

Developing an Evaluation Strategy to Assess Impact of Media Campaign on Linkage Rates in Atlanta

Presenters

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NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT

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Jeff Cheek has no relevant financial interests to disclose.

Robbyn Kistler has no relevant financial interests to disclose.

Dallas Swendeman has no relevant financial interests to disclose.

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There was no commercial support for this activity.

Welcome and Introductions



**Fulton County Department
for HIV Elimination**

Jeff Cheek



**Kaiser Family Foundation /
Greater Than AIDS**

Robbyn Kistler



Technical Assistance Provider
innovation network

TAP-in

Dallas Swendeman

Our Partnership

- Shared Goal with EHE
 - All partners working to End the HIV Epidemic
- FCDHE and KFF Partnership: Tailor and Implement the Campaign
- FCDHE, KFF and TAP-in: Evaluation and Impact

Learning Objectives

At the conclusion of this activity, participants will be able to:

1. Describe the social media campaign goals and strategies, social media platforms used, target audiences, and engagement data (impressions, reach, views, etc.) for the Atlanta Greater Than AIDS campaign
2. Describe the collaborative process between Fulton County, TAP-in, and Kaiser Family Foundation to develop an evaluation strategy to assess the impact of the campaign on linkage and retention rates across Atlanta's four EHE-funded counties
3. Discuss the final evaluation strategy, triangulating multiple data sources, as well as the preliminary data and findings from the evaluation

How this Came About

- What was the Need
- Why we undertook an EHE funded Social Media Campaign
- Who we wanted to reach
- How we chose KFF
- Why we needed TAP-in

Overview of the Campaign

- **Goal:** Encourage access and retention to care and treatment services for people living with HIV
- **Geography:** Fulton, DeKalb, Cobb, Gwinnett Counties
- **Audiences:** People living with HIV in high prevalence ZIP Codes
- **Media Platforms:** Facebook, Grindr, Google Display Network, Google Search Ads, Instagram, YouTube
- **Referral Resource:** <https://www.greaterthan.org/atlanta-ryan-white/>

An EHE-Funded Social Media Campaign



Webpage Referral



“The Ryan White Program saved my life.”

Real people share their experiences getting HIV care and treatment through the **Ryan White HIV/AIDS Program** and the **AIDS Drug Assistance Program (ADAP)**, and what the support has meant for their lives.

The programs serve people living with HIV who do not have insurance or are under-insured to provide HIV medication, care, and other support services.

WATCH NOW

<https://www.greaterthan.org/atlanta/>

Facebook & Instagram



 **Greater Than AIDS** ✓
Sponsored · 🌐

For individuals living with HIV who need financial help, the Ryan White program provides HIV care, treatment and other support services – mental health, dental, transportation, housing assistance, and more.

Available to those with and without insurance.



ATLANTA.GREATERTHAN.ORG
Talk with a Ryan White HIV Care Provider Today

[LEARN MORE](#)

 **Greater Than AIDS** ✓
Sponsored · 🌐

While there is no cure for HIV, it is a manageable health condition. With ongoing medical treatment it is possible to reduce the viral load to very low, even, undetectable levels. This means better health AND that HIV is not passed to others.



ATLANTA.GREATERTHAN.ORG
Get connected to HIV care.
Financial help is available.

[LEARN MORE](#)

Sample Video



Youtube Video:

<https://youtu.be/n29Y1q1JvqE>

Sample Video 2

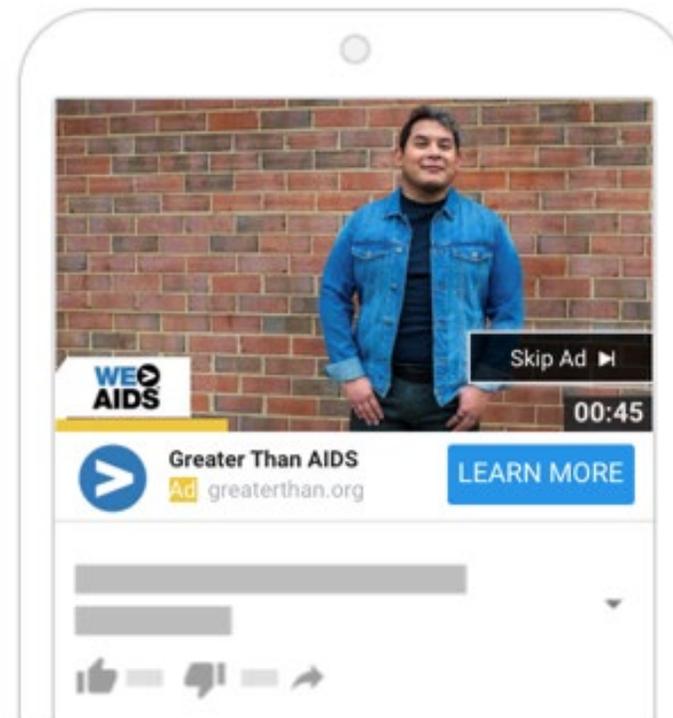
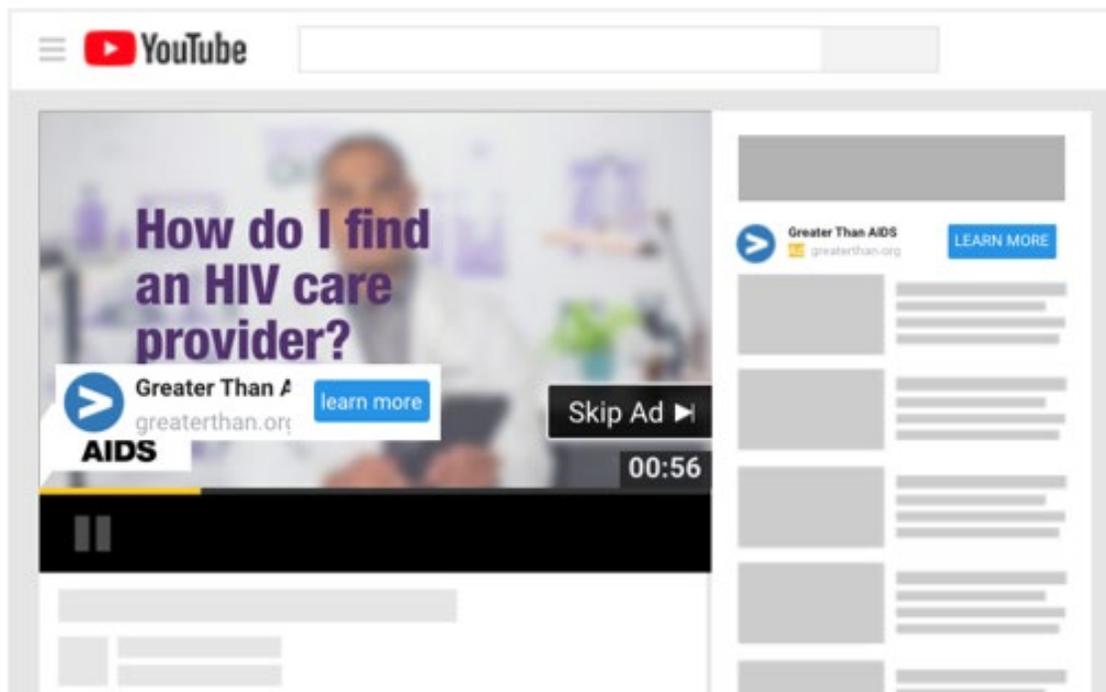
**STAYING
HEALTHY** 
HIV and COVID-19

WE 
AIDS

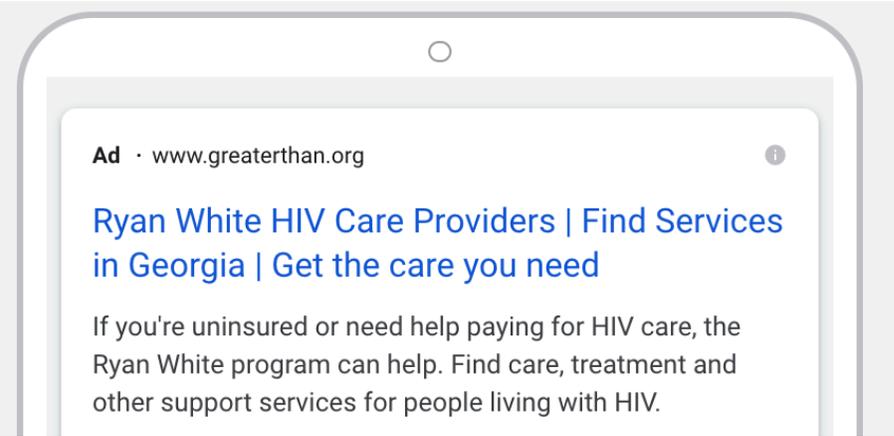
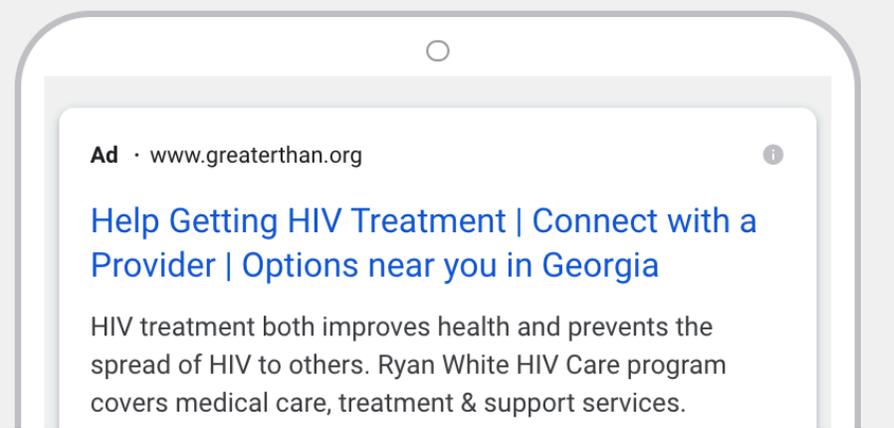
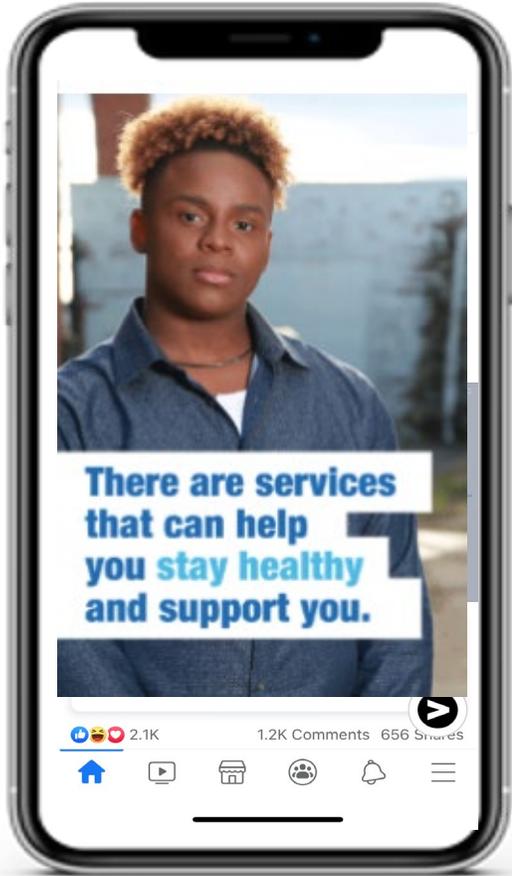
Youtube Video:

<https://youtu.be/U-WDMIWk9A8>

YouTube



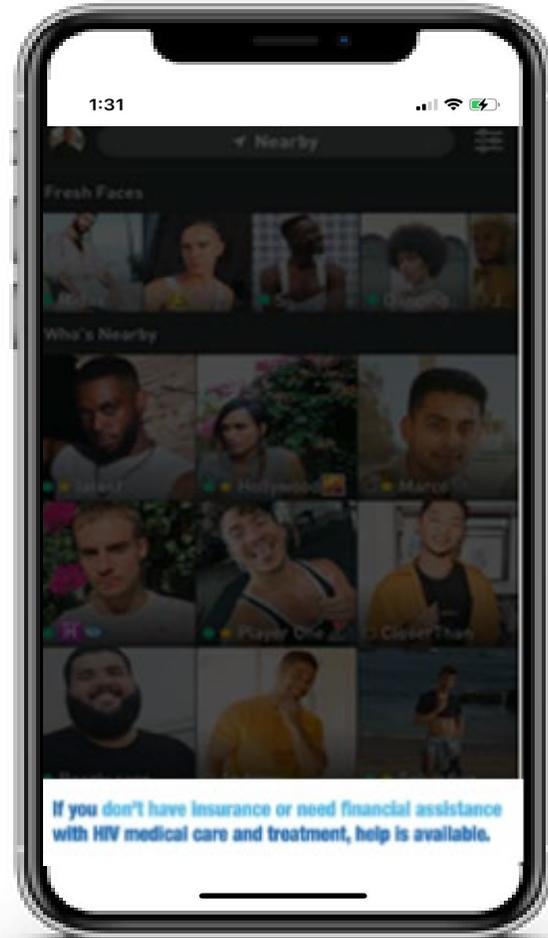
Google Display Network & Search



Grindr



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Campaign Reach: December 2020-February 2021

Digital Placements

- 19.1+ million impressions (# times ad displayed)
- 2.8+ million reach (# people shown ads)*
- 4.8+ million video views
- 219,600+ clicks to online resources (action to connect to more info)
- 1,800+ social engagements (comments, reactions, shares on Facebook)

Web Traffic to [GreaterThan.org/Atlanta](https://www.GreaterThan.org/Atlanta)

- 167,900+ sessions
- 199,900+ pageviews

* Total reach does not de-duplicate someone who saw ads across different ad sets within the same platform, or across different platforms.

The Challenge: A Post-Campaign Evaluation of Social Media's Impact on Reengagement in Care

Technical Assistance: Evaluation Strategy

TA Goal: To build an evaluation strategy and tools to effectively evaluate the social media campaign's impact on linkage and engagement in HIV care services

- Support the Jurisdiction to identify the purpose of the evaluation, the desired outcomes they would like evaluated, and the data elements needed to reach their evaluation goals
- To build a tailored evaluation strategy using data triangulation
- Develop a set of evaluation questions (survey) to directly assess impact on PWH

Evaluation: Data Triangulation

- Organize city/zip code user geo location data by the four main counties included in the initiative
- Calculate view rate for You Tube analytics dividing views by impressions.
- Calculate additional sessions from Website analytics by subtracting sessions from users

Campaign Reach: Impact by County

COBB COUNTY

2019 PLWHA	Prevalent Cases		Incident Cases	
Overall Counts	Count	%	Count	%
TOTAL	3457	100	182	100
Male	2671	77	147	81
B/AA	2080	60	123	68
MSM	2263	66	132	73
You tube Analytics				
Zip Codes	Impr.	Views	View Rate	Clicks
TOTAL	491415	154148	31.37%	944
Website Analytics				
Cities	Users	New users	Sessions	Additional sessions
TOTAL	4,244	4,056	5,404	1,160

FULTON COUNTY

2019 PLWHA	Prevalent Cases		Incident Cases	
Overall Counts	Count	%	Count	%
TOTAL	16114	100	556	100
Male	13374	83	471	85
B/AA	11627	72	421	76
MSM	11437	71	410	74
You tube Analytics				
Zip Codes	Impr.	Views	View Rate	Clicks
TOTAL	647137	325338	50.27%	926
Website Analytics				
Cities	Users	New users	Sessions	Additional sessions
TOTAL	52,265	50,826	71,158	18893



Campaign Reach: Impact by County (continued)

DEKALB COUNTY

GWINNETT COUNTY

2019 PLWHA	Prevalent Cases		Incident Cases		2019 PLWHA	Prevalent Cases		Incident Cases	
Overall Counts	Count	%	Count	%	Overall Counts	Count	%	Count	%
TOTAL	9901	100	359	100	TOTAL	3557	100	215	100
Male	7919	80	274	76	Male	2597	73	171	80
B/AA	7009	71	289	81	B/AA	2044	58	124	58
MSM	6881	70	257	72	MSM	2181	61	149	69
You tube Analytics					You tube Analytics				
Zip Codes	Impr.	Views	View Rate	Clicks	Zip Codes	Impr.	Views	View Rate	Clicks
TOTAL	113248 3	473253	41.79%	1858	TOTAL	610731	189582	31.04%	1066
Website Analytics					Website Analytics				
Cities	Users	New users	Sessions	Additional sessions	Cities	Users	New users	Sessions	Additional sessions
TOTAL	4,244	4,056	5,404	1,160	TOTAL	7,315	7,067	9390	2075



The Survey

- **Process of developing the survey**

- Identify Desired Outcome
- Conduct Literature Review
- Plan Strategy & Review Sessions between TAP-in, KFF, and FCDHE
- Future Proof for Future Campaigns

- **Survey Domains**

- Recollection of Campaign
- Persuasiveness of Campaign Ads
- Motivation to Act

Q12. In your opinion, does the video help people understand the Ryan White program?

1. Yes
2. No

Q13. Overall, thinking about the ad images and videos, to what extent do you agree or disagree with the following statements about these campaigns / images and videos.

[Programming note: Question 13 should only be asked of respondents who say yes to questions 2 or 7.]

Statements	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Helped guide me to information about where to get HIV medical care					
Motivated or encouraged me to get HIV medical care					
Helped guide me to information about where to get supportive services (e.g., transportation, housing, mental health)					
Motivated or encouraged me to get supportive services (e.g., transportation, housing, mental health)					

Q12. Which social media sites or apps do you use that you may have seen these ads on?

1. YouTube
2. FaceBook
3. Instagram
4. Grindr
5. Google Search

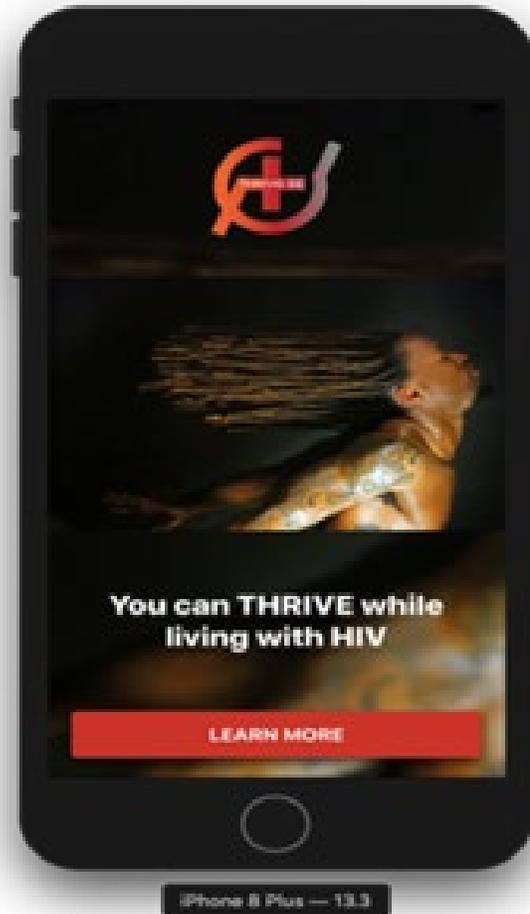
CLOSING SCREEN

Thank you for your time! We appreciate your feedback.

For more information about HIV services in... visit our website #####

Implementation in Two Parts#1

Link to Landing Page



THRIV0SS

- National Training and Technical Assistance Cooperative Agreement
- Social Media Campaign targeting Same Gender Loving African American Males
- Included Linkage Coordinators (now EHE funded)
- Landing page was created to capture client contact information and track sources of clicks
- Connected Atlanta Greater than AIDS to the landing page

Get Connected Button- Pilot

Ryan White **HIV** Care Providers & AIDS Drug Assistance Program

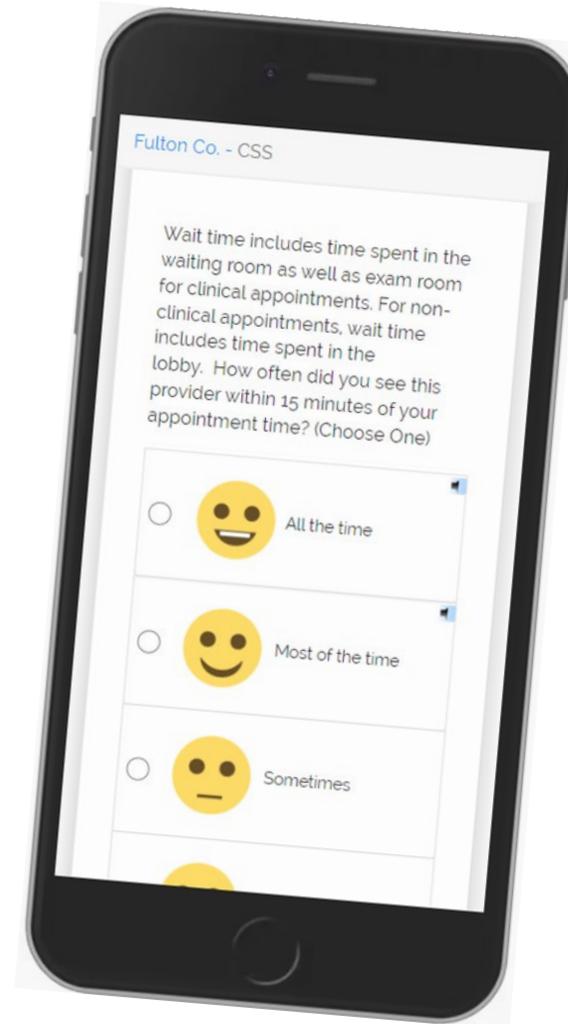
If you do not have insurance or need financial assistance with your HIV care and insurance costs, there are programs that can help.

GET CONNECTED TO HIV CARE & SERVICES

- In a 10-day pilot period, there were 221 clicks on the get connected button
 - 9 forms were completed
 - 2 clients who were eligible for services were linked to care.

#2 Survey

Modifying Customer Satisfaction Survey



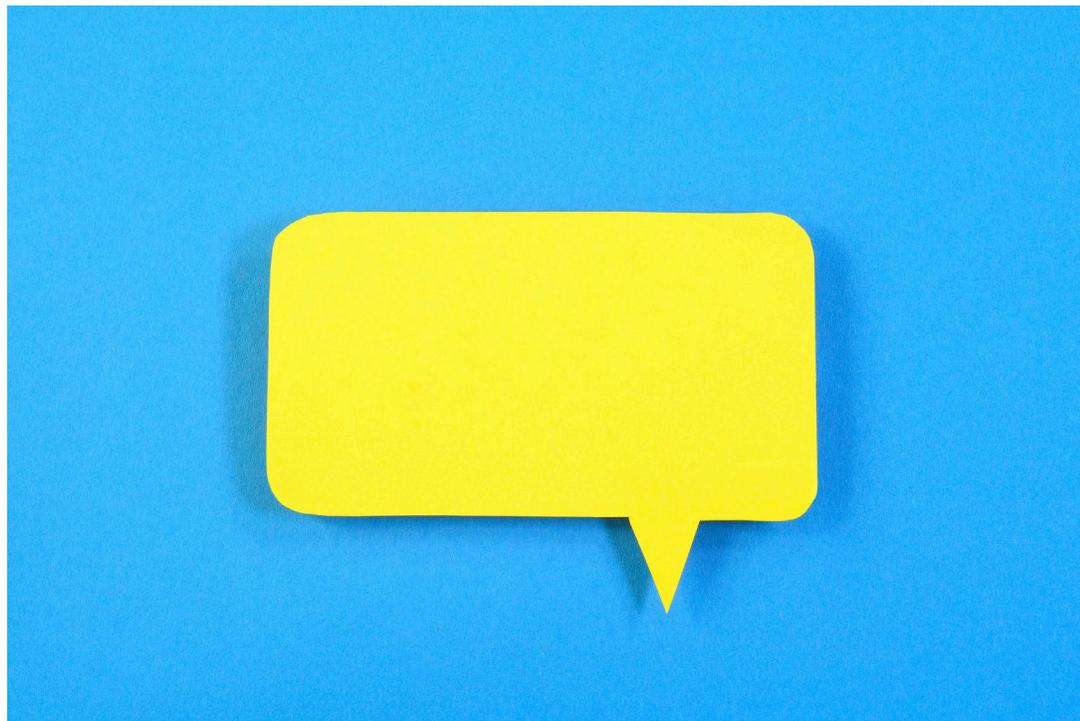
Next Steps

- Introduce new Client Satisfaction Survey questions
- Implement Year Three Outreach Campaign with an emphasis on Latinx Communities
- Translate Thrive intake form into Spanish

Lessons Learned

- Planning
 - Plan evaluation strategy prior to implementation to get the best data to measure impact
 - Evaluation should include strategies to assess changes in client behavior due to the campaign in addition to metrics on reach
- Evaluation
 - A post-campaign evaluation of social media messaging's impact on linkage and retention is possible!
 - And...it is best practice to plan evaluation prior to launching a campaign, when possible
- Technical Assistance
 - TAP-in is here for all of us to use to improve our programs

Panel Discussion



- Jeff Cheek, MCP (FCDHE)
- Robbyn Kistler (KFF)
- Dallas Swendeman (TAP-in)

Question & Answer

