



POSITIVE PEOPLE

Using online support to connect people with HIV to care and improve outcomes



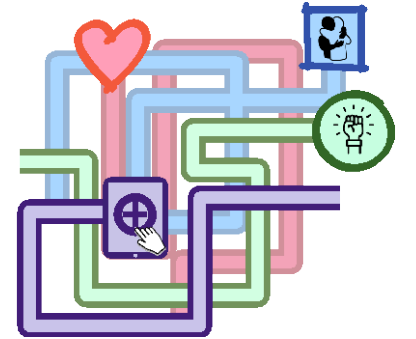
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MOTIVATION

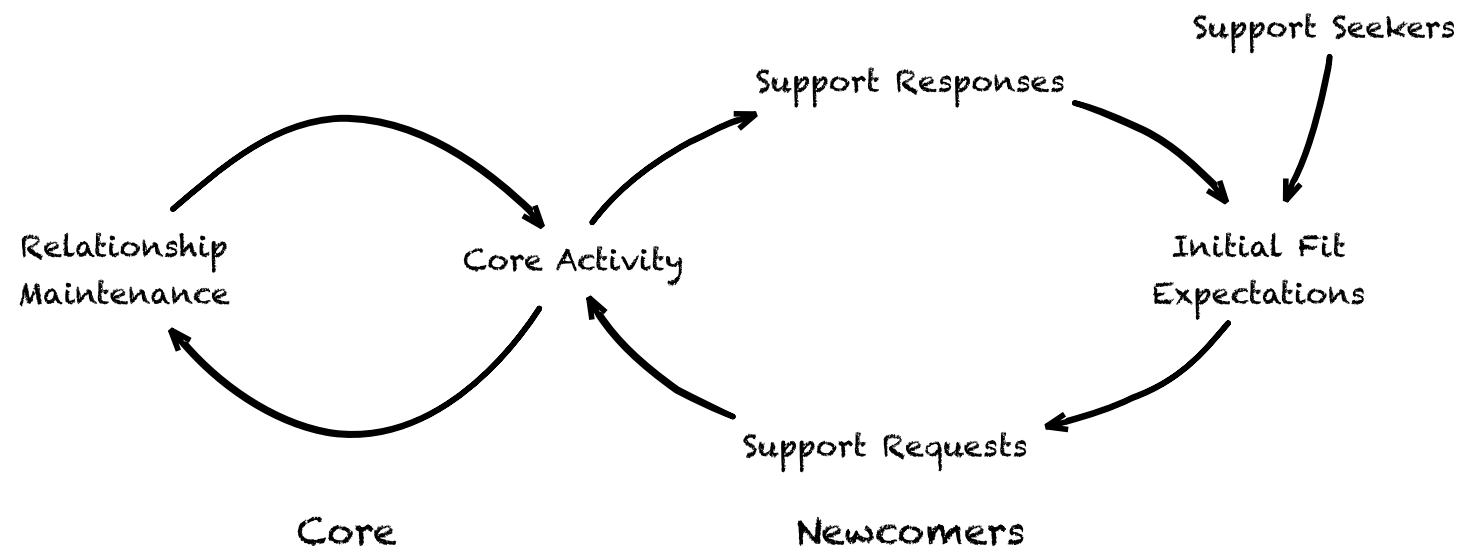
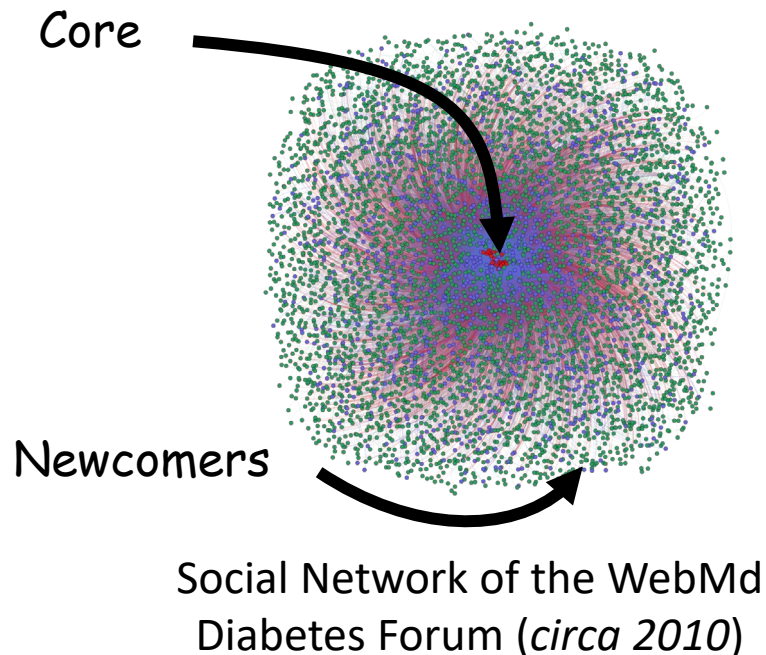
- How can we build a sustainable and secure online support system for people living with HIV?
 - Social support (especially from peers) is critical for newly diagnosed
 - Many do not have easy access to social support
 - Online platforms are promising, but are hard to trust
- How can we demonstrate to clinical providers that online peer support can yield concrete clinical benefits?
 - Many clinicians are skeptical of online platforms
 - Many platforms develop undesirable characteristics (toxicity, misinformation)
 - Despite demonstrated value of peer-support, little data proves that online support can yield similar benefits





THE IMPORTANCE OF A CORE

Research* has demonstrated that online communities with a small but active set of core members with strong relationships develop healthy norms and become self-sustaining.



*Introne, J., Erickson, I., Semaan, B., & Goggins, S. (2019). Designing sustainable online support: Examining the effects of design change in 49 online health support communities. *Journal of the Association for Information Science and Technology*. <https://doi.org/10.1002/asi.24250>

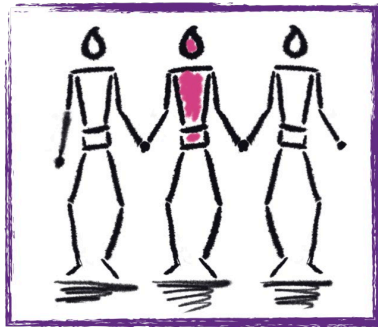


Building Positive People

- Recruiting Founders

- Engaged a group of 7 HIV-positive people at the Matthew 25 Clinic in a participatory design process

- App design



- HIV Positive People only
- Invitations only by care providers and existing members
- Like other Social Media (likes, follows, wall)
- Provide Peer Support to Others



- Signifiers of romantic availability
- Private chat
- Norms against a “hook-up” culture

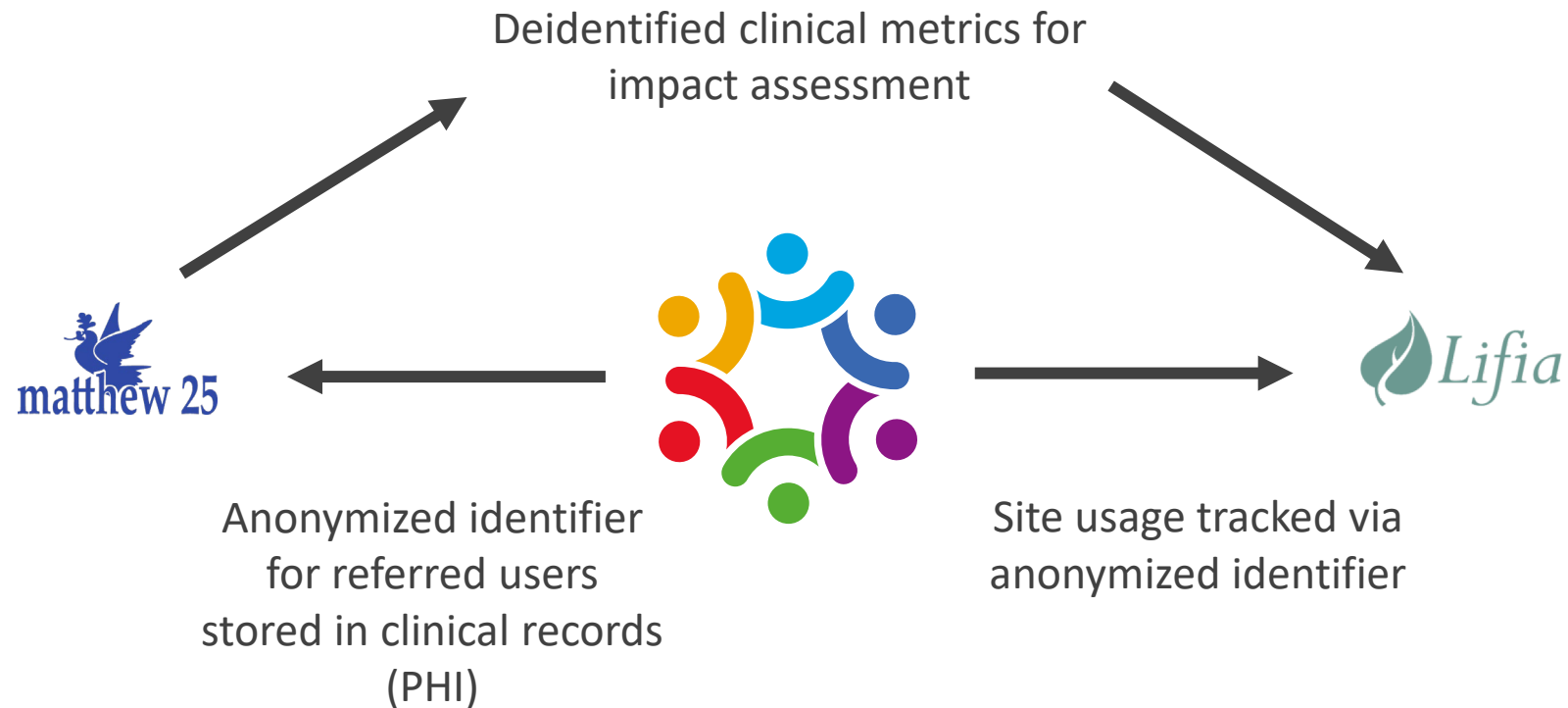


- Tools & training for recruiting local change agents (stigma reduction)
- Event planning support
- Embedded resource center to rate and refer to service providers



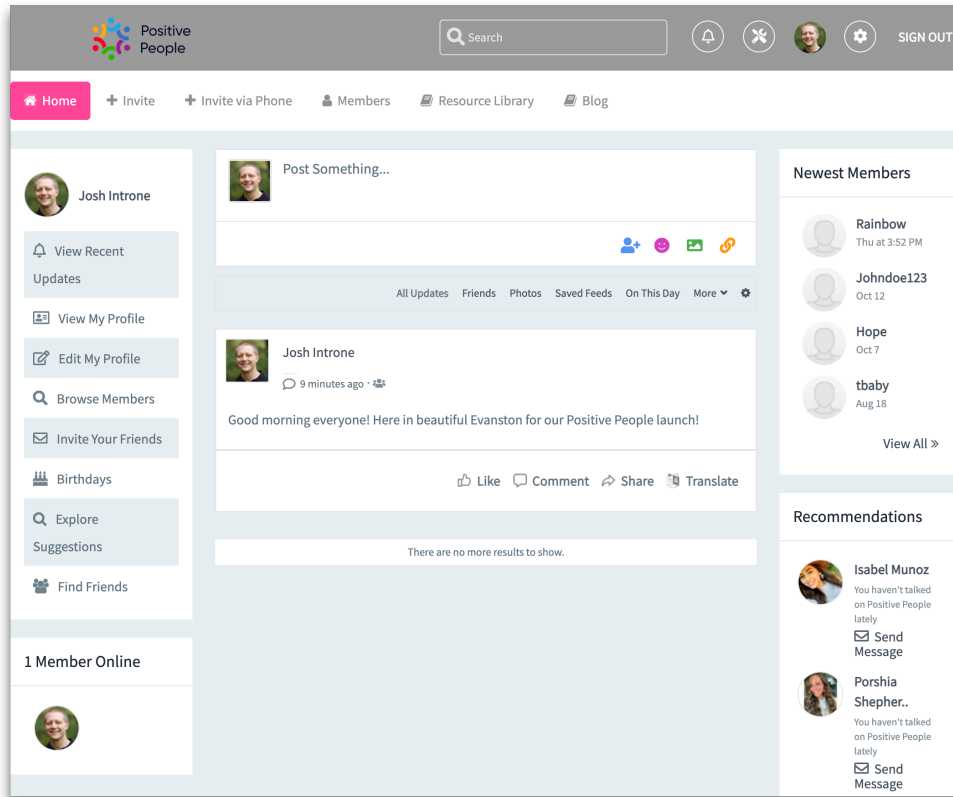
Data Plan

- Anonymized data sharing agreement with clinic originated members for tracking clinical outcomes

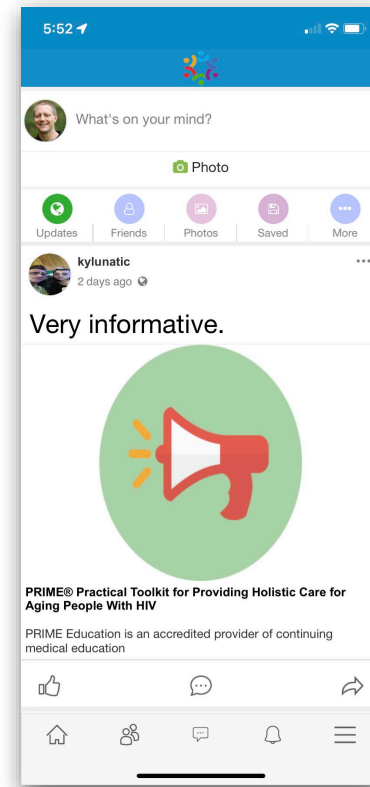




Availability



All browsers



Android & iOS



Status & Timeline

May 2022

● Public Platform Launch (MVP)

- *7 Founding Members*

June 2022

● Bugfixes & Enhancements

July 2022

● Active Recruitment

- *25 Members (current)*

Aug 2022

● Community Resource Rating Tools

- *100 Members (target)*

Sep 2022

● Stigma Reduction Tools

- *200 Members (target)*

