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"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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www.theaidsinstitute.org

AGENDA

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

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BACKGROUND

Target population:

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

What the data suggest:

o By 2015, half of the people living with HIV infection in the US will be 50 years of age or older.

o 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

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TECHNOLOGY MAKES A DIFFERENCE

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.

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*"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

Objective 1

- Host 4 New Media and Technology E-learning training sessions.

Objective 2

- Develop and distribute 4 New Media and TechLink E-newsletters.

Objective 3

- Distribute education information and print ready resources to partners and direct database contacts.

GOAL 2

Increase online and mobile technology usage.

OBJECTIVES FOR GOAL 2

Objective 1

- Create a centralized web portal on TAI's existing older adults and HIV/AIDS webpage (www.NHAAAD.org) for future access.

Objective 2

- Post new media and technology resource links and educational materials from E-learning trainings, E-newsletters or other capacity building support activities.

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SCHEDULE OF E-LEARNING (EL) TRAININGS

EL #1

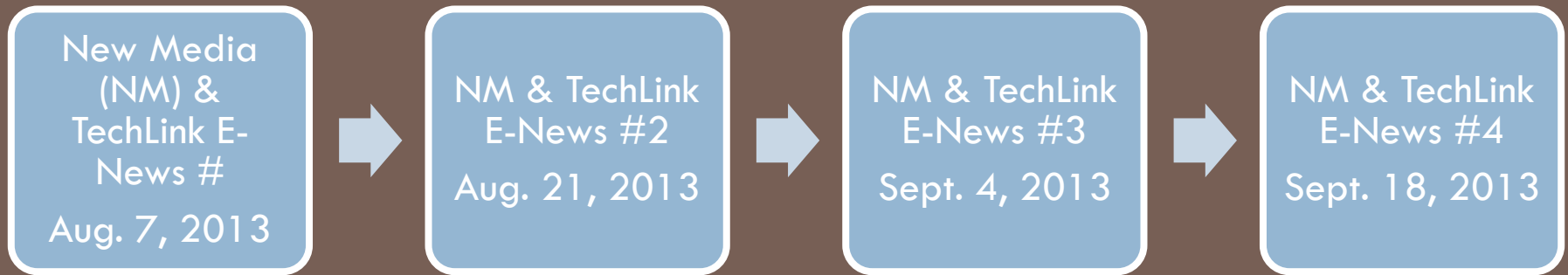Aug. 6, 2013 at 1PM (ET)

EL #2

Aug. 20, 2013 at 1PM (ET)

EL #3

Sept. 3, 2013 at 1PM (ET)

EL #4

Sept. 17, 2013 at 1PM (ET)

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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)

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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 distribution for E-Newsletter

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

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

RESOURCES

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

AIDS.gov-Communications Strategy
http://www.aids.gov/pdf/communication-plan.pdf

Digital Government: Building a 21st Century Platform to Better Serve the American People
http://www.whitehouse.gov/sites/default/files/omb/egov/digital-government/digital-government-strategy.pdf

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

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www.theaidsinstitute.org

www.aids-alliance.org

THANK YOU

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