



Take Your Recruitment Efforts to the Next Level by Leveraging the Power of Community Influencers

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Integrated Plan: Background in Arizona



Integrated Planning

- Federal requirement for state HD
- 5-year statewide plan

Needs Assessment

- Just one part of the integrated plan!
- Assess services & barriers to accessing services
 - What's ACTUALLY going on?
- Historically, done through surveys

Changes for 2022-2026 - The Plan

Syndemic approach, including:

- Hepatitis C
- STIs, particularly syphilis

More emphasis on different parts of HIV prevention:

- PrEP & PEP
- Harm reduction & syringe services programs (SSPs)



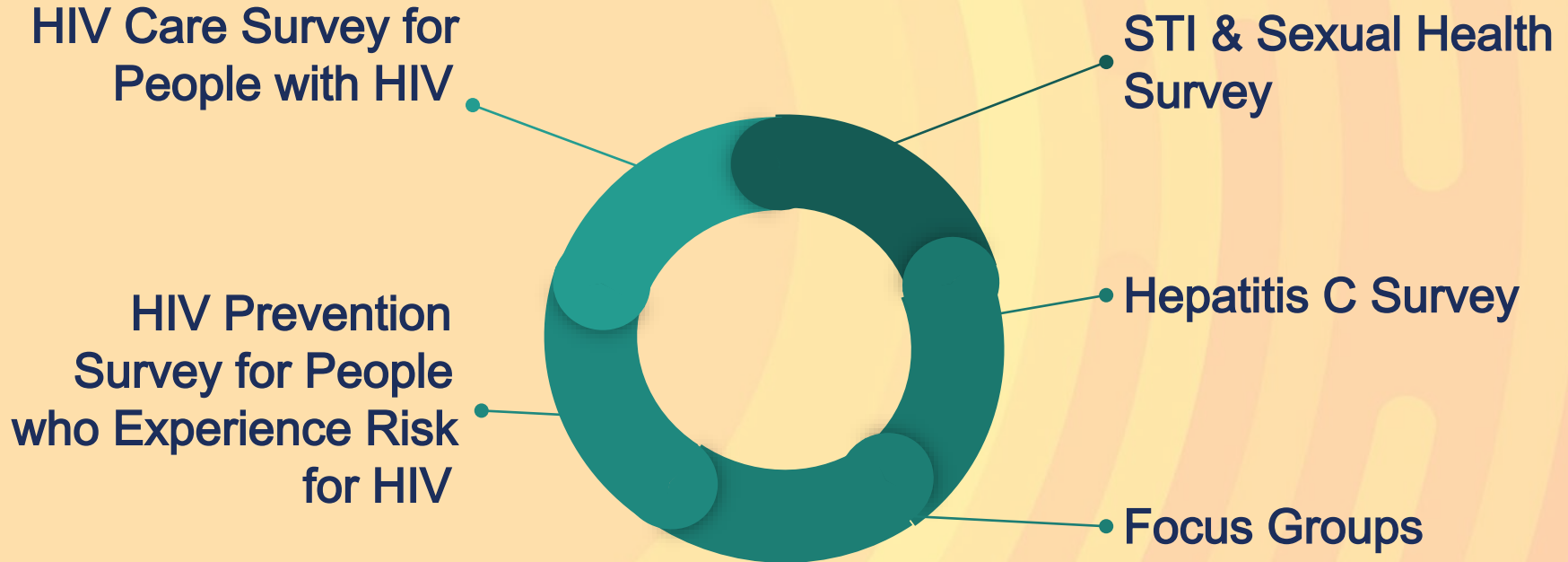
Changes for 2022-2026 - The Needs Assessment

Starting our data collection BEFORE receiving guidance:

- Get a “jump start”
- Have sufficient time to get buy-in on survey from multiple planning bodies
- Be better positioned to USE data for planning
- Using an outside Vendor
 - Handled contracting and compensation
 - Helped with developing and structuring the survey



Syndemic Approach to the Needs Assessment



ADHS Outreach



ADHS has good access to:

- Ryan White clients
- People served by ADHS-funded prevention programs
- People with HIV & people who experience risk for HIV who work within funded agencies
- Planning body members

ADHS Outreach



ADHS does NOT have good access to:

- **EVERYONE ELSE**

Especially individuals who are not served well by our prevention & care systems

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About RipplePHX



Small but Mighty:

- 100% Outreach-Based
- Services Offered:
 - Awareness/Education
 - Condom Distribution
 - HIV Testing (Rapid & At-Home)
 - PrEP Navigation
 - Early Intervention Services
- Focused on reaching people who don't typically access existing services on their own.



Health Department Collaboration & Approach

Our Approach

- Build a campaign with 13 community influencers from around the state who are reflective of the people we're hoping to reach who can engage their social networks to complete and disseminate the Needs Assessment.
- The importance of having a Health Department that embraces innovation and trusts their community partners



Our History & Experience



Working with Influencers



Key Points:

- Not only a large social following, but also engagement.
- Be upfront and set goals and expectations.
- Monitor for results, and respond quickly.
- Make the experience rewarding
- Pay timely

Assembling the Survey Team



Take the Survey! Make your voice heard!



www.ripplephx.org/survey



GET A \$50 WALMART GIFT CARD!

Limit 1 per person | While Supplies Last | Gift Card provided by-mail | 18 years and older | Arizona residents only

Campaign Materials



Campaign Materials

Website Landing Page

- Details about the Survey
- Survey Embedded on the page with the influencer standing next to it
- A video of the influencer
- An interview with the influencer
- Links to the other influencers' pages

GET A FREE HIV TEST

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MY ACCOUNT

HOME OUR EVENTS FIND US QUICK CARD THE PODS ABOUT

ARIZONA HIV NEEDS SURVEY

ripplephx.org/survey

TAKE THE SURVEY THAT AFFECTS HIV IN ARIZONA FOR THE NEXT 5 YEARS
HAVE A MOMENT? LET'S TALK, ARIZONA!

ABOUT THE ARIZONA HIV NEEDS SURVEY

The purpose of the HIV Needs Survey is to gain a better understanding of current access to testing, treatment and prevention services. By sharing needs, experiences and barriers, your feedback will help to highlight what has gone right with HIV services and how they can be improved.

PLEASE TELL IT LIKE IT IS!
We really want to hear from a wide range of Arizonans to make sure we're bringing the resources and services YOU need!

MAKE A LASTING RIPPLE!
Survey results feed Arizona's Jurisdictional 5-Year Plan that guides HIV organizations throughout Arizona through 2025!

\$50 WALMART GIFT CARD!
Complete the Arizona HIV Needs Survey and receive a \$50 Walmart Gift Card by mail. **Limit 1 per person.**

Take The Survey Here!

JESÚS THOMASON-MÉNDEZ

A chat with Jesús Thomason-Mendez

RipplePhx: "What made you want to be a part of this campaign?"
JESÚS: "I'm a volunteer for Hep C2019's community."

RipplePhx: "Was there a moment when your eyes opened or when HIV became more important in your life?"
JESÚS: "Absolutely. The moment was when I was sick in the hospital for two weeks when I learned I had HIV. It opened my eyes, it opened my ears, and it really made me feel like learning about HIV is very important."

Check Out The Survey Team!

RipplePhx: "What do you think needs to happen to reduce the stigma around HIV?"
JESÚS: "Be heard. Be yourself. Don't be ashamed of yourself. What people need to understand is that you can live with HIV and you can be happy and have a normal life."

RipplePhx: "What do you wish people knew about living with HIV?"
JESÚS: "I would say do not feel ashamed about yourself. You can thrive in regular and happy life living with HIV. There's gonna be people that won't like it. But it's your life, but as long as your happy with it and proud of it, and take care of yourself - that's what matters."

RipplePhx: "If you could go back in time and let a younger version of yourself something you now know about HIV, what would it be?"
JESÚS: "Learn about [HIV]. Protect yourself. And ask the community questions or ask them for help if you need it."

Delivering the Survey

The Big Day:

- Kicking off the survey with one big push from the team.
- Checking-in with Team Members to ask about their plans / questions.
- Pressing the “GO” Button



Delivering the Survey – The Postcards



The Results

HIV Care & Services Survey

- 940 respondents

HIV Needs Survey

- 912 respondents

**A 140% increase from the
2017-2021 Integrated Plan
Needs Assessment**



Were our responses representative?

HIV Care & Services Survey

Based on HIV prevalence data, we did great on representation for:

- Gender identity
- Race/ethnicity
- Age
- Geographic location

We did well, but could do better, for:

- People who speak Spanish

HIV Needs Survey

Based on HIV testing data, we did great on representation for:

- Gender identity
- Race/ethnicity
- People who speak Spanish

We did well, but could do better, for:

- Rural individuals
- Younger individuals (aged 13-24)

Our Takeaways

- Trust your community partners!
- Make sure you compensate people
 - Staff who help with survey outreach
 - Individuals who take your survey
- Make a plan (or many plans!) to adjust for responses
 - Paper surveys for rural clients who don't have good internet
 - Mechanism to “shut down” earlier than expected if you get too many responses
 - Mechanism to confirm that respondents are eligible for the incentives
- Prepare sufficient time for data cleaning & analysis
 - Make sure your partners know there will be a delay in “seeing” the data

Questions & Contact Information

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