

DIGITAL HEALTH INITIATIVE'S MODEL FOR TRAINING NYS DOH AIDS INSTITUTE STAFF



20
22

NATIONAL
RYAN WHITE
CONFERENCE
ON HIV CARE & TREATMENT

COVID-19 revealed digital limitations and vulnerabilities. Deficits in digital health knowledge and usage were pervasive among providers and consumers alike. To ensure minimal disruptions in service and retention, digital health options had to become more expansive, robust and clarified, especially within the HIV care continuum.

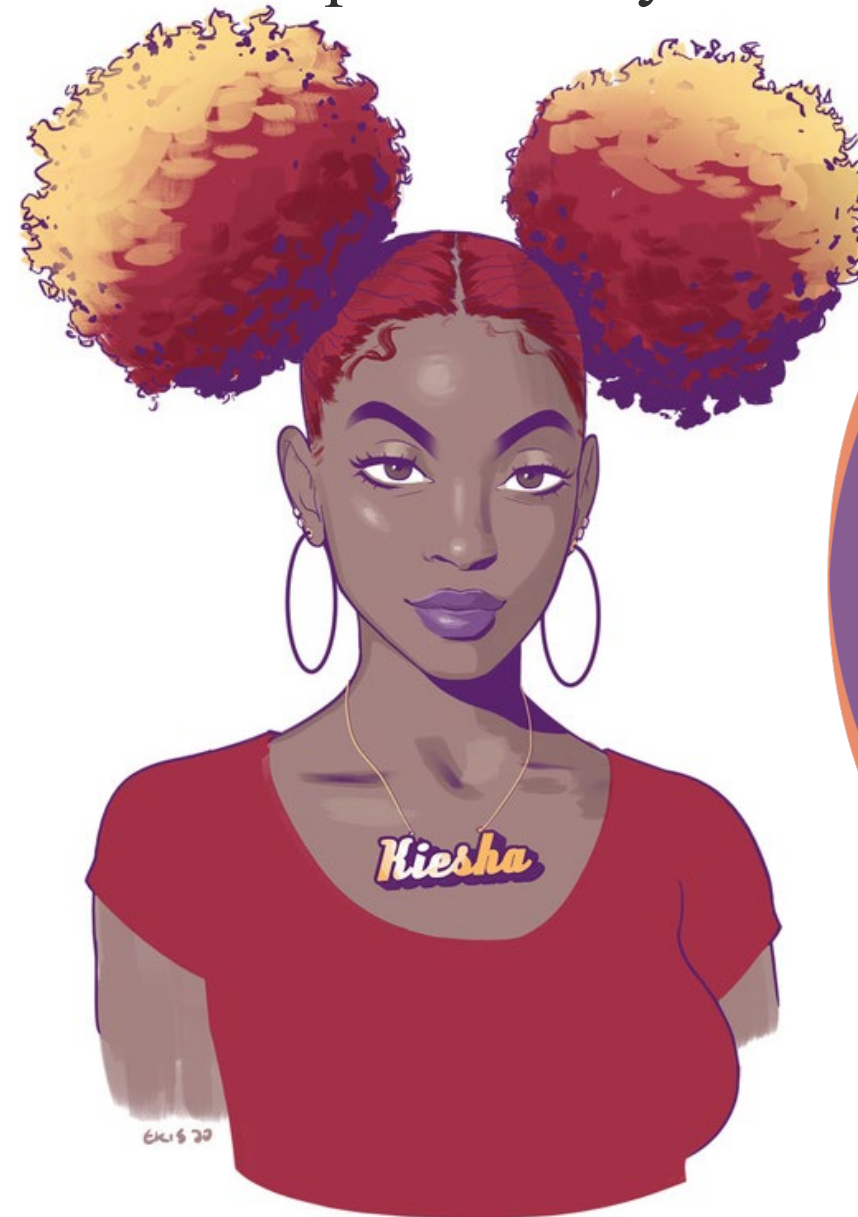
The NYS DOH AIDS Institute's Digital Health Initiative (DHI) coordinated extensive efforts to facilitate a secure and strategic digital transition.

DHI prepared AIDS Institute staff and providers to navigate the fast paced digital changes by offering a series of trainings and educational materials focused on the development and implementation of digital connections and engagement aids.



DHI's Digital Health Tools

- DHI's trainings demonstrated how various digital health tools can be integrated into HIV program activities. Further digital health trainings aim to enhance practices among HIV program staff and improved patient-provider communication, patient access to services and potentially health outcomes.
- One of DHI's most impactful interventions was the adaptation of our award-winning comic book, Tested. Tested features a diverse characters affected by a broad range of health conditions and related social issues. Through engaging storylines and imagery, Tested was as an additional digital outlet for the dissemination of accurate COVID-19 health information from credible sources across numerous platforms.



"I read this whole comic because of the banner; I gotta say the representation, message, and **ARTWORK** of TESTED is freaking amazing and I loved every episode. I'mma go back and like 'em harder. Thank you for making this beautiful thing"

DHI's Usage of Social Media

Using digital approaches helped me collaborate with my team and enhance my digital skills.

COVID-19 uncovered the benefits and drawbacks of social media. Social platforms helped people stay connected, share their pandemic experiences and garner COVID-19 information.

DHI conducted platform specific guidance on the effective and responsible use of Facebook, TikTok, Instagram, Clubhouse, Twitter and more!



Guidance covered best practices:

- **HIPPA Compliance**
- **Content development and strategy**
- **Capacity building**
- **Maintenance of professional boundaries**

Digital Approaches and Wellness

DHI supplied AI staff with various digital approaches to support their wellness while working remotely and managing communication with external partners.

- Work From Home best practices
- Meditations aids
- Exercise aids
- Screen time management
- and more





DIGITAL WORKSPACES

DHI helped AI staff to integrate organization and communication technologies resulting in enhancing their work, maintaining existing relationships, and fostering new colleagues .

- AIDS GroupMe Chat
- Video conferencing platforms (Webex, Zoom, Teams)
- Program management tools (MS Teams/ Asana/ Skype)

DHI Digital by the Numbers



50

DHI Digital
Trainings



150+

Trained AI Staff



40

DHI
Provider Digital
Consults



25,000+

Tested COVID
Special likes &
comments



783

GroupMe
Engagement
since 2020

DHI Interactions with AI Staff

Topics of interest on GroupMe:

Current Societal Issues

Group Check-ins

Public Health



DHI Newsletter:

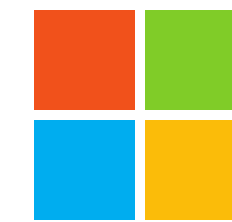
A monthly newsletter that provides information and resources on current digital health trends.

Topics include Data Privacy on TikTok, Screen Time and Mental Health



PARTNERSHIPS

DHI has worked with numerous private and public partners to bolster and enhance our digital capacity, communication strategies, as well as skills and learning of AI staff.



Microsoft



SCHOMBURG CENTER

FOR RESEARCH IN BLACK CULTURE

The New York Public Library

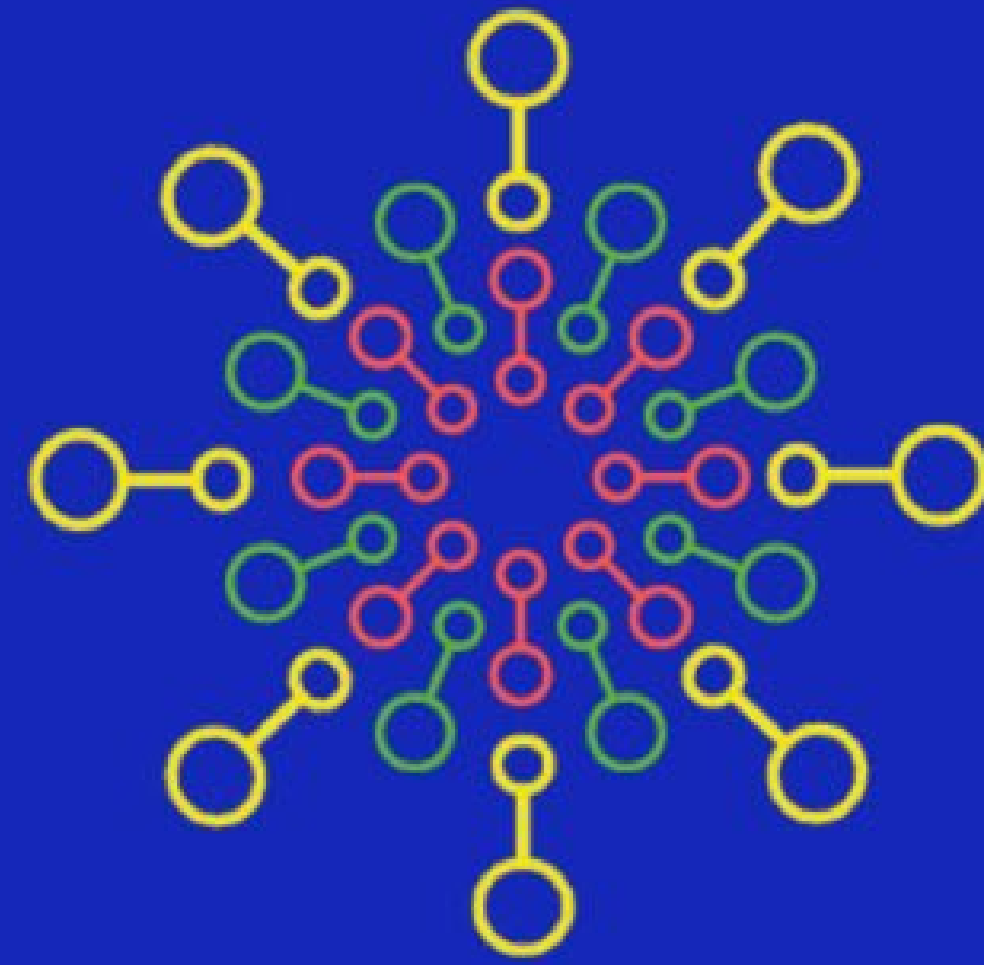
Thank you

THANK YOU

Contact us at:

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**Digital Health
Initiative**

Connecting Communicating and Educating