

# Positively You!

## Developing A Community-Informed Social Media Initiative for Engagement in Care

Jeremy Hyvärinen and Kate Thomas  
Ryan White Part A, Maricopa County

Elijah Palles  
Positively You Ambassador

John Saperro  
Collaborative Research

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22

NATIONAL  
**RYAN WHITE**  
CONFERENCE  
ON HIV CARE & TREATMENT

# Objectives

During this presentation, participants will:

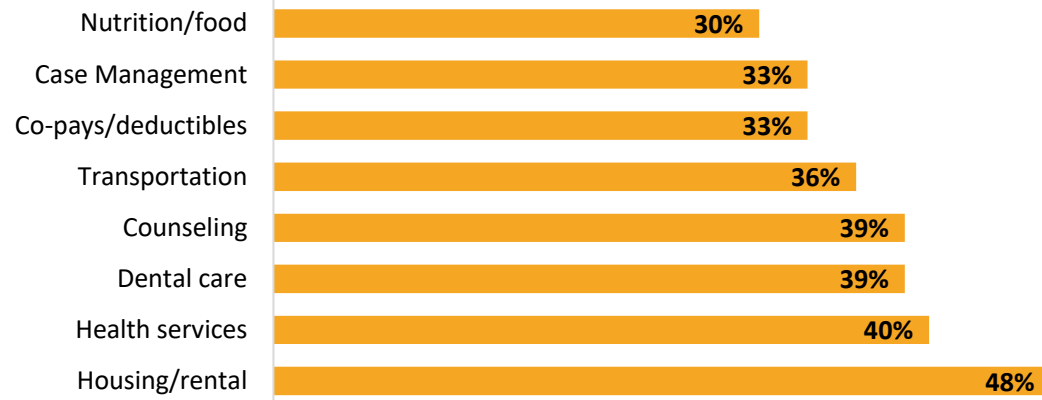
- Learn how we identified the need for a young adult program and developed Positively You, a complementary media campaign.
- Explore how Positively You and the Positive Peers mobile app can support young adults with HIV.
- Understand how a community-driven process informed the campaign.
- Get excited about implementing a similar initiative!

# The Backstory

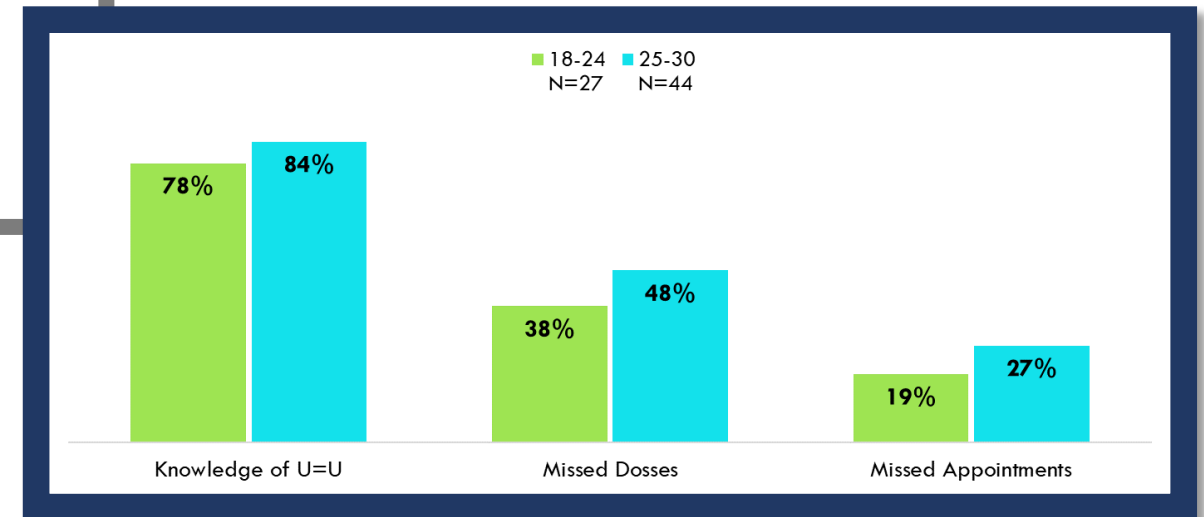
**1 in 3** of HIV new cases were among **Hispanic Gay & Bisexual Men**

# The Backstory continued

## Helpful Additional Services



## Sample Data from Young Adult Survey



# Programmatic Goals

## Part A programmatic needs/desires were defined:

- Priority Audience: Young adults 18 to 30 with HIV, in and out of care.
- Ryan White (RW) provides high-quality, compassionate HIV care and support services.
- RW offers free or low-cost care, and navigation to other resources.
- Promote Undetectable=Untransmittable.

## Goals

- Promote RW services and motivate young PWH (and other PWH) to apply.
- **Call to Action:** APPLY NOW to see what free or low-cost programs/services you qualify for.

# Quick Chat 1



El tratamiento del VIH y la ayuda son más accesibles que nunca.  
[PositivelyYouAZ.com/es](http://PositivelyYouAZ.com/es)  
#PositivelyYouAZ @PositivelyYouAZ



¡POSITIVAMENTE  
**TÚ!**



# Program Development

- Young Adult Support Squad (YASS!)
- Monthly Young Adult Zoom Chats
- Young Adult Newsletter
- Media Campaign



# What Young PWH Shared...

- How they learned they had HIV, feeling alone with their diagnosis, or the support they had from friends, relatives and chosen family.
- Stories of stigma and discrimination when disclosing their status.
- How Ryan White care and supported services impacted their outlook.
- Being supported and informed made their diagnosis easier to manage.
- Accepting their HIV status resulted in them feeling powerful and courageous—a greater version of themselves!



# What Young PWH Shared *cont.*

- Peer to peer connection and rapport is key to engaging young people.
- Most often, they used a smart phone to access the internet.
- Social media and networking preferences.
- Ensure there is diverse representation, and language considerations.
- No HIV clichés: “People know what a red ribbon means.”
- “Don’t make me scroll!”

# Collaborating with Young PWH

**"SOME DAYS I USUALLY FORGET I HAVE IT. I'M SORT OF STARTING MY LIFE JUST NOW."**

HIV hasn't stopped Mike. Watch his inspiring story now!

**POSITIVELY YOU!**

PositivelyYouAZ.com  
 #PositivelyYouAZ  
 @PositivelyYouAZ

**POSITIVAMENTE IMPARABLE**

@PositivelyYouAZ #PositivelyYouAZ  
 PositivelyYouAZ.com/es (602) 212-3788

Tu Vida. Tu Viaje.  
 Independientemente de cómo vives, el tratamiento del VIH y la ayuda del Programa Ryan White Parte A del Condado de Maricopa son más accesibles que nunca.

**¡POSITIVAMENTE TÚ!**

Maricopa County  
 Public Health

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**"I CAN LIVE MY BEST LIFE AND THRIVE WITHOUT THE FEAR OF PASSING HIV TO OTHERS."**

HIV hasn't stopped Naomi, and it shouldn't stop you!

**POSITIVELY YOU!**

PositivelyYouAZ.com  
 #PositivelyYouAZ  
 @PositivelyYouAZ



# Quick Chat 2



**POSITIVELY  
YOU!**

**Your Life. Your Journey.**

However you live, HIV treatment and assistance from Maricopa County's Ryan White Part A Program is more accessible than ever.



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(602) 212-3788



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# Campaign Development 1





# Campaign Development 3



King Ray Convertible. Eight standard safety features include padded instrument panel, sun visors.

**The Chevrolet built for two.**

It started, that morning, with hints. Work-weary, he says. Kid-frazzled, she says. Who gets the Corvette today? You do. No, you do. Ah, We do.

So. Arrangements made. Hamper stocked and stowed in the Corvette. No room for people back there. A pity. But you don't compromise so much as an inch when you build America's only true production sports car. Which is why it comes with four-wheel disc brakes, thread-needle steering and fully independent suspension.

Now. He rouses Corvette's Turbo-Jet V8, the 390-hp version they'd chosen as tractable enough for her and satisfying enough for him.

Then, away. Outside the city unwinds a road as long as the day ahead. A day just for them. In the Chevrolet built just for two.



**'66 CORVETTE BY CHEVROLET**

**A man who shoots up can be very giving.**

**He can give you and your baby AIDS.**

THE NATIONAL DRUG CONTROL POLICY BOARD  
 1225 L Street, N.W.  
 Washington, D.C. 20005

Most babies with AIDS are born to mothers who shot drugs or who sleep with men who have.

Babies with AIDS are born to die.

If you're thinking of having a baby you and your partner need to get tested for AIDS. Only

get pregnant when you're sure both of you aren't infected. Until then help protect yourself and your partner by using condoms.

And if your man shoots drugs, help him get into treatment now. It could save three lives, his, yours and your baby's.

**STOP SHOOTING UP AIDS.**  
**GET INTO DRUG TREATMENT**  
**CALL 1-800 662 HELP**

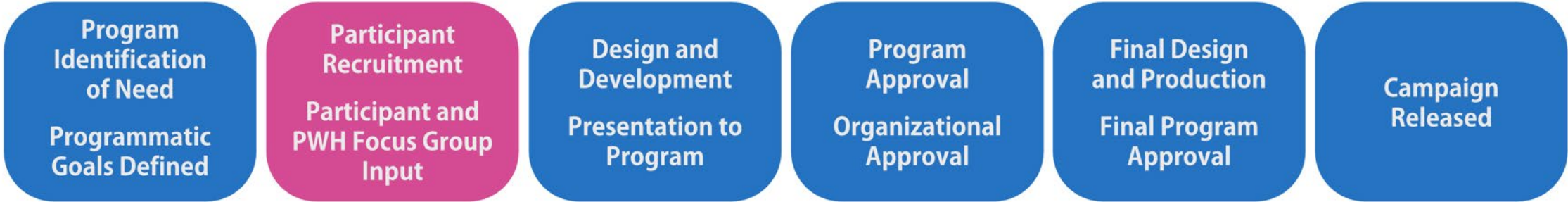
A Public Service of the National Institute on Drug Abuse, Department of Health and Human Services.





# Campaign Development 4

## Typical Development Process



## Our Development Process



# Quick Chat

**POSITIVELY AMAZING FACT**

People with HIV can access a wide range of free services and support through the Ryan White Program, like dental coverage, monthly food vouchers, help with medical costs, and so much more. See if you qualify!

**POSITIVELY YOU!**

PositivelyYouAZ.com  
 #PositivelyYouAZ @PositivelyYouAZ

**¡POSITIVAMENTE TÚ!**

**Tu Vida. Tu Viaje.**  
 Independientemente de cómo vives, el tratamiento del VIH y la ayuda del Programa Ryan White Parte A de los Condados de Maricopa y Pinal son más accesibles que nunca.

**SERVICIOS GRATUITOS Y DE BAJO COSTO**

Mientras te mantienes Positivamente Tú, te ayudaremos a ti y a tus parejas a mantenerse saludables.

**EMPEZANDO**  
 A veces difícil saber por dónde empezar. Ahora no es uno de esos tiempos. ¡Cumple algunos requisitos de elegibilidad y ya vas en camino!

**SERVICIOS DISPONIBLES**  
 Ya sea que necesites mucho o poco. Te cubrimos con:

- Servicio médico y de salud
- Manejo de caso
- Programas de asistencia para medicamentos
- Cobertura dental
- Transporte
- ... y mucho más!

**Contacta a la Oficina de Elegibilidad Central**  
 1366 E Thomas Rd, Suite 203  
 Phoenix, AZ 85014  
 (602) 212-3788

DISPONIBLE EN LOS CONDADOS DE MARICOPA Y PINAL. CONSULTA LA LISTA COMPLETA DE SERVICIOS Y UBICACIONES EN LA SIGUIENTE PÁGINA.

**IF I QUALIFY FOR THE RYAN WHITE PROGRAM, WHAT SERVICES ARE AVAILABLE?**

Link in bio to find the answer and learn more about how the Ryan White Program can help you stay Positively You!

**POSITIVELY YOU!**

PositivelyYouAZ.com  
 #PositivelyYouAZ @PositivelyYouAZ



# Other Components



**POSITIVELY  
YOU!**

Your Life. Your Journey.

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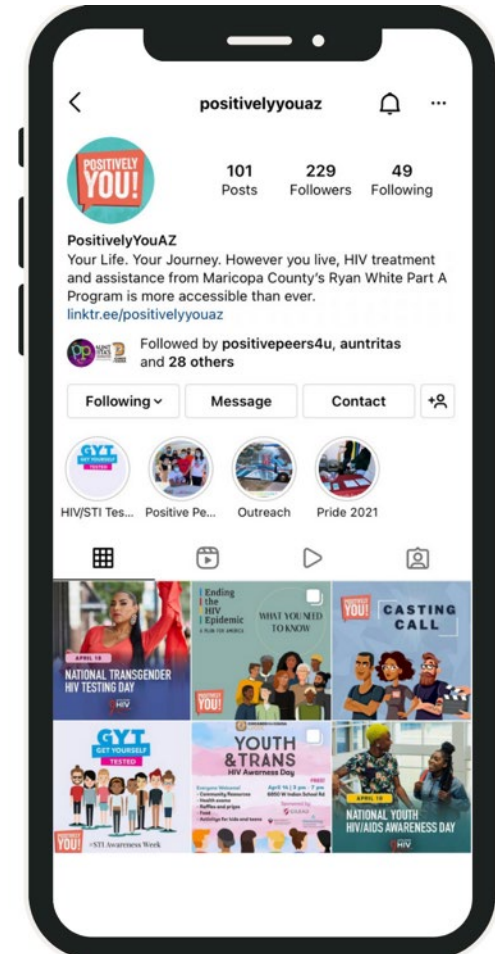


# Online Engagement

- Online resources to promote Ryan White services and engagement in care:
  - Website
  - Newsletter
  - Social Media
  - Positive Peers



@PositivelyYouAZ



# Positive Peers

- Designed by young PWH for young PWH aged 13 to 34 years of age.
- Access to a private support network and powerful health tools.
- Users who use the Positive Peers app are **4x more likely** to stay virally suppressed.
- If you are interested in learning more, contact Jen McMillen Smith (MetroHealth, Cleveland, OH) [jmsmith@metrohealth.org](mailto:jmsmith@metrohealth.org)





# Community Eng

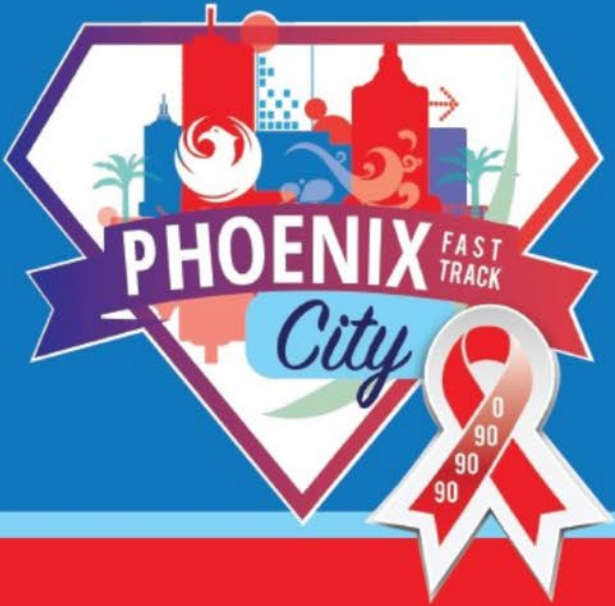
The Positively You team  
out and about spreading  
awareness of Ryan  
White services.

- AIDS Walk
- Phoenix Pride
- Online Loteria
- Local Community Events





# Community Support



# Help Us End HIV by 2030

[Phoenix.gov/HIVPHX](http://Phoenix.gov/HIVPHX)

**get tested • access care • eliminate stigma**

# Positively You, AZ

PositivelyYouAZ.com



@PositivelyYouAZ

**POSITIVELY  
YOU!**



# Thank You!

NATIONAL  
**RYAN WHITE**  
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ON HIV CARE & TREATMENT



# Contact Us

- **Jeremy Hyvärinen**, Quality Manager, Ryan White Part A, [Jeremy.Hyvarinen@maricopa.gov](mailto:Jeremy.Hyvarinen@maricopa.gov) or IG: @positivelyjeremy
- **Kate Thomas**, EHE Senior Health Educator, Ryan White Part A, [Kate.Thomas@maricopa.gov](mailto:Kate.Thomas@maricopa.gov)
- **John Saperro**, Director, Ending the HIV Epidemic, Collaborative Research, [john@collaborativeresearch.us](mailto:john@collaborativeresearch.us)
- **Elijah Palles**, [Eddie.Broadway](#) on Instagram