

HIPAtlanta Outreach Management System Program Measurable (Based on Funding-BOF))	Year One (6months)	Year Two	Year Three
Outreach Management System	BOF	BOF	BOF
Increase Safer-Sex Kits in Target Community			
Increase Request for HIV Testing Information			
Increase linkage to HIV Testing			
Increase linkage to Hepatitis Screening			
Increase PrEP inquiries			
Increase PrEP referrals			
Increase Stigma inquiries			
Increase inquiries about substance abuse prevention			
Increase inquiries about HIV healthcare access			
Social Media Management System	BOF	BOF	BOF
Increase Social Media presence <ul style="list-style-type: none"> • Facebook – Followers, Comments, Replies • Twitter - Followers, Comments, Replies • Snap Chat – Followers, Comments, Replies 			
Increase Target Audience inquiries & referrals <ul style="list-style-type: none"> • Increase MSM of color encounters/inquires • Increase MSM of Color linked to testing • Increase Transgenders encounters/inquiries • Increase Transgenders linked to services • Increase PrEP inquiries • Increase PrEP conversations • Increase PrEP referrals 			
Decrease Stigma <ul style="list-style-type: none"> • MSM Survey • Transgender Survey 			
Texting Management System	BOF	BOF	BOF
Increase MSM's & Transgenders Encounters 1-5			
Increase MSM's & Transgenders Encounters 6-10			
Increase MSM's & Transgenders Encounters 11-15			
Increase MSM's & Transgenders Encounters 16+			
Increase linked from Social Media Campaigns			
Increase Linkage to Testing			
Increase linkage to STD Screening & Treatment			
Increase educated about PrEP			
Increase linkage to PrEP clinic			
Increase linkage to Behavioral Intervention			
Increase linkage to Substance Abuse Program			
Increase linkage to Medical Care			
Increase linkage to Medication Assistance			
Model Replication	BOF	BOF	BOF
Local Five CBO's			
Outside of Georgia CBO's determined by City (i.e. Montgomery, New Orleans, Charlotte)			

