

HIPAtlanta

Outreach Management System

Evaluation & Performance Measurement

Evaluation & Performance Measurement HIPAtlanta

OUTREACH (Street & Events)					
Evaluation Stakeholders and Primary Intended Users of Evaluation: National HIV AIDS Strategy, Federal Agency Partners, Community Pilot Partners, HIPAtlanta					
Activity Your Plan Will Evaluate:					
<ol style="list-style-type: none"> 1. Outreach Encounters (soft and hard) 2. Ratio of outreach encounters to texting information line 3. Establishing a distribution presence (i.e. campaign info, safer sex kits) 4. Replications 					
Focus of the Evaluation Design: The outreach design to make it easier to manage day of event activities, in addition to driving traffic to testing services and behavioral interventions.					
Evaluation Question	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Training	
How many did we engage with kits?	>% Target Populations (i.e. MSM, YA, AAWmn)	Distribution Plan	Outreach encounter and Local Placement	Social Networking and Peer Navigation	># of Encounters #Demographics
What info was captured in texting?	> incoming texting	Dedicated texting line	Captured in texting convo.	HIPAA, SNS-CRCS	> #incoming textes >#linked testing
How many linked to testing	>target testing	Community Impact Platform			>#First Time Test >#New Dx >#STI/STD Test
Communication Dissemination Plan: We will coordinate distribution # of kit sites, #kits distributed, #test campaigns					
Evaluation Activities Staffing Plan: HIPAtlanta is responsible for coordinating this intervention (i.e. product placement, HIPAA guidelines, texting platforms, securing interns).					

OUTREACH (Social Media Mgmt. System)					
Evaluation Stakeholders and Primary Intended Users of Evaluation: National HIV AIDS Strategy, Federal Agency Partners, Community Pilot Partners, HIPAtlanta					
Activity Your Plan Will Evaluate:					
<ol style="list-style-type: none"> 1. #Hashtag Traffic 2. Ratio of encounters to linkage to testing and/or interventions 3. Target Populations Presence 4. Generate reports and Query System (i.e. Views, Reply's, Shares, Likes, Followers) 					
Focus of the Evaluation Design: The social media outreach is design to make easier to manage activities of target populations, in addition to driving traffic to testing services and interventions as a common method of communication.					
Evaluation Question	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Training	
How many did we engage?	>% Target Populations (i.e. MSM, YA, Wmn)	Distribution Plan	Outreach encounter and Local Placement	Social Networking and Peer Navigation	># of Encounters
What info was captured in social media?	> Likes, Followers and Reply's	Campaign Specific	Captured in social media sites	HIPAA guidelines, SM Networking	> Followers >Linked to Services
How many tested as result of strategy	>target testing >Testing Inquiry	Social Media Management System			>#First Time >#New Dx >#STI/STD Test

Communication Dissemination Plan: We will coordinate establishing a presence in the top five social media sites (1)Facebook, (2)Snap Chat (3)Twitter (4)Instagram (5)Penterest

Evaluation Activities Staffing Plan: HIPAtlanta is responsible for coordinating. Social Media Specialist, Data Management Specialist, Peer Navigators

Texting Management System

Evaluation Stakeholders and Primary Intended Users of Evaluation: National HIV AIDS Strategy, Federal Agency Partners, Community Pilot Partners, HIPAtlanta

Activity Your Plan Will Evaluate:

1. Target Audience Geographic's & Demographics
2. Encounter ratio from initial contact to linkage to services
3. Qualitative Analysis of inquiries

Focus of the Evaluation Design: The texting system is design to make easier for challenge to reach target groups to communicate with programs/agencies. In addition to driving traffic to our testing services and interventions.

Evaluation Question	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Training	
How many did we engage?	>% Target Populations (i.e. MSM, YA, AAWmn	Outreach Traffic	Captured in texting mgmt. system	Social Networking and Peer Navigation	># of Encounters
What info was captured in text system?	> Inquiries >Request for services >Link to services	Outreach Traffic	Captured in texting mgmt. system	HIPAA guidelines, Social Media Networking	> Types of Request >Linked to Services
How many tested as result of strategy	>target testing >Inquiries about testing	Texting Management System			>#First Time >#New Dx >#STI/STD Test

Communication Dissemination Plan: We will coordinate establishing a outreach strategy using our Condom Distribution Kits placed in Barbershops/Beauty Shops, Bars & Clubs.

Evaluation Activities Staffing Plan: HIPAtlanta is responsible for coordinating Prevention Director, TMS Coordinator Peer Navigators, Data Management Specialist

HIV TESTING

Evaluation Stakeholders and Primary Intended Users of Evaluation: National HIV AIDS Strategy, Federal Agency Partners, Community Pilot Partners, HIPAtlanta

Activity Your Plan Will Evaluate:

1. Linked to HIV Testing
2. Linked to PrEP Clinic
3. Linked to STD/STI Screening

Focus of the Evaluation Design: Outreach to accessing testing services, PrEP Clinic and/or Information, Linked to STD/STI screening via outreach management system

Evaluation Question	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Training	
How many tested?	>Target Population	Informed consent State of GA Unique Identifier System	OraSure Rapid HIV Testing Devices	Pre and Post Counseling	Data reported to State of GA Epidemiology
How many tested (+)?	>Identifying newly dx			ARTAS and Peer Navigator	
How many tested (+) linked to care?	90%			Social Networking Strategy for Counseling, Testing & Referral	
How many linked to STD/STI Screening	>Target Populations	Risk Behavior	PrEP TBD	PrEP Clinic	

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Communication Dissemination Plan: Total testing will be reported monthly, Positive test results will be reported within 60days in accordance with State of GA STD and HIV Divisions.

Evaluation Activities Staffing Plan: HIPAtlanta in partnership with local agencies. Director of Prevention, Peer Navigators, Data Management Specialist, Linkage to Care & Services Spec.

LINKAGE TO CARE

Evaluation Stakeholders and Primary Intended Users of Evaluation: National HIV AIDS Strategy, Federal Agency Partners, Community Pilot Partners, HIPAtlanta

Activity Your Plan Will Evaluate:

1. Linkage newly diagnosed into primary care
2. Link PLWHIV out of care into care
3. Viral Load Suppression
4. Linkage To Care Specialist assist with addressing various social determinants

Focus of the Evaluation Design: Linkage to care is the end result of our outreach and testing efforts assisting the partners with identifying, testing and getting PLWH/AIDS into primary medical care, in addition to addressing various social determinants.

Evaluation Question	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Training	
New Dx	>Increase Newly Identified	Informed Consent		SNS for CTR	GA Department of Epidemiology
Linkage to Care	90%	ARTAS program mgmt. tools & primary care provider communication consent		ARTAS	
<Viral Load	80%				

Communication Dissemination Plan Positive test results will be reported immediately and/or in accordance with State of GA STD and HIV Divisions.

Evaluation Activities Staffing Plan: Director of Prevention, Linkage to Care & Services Specialist, Peer Navigators, Data Management Specialist

DATA COLLECTION

Evaluation Stakeholders and Primary Intended Users of Evaluation: National HIV AIDS Strategy, Federal Agency Partners, Community Pilot Partners, HIPAtlanta

Activity Your Plan Will Evaluate:

1. Encounter Ratio to services
2. Target Populations Geographic's and Demographics
3. Program Outcome & Challenges
4. Partnership Activities
5. Cost Effectiveness

Focus of the Evaluation Design: The data collection strategy is design to capture target audience information, encounters ratio to access services and measurable cost.

Evaluation Question	Indicator(s)	Data Collection			Data Analysis
		Source	Method	Training	
How many encounters	>Encounters TargetP	O	Microsoft CRM and Cloud	Microsoft CRM	1. Consumer Data 2. Agency Data 3. Program Outcome & Challenges 4. Cost Effectiveness
What data was captured	>Demographics >Inquiries, >Linked	TBD			
What is the ratios to testing	>HIV Testing >PrEP Linkage	Health Testing Survey Tool			
Communication Dissemination Plan: In house mgmt. of data using Microsoft Cloud & CRM software					
Evaluation Activities Staffing Plan: Director of Prevention, Manager of Information Systems, Data Management Specialist, HIPAA Compliance Specialist					