

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

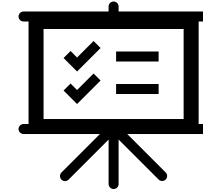
Webinar Series: Learning How to Apply Digital Technology to HIV Community Planning

Facilitated By: Kristina Santana, Nicole Elinoff, Vrushabh Shah



OBJECTIVES

- ❖ Understand the principles and importance of meaningful community engagement.
- ❖ Learn how digital technology is incorporated into the everyday lives of society.
- ❖ Identify where digital technology can support community engagement.
- ❖ Learn how peer jurisdictions have begun to integrate digital platforms into their HIV community efforts.



WHAT IS MEANINGFUL COMMUNITY ENGAGEMENT?

COMMUNITY ENGAGEMENT

Community

- ❖ Self-identifier
- ❖ Inclusive perspective
- ❖ United

Engagement

- ❖ Ongoing
- ❖ Cumulative
- ❖ Trust building

“““

The process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the wellbeing of those people.¹

COMMUNITY ENGAGEMENT PRINCIPLES²



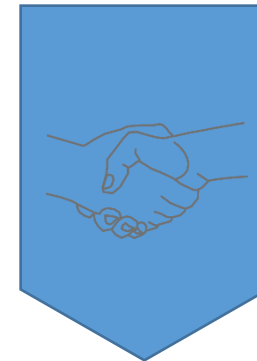
Set Clear Goals



Develop Cultural Humility



Representation



Build Partnership and Trust

Learn About Community



Foster Transparency



Provide and Promote Capacity Building

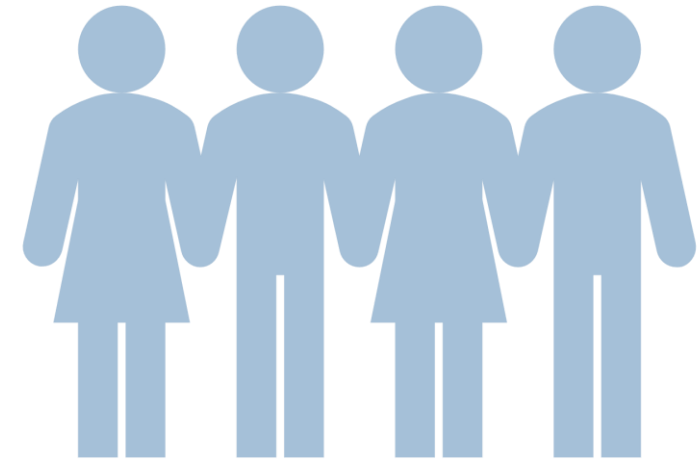


Maintain Long Term Commitment



- ❖ Are people truly hard to reach? Are we just not in their spaces? Are our services hard to access?
- ❖ What are informal/formal activities that happen in the community within a given year? Who in your community could tell you more?
- ❖ How can we include more community perspectives earlier in the planning/decision-making process?
- ❖ Where are “informal” meeting spaces in communities and how can we utilize them to reach more community members?
- ❖ Does our perception/history inhibit outreach and engagement?

ELIMINATING “HARD TO REACH”



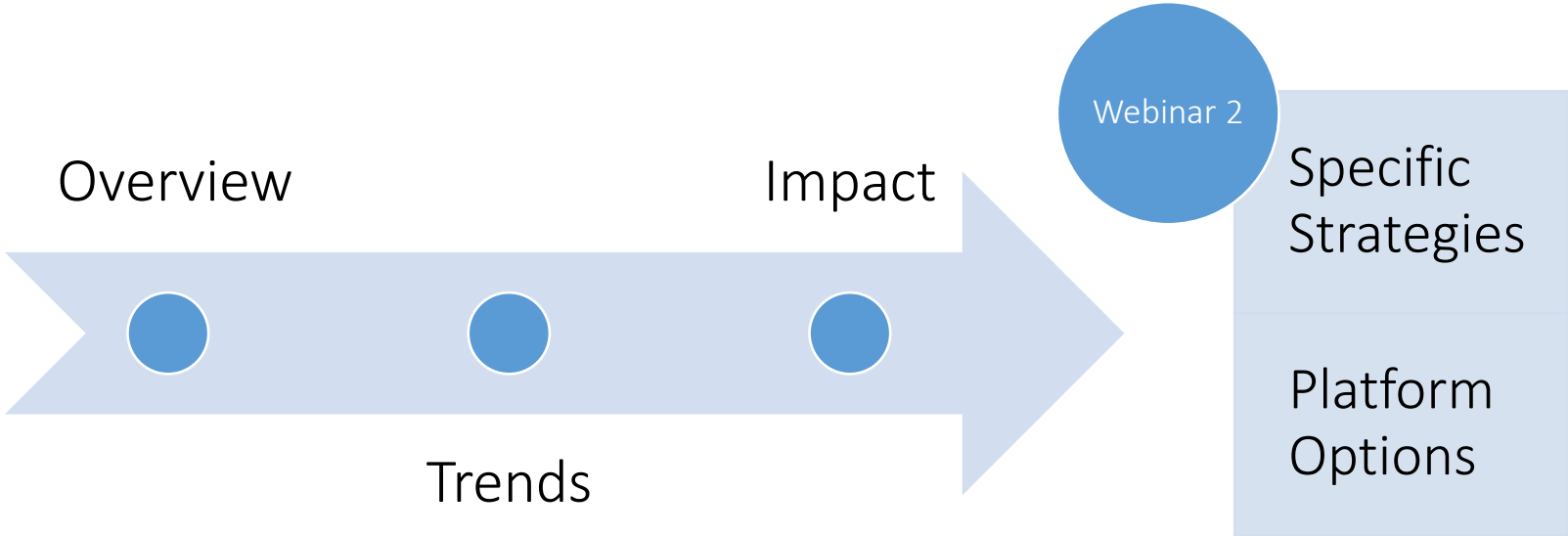
STRONG COMMUNITIES, BEFORE STRONG PROGRAMS

Working with different communities requires respect for the choices of the people with whom you are working. It is ESSENTIAL you respect the choices of the person as their right.

- ❖ Center outreach as a process, not a one-time event
- ❖ Communicate a clear understanding of how you define engagement and the intended execution
- ❖ Identify and come to a consensus of what you would like to prioritize
- ❖ Learn what transparency means across the various stakeholders and what the expectation is to maintain it
- ❖ Assess ethical considerations and treat individuals as autonomous agents and protect those with diminished autonomy

WHERE DIGITAL TECHNOLOGY FITS IN WITH COMMUNITY ENGAGEMENT

AGENDA & FRAMEWORK



WHAT IS DIGITAL TECHNOLOGY

- ❖ Is an approach and tool, or a combination of, to engagement and communication (especially longer engagements)
- ❖ Allows for remote connection
- ❖ Is very expansive in what falls under this approach
- ❖ Can support various identities, learning styles, and communication styles
- ❖ The user/manager must be willing and able to learn and adjust
- ❖ Poses technical barriers like internet connection or financial buy-in

Note: Digital is considered an umbrella term for online, internet, virtual, and e-learning

“”

Scientific or engineering knowledge and application that deals with the creation and practical use of digital or computerized devices, methods, systems to generate, process, or store data

Online

Involves an internet connection, but is not delivered via software, that can include virtual settings.

Operates via a server that is not located from your device (e.g. YouTube, Facebook, Grindr, etc.).

Virtual

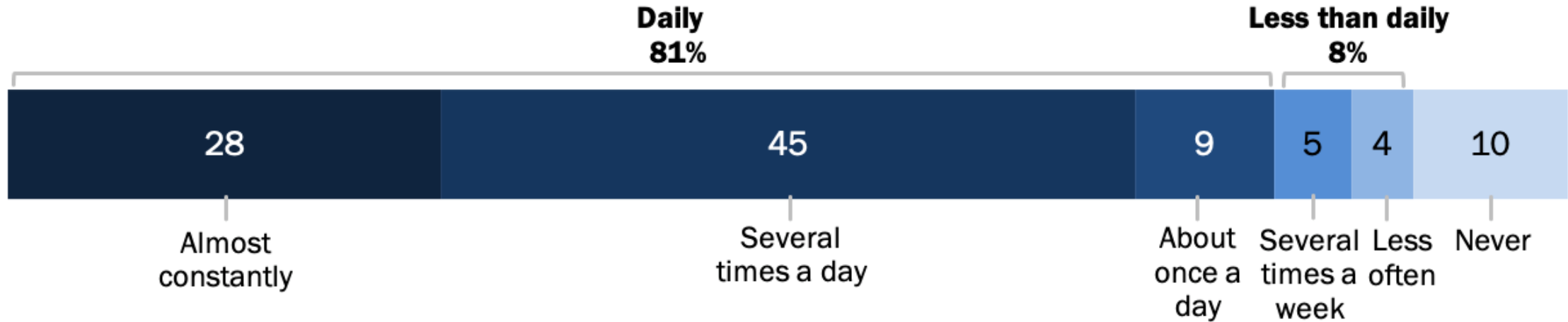
Delivered via internet, software that is installed in your device, or a combination of both.

Traditionally refers to something that exists not as an actual fact (e.g., virtual friend in an online game, SIMS).

ONLINE VS VIRTUAL

Roughly eight-in-ten U.S. adults go online at least daily

% of U.S. adults who say they go online ...



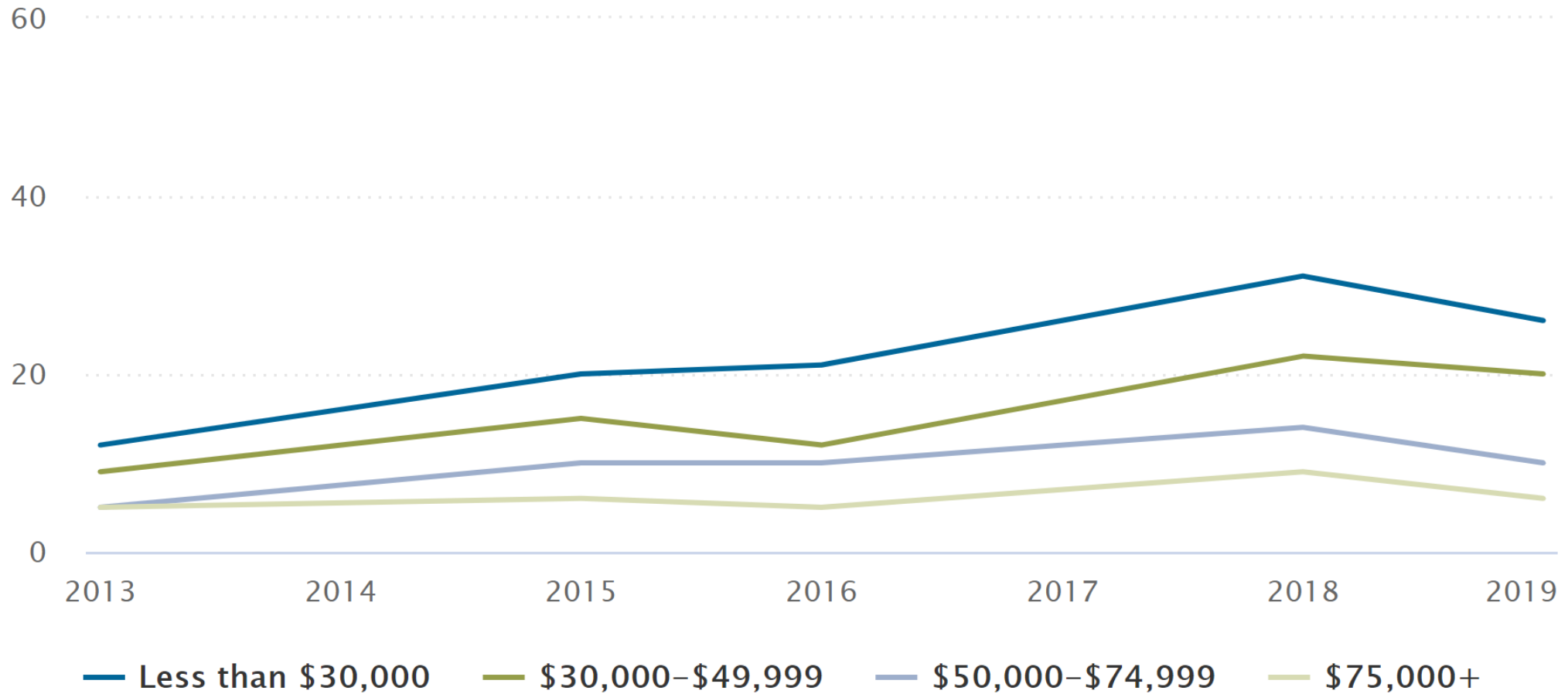
Note: Figures may not add up to 100% due to rounding.

Source: Survey conducted Jan. 8- Feb. 7, 2019.

PEW RESEARCH CENTER

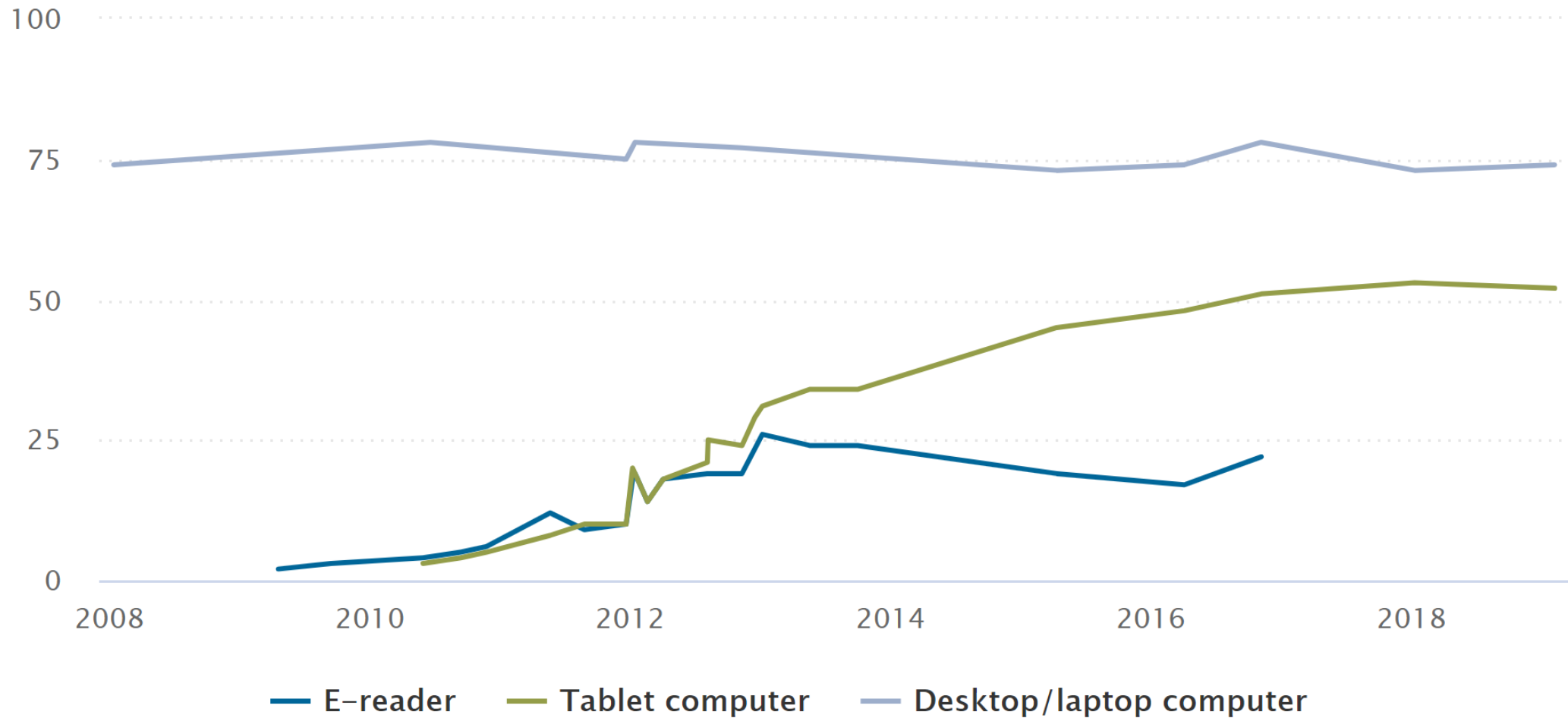
WHO IS SMARTPHONE DEPENDENT

% of U.S. adults who do not use broadband at home but own smartphones, by income



OWNERSHIP OF OTHER DEVICES

% of U.S. adults who own the following devices



WHAT DOES THE DATA TELL US?

- ❖ Vast majority of those with access to internet connectivity are consuming information online & through their smart devices
- ❖ While 96% of Americans own a cellular device of some kind, those with the lower incomes are more dependent on their cellular device compared to those at higher incomes
- ❖ Although personal computers have remained the most popular device, there has been a steady increase in the use of tablet computers over the last decade
- ❖ There is still about 1 in 10 adults who never go online to consume information – a sharp decline over a short period of time

HOW IS TECHNOLOGY APPLIED TO COMMUNITY ENGAGEMENT?

Electronic Services

- Efficiently provide in-person outreach virtually
- Target communities and members who opted-out or were not reached in-person

Co-Production

- Opportunities for jurisdictions collectivize action in one virtual space
- Reduce time lost to travel, cost of materials, and other logistics

Transparency

- Allows information to be publicly available and accessible in a singular digital forum
- Informs jurisdictions where gaps exist, so that priority can be shifted in real time

SHOULD WE USE TECHNOLOGY?

Advantages

- ❖ Opportunity to connect to and engage with clients, especially marginalized communities
- ❖ Large gathering spaces for robust involvement
- ❖ Easy follow-up, monitoring, and promotion
- ❖ Typically free and open to all
- ❖ Ability to tailor and focus content
- ❖ "One stop shop" for additional resource sharing or trainings (e.g. surveys, quizzes)

Challenges

- ❖ Time intensive – must be consistently and constantly engaged
- ❖ Requires separate planning & budgeting
- ❖ Consistent content development
- ❖ Staff training & community uptake
- ❖ Data collection & management
- ❖ Rapidly shifting technology and forums
- ❖ Internet/Digital deserts

PUTTING TECHNOLOGY INTO PRACTICE

Presentations from Peer Jurisdictions:

1. Gina Dangelo, Connecticut Department of Public Health

They are using web-based conference platforms to maintain HIV planning council meetings.

2. Yasmin Andre and Andres Acosta, Heart of Florida United Way

They are using Zoom to engage community (English speaking and Spanish speaking) for EHE planning – in collaboration with Florida Department of Health in Orange County.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED



Heart of Florida United Way

Virtual Engagement For Ending The Epidemic

Orange County

Heart of Florida United Way partnered with the Florida Department of Health to collect information for the Ending The Epidemic strategy in Orange County. Due to COVID-19 we had to take our efforts virtual and here are the lessons learned.

Platforms



Zoom is the gold standard for Ending the Epidemic Due to the following features:

Co-host control and monitoring of meeting

Audience Polls for quick analysis

Breakout rooms to foster intimate conversations

Higher incentive for engagement when using the camera feature

Simultaneous broadcast to Facebook Live

Captioning options for hearing impaired individuals

Using Social Media

Social Media is key in engaging consumers.

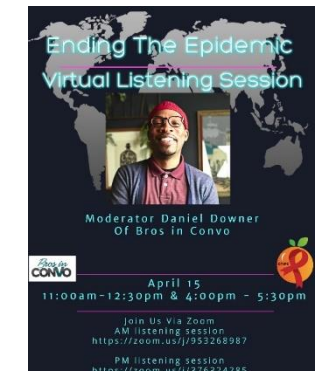
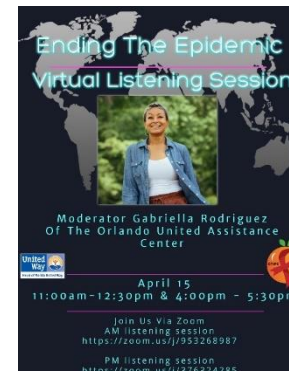
Use micro influencers in your community to push your message to target populations.

You can use Facebook as the hub for your events while seamlessly promoting and disseminating information on Instagram, and Twitter.

Personalize promotion materials to incentivize sharing on social media.

Post to as many groups as possible to increase reach.

Personally invite individuals to your event.





Central Florida HIV Planning Council added an event.

April 21 · 🌐



THU, APR 30

Terminando La Epidemia

Zoom Teleconference App Download Re...

GOING ▼

Christopher and 10 friends

You, Gabriella Singh and 1 other

Like

Comment

Share

51 people reached >

Boost Unavailable



Central Florida HIV Planning Council

Posted by Andres Acosta Ardila

April 15 · 🌐

Join the live stream if the listening session!

ENDING THE HIV EPIDEMIC IN ORLANDO! Virtual town hall meeting Wednesday, April 15, 2020

1 11AM-130PM Click zoom.us/j/953268987

2 4PM-530PM Click zoom.us/j/376324285

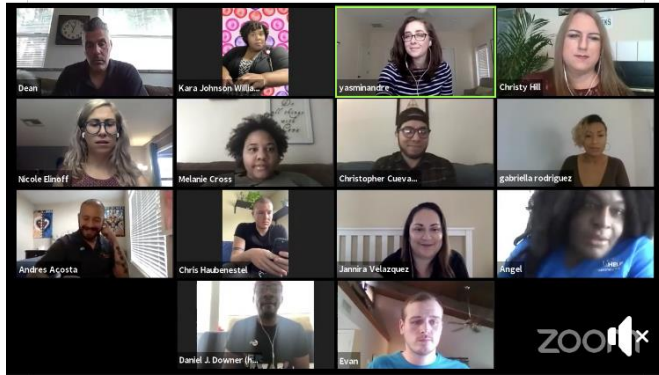
Discuss the four key pillars of the ending the epidemic.

<https://facebook.com/events/s/a-toast-to-ending-the-epidemic/670401657056105/?ti=icl>
#hivawareness #endhiv #orangecounty... See More



Ryan White Pcs was live.

April 15 · 🌐



Andres Acosta Ardila ▸ HIV FIGHTERS AROUND THE WORLD

April 23 · 🌐

If you can't join the morning session please join us at 4pm!



Ryan White Pcs was live.

April 15 · 🌐



274 Views

Like

Comment

Role of Organizations & Lessons Learned

Ending the Epidemic Fact Sheet

Funding

Congress appropriated \$291 million specifically for EHE activities in Fiscal Year (FY) 2020. The President's FY2021 budget includes \$716 million for the second year of the multiyear initiative.

Phase I: Geographic Focus

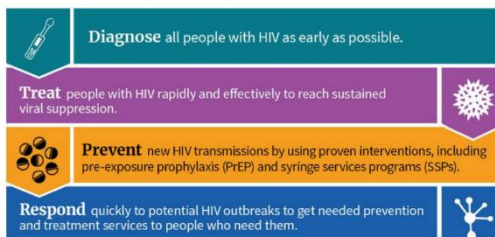
Most new HIV infections in the United States are highly concentrated in certain geographic hotspots. More than 50 percent of new HIV diagnoses in 2016 and 2017 occurred in 48 counties, Washington, DC, and San Juan, Puerto Rico. We also know that seven states have a disproportionate occurrence of HIV in rural areas. For the first five years (Phase I), the initiative will focus on a rapid infusion of new resources, expertise, and technology into those parts of the country now most impacted by HIV.



Phases II and III

In Phase II, efforts will be even more widely disseminated across the nation to reduce new infections by 90 percent by 2030. In Phase III, intensive case management will be implemented to maintain the number of new infections at fewer than 3,000 per year.

Key Strategies in the Plan



To explore Orange County's plan to end the HIV Epidemic click below

[Orange County](#)

The most effective way to mobilize the community in your area is to tap into existing Grassroots organizations in your area.

Since zoom fatigue is very real, a key strategy to widen your reach is to invite gatekeepers in your community to join your calls.

Ensure timely promotion of the event.

Create space for more targeted listening session opportunities.

Utilize bilingual individuals in your area to allow the message to reach at priority populations.

Utilizing local Planning Council websites to host information on Ending The Epidemic allows planning groups to become automatic ambassadors of your message.



Using Web-based Platforms to Maintain Community Planning Meetings

Gina D'Angelo

CT Department of Public Health

DPH CHPC Co-Chair



How Did We Get Here?

- COVID 19 hit in March
- Cancelled March and April Meetings
- Added September and October Meetings
- Ah-ha moment...new reality longer than thought
- Called together Funding Partners for First Virtual Meeting in April
- Member Assessments (technology and access)
- Planning and practice sessions
- Virtual CHPC and Committee Meetings Began May 2020



Virtual CHPC Meetings



Meetings:

- CHPC Co-Chairs (weekly)
- Funders Group (monthly)
- CHPC (monthly)
- CHPC Committees (monthly +)
- CHPC Executive Committee (monthly)

Platform:

- Go To Meeting and Go To Webinar

Keep Them Simple:

- Frequent communication!
- Limit one hour each (1:15)
- Spaced at least 30 minutes apart
- Simple agenda with one or two clear tasks
- Remove non-essentials from virtual space (announcements, meeting summary vote, etc.)

Virtual CHPC Meeting

The meeting will start at or about 9:30 a.m.



CONNECTICUT HIV
PLANNING CONSORTIUM

June 17, 2020

Use the “Question” function to SHARE an up lifting moment you have witnessed during the past month.

Call To Order: May 20 and June 17, 2020

Virtual CHPC Meetings

- Using a simple approach
 - Primary focus on sharing information from a small number of individuals
 - One-hour agenda
 - No introductions
 - No public announcements
 - Interactive committees meet at 11:00 a.m.
- Ground rules
 - Participants on audio mute
 - Use the question box

Co-Chairs

- Gina D'Angelo
- Blaise Gilchrist
- Barry Walters

May Presenter

- Gina D'Angelo
- Dr. O

June Presenters

- Luiz Diaz
- Mitchell Namias

Moment of Silence

- Community members who have died
- Those infected with and affected by HIV
 - Family members
 - Friends
 - Care givers
 - Champions

Image. AIDS Quilt in Washington, DC.





**BLACK
LIVES
MATTER**



Moment of Silence

CHPC Co-Chair Updates

- Gratitude
- Following the work plan and schedule for HIV planning activities
 - CHPC
 - HIV Funders
- System changes to support innovations and challenges
 - Funding restrictions eased
 - Telehealth
 - Home HIV Testing



WE CAN STOP HIV

ONE FREE IN-HOME TEST AT A TIME

Get Your Test Now:
tinyurl.com/RequestFreeHIVtestCT

SCAN THE CODE FOR YOUR FREE IN-HOME HIV TEST KIT

#RequestFreeHIVTestCT

DPH
DEPARTMENT OF PUBLIC HEALTH

CHPC Co-Chair Updates

- Gratitude to consumers, staff members and family/community support systems
- Some examples from the field:
 - Virtual support groups
 - Processes to assess technology access of priority populations
 - Roll-out of home HIV testing options
 - Use of social media



CHPC Co-Chair Updates - Announcements

- Executive Committee
- Developed virtual meeting approval processes
- CHPC members eligible for participation stipends received them by US Mail.
- CHCP attendance requirements relaxed.
- July meeting will be virtual



VIRTUAL VOTE RESULTS

CHPC Members voted virtually to APPROVE the May 20, 2020 CHPC meeting summary.

Knowledge Building: Health Equity

GETTING TO ZERO

- 0 new HIV infections
- 0 HIV related deaths
- 0 HIV related stigma

HEALTH EQUITY

- Every Person has a fair and just opportunity to be as healthy as possible.



Knowledge Building: Ready, Set, PrEP

 HIV Stigma
HIV Deaths
HIV Infections





Barry Walters



Blaise Gilchrist



Gina D'Angelo

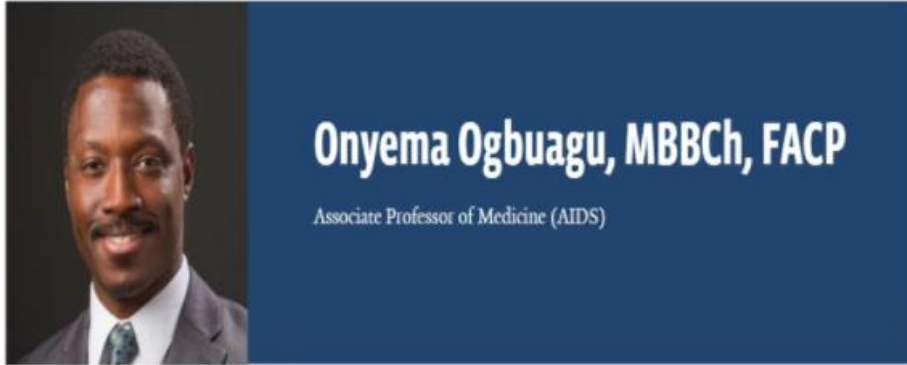


Selma Gooding



Dr. Onyema Ogbuagu

Presentation: COVID-19 and HIV



Participants will be placed on mute.

Use the QUESTION function to ask questions.

CONNECTICUT HIV

Presentation: CADAP Features and Functions



Participants will be placed on mute.

Use the QUESTION function to ask questions.

Focus of Committee Meetings

Committee	February 2020	May 2020
Getting to Zero	<ul style="list-style-type: none"> • New Haven capacity building grant update • Review inputs from CHPC G2Z activity (Jan) • Process to organize/prioritize the work 	<ul style="list-style-type: none"> • Ending the HIV Epidemic Plan as basis for G2Z + how COVID-19 affects approach
Membership & Awareness	<ul style="list-style-type: none"> • Review draft newsletter • Input on “Request the Test” concepts and how MAC supports G2Z messaging 	<ul style="list-style-type: none"> • Review draft newsletter
Needs Assessment Projects	<ul style="list-style-type: none"> • Using the HIV workforce data to build recommendations for professional development 	<ul style="list-style-type: none"> • Review HIV workforce development recommendations
Quality & Performance Measures	<ul style="list-style-type: none"> • Partner services presentation • Revising the progress indicators handout 	<ul style="list-style-type: none"> • PrEP presentation
Executive Committee	<ul style="list-style-type: none"> • Review meeting feedback • Committee work plan coordination • March CHPC meeting agenda 	<ul style="list-style-type: none"> • Committee work plan coordination • June CHPC meeting agenda & improvements to virtual process

Virtual Space – Challenges and Successes

Challenges

- Being clear for those joining by phone, sending info out ahead
- Access and connectivity issues
- Monolingual member access
- Community members too overwhelmed to engage
- Go to Meeting vs Webinar
- Getting the same level of feedback as in –person meetings (less surveys returned)

Successes

- Participation 50/70
- CAETC loaner tablets available
- Engagement through calls, emails, practice sessions
- Good attendance
- Good Web Metrics and Feedback
- Continued improvements
- Getting work done!

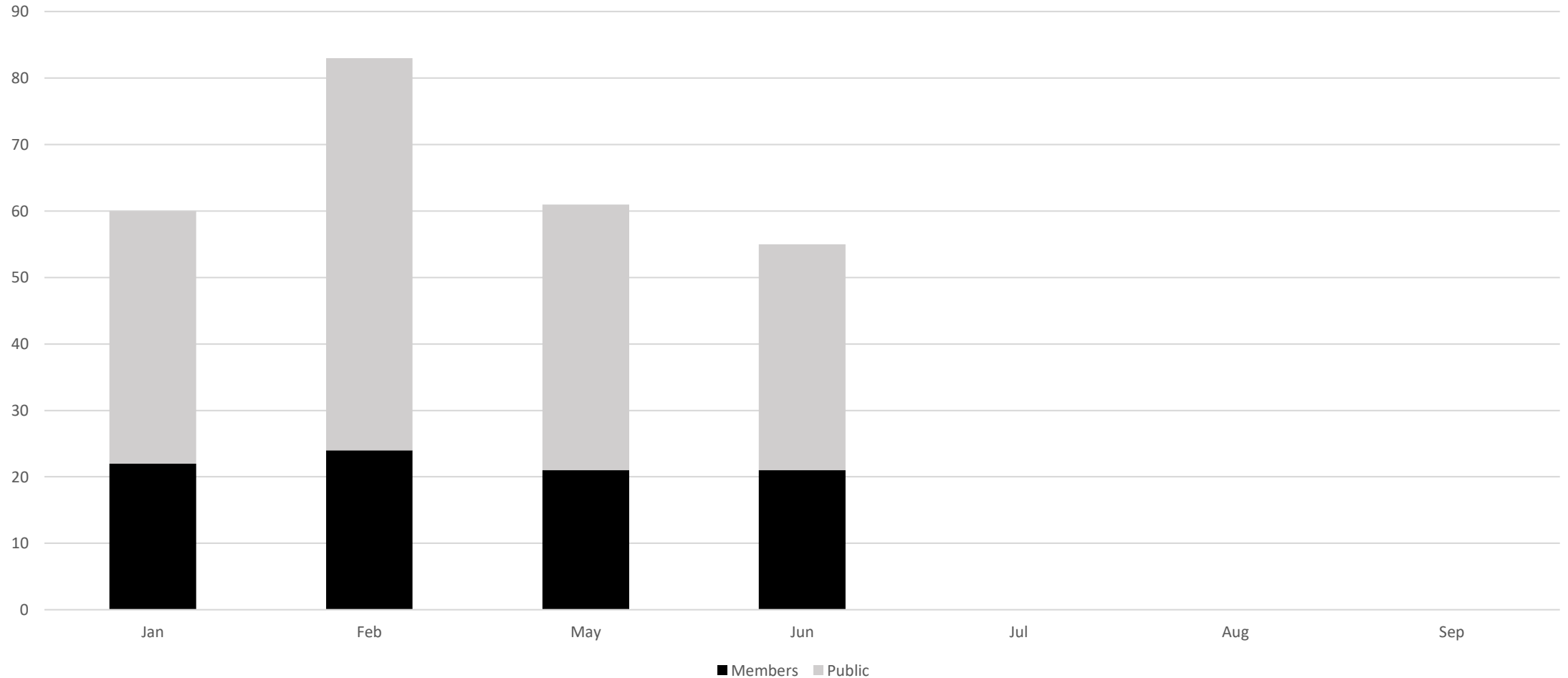
May Meeting – Web Metrics/Feedback

- 58 meeting participants (50-70 in-person average)
- All participants stayed entire time (75 minutes)
- 73% attentiveness rating
- 80% interest rating
- Strong use of questions box

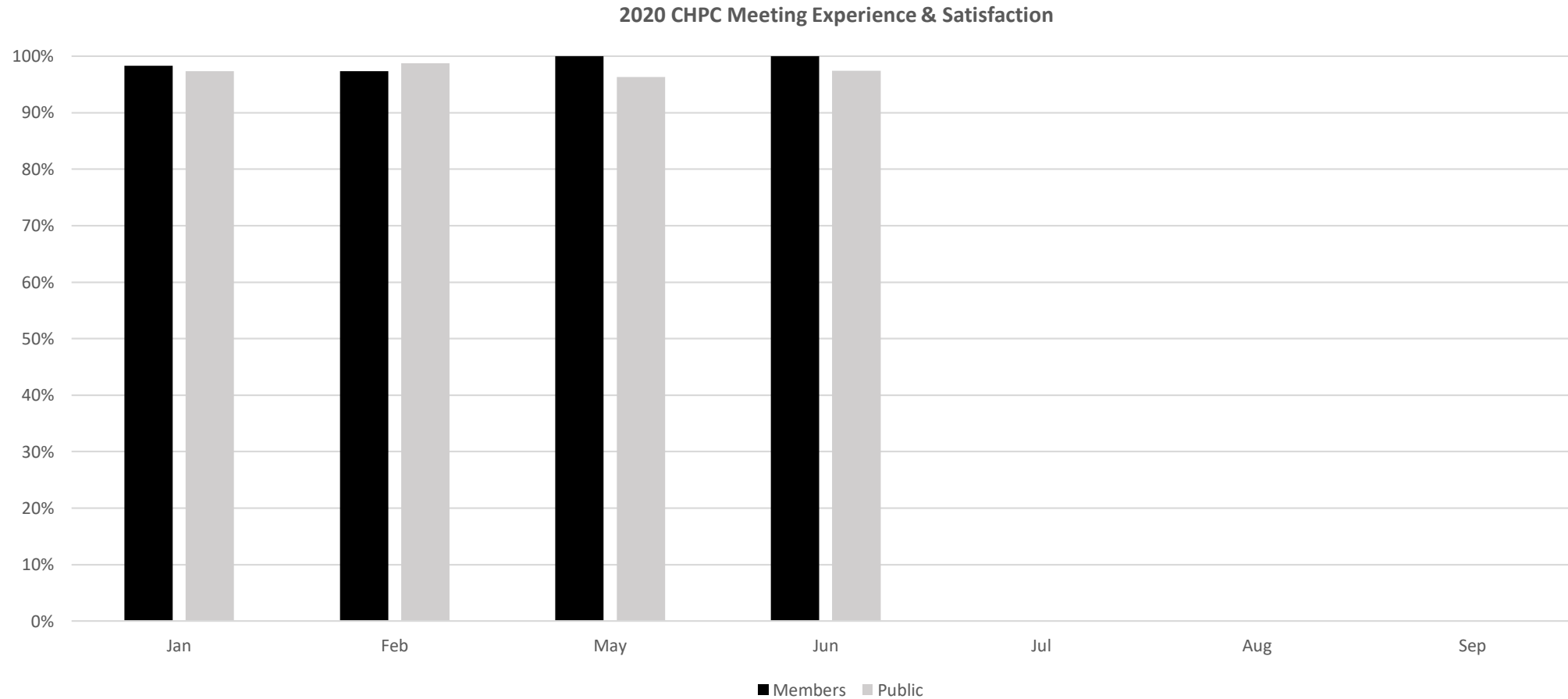
* June was almost identical

June Attendance

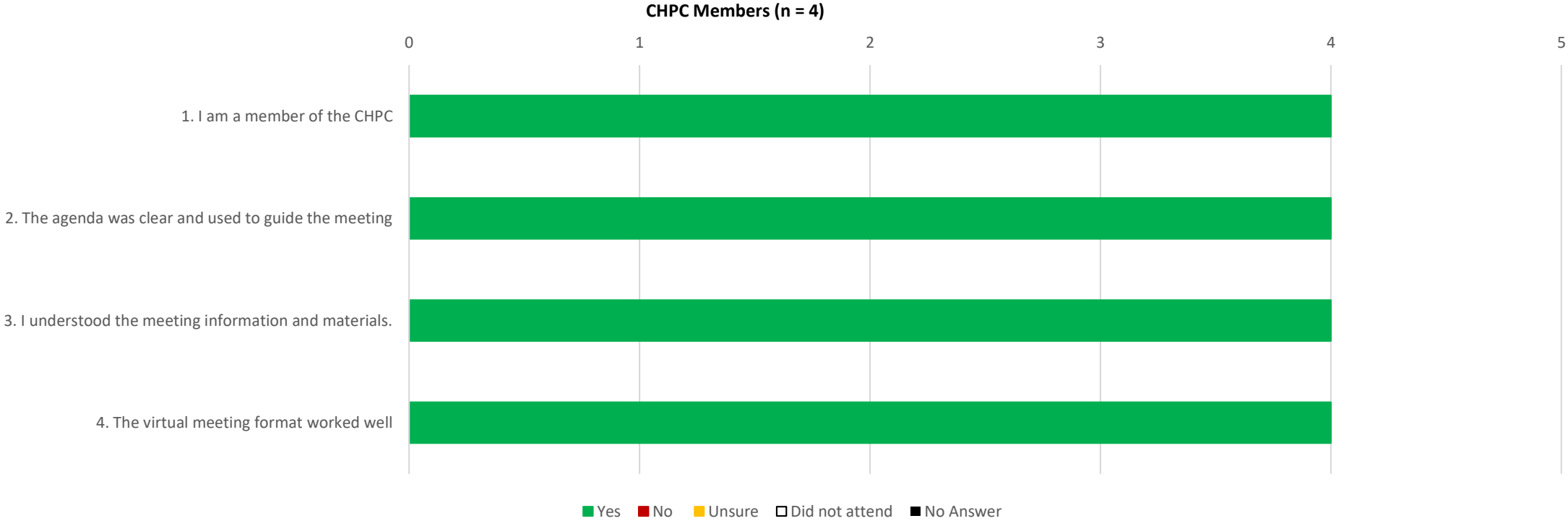
2020 CHPC Attendance by Participant Type



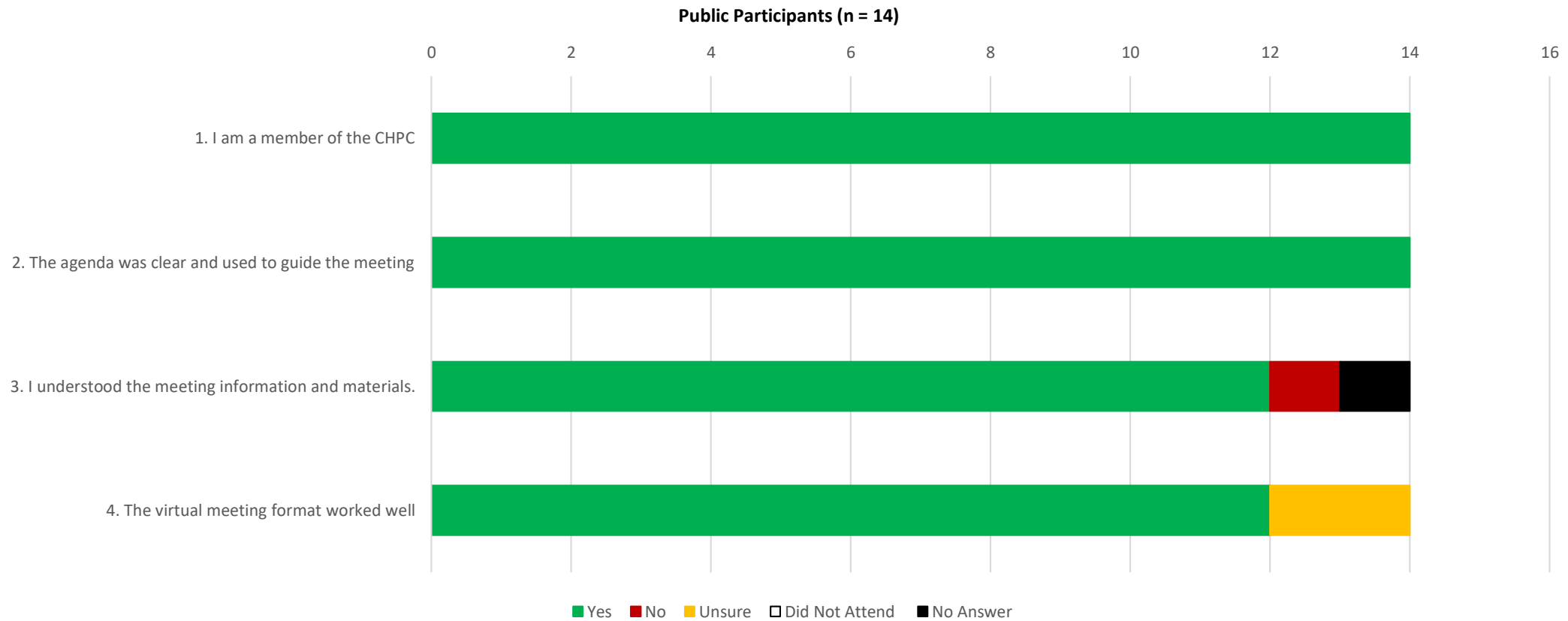
June Meeting Satisfaction



Member Feedback June



Public Feedback June



Participants Suggestions for Change

- More interactive meetings with audience participation
- Use the polling feature
- Want to see faces and connect, allow for wider use of mics and cameras (July)
- People miss the way things were and want to connect!



Top Tips



- Communicate clearly and often (leadership, partners, members)
- Assess access/identify barriers (devices, internet, comfort, skills)
- Engage often (phone calls, emails, meetings, practice sessions)
- Be flexible (make changes to polices or processes as you go!)

Acknowledgements



Thank you! Questions?

Gina D'Angelo

Health Program Associate

CT DPH HIV Prevention Program

(860) 509-8130

Gina.Dangelo@ct.gov



QUESTIONS & ANSWERS

NEXT WEBINAR

Exploring Digital Resources and Strategies to Expand HIV Services to Community

- Date: July 14, 2020 at 2:00 – 3:00 PM EDT
- This webinar will delve into the various digital and online platforms available to jurisdictions, their utility and reach, and how they can best support/facilitate community engagement.

THANK YOU!

Available trainings at NASTAD:

- ❖ Community Engagement
- ❖ Cultural Humility/Responsiveness
- ❖ Social Marketing and Social Media Use

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