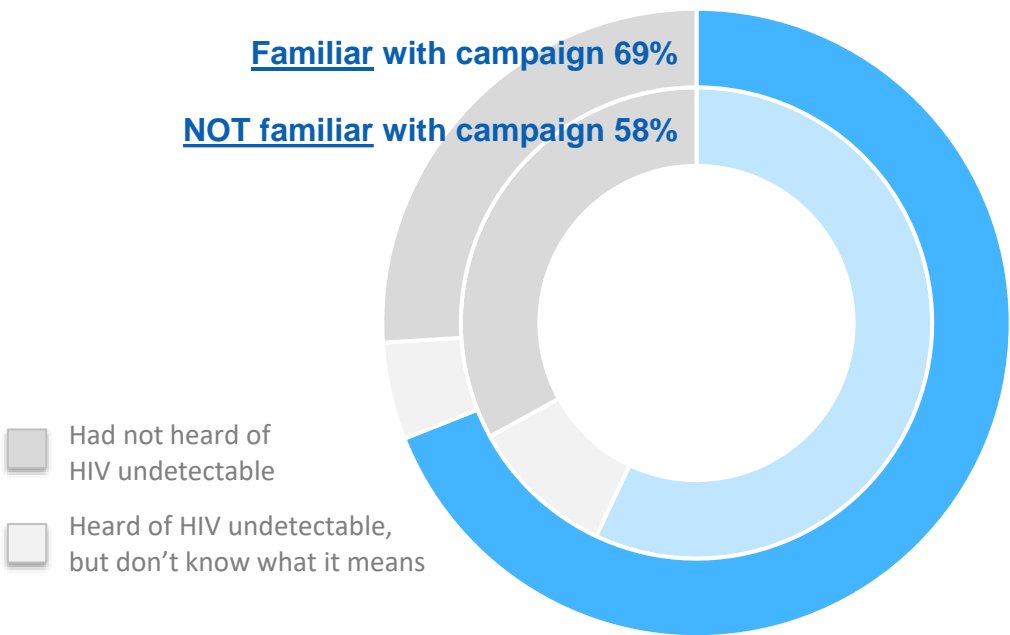


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Those who saw the campaign *more likely* to have heard of HIV undetectable and know what it means

“With ongoing treatment some people with HIV can become undetectable. Have you heard the term before, or not? And, if so, do you know what it means?”

Percent who heard of HIV undetectable and know what it means ...

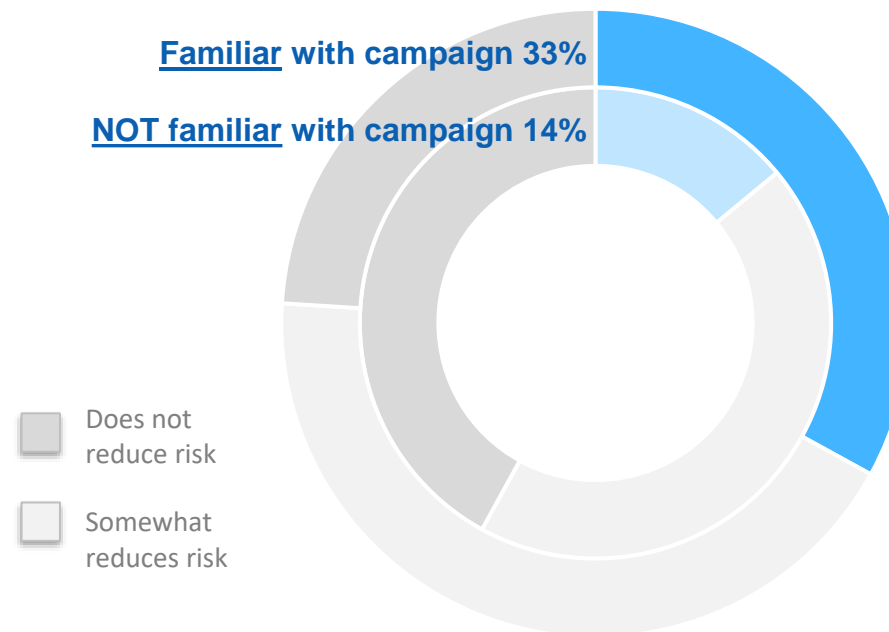


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Those who saw the campaign have *more confidence* in HIV treatment as prevention

“Thinking again about antiretrovirals, the medications used to treat HIV, as far as you know, if someone takes their treatment as prescribed, does this reduce the risk of passing HIV to their sexual partners, or not? Significantly, somewhat, or does it not reduce the risk?”

Percent who said taking ARVs as prescribed “significantly” reduces transmission ...



Case Study:

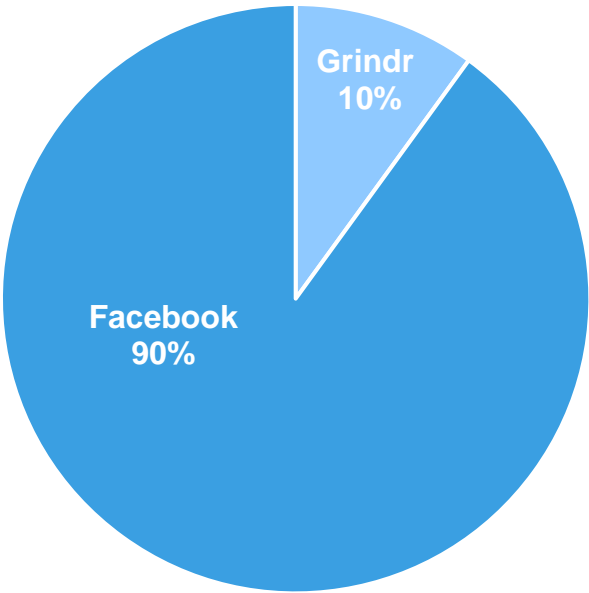
FREE HIV Self-Test Program Promotions

A Greater Than AIDS Public Information Partnership
with the Delaware Division of Public Health

Summer 2020

Free HIV Self-Test Promotion in Delaware Media Allocations

Media Placement Budget:
\$6,100 (3 weeks)



MEDIA METRICS

Reach: 116,000+

Impressions

Facebook: 774K

Grindr: 142K

Total: 916K

Knowledge is Power!

Advances in prevention and treatment are bringing us closer to ending HIV.

FIND OUT MORE

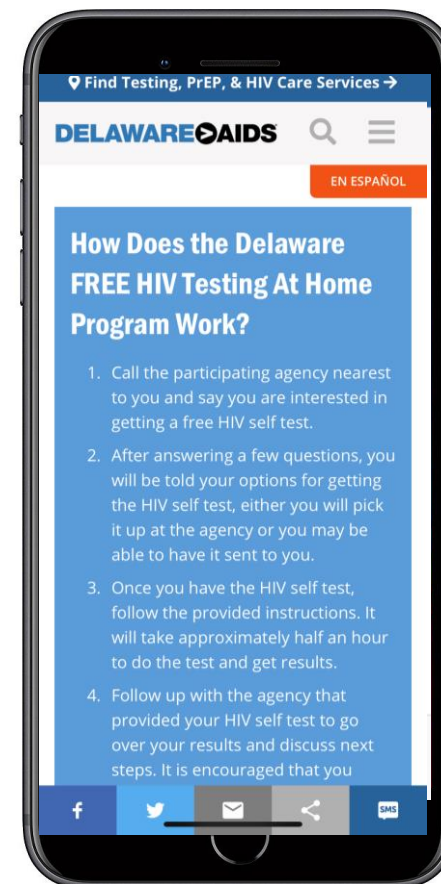
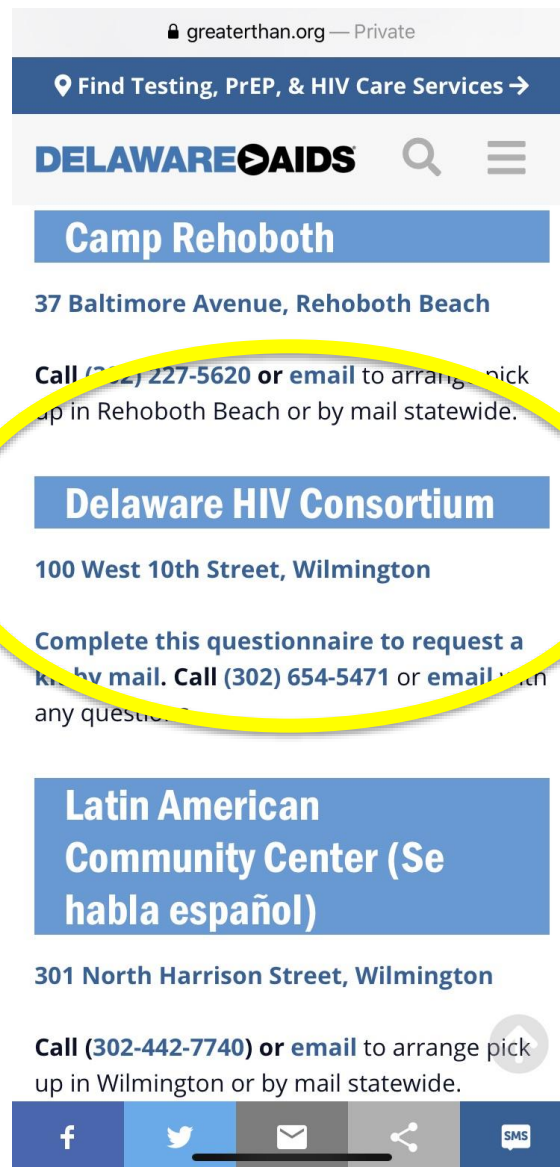
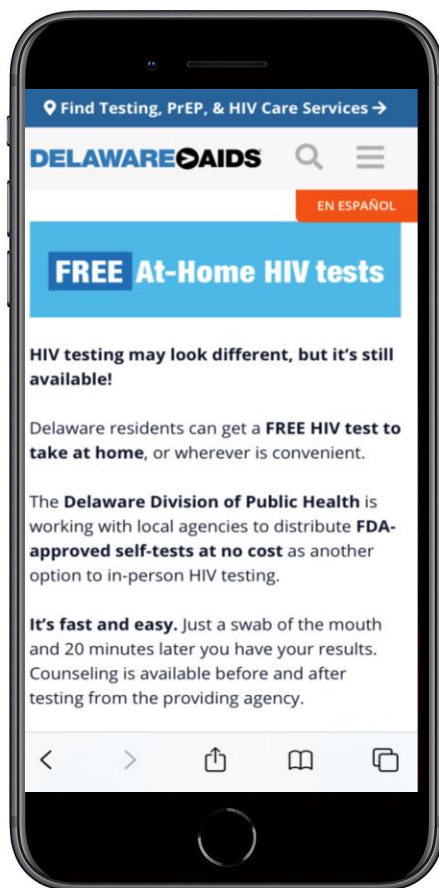
EndingHIV.org/Delaware

Get a **FREE** HIV test to take at home

HIV testing may look different, but it's still available!

The Delaware Division of Public Health is working with local agencies to distribute FDA-approved self-tests at no cost as another option to in-person HIV testing.

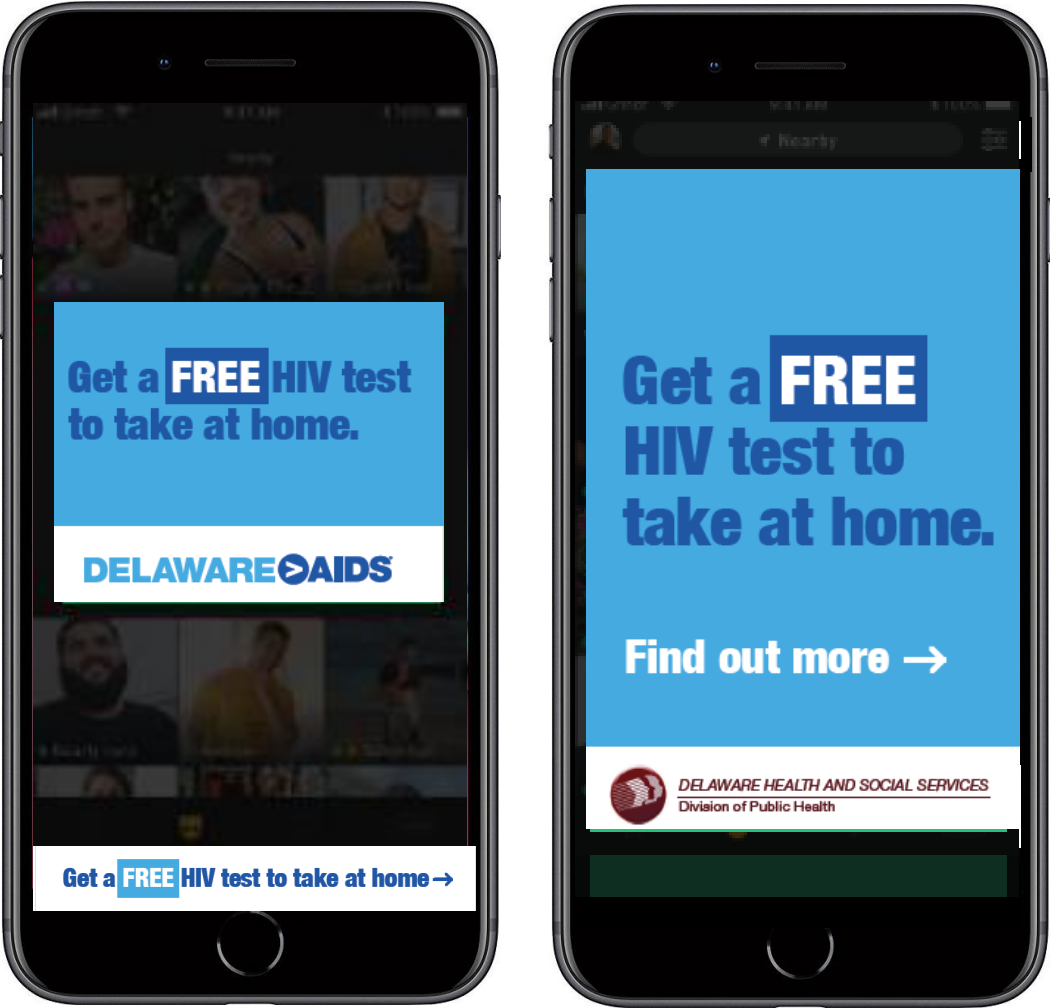
LEARN MORE



DELAWARE AIDS Free HIV Self-Test Program



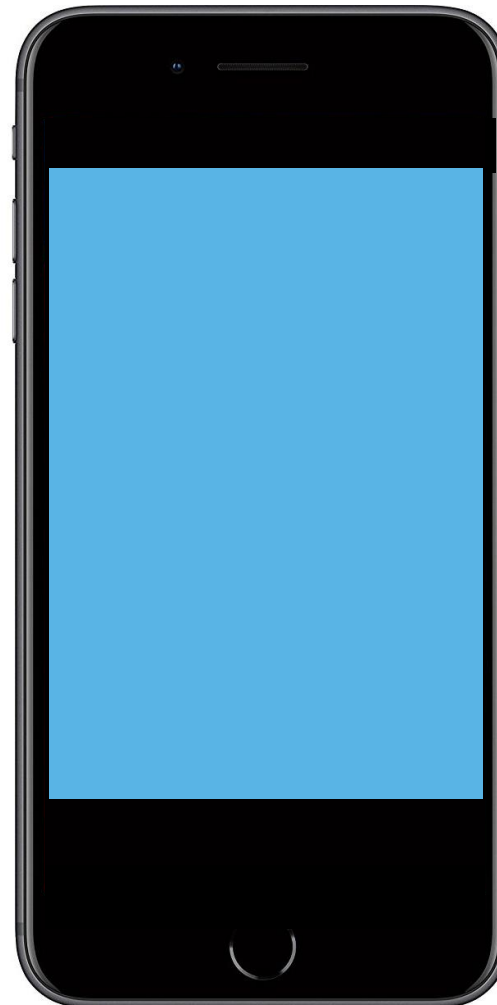
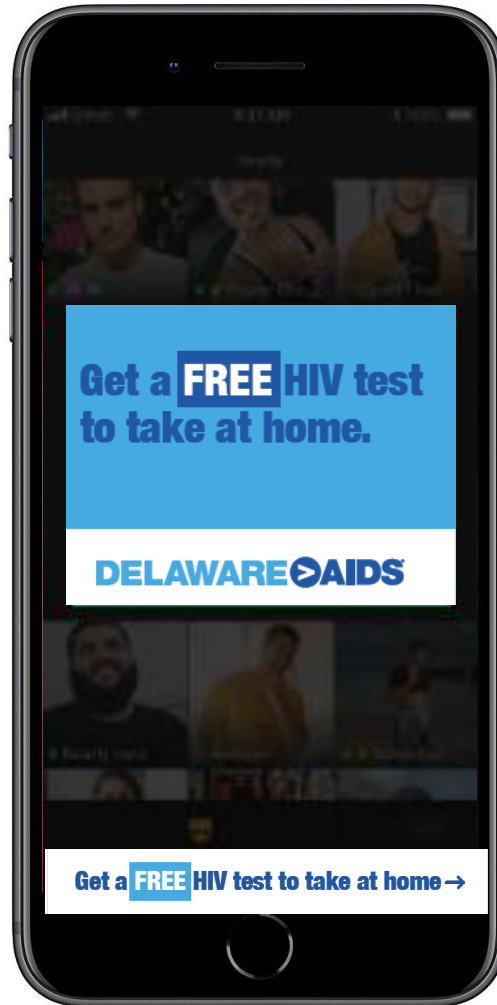
DELAWARE▶AIDS® Free HIV Self-Test Program



DELAWARE HEALTH
AND SOCIAL SERVICES
Division of Public Health



DELAWARE▶AIDS® Free HIV Self-Test Program





Stay Connected.
Stay Healthy.

@GreaterThanAIDS

Stay Connected. Stay Healthy

Downloadable graphics and videos designed to be used on social and web platforms to promote and educate about your HIV services, including testing, PrEP and treatment, during COVID-19.

Promoting Services

We're Open!

Call to confirm hours and available services. Appointments may be required.

And don't forget your face covering!

Stay Connected. Stay Healthy.

Static Graphic

1200 x 1200px

DOWNLOAD

HIV care may look different, but it's still available!

Call to confirm hours and services. Appointments may be necessary.

And don't forget your face covering!

Stay Connected. Stay Healthy.

Static Graphic

1080 x 1080px

DOWNLOAD

Tele PrEP

Connect virtually with a healthcare provider to get a prescription for the pill to prevent HIV.

Stay Connected. Stay Healthy.

Static Graphic

1080 x 1080px

DOWNLOAD

HIV Self Tests

Rapid HIV tests to take at home, or wherever is convenient.



Stay Connected. Stay Healthy.

Static Graphic

1080 x 1080px

DOWNLOAD



**TOGETHER
WE ARE
ENDING HIV**

Contact Us! @GreaterThanAIDS

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FAMILY FOUNDATION




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**Questions
& Discussion**



Questions & Answers



Q: Now that we've had all three presentations, what modality do you believe would be best for jurisdictions to explore for community engagement?


A: Just give it a try/get started with something. Pick an audience, pick a topic. What's your budget? Who's your audience? Pick something that's new to you but aligns with the rest of your priorities such as linkage to care, or effort to reduce stigma.

Q: Should HIV programs hire staff to manage social media for community engagement or should they use funds for campaigns?

A: You should do both if you can- campaigns you can do with less but building a following takes time and effort. You lose audience trust if you don't do it well.

Q: How did logistics of that community survey work?

A: We placed ads on Facebook for recruitment and engagement. In addition, we connected to online survey-visuals/videos in survey; collected and analyzed data. We also offered some incentives for taking survey so that there would be larger interest.




Q: I'm currently getting quotes from Marketing Firms, my budget isn't robust, but I want something sustainable. What are your thoughts on using a marketing firm?

A: Marketing firms can do a great job. Some questions we would ask are if they have experience with sensitive health messaging to your priority audiences. Unfortunately, few have much expertise with HIV. It is so important to ensure the messages are completely accurate and not stigmatizing. Many are also still getting up to speed with digital advertising. Make sure they or you have a plan for monitoring and/or responding to comments on ads (especially on Facebook). Of course, they also exist to make a profit, so you may pay a significant portion for their fees.

KFF can also donate our Greater Than AIDS campaign assets - videos and graphics - for the firm to place. Or, we can talk through working with us to place them directly for you. We don't charge for our messages, staff or web services. So, your budget can all go toward getting out the messages. Think of us like a non-profit media agency with 20 years of experience with HIV marketing. We are especially savvy with Facebook, Instagram, YouTube, MSM dating apps and more - the platforms most used by our priority audiences.

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- Q: Thanks for having the graphics available for download! Will you create sample social media posts similar to what the CDC does for Awareness days?
- A: Yes! You can download Awareness day graphics and other messages at [awareness day graphics](#) and sample social media posts are in some of our [toolkits](#). We frequently email social media guides to our partners around various messaging themes - so make sure you're signed up to receive our e-alerts (you can sign up at [greaterthan.org](#) - scroll down to bottom right). And, we constantly add more graphics and sample messages, so if there's something that would be useful to you and you don't see it, please email us at greaterthan@kff.org




Q: Are you guys willing to do agency training? And can you work with our current Social Media person?

A: We'd be glad to help. First step would be to better understand your needs and assess what TA resources would best fit. This is a space where both NASTAD and KFF can partner to develop tailored TA that fits your requirements.

Q: How much should an HIV program budget for social media staff? I know this can vary.

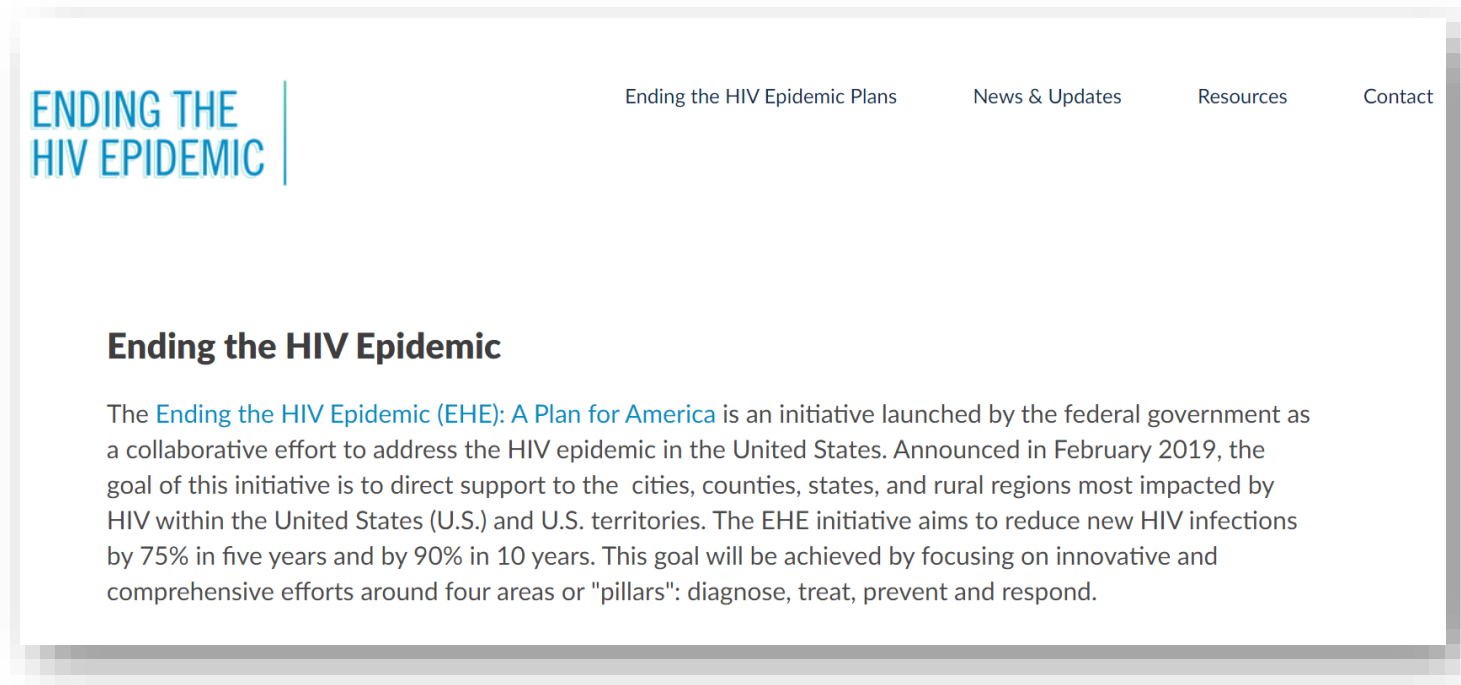
A: Like any position, the answer would depend on the level of experience and your local average salaries. We're happy to explore this further with your team.



Q: For states that have limited funding. Is there additional funding or grants available to assist with marketing? Is working with KFF free?

A: Yes, working with KFF is **free**! We donate our staff, creative assets (all the videos and graphics), and webpage referrals, so all your resources can go straight to programs. If you don't have a budget for paid promotions, consider starting with free organic posts on your own social media channels, like Facebook, Instagram, and Twitter. You're always welcome to use our images, videos, etc. on those.

NASTAD's Ending the Epidemics Hub



- Provides a high-level overview of NASTAD's EHE objectives, and vision
- Updated with our monthly newsletters, webinar promotions, cost-saving tools
- Following final EHE plan submissions, HUB will be updated with links to each jurisdiction's plan & EHE primary contact

<https://www.nastad.org/ending-hiv-epidemics>

Available Trainings & Resources at NASTAD

Trainings

Community Engagement

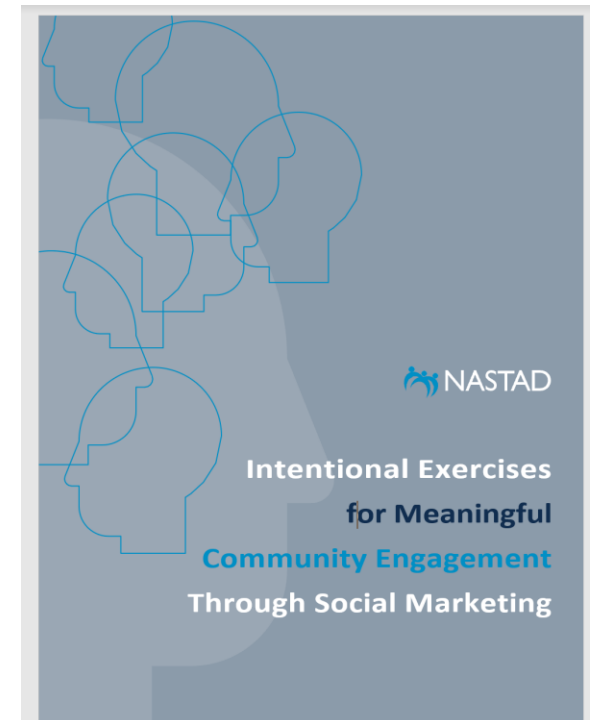
Cultural Humility/Responsiveness

Social Marketing and Social Media Use

Contact Kristina Santana (Ksantana@NASTAD.org) to learn more about these trainings.

Resources

- Intentional Exercises for Meaningful Community Engagement Through Social Marketing





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thank you!