“Reaching Aging Adults Living with or at Risk of HIV—A New Media and Technology Strategy”

New Media & Technology E-Learning Session 1
August 6, 2013

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The AIDS Institute and AIDS Alliance for Women, Infants, Children, Youth & Families
AGENDA

1) Project Background
2) Overview of Project Goals and Objectives
3) Timeline of Activities
4) Poll Survey
5) New Media Resources
6) Questions
BACKGROUND

Target population:
Adults over 50 living with HIV or at risk of HIV infection.

What the data suggest:
- By 2015, half of the people living with HIV infection in the US will be 50 years of age or older.
- 1 in 6 new diagnoses in the US are people age 50 and older.
RESEARCH

• 91% of American adults have a cell phone
• 56% of American adults have a smartphone
• 85% of US adults use the internet
• 72% have looked online for health information in the past year.

Pew Internet & American Life Project, May 2013
ALIGNING WITH THE DIGITAL GOVERNMENT STRATEGY (DGS), TAI’S PROJECT ATTEMPTS TO ENSURE THAT THE USE OF NEW MEDIA AND TECHNOLOGY MAKES A REAL DIFFERENCE IN PEOPLE’S LIVES.
“Reaching Aging Adults Living with or at Risk of HIV—A New Media and Technology Strategy”
GOAL 1

Increase new media knowledge and skills of tools and technologies
### OBJECTIVES FOR GOAL 1

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<th>Objective 1</th>
<th>Objective 2</th>
<th>Objective 3</th>
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<td>• Host 4 New Media and Technology E-learning training sessions.</td>
<td>• Develop and distribute 4 New Media and TechLink E-newsletters.</td>
<td>• Distribute education information and print ready resources to partners and direct database contacts.</td>
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GOAL 2

Increase online and mobile technology usage.
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<td>• Create a centralized web portal on TAI’s existing older adults and HIV/AIDS webpage (<a href="http://www.NHAAAD.org">www.NHAAAD.org</a>) for future access.</td>
<td>• Post new media and technology resource links and educational materials from E-learning trainings, E-newsletters or other capacity building support activities.</td>
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SCHEDULE OF E-LEARNING (EL) TRAININGS

- **EL #1**
  - Aug. 6, 2013 at 1PM (ET)

- **EL #2**
  - Aug. 20, 2013 at 1PM (ET)

- **EL #3**
  - Sept. 3, 2013 at 1PM (ET)

- **EL #4**
  - Sept. 17, 2013 at 1PM (ET)
SCHEDULE OF NEW MEDIA (NM) & TECHLINK E-NEWS

New Media (NM) & TechLink E-News #
Aug. 7, 2013

NM & TechLink E-News #2
Aug. 21, 2013

NM & TechLink E-News #3
Sept. 4, 2013

NM & TechLink E-News #4
Sept. 18, 2013
TOPICS FOR EL SESSIONS & E-NEWS

Social Networking sites (Facebook, LinkedIn, Twitter)

Blogs and Microblogs (Twitter and Tumblr)

Podcasts, Text Messaging and Mobile Apps

Online Video and Photo Sharing Sites (YouTube, Instagram and Vine)
POLL SURVEY

Launch poll survey to generate topics for future E-learning sessions and E-Newsletter
EVALUATION STRATEGIES

- Conduct pre tests
- Conduct post tests
- # of E-learning participants
- # of E-Newsletter distribution
- Click through links from the web portal
- Click through links access from E-Newsletter
- # of click through links from the web portal
BEST PRACTICES

- Collect information from “targeted users” on how the use of new media and technology is making a real difference in their lives
- Share new media E-learning stories, best practices, or lessons learned
  - Highlight information during E-learning sessions or include in E-Newsletters
  - Post information on www.NHAAAD.org
NEW MEDIA

- CONNECT
- COLLABORATE
- CREATE
GETTING STARTED

- Understanding your audience
- Defining your audience needs
- Developing a new media plan
- Mapping out your new media strategy
- Knowing if your strategy is working
RESOURCES

AIDS.gov-New Media
http://www.aids.gov/using-new-media/

AIDS.gov-Communications Strategy

Digital Government: Building a 21st Century Platform to Better Serve the American People
RESOURCES

Centers for Disease Control and Prevention (CDC), eHealth Data Briefs
http://www.cdc.gov/healthcommunication/

Pew Internet & American Life Project, PewResearchCenter
http://pewinternet.org/Reports/2013/social-networking-sites.aspx
http://www.pewresearch.org
THANK YOU

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