

Social Networks Strategy Conference Agenda
August 23, 2012
10:00 –11:00am

I. Purpose of the call is to create a supportive environment in which to provide:

- a. Peer to peer TA
- b. Communicating information specific to Social Networks Strategy

Introductions – SNS Contractors & DSHS Staff Attendees:

DSHS- Amanda Reese, Mary McIntosh

Contractors-

Tarrant County- Brian and LaMont

Resource Center Dallas – Mikael

SAAF- Robert

CHCS- Carlos, Nathan, Joey

Parkland- Bob, Calvin, Norma

Austin Travis County (ATC)- absent

Laredo- absent

II. SNS Training – August 15-16, 2012, in Austin, TX

Parkland – good training. Their SNS program set up as recommended in the training

Robert from SAAF reported they were surprised to learn that positive clients are primary recruiters. Barriers they have experienced include transportation issues. Other programs suggest giving bus passes to recruiters.

Next SNS training will be in Feb or Mar of 2013.

III. SNS Implementation –each program update on success, challenges, positivity

Tarrant County

33 recruiters

255 Network Associates

177 tested (time frame?)

16 positives

6 new positives

Brian reports that success can be attributed to LaMont's pro-active approach to SNS. He meets with recruiters in their venues (clubs, bars, etc) and on their schedules. He has a genuine belief in this strategy and it is

reflected in his demeanor. LaMont stays in constant contact with recruiters.

SAAF

Robert reports that they have discovered that they need to be more clear in their orientations about who they are working with primarily.

Resource Center

While they were having problems getting new recruiters, they have 10 new recruiters, 6 who are former NAs and 1 is positive. They have identified 2 new positives since last call and are maintaining a 21% positivity rate. They have tested a total of 33 with 7 positives (don't know timeframe). They see primarily MSM with a few heterosexuals within the same networks who are mainly in 20s and early 30s. They announce no tangible reinforcements but give flash drive bracelets as rewards. Mikael reports that he stays in touch with recruiters in face to face meetings at least once a month but more often once a week.

Parkland

The Parkland team reports that they are having a difficult time finding NAs though they have 45 recruiters. They try to stay connected through phone calls but find that doesn't work because phone numbers are often disconnected. They use \$10 Target gift cards and bus passes as incentives for recruiters and NAs. Recruiters report that people are hesitant to get tested. Parkland does maintain a 23% positivity rate mostly through walk-ins who find out about testing by word of mouth.

CHCS

They are looking forward to reporting at the next meeting because since the training in Austin, they feel they have a fuller understanding of SNS.

IV. Final Questions and Comments

Is anyone using the internet to recruit?

SAAF reported that a Face Book announcement about clinic hours on Saturday brought many new people into the clinic. It was mentioned that many agencies have social media campaigns not specific to SNS that could provide ideas. Someone suggested that using interns from local colleges/universities could provide internet expertise.

CDC Social Media Guidelines Link:

<http://www.cdc.gov/SocialMedia/Tools/guidelines/>

V. Next call: Oct 25, 2012

