

Social Networks Strategy Conference Call Notes

April 8, 2010

10:00 –11:30 AM

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

II. Introductions – SNS Contractors & DSHS Staff

- Tarrant County – Sharon Louise and Reshan Joseph
- ATCHHS – Cynthia Washington
- Resource Center of Dallas – Ruben Ramirez and Michael Andrews
- City of Laredo – Erica Martinez, Arturo Diaz Jr. and Manuel Sanchez Jr.
- DSHS Staff- LaQueisa Wilson, Liza Hinojosa, Jeff Wagers and Amanda Reese

III. SNS Webpage Update – LaQueisa

- A Social Networks Strategy webpage has been created and includes general SNS information, DSHS SNS QA standards, tools and other resources:
<http://www.dshs.state.tx.us/hivstd/training/qastandards.shtm#socialnetworks>

IV. Planning and Initiating your SNS Program – Peer to Peer TA

- a. Community assessments and focus group findings
 - Tarrant County – developed a survey and scheduled a focus group at the Samaritan House with multiple incentives i.e. food, target gift cards and concert tickets for participants. Unfortunately, they had some last minute cancellations and only one person attended. Tarrant County plans to move forward and do an assessment 2-3 months down the road.
 - City of Laredo – built off existing program activities that interact with their target population i.e. monthly staff meetings, Ryan White services, support groups and local MSM group. They held focus groups with these participants and used finding to test promotional material, determine recruitment strategies, and decided what type of incentives to offer.
 - Resource Center of Dallas – assessed their community by facilitating individual interviews with clients, volunteers and RCD staff. They used their findings to assist with tailoring interviews with recruiters, facilitate coaching session and acquire ideas on what will get network associates come in to test for HIV.
 - ATCHHS - is looking to assemble a different panel to review their materials so they can move forward in this area.

- b. How are you promoting your SNS program? What has worked well and what hasn't?
- c. How are you identifying, approaching and screening potential recruiters? What has worked well and what hasn't?

City of Laredo – felt that it was important to them not to reinvent the wheel. They used existing partners and sites to promote their SNS program i.e. RW, case managers, bars, and other venues and built off a citywide campaign by purchasing a billboard

Tarrant County – has developed a SNS PowerPoint presentation and presented at general staff meetings. This program has 4 recruiters currently enlisted.

Resource Center of Dallas – promoting their SNS program through their volunteer program, HIV 101 classes and community assessment participants. They started with a pool of 20 individuals to screen as recruiters. This program currently has 5 recruiters enlisted.

Tarrant County – are identifying potential recruiters from DIS and CRCS program referrals. They have developed a quick screen tool for staff members.

ATCHHS – plans to identify potential recruiters through their internal CRCS, PBC and DIS programs.

V. SNS Implementation Q & A – Peer to Peer TA

Some implementation concerns that came up during the call were:

- Difficulties getting recruiters to commit to the program/buy -in
- Getting NA's to come in and get tested
- Space/environment
- Intense quality assurance
- Linking PBC test to SNS for large programs
- SNS coordinators availability to provide testing to all recruiters and NA's

VI. SNS Special Interest (Affinity) Session Planning – LaQueisa

Wednesday, May 26th from 5:00 to 7:00 PM

- Encouraged programs to bring samples of SNS promotional materials and other program tools and resources.
- Discussed programs illustrating one of their networks and describing their characteristics for those who in the CTR phase of the project.

Reminder: SNS Quarterly Report Due: April 20, 2010