

Interim Results from the ETAC for the HRSA/SPNS Social Media Initiative (SMI)

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SPNS Social Media Initiative's Evaluation and Technical Assistance Center

<https://socialmediaetac.dgsom.ucla.edu>

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10 Demonstration Sites across U.S.





E-VOLUTION
Connect. Engage. Thrive.

Join the E-VOLUTION!
A research study that may help you:

- Connect with your healthcare team
- Engage in new technologies
- Thrive!



TRY OUR **Mobile Health APP!**



Our HEALTH APP was designed to help HIV+ youth remember to take their HIV medication.

JOIN OUR STUDY, USE THE APP, AND TELL US WHAT YOU THINK!

Are you between the ages of 14-29?
Do you own an Android or Apple smartphone?
Are you HIV+?
Are you about to start or having trouble remembering to take your HIV medication?

Call 267-414-9432 and reference the Positively Connected for Health (PC4H) study. Eligible participants will be compensated for their time.






Health eNav
healthnav.org

connecting a healthier San Francisco

Alder Health Services



OPT-IN FOR LIFE

Hamilton Health Center
Hamilton HOPE

PENNSSTATE HERSHEY
Medicine
HIV/AIDS PROGRAM

PINNACLE HEALTH
REACCH PROGRAM

Text-messaging, Mobile Apps, Social Media

Don't miss out on dancing like no one is watching

WellnessWeb

Receive the support you need to get connected with HIV treatment.

WellnessWeb is a convenient, text message-based support program for HIV+ youth and young adults between the ages of 13-34.

If you are newly diagnosed HIV+ OR HIV+ and out of care, WellnessWeb staff at the Coastal Bend Wellness Foundation are available to assist you with getting into medical care. For more information call WellnessWeb staff at 361.814.2001.

COASTAL BEND WELLNESS FOUNDATION
A Division of Friends Research Institute, Inc.

WellnessWeb is a 501(c)(3) nonprofit organization. All rights reserved. © 2011-2014. All rights reserved. www.wellnessweb.org

HIV BLOWS

TELL US ABOUT IT @ POSITIVEPEERS.ORG

Positive Peers 4 HIV Care

"Tested"

Comic "Tested" features compelling characters representative of individuals living with and affected by HIV/AIDS and describes the struggle of navigating daily life in NYC.

Who We Are

About Us

The YGetIt? Project is made up of a mobile application and social media campaign aimed at engaging, linking, and retaining young people ages 18 to 34 in care who are living with HIV/AIDS in New York State.

Users of the YGetIt? mobile application who meet the inclusion criteria, will be invited to enroll in the study to assess the effectiveness of the YGetIt? Project. Participants will complete an initial survey and a follow up survey every 6 months for a period of eighteen months. Enrollment is required for the first 140 users.

This study is federally funded by a Health Resources and Services Administration (HRSA) Special Projects of National Significance (SPNS) Grant.

USING SOCIAL MEDIA TO DO WHAT YOU NEED TO DO

YGetIt? Project
90 Church St. New York, NY
yget@health.ny.gov

TEXT ME, Girl!

If you're a transgender woman living with HIV, and you are between 18-34 years old, you may be eligible to participate in a 90-day text-messaging intervention. Participation also includes an initial assessment and 4 follow-up assessments all at the study site in Hollywood. You may earn up to \$320 in gift cards for completing the assessments and you may earn up to \$60 in gift cards for referring potential participants to the study.

FOR MORE INFORMATION, TO FIND OUT IF YOU ARE ELIGIBLE AND TO LEARN HOW TO GET INVOLVED CALL OR TEXT US AT: 323-422-2913

Friends Community Center
1419 N. La Brea Avenue - Hollywood
Friends Community Center

A Division of Friends Research Institute, Inc.

A project of Friends Research Institute, funded by the Health Resources and Services Administration (HRSA).

Need support in staying on top of taking your meds? If so, our new health app and SMARTEE program might help.

What's SMARTEE?

A new program and app that helps you manage your healthcare!

SMARTEE

Social Media App for Retention, Treatment, Engagement and Education

Our app will allow folks to:

- Directly message your healthcare team
- Get reminders for application renewals, appointments and other STI needs
- View your lab results directly from your own smart phone
- Learn how viruses affect the body
- Learn more about possible treatment options
- Access confidential, password protected healthcare at your fingertips

For more information contact James at Jamesj@howardbrown.org or call 773.388.8935

Howard Brown Health

This program is funded by the US Department of Health and Human Services, Health Resources and Services Administration.

15 Posters & Presentations at this Conference! (7 poster, 8 panel sessions)

Lead Site	Primary Author	Title	Type
ETAC	Swendeman	The Utility of Digital Health to Meet the Needs of Populations Living with HIV	Panel Session
CBW	Vallejo	WellnessWeb: A text message linkage and retention in care program for youth and young adults	Poster
HB	Zuniga	Identifying Medication and Appointment Adherence Barriers among YMSM through the Special Projects of National Significance (SPNS)	Poster
HB	Zuniga	Retention through Mobile Technology; Improving Viral Load, Adherence and Engagement Among Young PLWHA in Chicago	Poster
MetroHealth	Avery	Three Clinic Based Social Media Interventions Engaging PLWHA from the Special Projects of National Significance (SPNS)	Panel Session
MetroHealth	Smith	Peer Support Via Social Media / Mobile Apps for HIV Care	Poster
MetroHealth	Avery	Implementation challenges encountered using peers and technology in the SPNS Social Media Initiative	Panel Session
NYAI	Thompson	Implementation challenges encountered in the Special Projects of National Significance (SPNS) Social Media Initiatives (SMI)	Poster
NYAI	Thompson	Messaging Through a HIV Focused Mobile Application May Help to Facilitate Engagement in Care	Poster
PSU	Zurlo	Maintaining Youth in HIV Care and Transitioning into Adult Care: Experiences of Three Programs	Panel Session
PSU	Zurlo	SPNS SMI: Development of mobile applications to improve HIV care continuum for adolescents and young adults	Panel Session
SFDPH	Arayasirikul	A Tale of Three Cities: Leveraging Text Messaging to Engage Young People Living with HIV in St. Louis, Los Angeles, and San Francisco.	Panel Session
SFDPH	Arayasirikul	Recruiting and Engaging Young People Living with HIV in Social Media and Digital Interventions	Panel Session
WFU	Rhodes	Using Social Media to improve HIV care engagement and viral suppression among young MSM and transgender women	Poster
WUSL	Plax	HIV infected Youth Engagement: Two-Way Text Messaging Tested in the SPNS Social Media Initiative	Panel Session

Intervention Typology - Platforms

<u>Demonstration Site</u>	<u>Text-Messaging:</u> - automated - live - unidirectional - bidirectional	<u>Mobile Apps</u>	<u>Social Networking Sites / Apps:</u> Grindr, Jack'd, Scruff, etc.	<u>Social Media:</u> Facebook, Instagram, Twitter, Snapchat, YouTube, etc.	<u>Website</u>
Coastal Bend Wellness, Corpus Christi, TX	√ all		√	√	√, mobile opt.
Friends Research Institute, Los Angeles, CA	√ auto, unidirect		√	√	
Howard Brown Health Center, Chicago, IL	√ live, uni. & bi.	√ (adapted)			√
MetroHealth System, Cleveland, OH	√ live, bidirect.	√ (new)		√	√
New York State Department of AIDS, New York, NY	√ all	√ (new)	√	√	√
Pennsylvania State Hershey, Hershey, PA	√ all	√ (adapted)	√	√	√, mobile opt.
Philadelphia FIGHT/CHOP, Philadelphia, PA	√ all	√ (new)	√	√	√
San Francisco Department of Public Health, San Francisco	√ live, bidirect.	√ (new)	√	√	√
Wake Forest University, Winston-Salem, NC	√ live, bidirect		√	√	
Washington University St. Louis, St. Louis, MO	√ all	√ (new)		√	

Intervention Typology – Functions

<u>Function</u>	<u>Definition</u>	<u># Interventions (of 10 total)</u>
Communication	Interactive communication between participants and service providers	9
Information	One-way or “push” of content to inform participants (e.g. tips, referral resources)	9
Education	Interactive delivery of information or content	6
Gamification	Rewards, incentives, or points systems, may include competition between peers	2
Skills Building	Tools specifically designed to build skills through demonstration and practice	3
Social support	Provides opportunities for social support from peers, family, service providers, etc.	9
Reminder - general	Reminders other than for HIV care appointments or HIV adherence	9
Reminder – Appointments	Appointment reminders for HIV medical care, delivered via the social media intervention tool (can be automated)	9
Reminder – Adherence	Antiretroviral medication reminder that can be automated, live, or both.	8
Self-Monitoring	Participants record or report information (i.e. logging, tracking)	7

Multi-Site Evaluation Designed by UCLA ETAC

Clinic- and community-based agencies developed and adapted their own interventions in Year 1

Continue to iterate – mobile apps tended to be delayed vs. text-messaging & social media

Sites enroll youth & young adults living with HIV (ages 13-34) in Years 2-3

Multi-site evaluation over 18 months of follow-up in Years 2 to 4:

Self-report surveys - baseline, 6-, 12-, and 18-months follow-up

Medical chart abstraction – retrospective & prospective, retention, viral load

Costing data – staffing, technology, facilities, etc.

Intervention Exposure – staff reports on patient/participant contacts monthly

Back-end data – varies by site and platforms

Qualitative data – 4 patients & 2 staff interviews per site, observations, secondary sources

Data management & analyses – also provide data to sites for local evaluations

Publication & Dissemination – coordination, sites can lead & participate in multi-site pubs

Replication & Implementation Manuals – lessons learned & instructions to implement

Interim Results – Self-Report Data

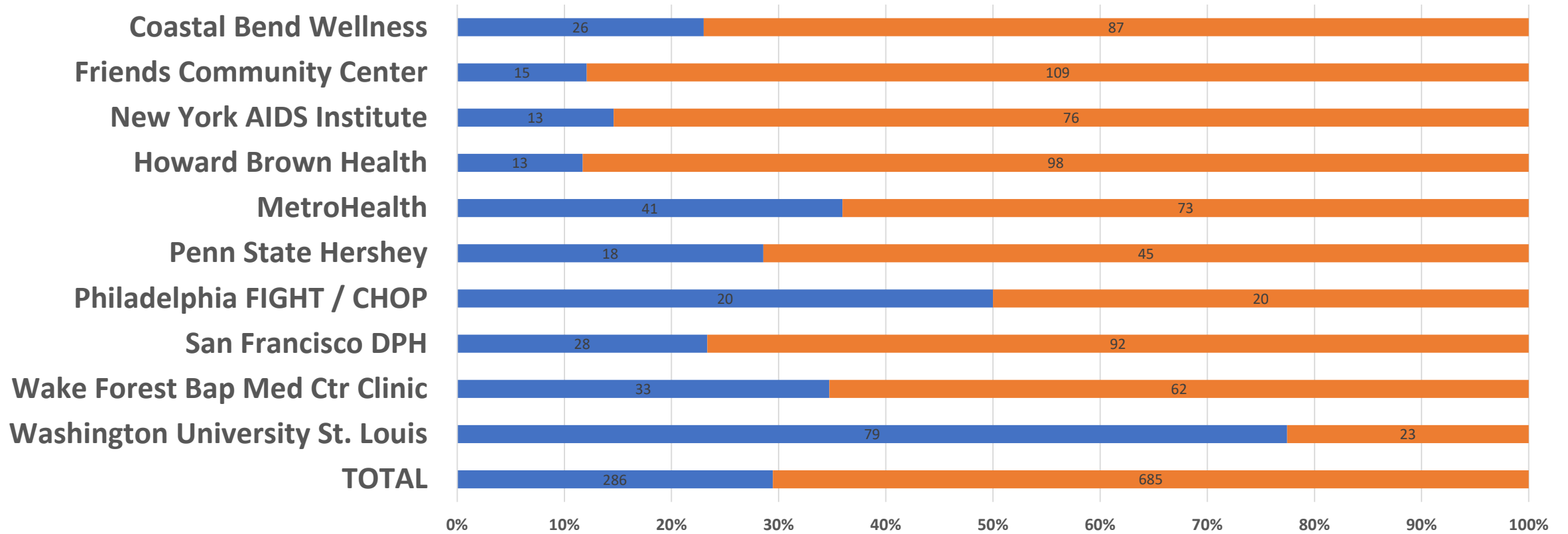
CAVEATS!

Data collection still in progress

Missing data

Site level data is not reliable to make inferences about success or values of their interventions at this time!

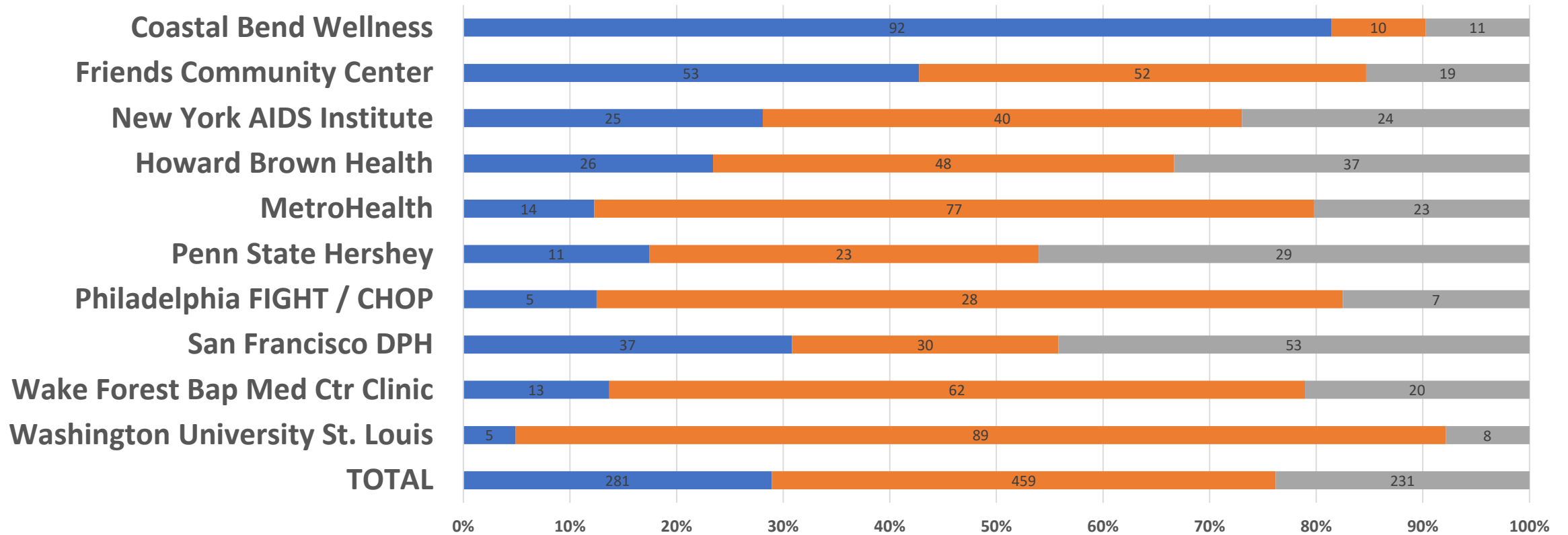
Percentage of adolescent (13-24 yrs old) and young adult participants (25-34 yrs old) by site (N = 971)



	TOTAL	Washington University St. Louis	Wake Forest Bap Med Ctr Clinic	San Francisco DPH	Philadelphia FIGHT / CHOP	Penn State Hershey	MetroHealth	Howard Brown Health	New York AIDS Institute	Friends Community Center	Coastal Bend Wellness
■ 13-24	286	79	33	28	20	18	41	13	13	15	26
■ 25-34	685	23	62	92	20	45	73	98	76	109	87

■ 13-24 ■ 25-34

Percentage of participants by ethnicity / race and site (N = 971)

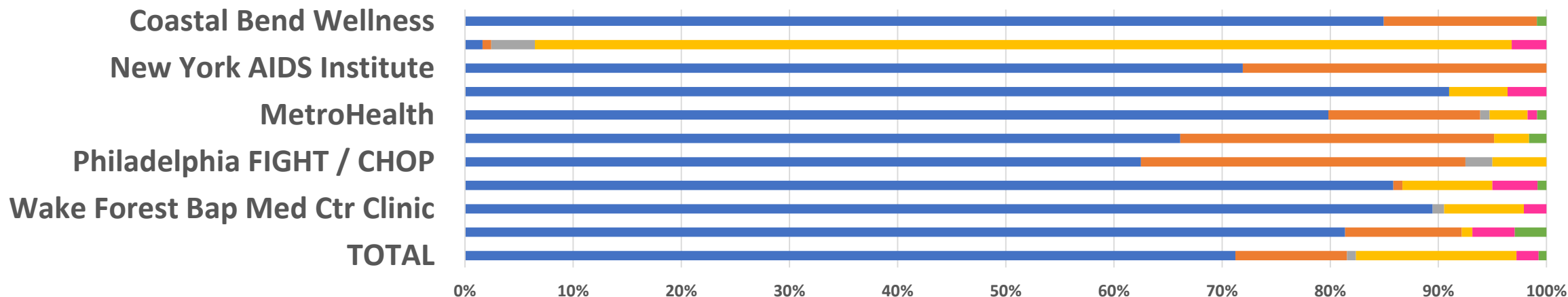


	TOTAL	Washington University St. Louis	Wake Forest Bap Med Ctr Clinic	San Francisco DPH	Philadelphia FIGHT / CHOP	Penn State Hershey	MetroHealth	Howard Brown Health	New York AIDS Institute	Friends Community Center	Coastal Bend Wellness
■ Hispanic / Latino / Latina	281	5	13	37	5	11	14	26	25	53	92
■ Non-Hispanic Black / African American	459	89	62	30	28	23	77	48	40	52	10
■ Other	231	8	20	53	7	29	23	37	24	19	11

■ Hispanic / Latino / Latina ■ Non-Hispanic Black / African American ■ Other

Percentage of participants by current gender identity and site (N = 970)

(N's shown at bottom for total number of participants in each category across sites)

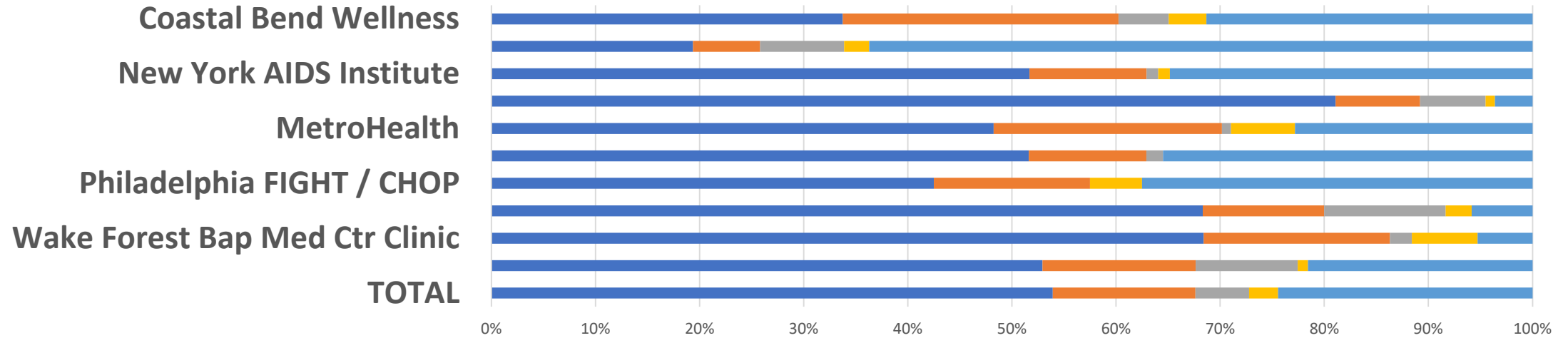


	TOTAL	Washington University St. Louis	Wake Forest Bap Med Ctr Clinic	San Francisco DPH	Philadelphia FIGHT / CHOP	Penn State Hershey	MetroHealth	Howard Brown Health	New York AIDS Institute	Friends Community Center	Coastal Bend Wellness
■ Cis man (N = 691)	691	83	85	103	25	41	91	101	64	2	96
■ Cis woman (N = 100)	100	11	0	1	12	18	16	0	25	1	16
■ Trans man (N = 8)	8	0	1	0	1	0	1	0	0	5	0
■ Trans woman (N = 144)	144	1	7	10	2	2	4	6	0	112	0
■ Genderqueer (N = 20)	20	4	2	5	0	0	1	4	0	4	0
■ Other (N = 7)	7	3	0	1	0	1	1	0	0	0	1

■ Cis man (N = 691)
 ■ Cis woman (N = 100)
 ■ Trans man (N = 8)
 ■ Trans woman (N = 144)
 ■ Genderqueer (N = 20)
 ■ Other (N = 7)

Percentage of participants by sexual orientation / identity and site (N = 970)

(N's shown at bottom for total number of participants in each category across sites)



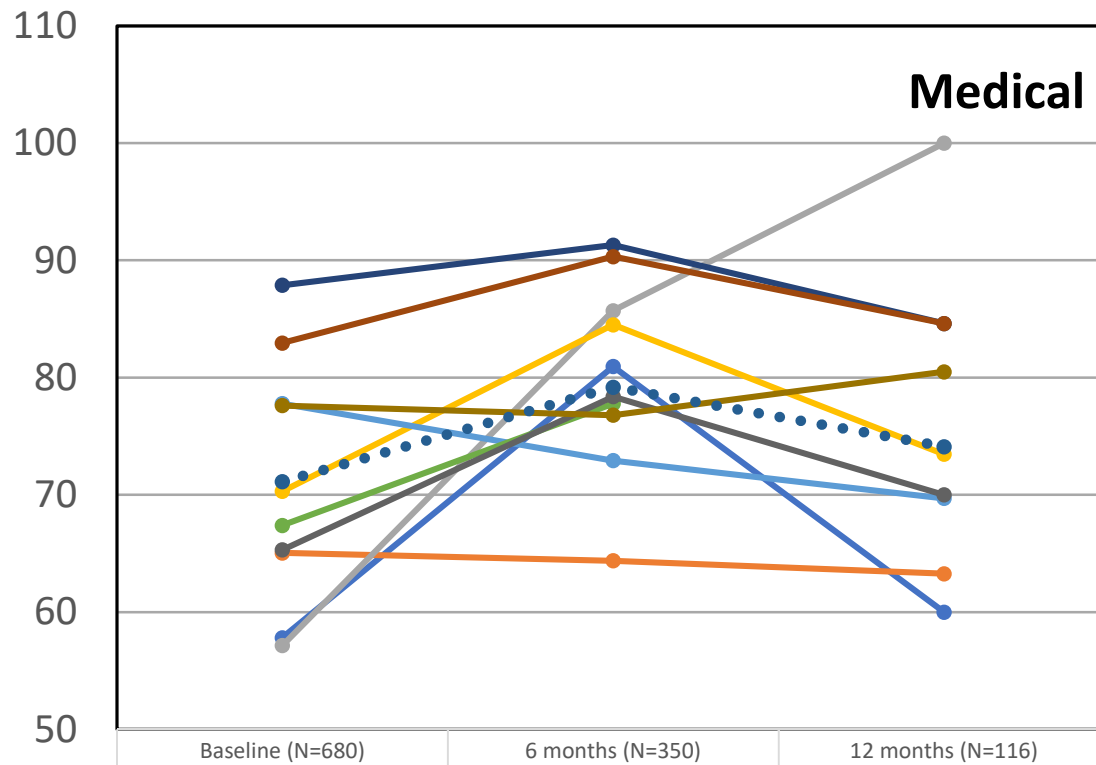
	TOTAL	Washington University St. Louis	Wake Forest Bap Med Ctr Clinic	San Francisco DPH	Philadelphia FIGHT / CHOP	Penn State Hershey	MetroHealth	Howard Brown Health	New York AIDS Institute	Friends Community Center	Coastal Bend Wellness
■ Gay / Lesbian (N = 523)	523	54	65	82	17	32	55	90	46	24	28
■ Bisexual (N = 133)	133	15	17	14	6	7	25	9	10	8	22
■ Queer (N = 50)	50	10	2	14	0	1	1	7	1	10	4
■ Other (N = 27)	27	1	6	3	2	0	7	1	1	3	3
■ Straight (N = 237)	237	22	5	7	15	22	26	4	31	79	26

■ Gay / Lesbian (N = 523)
 ■ Bisexual (N = 133)
 ■ Queer (N = 50)
 ■ Other (N = 27)
 ■ Straight (N = 237)

Medical visit for HIV care in past 6 months (Y/N)

* p < .10; ** p < .05; *** p < .01; + NC

Percentage



- (N=64) Coastal Bend Wellness
- (N=103) Friends Community Center
- (N=35) New York AIDS Institute+
- (N=101) Howard Brown Health
- (N=72) MetroHealth
- (N=46) Penn State Hershey
- (N=33) Philadelphia FIGHT / CHOP
- (N=88) San Francisco DPH
- (N=49) Wake Forest Baptist Med Ctr Clinic
- (N=67) Washington University St. Louis
- (N=658) Overall**

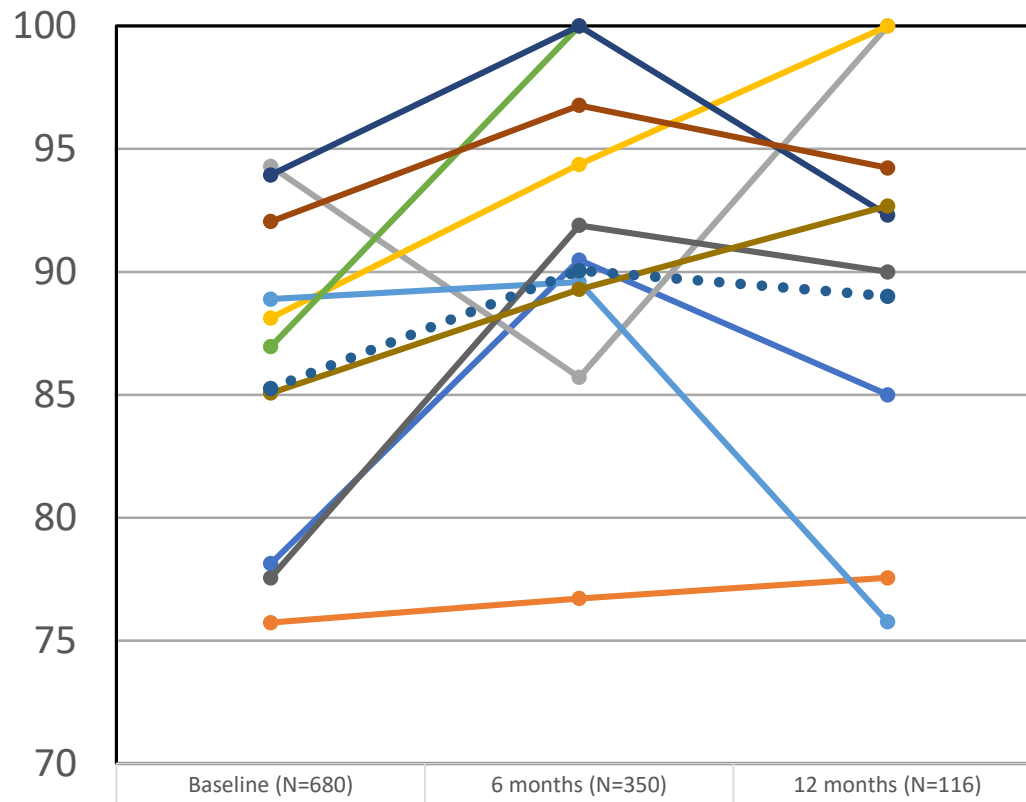
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- (N=103) Friends Community Center
- (N=35) New York AIDS Institute+
- (N=101) Howard Brown Health
- (N=72) MetroHealth
- (N=46) Penn State Hershey
- (N=33) Philadelphia FIGHT / CHOP
- (N=88) San Francisco DPH
- (N=49) Wake Forest Baptist Med Ctr Clinic
- (N=67) Washington University St. Louis
- (N=658) Overall**

Viral load test in past 6 months (Y/N)

* p < .10; ** p < .05; *** p < .01; + NC

- (N=64) Coastal Bend Wellness
- (N=103) Friends Community Center
- (N=35) New York AIDS Institute+
- (N=101) Howard Brown Health+
- (N=72) MetroHealth
- (N=46) Penn State Hershey+
- (N=33) Philadelphia FIGHT / CHOP+
- (N=88) San Francisco DPH
- (N=49) Wake Forest Baptist Med Ctr Clinic
- (N=67) Washington University St. Louis
- (N=658) Overall**

Percentage

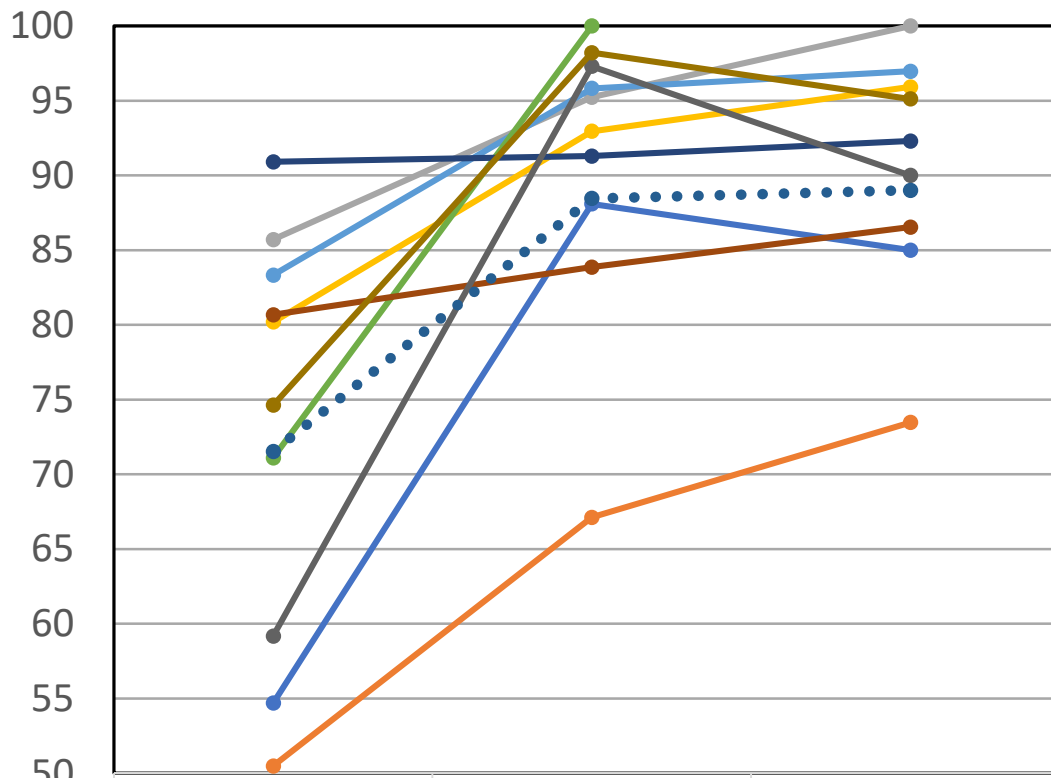


	Baseline (N=680)	6 months (N=350)	12 months (N=116)
(N=64) Coastal Bend Wellness	78.13	90.48	85
(N=103) Friends Community Center	75.73	76.71	77.55
(N=35) New York AIDS Institute+	94.29	85.71	100
(N=101) Howard Brown Health+	88.12	94.37	100
(N=72) MetroHealth	88.89	89.58	75.76
(N=46) Penn State Hershey+	86.96	100	
(N=33) Philadelphia FIGHT / CHOP+	93.94	100	92.31
(N=88) San Francisco DPH	92.05	96.77	94.23
(N=49) Wake Forest Baptist Med Ctr Clinic	77.55	91.89	90
(N=67) Washington University St. Louis	85.07	89.29	92.68
(N=658) Overall**	85.26	90.05	89.01

Currently taking ART (Y/N)

* p < .10; ** p < .05; *** p < .01; + NC

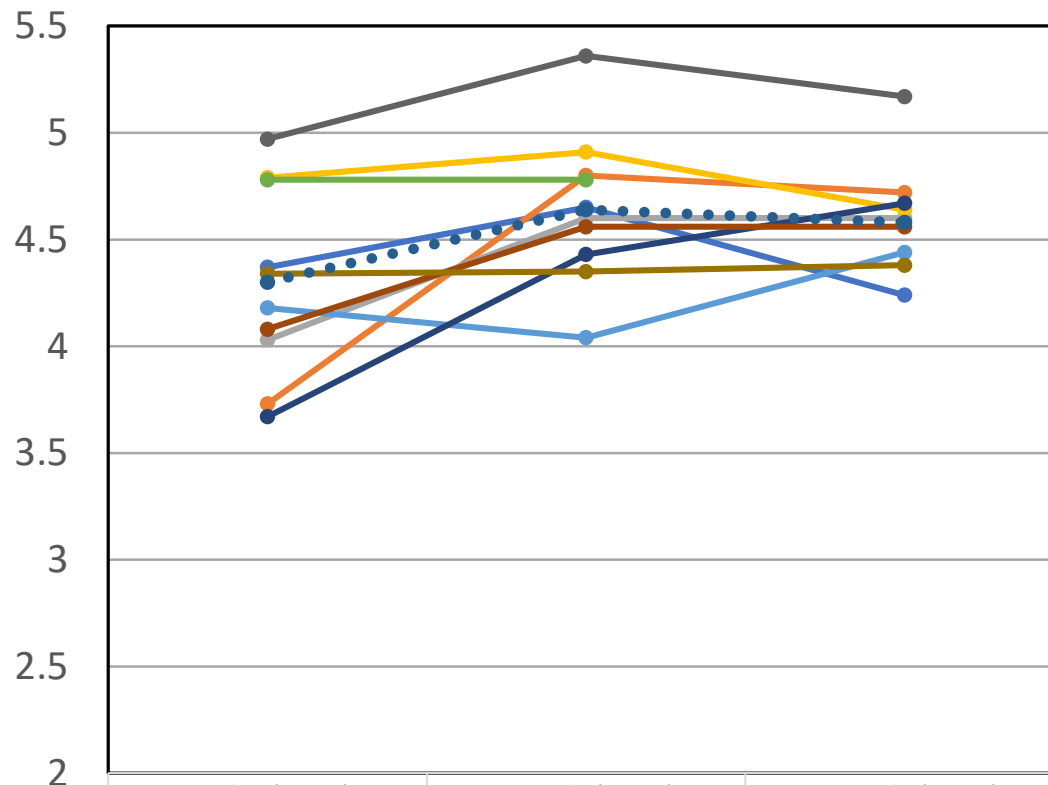
Percentage



- (N=64) Coastal Bend Wellness***
- (N=103) Friends Community Center***
- (N=35) New York AIDS Institute+
- (N=101) Howard Brown Health**
- (N=72) MetroHealth*
- (N=45) Penn State Hershey+
- (N=33) Philadelphia FIGHT / CHOP
- (N=88) San Francisco DPH
- (N=49) Wake Forest Baptist Med Ctr Clinic***
- (N=67) Washington University St. Louis***
- (N=657) Overall***

	Baseline (N=679)	6 months (N=350)	12 months (N=116)
(N=64) Coastal Bend Wellness***	54.69	88.1	85
(N=103) Friends Community Center***	50.49	67.12	73.47
(N=35) New York AIDS Institute+	85.71	95.24	100
(N=101) Howard Brown Health**	80.2	92.96	95.92
(N=72) MetroHealth*	83.33	95.83	96.97
(N=45) Penn State Hershey+	71.11	100	
(N=33) Philadelphia FIGHT / CHOP	90.91	91.3	92.31
(N=88) San Francisco DPH	80.68	83.87	86.54
(N=49) Wake Forest Baptist Med Ctr Clinic***	59.18	97.3	90
(N=67) Washington University St. Louis***	74.63	98.21	95.12
(N=657) Overall***	71.54	88.46	89.01

Mean scale score



Ability to take ART among participants currently taking ART (Likert scale; range = 1-6)

* $p < .10$; ** $p < .05$; *** $p < .01$; + NC

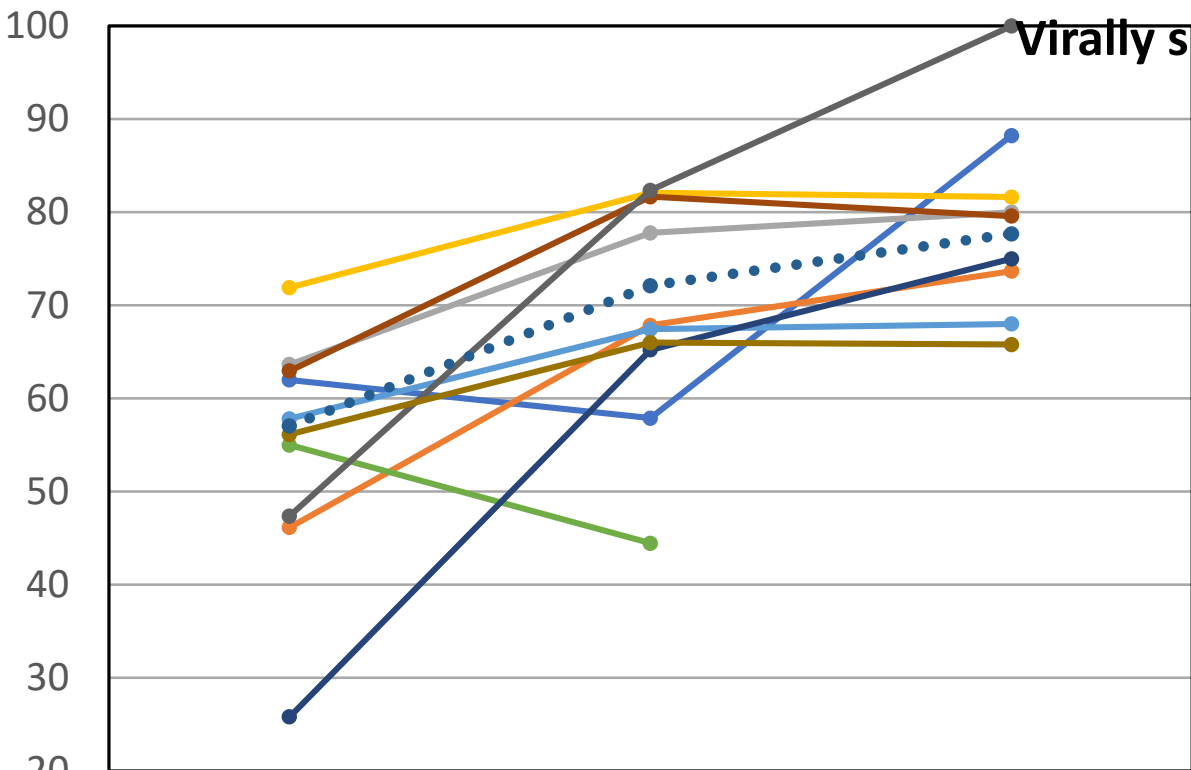
- (N=35) Coastal Bend Wellness***
- (N=52) Friends Community Center***
- (N=30) New York AIDS Institute
- (N=81) Howard Brown Health***
- (N=60) MetroHealth**
- (N=32) Penn State Hershey*
- (N=30) Philadelphia FIGHT / CHOP
- (N=71) San Francisco DPH
- (N=29) Wake Forest Baptist Med Ctr Clinic***
- (N=50) Washington University St. Louis***
- (N=495) Overall***

	Baseline (N=495)	6 months (N=311)	12 months (N=105)
(N=35) Coastal Bend Wellness***	4.37	4.65	4.24
(N=52) Friends Community Center***	3.73	4.8	4.72
(N=30) New York AIDS Institute	4.03	4.6	4.6
(N=81) Howard Brown Health***	4.79	4.91	4.64
(N=60) MetroHealth**	4.18	4.04	4.44
(N=32) Penn State Hershey*	4.78	4.78	
(N=30) Philadelphia FIGHT / CHOP	3.67	4.43	4.67
(N=71) San Francisco DPH	4.08	4.56	4.56
(N=29) Wake Forest Baptist Med Ctr Clinic***	4.97	5.36	5.17
(N=50) Washington University St. Louis***	4.34	4.35	4.38
(N=495) Overall***	4.3	4.64	4.58

Virally suppressed (Y/N; N includes DK response)

* p < .10; ** p < .05; *** p < .01; + NC

Percentage



- (N=50) Coastal Bend Wellness
- (N=78) Friends Community Center**
- (N=33) New York AIDS Institute
- (N=89) Howard Brown Health
- (N=64) MetroHealth
- (n=40) Penn State Hershey
- (n=31) Philadelphia FIGHT / CHOP***
- (n=81) San Francisco DPH**
- (n=38) Wake Forest Baptist Med Ctr Clinic+
- (n=57) Washington University St. Louis
- (N=561) Overall***

	Baseline (N=584)	6 months (N=321)	12 months (N=105)
(N=50) Coastal Bend Wellness	62	57.89	88.24
(N=78) Friends Community Center**	46.15	67.86	73.68
(N=33) New York AIDS Institute	63.64	77.78	80
(N=89) Howard Brown Health	71.91	82.09	81.63
(N=64) MetroHealth	57.81	67.44	68
(n=40) Penn State Hershey	55	44.44	
(n=31) Philadelphia FIGHT / CHOP***	25.81	65.22	75
(n=81) San Francisco DPH**	62.96	81.67	79.59
(n=38) Wake Forest Baptist Med Ctr Clinic+	47.37	82.35	100
(n=57) Washington University St. Louis	56.14	66	65.79
(N=561) Overall***	57.04	72.11	77.69

Interim Results – Medical Chart Data

CAVEATS!

Data collection still in progress

Missing data

Site level data is not reliable to make inferences about success or values of their interventions at this time!

Preliminary Viral Suppression Results from Medical Chart Data

Site	Estimate	Pr > t	OR (days)	OR (months)
CBW	0.005871	0.0569	1.0058883	1.192593086
FRI	0.00791	0.1355	1.0079414	1.267821407
HBHC	0.000222	0.8781	1.000222	1.006682227
MHS	0.003752	0.0073	1.003759	1.119139403
NYSDA	0.01382	0.0228	1.0139159	1.513765114
PSU	No medical chart available at this time			
PFC	Did not converge, only 3 observations available at this time			
SFDPH	0.003906	0.0033	1.0039136	1.124321789
WFU	0.006997	<.0001	1.0070215	1.233567034
WUSL	0.003707	<.0001	1.0037139	1.117629584
All	0.003842	<.0001	1.0038494	1.122165163

- Outcome: Virally suppressed (1; < 200) vs not suppressed (0)
- Models: Random effects logistic models with random intercept for participant, intercept and covariate for time.
- OR for odds of suppression for each additional day since first lab result (time in terms of days) and in terms of months (coefficient multiplied by 30)

Thank you!

Dallas Swendeman, Melissa Medich, and Ron Brooks

UCLA Evaluation and Technical Assistance Center

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