COMMUNITY ENGAGEMENT: SOCIAL MEDIA AND OUTREACH TESTING

JUNE 27, 2018
LUNCH N LEARN

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WHAT ARE YOU GOING TO LEARN TODAY?

1

Identify two successful strategies to increase community participation in outreach testing events.

2

Identify best practices related to a hosting an effective outreach event that offers rapid HIV and STD testing.

3

Describe ways to utilize social media to promote clinic services and provide community education.

WHY DO OUTREACH EVENTS?

- Community outreach refers to efforts that connect an organization's ideas or practices to the public.
- **Encourage Conversation**
- **Participate in Local Events**
- **Be a Partner for Your Community**
- **Target Leaders and Influencers**
- **Host Events, Trainings and Seminars**
- **Create Mutually Beneficial Opportunities**

OUTREACH TOOLKIT

- Location
- Time
- Staffing
- Set-Up
- Paperwork
- Counseling
- Supplies
  - Self-Collection STDs
  - Advertising
- Partnerships

North Dakota Department of Health
HIV·STD·TB
VIRAL HEPATITIS PROGRAM

Outreach Event Toolkit.

The North Dakota Department of Health (NDDoH) HIV.STD.TB.Hepatitis Program encourages contracted sites to host outreach events. Outreach events can provide several benefits to a hosting facility. Advertising of facility location and services, increasing community awareness and providing services to targeted populations are just some of the benefits that can result from an outbreak. The NDDoH and the Community Planning Group (CPG) are often partners in ensuring outreach events are a success. This toolkit serves as an aid in the planning process of an event. Direct any additional questions to the HIV.STD.Hepatitis Prevention Coordinator.

Logistics

Tip: Deciding who, what, where and when is crucial in hosting a successful outreach event.

Location	• Where is the testing event going to occur – In the clinic or a community location? Each location has its benefits. Determine the location first prior to determining any additional logistics associated with the event.
Target Population	• Determine who your target population is going to be early in the planning process. This target population can influence decisions such as location, hours and time of year that event is held. • Baby Boomers – Due to funding constraints, baby boomers are not applicable to be a target population for an outreach event.
Best Time to Host An Event	• Often times outreach events can be paired with an awareness day or month. ○ April is STD Awareness Month. May is Hepatitis Awareness Month. December 1st is World AIDS Day. • Other times for events would be when students are staring school after summer break or after winter/spring breaks.
Hours of an Event	• Expanding the hours of operation beyond a normal 8-5 may be beneficial during an outreach event. Evening hours may work well for reaching different populations.
Staffing	• Do you have an appropriate number of staff for your event? ○ The NDDoH and CPG are always willing to assist with an event. • At a minimum, one staff person should be assisting with registration, one staff available for test performance and one staff person for result delivery. If you are expecting high volumes, additional staff is necessary for test performance and/or counseling.
Event Set-Up	• If using a location other than the clinic, ensure there are enough tables and space for testing. The set-up of the event may dictate what types of testing and counseling can be provided. • Patient Flow. Determine where patients are going to go for registration, form completion, testing, counseling and result delivery. All determine where test performance and result reading are going to take place ensuring that individuals are not allowed to view others results. • Result Delivery. All results need to be delivered in the same location. This location needs to be private. If privacy cannot be maintained, results cannot be delivered same day.

2018 STD OUTREACH EVENTS

Valley Health

Sororities and Fraternities

- 68 students participated in free testing at their “house” (2) (Chlamydia, Gonorrhea and/or HIV)
- 3 staff members including a nurse, provider and one support member
- Did not advertise other than reaching out to the chapters (student board member/intern)

UND Public Health Event

- 77 students participated in free testing on campus
- 3 staff members including 2 nurses and a support member
- Coordinated with Public Health class on campus
- Advertising included social media, student life emails and UND mass texts

Pee for Pizza

- 96 people came to Valley Health and participated in free testing
- Deeks donated all the pizza
- 5 staff members were needed including 2 nurses, 2 front desk and 1 provider
- Advertising included social media, radio and local news interview and flyers passed out around UND and Mayville campus

Drag Show

- 17 attendees participated in the free testing
- Collaborated with BJ Armani
- 5 staff members were needed for all the drag show activities
- Other activities advertised were 50/50 raffle, candy and pizza
- Advertising included social media, radio interview and posters around Grand Forks

Preparation

- Before events, we organized and labeled all the supplies needed to collect specimen
- Goodie bags; condoms, lube packets, dental dams, Valley Health brochures, Valley Health coupons, chap stick and follow up directions
- Create any flyers that would be used for advertisement
- Plan any interviews with the radio or news station

Challenges

- Being prepared to test a mass of individuals at one sitting takes a good amount of time
- If you are not organized, it can be very chaotic

Tips/Suggestions

- The more prepared you are the easier it will be
- Finding a routine that works best for you
- Label as much as you can beforehand
- Have enough help so things run smoothly

INCENTIVES: THINK OUTSIDE THE BOX

- Coupons for Follow-Up Testing
- Gift Cards for Referrals
- Gifts for Testing at 3-Month Follow-Up
- Food!
- Giveaways – Shirts, Cups, Pens, etc!
- X-Box Drawing
- Prize Drawing

HARM REDUCTION: MEET PEOPLE WHERE THEY ARE AT

- Making testing accessible and convenient:
- Bring free testing to treatment groups, shelters, jails, and other places we tend to encounter PWID/target groups.

SOCIAL NETWORK STRATEGY

- A recruitment approach for reaching and providing HIV counseling, testing, and referral services to persons who are unaware of their HIV infection by using existing social connections.

EVERY MONTH, CELEBRATE A DAY!

- February 7: National Black HIV/AIDS Awareness Day
- February 14: National Condom Awareness Day
- March 10: National Women and Girls HIV/AIDS Awareness Day
- March 20: National Native HIV/AIDS Awareness Day
- April: National STD Awareness Month
- April 10: National Youth HIV/AIDS Awareness Day
- May: National Hepatitis Awareness Month
- May 18: HIV Vaccine Awareness Day
- May 19: National Asian and Pacific Islander HIV/AIDS Awareness Day
- May 19: National Hepatitis Testing Day
- June 27: National HIV Testing Day
- July 28: World Hepatitis Day
- September 27: National Gay Men's HIV/AIDS Awareness Day
- December 1: World AIDS Day

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vimeo
YouTube
Insta
facebook
g+
Blogger
my
twitter
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tumblr.
Like
yelp

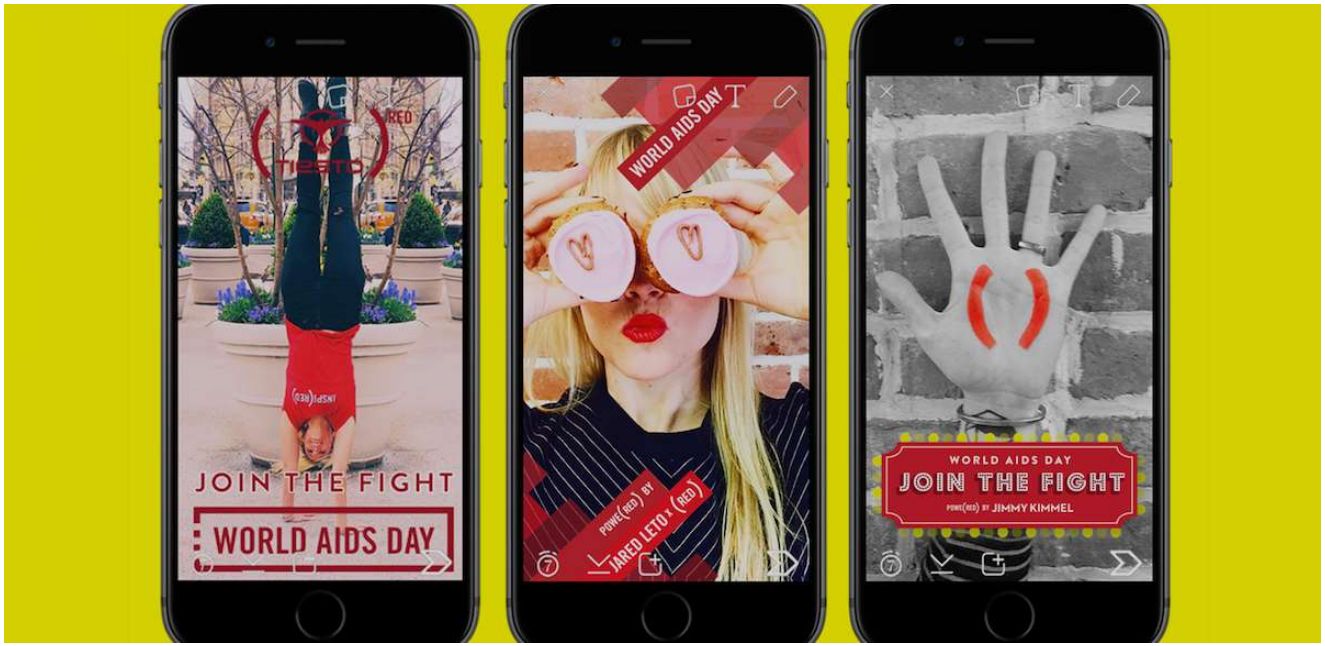
5 WAYS TO GIVE YOUR SOCIAL MEDIA MESSAGES A CONSISTENT "VOICE"

Define	Define what your organization stands for—its values, story, and goals.
Listen	Listen to your audience.
Be	Be consistent.
Create	Create a style guide.
Make	Make sure everyone is on the same page.

SNAPCHAT – IS THIS THE BEST WAY TO REACH YOUNG PEOPLE?

- **Create Personalized Content**
  - Users can draw over and add text to their snaps, and select fun filters, without opening up a separate editing app. They can also choose from a catalogue of stickers and animations (like mustaches, cowboy hats, or dog ears) to superimpose on the images.
- **Reach Young People**
  - 71% of Snapchat users are under 34 years old.
  - 45% of Snapchat users are aged 18-24.
  - 30% of US millennial internet users access Snapchat regularly.
  - More than 20,000 photos are shared on Snapchat every second.
- **Make Use of Geofilters**
  - A geofilter is a special location-based graphic overlay, meaning that geofilters are different depending on a user's location.

WORLD AIDS DAY – JOIN THE FIGHT



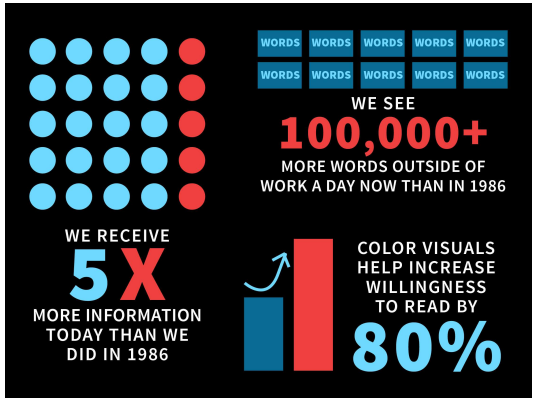
https://www.red.org/reditorial/2015/11/30/24-hours-only-get-snapchat-red-filters-for-world-aids-raise-3-million

ENGAGE YOUR AUDIENCE - FACEBOOK LIVE

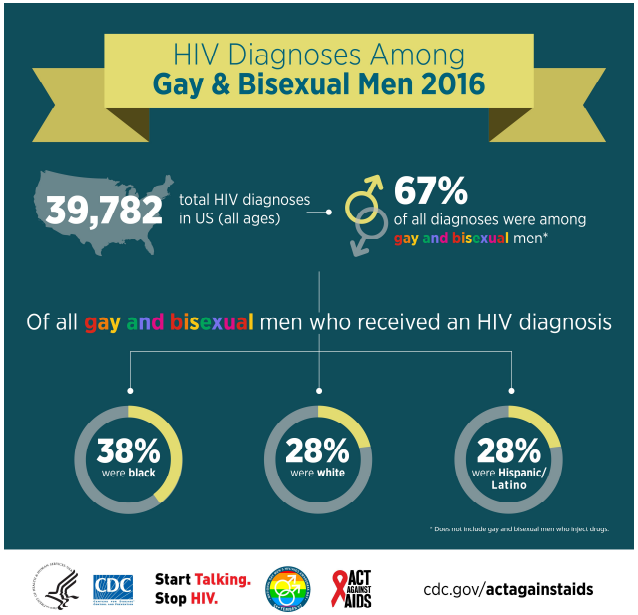
- Examples of Topics:
  - What HIV services does your clinic offer?
  - Why should I get tested at your clinic?
  - Do you offer rapid testing?
  - Testimonial from a client
  - Target Group Relaying Message About HIV Testing
  - Scheduled Q and A
- Resource
  - https://www.hiv.gov/blog/facebook-live-upping-your-social-media-game-world-aids-day-2017
  - https://www.hiv.gov/blog/how-host-facebook-live

INFOGRAPHICS

- If a picture's worth a thousand words, how many words is an infographic worth?
- By using infographics, you can harness the popularity of visuals and guide your audience through content, including complex or scientific information, in an engaging way



THE NDDOH CAN HELP YOU BUILD INFOGRAPHICS RELATED TO YOUR CLINIC DATA OR YOUR AREA MORBIDITY.



MAKE YOUR AUDIENCE WANT TO SHARE YOUR INFORMATION

- **Give Your Audience What They Need**
  - If you want to encourage engagement and shares, your images have to **appeal directly to your target audience**.
  - Create images and infographics that either **solve a problem or inspire your community to take action**. Images that **give short, instantly actionable advice** are highly shareable. Quick tips, how-to's, quotes and fun facts are all very popular.
- **Be Consistent and Quick**
  - ost an image at the same time every day.
- **Use an Obvious Call to Action**
  - Ask yourself two things: Can the image stand alone? Is there a clear call to action?

COLLECTIVE THOUGHTS AND JOIN CONVERSATION: HASHTAGS

- #HIVTestingDay
- #NHTD
- **#DoingItMyWay**
- #GetTested
- #PrEP
- #SpeakOutHIV
- #StartTalkingHIV
- #MyHIVTestingDay
- #PrEPWorks

#DoingIt MyWay

HIV.gov @HIVGov · 21h
National #HIVTestingDay is June 27.

A few rules for making a hashtag:

- No spaces
- No punctuation or unusual characters
- Don't overuse hashtags
- Put your hashtag in context: Give a short explanation that includes the hashtag to explain what it's about.
- Be sure the hashtag adds value: Use them when you need to organize information, such as on a conference, major event, or a reminder.
- Choose a hashtag early if you are organizing an event; make it simple (for example, #AIDS2016 instead of #InternationalAIDSConference), and remind attendees in all your communication about the hashtag.

USE WHAT IS ALREADY CREATED

- CDC Creates Many Items:
  - Instagram Post
  - Twitter Post
  - Facebook Cover
  - Toolkit
  - Social Media Images
  - Sample Messages
  - Theme

Sample Facebook posts

•Today is National HIV Testing Day. Show us how you're #DoingItMyWay—getting tested for HIV. cdc.gov/DoingItMyWay

•Have you heard about #DoingItMyWay? Join us and all the other people who are pledging to get tested for HIV in 2018: cdc.gov/DoingItMyWay.

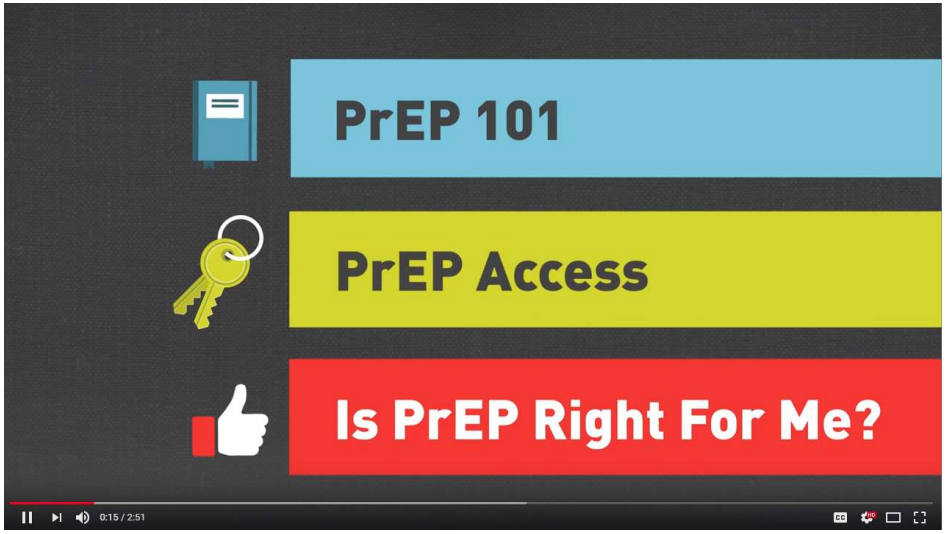
•What motivates you to make HIV testing part of your health routine? Use #DoingItMyWay to tell the world why YOU get tested for HIV.

•Find which #HIV test is best for your lifestyle and situation. When you're #DoingItMyWay, you have important information that can keep you—and others—safe.

6 OUT OF 10 PEOPLE PREFER ONLINE VIDEO PLATFORMS TO LIVE TV.

- By 2025, half of viewers under 32 will not subscribe to a pay-TV service
- In an average month, 8 out of 10 18-49 year-olds watch YouTube
- In 2015, 18-49 year-olds spent 4% less time watching TV while time on YouTube went up 74%
- On mobile alone, YouTube reaches more 18-49 year-olds than any broadcast or CABLE TV network

- What can you do?
  - Add to Clinic Facebook Page
  - Add to Information to Other Social Media
  - Target Different Groups of Individuals



STRATEGIES TO GATHER MORE FOLLOWERS

- Contests
  - Like and Share
  - Prizes
- Selfie Wall at Events – Post Pictures
- If we reach 1,000 followers, random drawing….
- Being out in the Community and Ask Them to Follow Your Organization
- Incentives in the Clinic to Follow You
- Make Your Pages Have Valuable Information

MANAGING SOCIAL MEDIA IN A SMALL CLINIC

- Utilize Already Made Messages – CDC, etc.
- Let the NDDoH Know if you Require Support – Use Toolkit and Partnerships
- Be Friends with NDDoH, CDC, NDCPG, etc. on Facebook and share their information
- Utilize free analytics tools for quality improvement
- Be realistic in capabilities.
  - Post a pre-approved message every other Friday. Choose what is going to work best for your clinic, but be consistent.

CONTACT US WITH QUESTIONS!

Special Thanks To:

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