

Bijou: An Interactive and Engaging Online, Mobile-Friendly Self-Management Program for HIV+ YMSM

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Disclosures

Presenter(s) has no financial interest to disclose.

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Learning Objectives

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

1. Identify at least two improvements seen among UCARE4Life intervention participants.
2. Identify two ways that relevant innovative and gamified technology-based platforms, such as Bijou can better the health outcomes of HIV+ YMSM.
3. Articulate a better understanding of how the use of technology-based strategies and platforms among youth may be applicable in their practice settings.

Obtaining CME/CE Credit

If you would like to receive continuing education credit for this activity, please visit:

<http://ryanwhite.cds.pesgce.com>

Addressing the Problem

Estimated New HIV Diagnoses in the United States for the Most-Affected Subpopulations, 2014

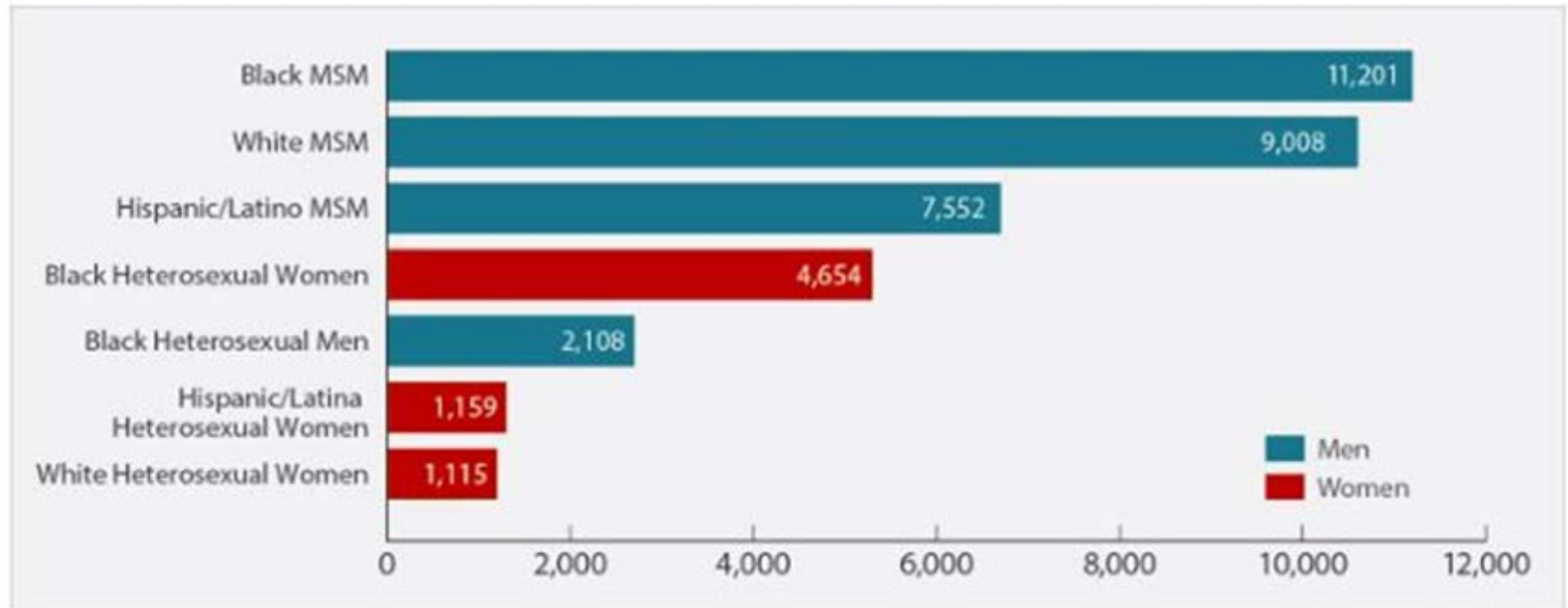


Image: aids.gov

Eligibility & Goals

- 16-24 years old
 - HIV-positive
 - MSM
 - Owns a smartphone
-
- To create a 6-week long self-management program for HIV+ YMSM
 - To create an engaging, relevant program appropriate for the demographic
 - To improve HIV literacy, social support, and general health and wellness of users

How is Bijou different?

- Youth-friendly self-management program
- Weekly check-in with a social worker
- Discreet
- Mobile-friendly

Innovation

Compassion

Holistic and Positive Approach

Relevance

Relevance: Name & Visual Trends

Popular Apps



Bijou Brand:

bijou

Bijou Logo



Session 4 General Health and Wellness



Welcome Back!

We touched on some health & wellness topics in the last session, but this time we're going to dive in a little deeper. Taking care of your body through nutrition, exercise, and safe (and good) sex will serve you for years to come. Your body is the only one you've got!

Next: Q & A ▶

Nutrition Q & A



What Exactly IS Nutrition?

Nutrition is how what we eat affects the way our bodies work. You can think of your body like a car: if you fill up your car with something other than what it needs (gasoline), it's not going to run as well. Our

What's the Best Exercise?



Keeps your body strong

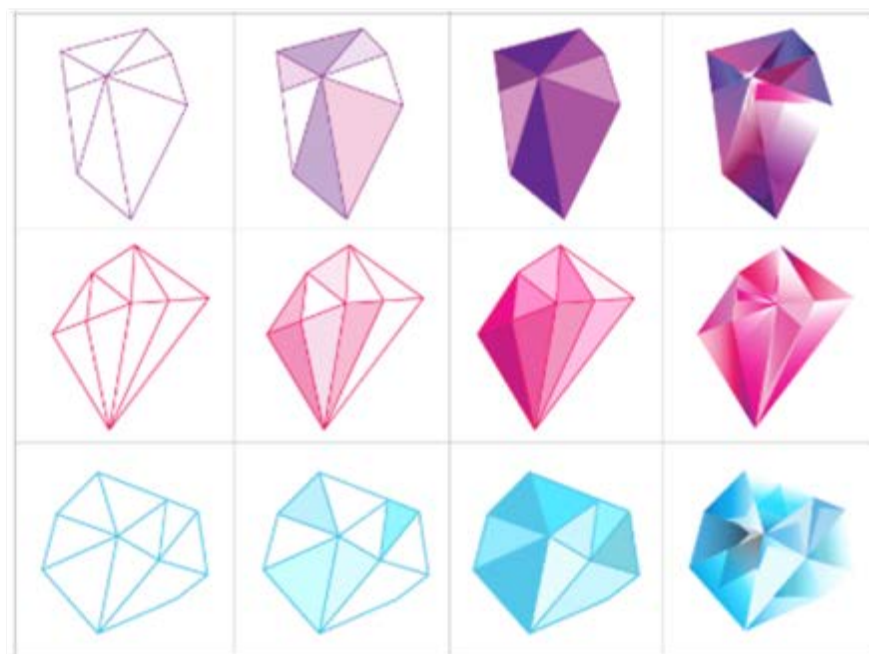
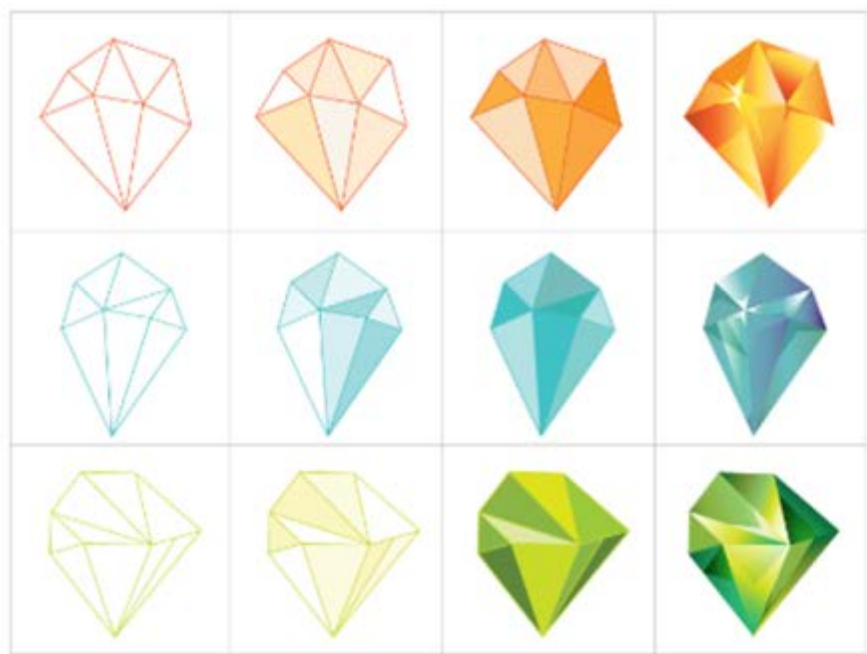
- Exercise burns calories and helps prevent weight gain and obesity.
- Exercise improves muscle tone.

Relevance: Stock Imagery



Gamification

Avatar Progression



Continuous Engagement

Ask Dr. W.

Staying strong

Dear Dr. W.:

I am a young, black, gay man with HIV. Because of the location where I live, people, and the environment, it seems that people like me who are HIV-positive have a hard time adjusting and staying positive in a negative world. How do I stand strong?



Maximize Your Nutritional Intake

Interactive exercise

What do you need more of? Click on an option below to discover some easy ways to get those nutrients in your diet.

I need to eat more vegetables

I need to eat more fruit

- Stock up on frozen options. Frozen berries are perfect toppings on cereal, yogurt, and even ice cream.
- Keep fruit on your counter. If you keep some apples or bananas in plain sight, you're more likely to remember to eat them or pick them up when you're hungry.

I need to eat more protein

I need to eat more healthy grains

Quiz - Learn the STIs

Interactive Components

Journal

Still loving Bijou and still living healthfully

All Journal Entries

Create New Journal Entry

Still loving Bijou and still living healthfully

Access: Limited

Show Details

Read

Edit

History

Life is good. I'm cruising along on these sessions and living a healthy lifestyle!

Create a Journal Entry

All Journal Entries

New Journal Entry

Title

Content

Visual Text

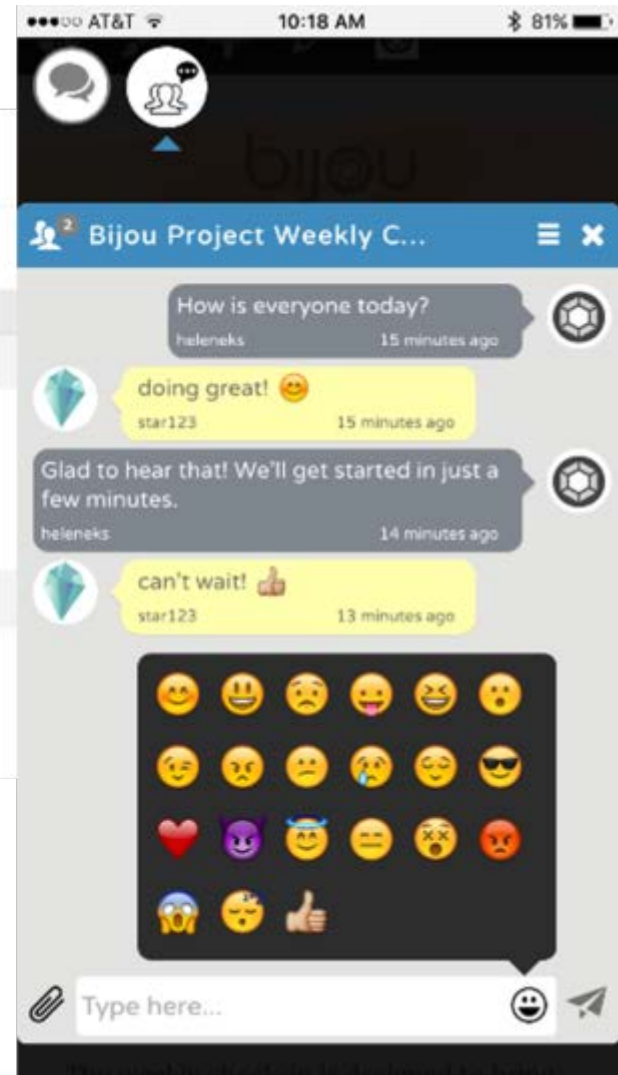
B **I** **link** **Quote** **del** **list** **img** **ul** **ol** **code** **more** **close tags**

Forum & Chat

doc appointment

Welcome to Bijou! > Forums > Peer Forum > doc appointment

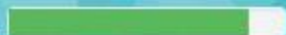
Author	Posts
April 5, 2016 at 4:38 pm	
 star123	how does everyone prepare for doctor's appointments? still trying to figure out how best to do that
July 29, 2016 at 9:55 am	
 heleneks	I make a list before I go to the doctor so I don't forget to bring anything up.



Information + Innovation: Why does it matter?

SESSIONS

Session 1
HIV HEALTH LITERACY

 87% COMPLETE

Session 2
GENERAL HEALTH AND WELLNESS

 100% COMPLETE

Session 3
PERSONAL GROWTH

 100% COMPLETE

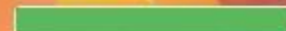
Session 4
MANAGING YOUR HIV

 100% COMPLETE

Session 5
RELATIONSHIPS

 69% COMPLETE

Session 6
PROBLEM SOLVING & COPING

 100% COMPLETE

What's next?

- Usability trial: Complete
- Small pilot trail –UNC Clinic
 - 4-5 individuals per cohort
 - August-October 2016
- Larger scale implementation

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Questions?