The Use of Social Media in HIV Prevention and Substance Abuse

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World Social Marketing Conference

ALETHEIA HOUSE

A Special Kind of Caring

Greek word meaning “truth”

To empower individuals, and the communities in which they live, with the skills and services they need to succeed and be responsible for their own well-being

Problem

Newly diagnosed cases among 15-29 year olds in AL

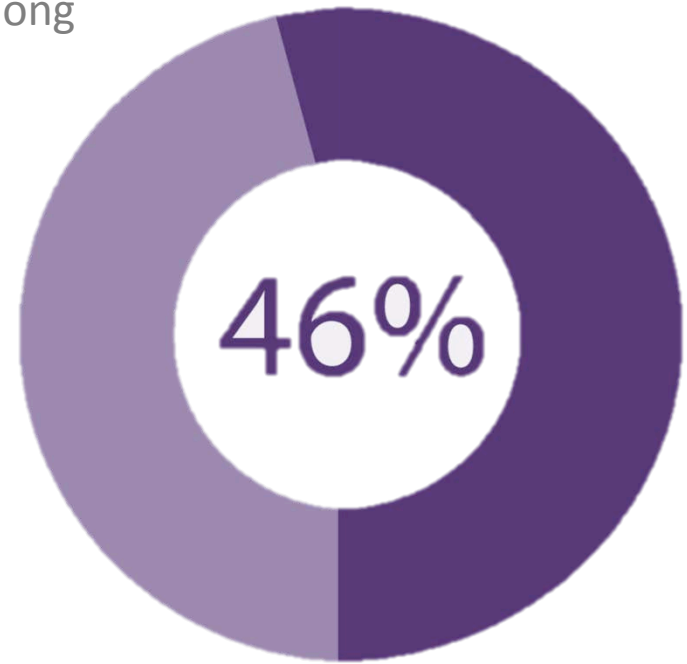
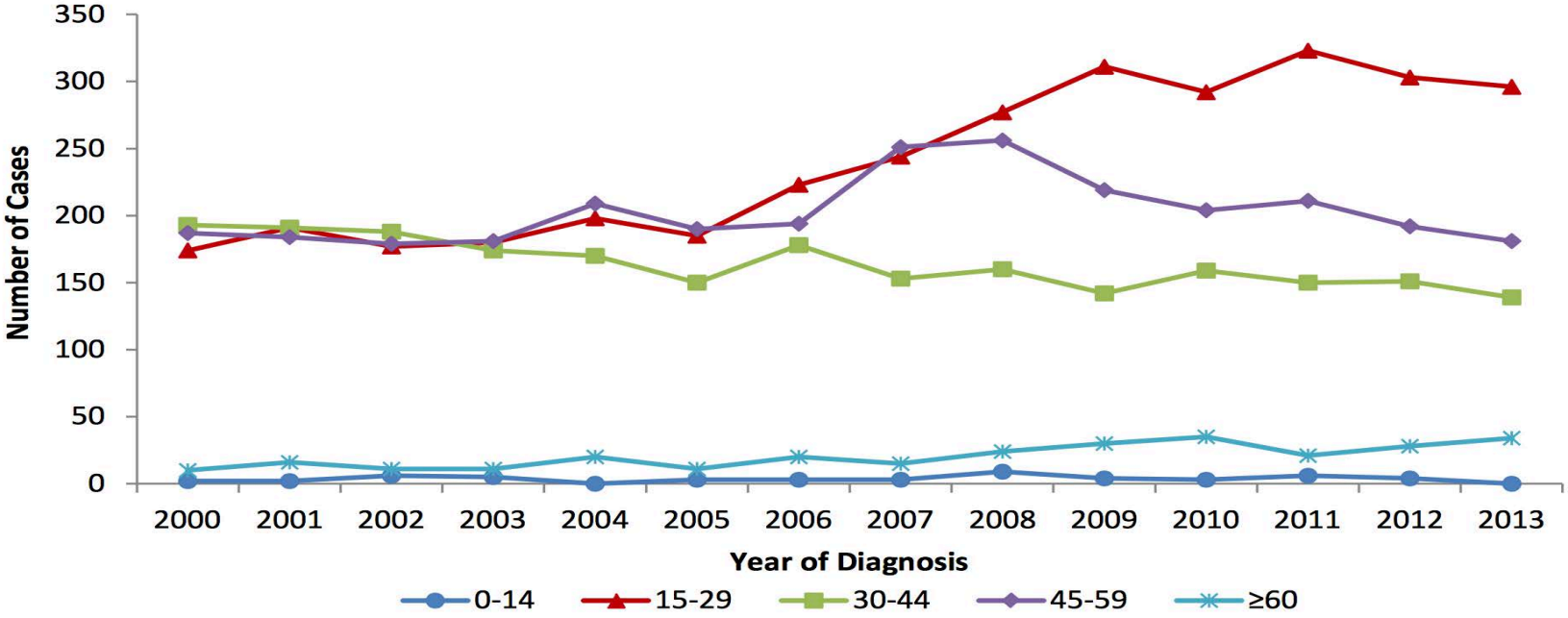


Figure 1. Trends in Newly Diagnosed HIV Cases by Age Group, Alabama 2000-2013



Source: Alabama Department of Public Health, Division of STD Prevention and Control, HIV Surveillance Branch.

Figure 4. Estimated Recent HIV Infections by Transmission Category, Alabama 2013 and United States 2010

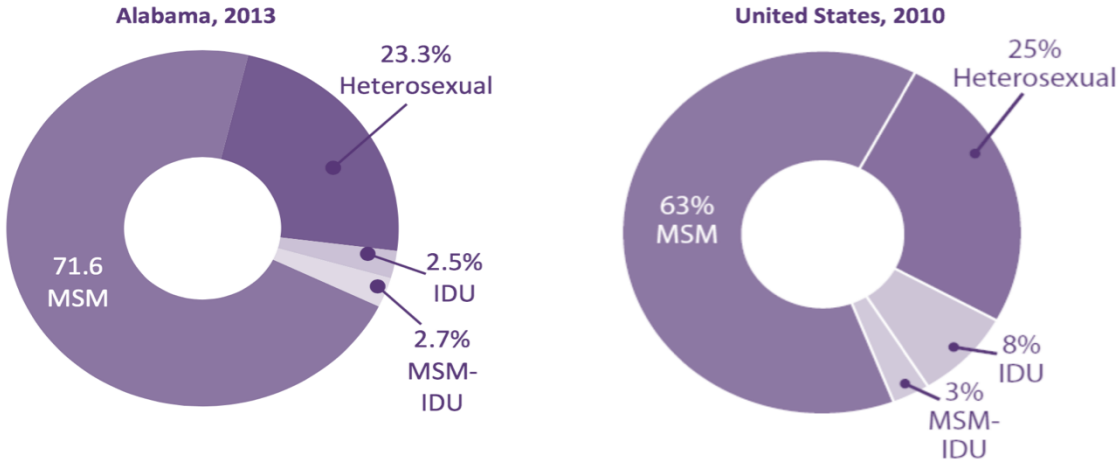
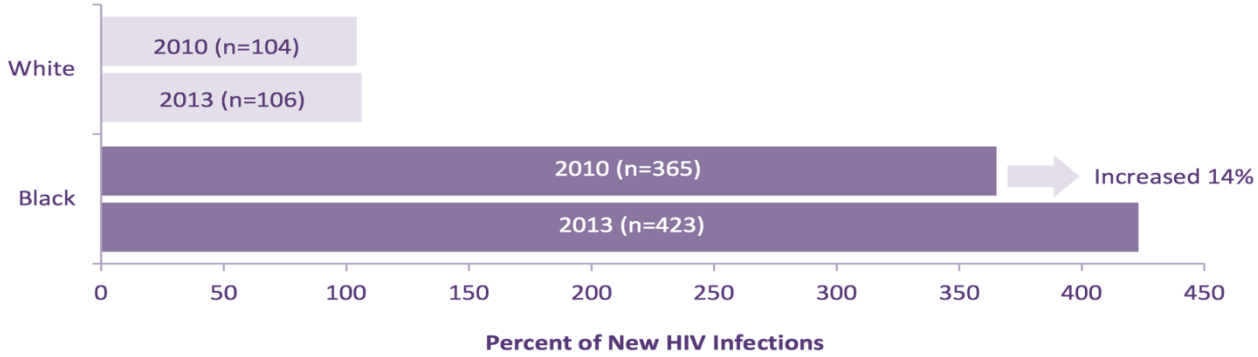
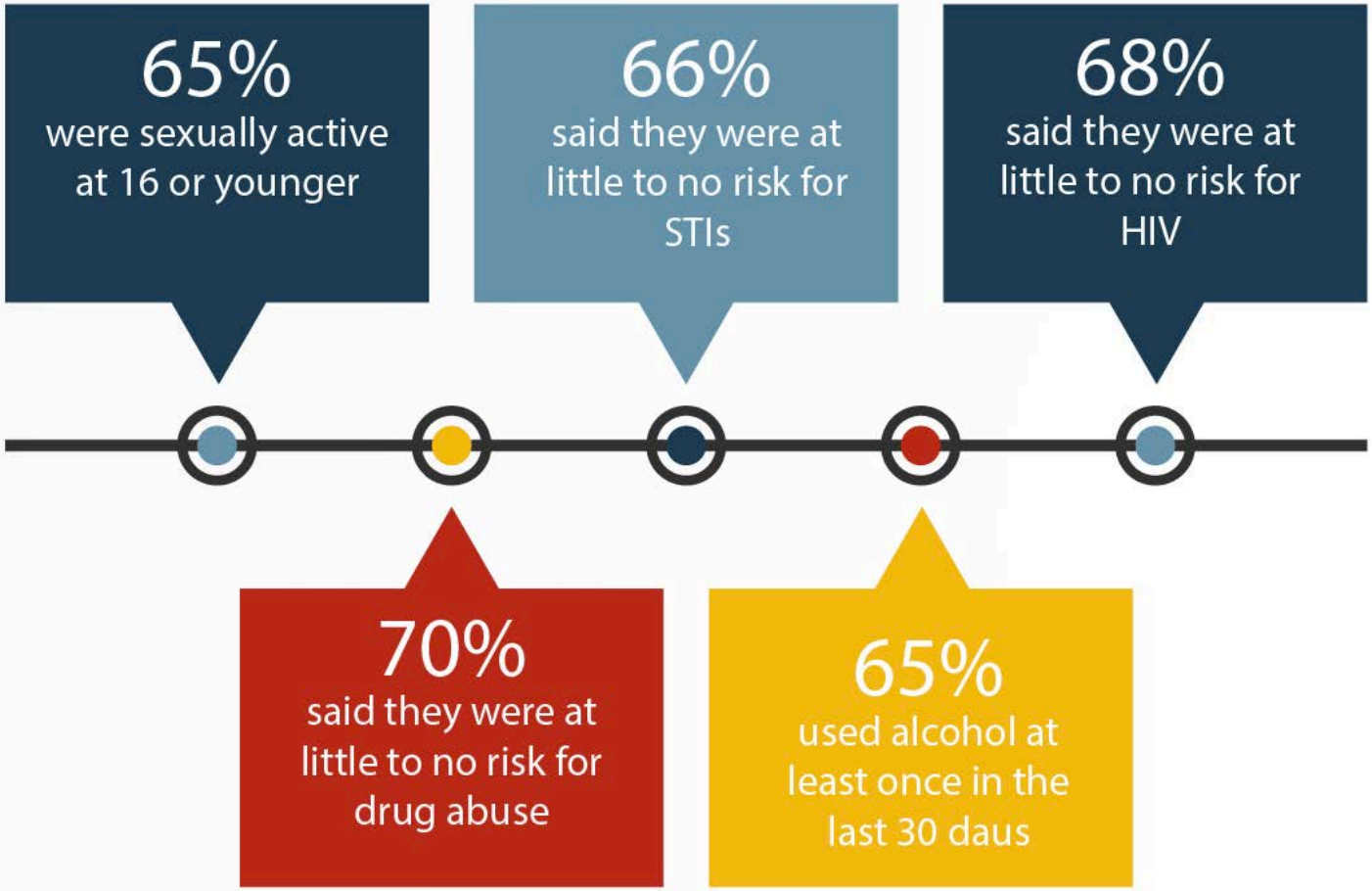


Figure 5. Estimated Number of Recent HIV Infections Among Men who have Sex with Men by Race, Alabama 2010 and 2013



Source: Alabama Department of Public Health, STD Prevention and Control, HIV Surveillance Branch.


65%
were sexually active at 16 or younger
66%
said they were at little to no risk for STIs
68%
said they were at little to no risk for HIV
70%
said they were at little to no risk for drug abuse
65%
used alcohol at least once in the last 30 daus

Goals

- Increase the number of young African American MSM and women who are being reached by effective substance abuse and HIV prevention messages delivered through new media in the Birmingham area by 30%.

- Increase the number of individuals in the subpopulations of focus who receive one-on-one support and information from volunteer peer coaches by 20%.

- Increase the number of individuals in the subpopulations of who know their HIV status by HIV screening through linkage to HIV testing services offered by community partners or self report by 10%.

MAGIC CITY ACCEPTANCE CENTER
A PROJECT OF BAO

WHY

- I’m Nasty
- Scared of rejection
- Scared of results
- Trust their partner
- Just don’t know
- Isolation and low self esteem
- Don’t know the facts
- Invincible
- Hygiene
- Choices aren’t as risky as others
- Think condoms are 100%
- HIV doesn’t have any symptoms
- Pregnancy
- Not Cool
- What Ifs
- They are careful by having one partner
- Been together for a certain amount of time
- Not knowing what comes next
- My life is over (no sex, no kids, no marriage)

One
NIGHT
Only

1DOOR
CLOSES

B.Y.O.C. DAY PARTY

July 1st • 1 - 5 p.m.

@ Avondale Park

free admission with condom or can good

SAFE in the city

an HIV/AIDS awareness fashion show

Saturday September 27th • 4 - 6 p.m.

YMCA Youth Center
2400 7th Ave N.

for colored girls Talk Back Twitter Chat

Hosted by One Night Only

Follow #fcgbham

in partnership with AIDS Alabama and PROJECT 1 VOICE

1 Door Closes shared a link.
Posted by Hootsuite [?] · July 9

Testing Day was great!!! Still recovering...LOL Check out this short video from all our events. http://ow.ly/yYEy2

1 NightOnly & 1DoorCloses HIV Testing Day

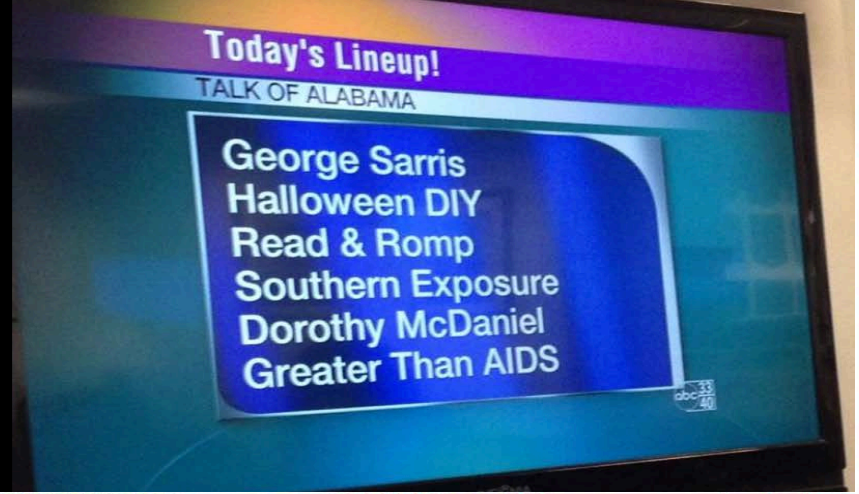
We had so much fun with our activities for testing day we decided to make a short video! Shout out to Black AIDS Institute and Greater Than AIDS....

IG:dabossd
@DABOSSD

A unhealthy couple isn't good people in relationship should be equal no abuse they should be able to talk about everything #1NightOnlii

_pretty_foreign_ 2 months ago

Come have fun bowling with us in Vestavia for FREE . But you have to bring some school supplies doesnt have to be much . And we will be raffling off gift cards . Come have fun till 4:00 p.m. @_1nightonly #1nightonlii #1nightonlii



Greater Than AIDS
4 hrs ·

When did you first hear about #HIV? Students in Alabama answer the question in this new video. What about you? Watch and share your responses below! #SpeakOutHIV

Students answer the question: "When did you first hear about HIV?"

Videos created for #speakOUTHIV campaign by 1 Night Only, 1 Door Closes and YAC of Birmingham,...

YOUTUBE.COM

Like · Comment · Share · 96 28

VannDerek Foster-Harrison, Mike Mike Williams, Kris Marshall and 93 others like

instakam3 Following
8 hours ago
Thank you Handley High school and the FOCUS program for your support and participation in World AIDS Day and #shareREDAL. I love all the tweets and pictures. You guys are amazing! Keep living empowered lives and using your minds to change the world! #WorldAIDSdayEVERYDay

baby_braylon_rox, killer_beauty4u, breanna_99elizabeth and 22 others like this.

Leave a comment...

Results

- Over ***3000 persons*** in subpopulations were exposed to HIV prevention messages.
- Peer promoters ***posted over 700 messages*** during the campaign, with an ***approximate reach of over 100,000 persons*** on their own social networks.
- Over the campaign period***, 42 persons were linked to testing*** as a result of outreach events conducted.

Challenges

Overall

- Team structure
- Timeline
- Budget
- Measurement of activity offline

Peer Promoters

- Time commitment
- Transportation
- Lack of phone service and Internet access
- Amount of posting
- Monitoring online and offline activity related to personal character

Conclusion

New media has the potential to be a strong tool for serving minority populations.

- Awareness
- Opportunities for Engagement
- Advocates/Messengers
- Inclusion of support services