



**Bridging the Gap:  
Utilizing Web-Based Resources to Effectively  
Train and Inform Community Members**

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# Welcome!

## + Thomas Deem

- Disease Intervention Specialist at Denver Public Health
- DHRPC Member for two years
- Co-Chair of DHRPC Membership Development Committee

## + Maria Lopez

- DHRPC Program Administrator
- Former DHRPC Member

# Learning Objectives

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1. Participants will understand the factors contributing to the decision to utilize online technology.
2. Participants will obtain a thorough understanding of the critical planning and implementation steps required to successfully utilize online technology for Planning Council educational activities.
3. Participants will learn how to evaluate online resource utilization, member participation/impressions and training outcomes via built-in site analytics as well as qualitative survey responses.
4. Participants will receive guidance and experience examples of best practices, through live website and training module demonstrations, to maximize the relevance and usefulness of resources in their own jurisdictions.

# Identifying the Problem

# Evidence-Based Decision Making

## + Values

- Problem identification & decisions should be based on evidence
- Consistent with the quality system of HIV care that prioritizes the continued improvement of health outcomes

## + Evidence

- 2008 Comprehensive Needs Assessment data
- Feedback from our three target audiences:
  - Consumers (Participants) – PLWHA Community
  - Providers – Part A-funded agencies (CBOs, ASOs, clinics, etc.)
  - Denver HIV Resources Planning Council (DHRPC) Members

# Evidence-Based Decision Making: Consumers / Participants

## + Consumers (Participants) – PLWHA Community

- Knowledge gap
  - “It would be helpful if...organizations would dovetail information so if they can’t help us then they could tell us where to go. Why aren’t we organized enough that a case manager can direct or assist you to where you need to go...instead of coming to a dead end?” (Source: 2008 Needs Assessment Report)
- Denver is one of the largest MSM PLWHA communities
  - Heavy users of online communication options



# Evidence-Based Decision Making: Providers

## + Providers

- Coordination of HIV/AIDS care challenges
- Lack of shared information about referrals given
- Limited and inconsistent knowledge/training across agencies

## + MDASC Committee

- One important source of provider input





# Evidence-Based Decision Making: Nature of a Planning Council

- + **Planning Council members are volunteers who are usually very busy and often have limited time/energy**
- + **To facilitate optimal engagement, we need:**
  - Simple, fast and convenient way to access administrative information
  - Timely, streamlined communication in standardized format
  - Easy way to access Council data & reports to stay informed
  - Understanding of available resources



# Solution: Web-Based Technology

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- + **Decision made to use Web-based technology solution**
  - Solved problem for all audiences; effectively communicate with audiences in an innovative & user-friendly way
  - Meets federal mandates
  - Bonus: environmentally friendly
- + **Website as the foundation**
- + **Clear, consistent e-mail communication with links to website**
- + **Links from website to PDF documents for efficiency & easy printing**
- + **Online Training (with links to website)**
- + **Online Surveys**

# New Website

# New Website

## + Problems to Address

- Existing website was lacking in functionality, usability and creativity (19 visitors the last year it was up)
- Existing Provider resources were in hardcopy form only, updated annually rather than real-time
- Lacking easy or consistent access for Council Members to Council information
- Consumer/participant targeted events were not well-publicized or well-attended
- Lacking central communication hub for local Ryan White resources

# New Website (cont'd.)

## + Define the Scope

- Frame how website tackles the problems
- Determine feasibility including preliminary budget estimates
- Define objectives to fulfill federal mandates
- Identify quantitative and qualitative measures of success
- Frame how this will help us accomplish Planning Council goals

## + Create a Brand Identity

- Establish a foundation for the web-based technology solution
- New look emphasizes new approach to facilitate transition to new processes
- Brand guidelines for consistent brand identity moving forward

# New Website: Old Brand Elements & Logo



Sample Letterhead



Sample Business Card

# New Website: Brand Identity & New Logo



HEALTH CARE IS A BASIC HUMAN RIGHT



# New Website: Look & Functionality

- + Engaging design (look and feel) that reflects the Council's mission and humanity – includes new logo & brand identity elements**
- + Intuitive navigation that provides a user-friendly experience for providers, participants and others**
- + Comprehensive content written using clear language, in the Council's "voice"**
- + Text that is easy to read on the screen**
- + Ability to track site usage metrics**
- + Features that support search optimization**
- + Links to all appropriate sites, including agencies we fund**
- + Links to PDF documents for easy download & consistent print formatting**

# New Website: Technology

- + **Development Platform – robust for easy growth (ColdFusion)**
  - No ongoing maintenance costs
  - Fee for significant functionality or architectural changes
- + **Content Management System (CMS) for easy updates (Mura)**
  - Council staff has access & can make basic updates
  - Consultant makes updates upon request, including more complicated updates
- + **Website Hosting**
  - Daily backups
  - Redundant servers & power sources
  - Secure environment (physical location & data)
  - 99% uptime guarantee

# New Website: Working with Contractor

- + **Project-based vs. hourly-based fee**
- + **Cost estimates require detailed analysis**
  - Buying a car analogy – New or used? Make & model? Options? ... don't know what you don't know!
- + **One stop shop – like having an experienced general contractor on your home remodeling project – manages project and team including:**
  - Define clear scope
  - Infrastructure recommendations to meet current & future needs
  - Create site architecture for positive user experience
    - Make content usable & meaningful
  - Graphic designer with work samples that demonstrate ability
  - Developer experienced in proposed technology
  - Copywriter for effective content written in brand voice
- + **Maintenance contract out of the gate**
  - Timely, brand-consistent updates are critical to website success

# New Website: Importance of Community Involvement

- + **For efficient work flow, workgroup handled the project once budget was approved**
  - PLWHA
  - Providers
  - Council staff
- + **Council must gather and provide background documentation**
- + **Workgroup provided input & was involved in decisions**
  - Multiple design concepts for vote
  - Contractor & designer provided guidance
- + **Planned to use existing photos from community – quality wasn't acceptable – photo shoot (good intentions don't always work out)**
- + **Workgroup proofreading/testing provided personal stake in project**

# New Website: Key Elements

- + **Consumers (Participants) – PLWHA Community**
  - [Living with HIV](#)
  - [Q&A](#)
  - [Happenings](#) with calendar of events
  - [Ryan White Care Act](#)
- + **Providers – Part A-funded agencies (CBOs, ASOs, clinics, etc.)**
  - [Resources](#) directory organized by service category
  - [Happenings](#) with calendar of events
- + **Denver HIV Resources Planning Council (DHRPC) Members**
  - Meet legislative mandate for access to information
  - [Council meeting](#) information
  - [Committees](#) information
  - [Data & Reports](#)
  - [Happenings](#) with calendar of events
- + [Contact Us](#)

# New Website: Measures of Success

## + History

- No historical site usage statistics for old Web site.
- 19 visits to the old site in the last year it was up.

## + High-level redesign goals

- Increase usage of the Web site, making it a primary communications tool (internal to the Council and external marketing to the community).
- Help partners and members of the HIV and public health community learn more about resources available for those impacted by HIV.
- Provide easy access to information on Council data, reports, meetings and community events.

## + Redesigned site launched 12/10/08

# New Website: Measures of Success (cont'd.)

## + First Year (2009) goals were met!

- Provided quick, easy and timely access to Council data, reports and meetings information
- Supplied information on available Part A and other resources, through an intuitive user experience
- Maintained and provided easy access to relevant HIV/AIDS community event information

# New Website: Measures of Success (cont'd.)

## + Metrics Overview (12/15/08–7/15/10)

- 6,797 visits
  - Average 3.70 pages/visits
  - Visitors spend average of 4.26 minutes on our site per visit
  - Compare to 19 visits per year with the old Web site!
- 25,127 pages viewed (pageviews)



# New Website: Measures of Success (cont'd.)

- **Where visitors are coming from (traffic sources)**
  - 59.11% direct traffic (includes bookmarks)
  - 26.19% search engines
    - Google 81.86%
    - Bing 9.21%
    - Yahoo 5.56%
    - Other search engines = balance
  - 14.70% referring sites
    - Top 5 (ranked)
      - e-mail links
      - denvergov.org
      - cdphe.state.co.us
      - careacttarget.org
      - OnTheTen (Web site, blog, etc.)

# New Website: Measures of Success (cont'd.)

- **What pages are they viewing (content)?**
  - Top 5
    - 28.26% home page
    - 16.35% happenings
      - 8.14% calendar
      - 6.60% community happenings
      - 1.61% happenings main
    - 10.79% committees
    - 9.9% resources, incl. participating providers & additional resources
    - 6.60% council meetings

# New Website: Measures of Success (cont'd.)

## + Success!

- Tremendous increased usage of the Web site, making it the primary communications tool for the Council
- Partners and members of the HIV and public health community access information on available resources
- DHRPC and community members enjoy easy access to information on Council and Committee meetings and community events

# New Website: Next Steps

## + Next Steps: 2010/2011 Metrics Goals & Plan

- **2010 Web site metrics goals are one of the tactics that will support the overall DHRPC strategy in 2010 and beyond.**
  
- **Increase traffic from referring sites.**
  - Assumption is that those coming from referring sites will gain most benefit from the resources available on the site.
  - Proactive effort required to gain involvement/cooperation from referring site entities and ensure success of this objective.
  
- **Increase traffic to pages supporting HIV+ community members and their families:**
  - Proactive effort required to help drive traffic to and increase awareness of the Web site. Suggestions include increasing visibility through marketing pieces such as postcards and social media.

# New Website: Next Steps (cont'd.)

- **Maintain visit levels to DHRPC administrative pages**
  - Continue trend of using Web site for access to meeting dates, change announcements, agendas, minutes and related documents
  - Includes pages: calendar, planning council, our meetings, our committees, data & reports
  
- **Increase traffic from new Council members, specifically to New Member Orientation & Online Training links**
  - Monitor website visitors' download of new member materials & online training access
  
- **Online survey tool**
  
- **Track views of new information added to Web site**
  - Add quality content accordingly

# Website Success: Next Web-Based Technology Resource

## + New Member Online Training

- Website very successful
- Council members accustomed to accessing DHRPC Website as primary resource
- Success supported decision to provide web-based (online) training
- Convenient approach for busy Council Members (do when they want)
- No rework of website necessary – seamless integration into existing technology / site structure

# Online Training

# Online Training: Evolution

## Past

- + New Member Training would be held twice a year in a condensed meeting format
- + Due to scheduling restraints, member would often begin serving prior to orientation
- + Members may begin serving on the council/committees without the necessary knowledge and tools
- + Members expected to incorporate training and knowledge quickly via presentation style instruction

## Present

- + Completing the online training is required prior to serving on the council
- + Members can complete their training at their own learning pace
- + Members can begin serving on committees and the Council with all the necessary knowledge to succeed
- + Reference materials are available and updated in convenient format



# Online Training: Creation Process

## + Define the Scope

- Decide the key players and roles
- Define the training objectives
- Fulfill federal mandate requirements
- Determine feasibility and outline a budget
- Plan quantitative and qualitative measures of success



# Online Training: Creation Process

## + Define The Timeline

- Membership Committee works to establish templates for consistent branding with website and other publications
- Membership Committee and Consultants work to create an outline from existing documents (New Member Orientation, Bylaws, HRSA publications, Comprehensive Plan)
- Slides and script are created from outline and approved by Membership Committee
- Consultant incorporates final approved material into the online format
- Membership Committees reviews final draft and makes final changes
- Changes incorporated and final is put on the website

# Online Training: Working with Contractors

- + Project- vs. hourly-based fee**
- + Define realistic timeline that includes some flexibility for unexpected issues**
- + Ensure technology compatibility with website early in process**
- + Outline roles & responsibilities of each party involved in the process**
- + Clearly define number of drafts/reviews included before final approval**
- + Allow ample time for testing prior to official launch**

# Online Training: Specifications

## + Software: Presenter from Articulate

- Creates flash-based online learning from PowerPoint Compatible across most platforms
- Voice-over with comprehensive script
- Links to website

## + Usability

- Short
- Interactive yet explanatory
- User friendly

## + Brand guidelines

- Applied to ensure online training look & feel is consistent with DHRPC brand identity

# Online Training: Resources

## + Key resources used to create content:

- HRSA Website  
<http://hab.hrsa.gov/law/leg.htm>
- HRSA 2008 Planning Council Primer  
<http://hab.hrsa.gov/treatmentmodernization/parta.htm>
- DHRPC New Member Orientation Manual  
[http://dhrpc.org/default/assets/File/PDF's/DHRPC\\_NewMemberOrientationManual\\_2010.pdf](http://dhrpc.org/default/assets/File/PDF's/DHRPC_NewMemberOrientationManual_2010.pdf)
- DHRPC Bylaws  
[http://dhrpc.org/tasks/sites/default/assets/File/PDF's/DHRPC\\_DataReports\\_Bylaws2007.pdf](http://dhrpc.org/tasks/sites/default/assets/File/PDF's/DHRPC_DataReports_Bylaws2007.pdf)
- DHRPC 2009-2011 Comprehensive Plan  
[http://dhrpc.org/tasks/sites/default/assets/File/PDF's/DHRPC\\_DataReports\\_ComprehensivePlan2009to2011.pdf](http://dhrpc.org/tasks/sites/default/assets/File/PDF's/DHRPC_DataReports_ComprehensivePlan2009to2011.pdf)

# Online Training: Final Product

## + Three New Member Online Training modules:

- Module #1: Mission, Focus and Values
- Module #2: Planning Council Duties and Responsibilities
- Module #3: Ryan White Legislation and the Denver Transitional Grant Area

## + Interactive elements engage trainees

# Online Training: Measures of Success

- + **Monthly web site metrics & annual analysis reports**
- + **Login page tracks usage**
- + **Survey**
  - **Sample Responses**
    - “[The online training] helped with my comprehensive understanding of the DHRPC. A lot of things fell into place.”
    - “I loved that I could do the training at my own pace, and when I had the time.”
    - “I thought the training was visually appealing. I didn’t get bored.”

# Web-Based Technology: Next Steps



# Web-Based Technology: Next Steps

- + **Continue efforts to increase awareness of website as primary resource**
  - Remind existing members and train new members to access everything on website – agendas, data, etc.
  - RSVP for events on website
  - Continual event calendar updates
  - Ongoing requests to community organizations to include links on their websites to our website

# Web-Based Technology: Next Steps (cont'd.)

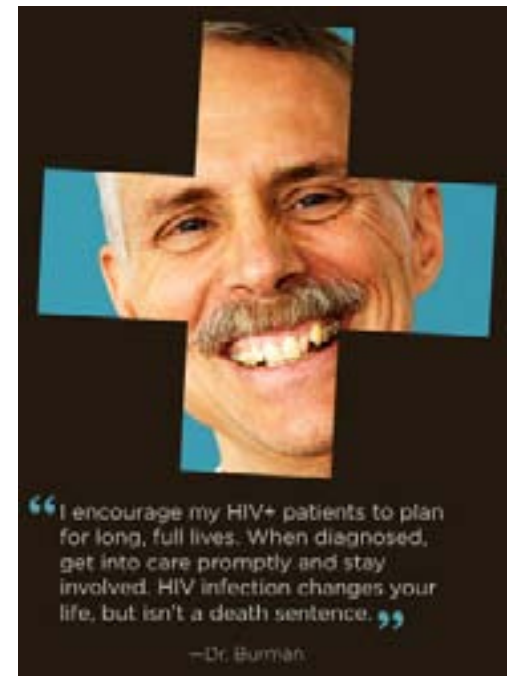
## + Marketing Campaign

- Integrated marketing approach: marketing elements that complement web-based technology solution
  - Template for Community Happening e-mail reminders
  - Recruitment brochure with Membership Application
  - Expand photo library
  - Flyers
  - Posters
  - Informational Brochure
  - Display boards

# Web-Based Technology: Next Steps (cont'd.)

## + Online Training modules for additional areas:

- Asked for feedback from members
- Preliminary results include requests for:
  - Leadership development trainings
  - Health literacy
  - Adherence
  - Provider-specific trainings



# Thank You!

# Questions?

# Contacts / Resources

## + **Denver HIV Resources Planning Council (DHRPC)**

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## + **Web Site & Brand**

MCS Partners

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## + **Online Training**

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