

Social Media Interventions to Promote HIV Testing

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SESH (Social Entrepreneurship to Spur Health) Global

Outline

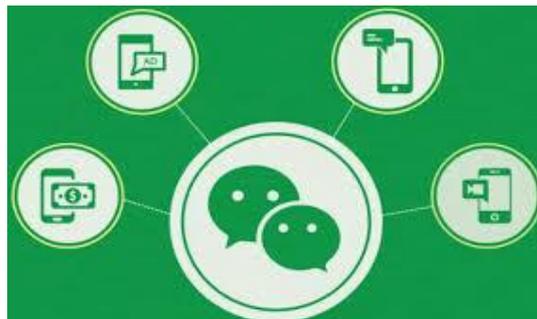
- Social Media Intervention
- Social Media interventions to promote HIV testing
 - Develop HIV testing intervention materials
 - Establish virtual peer-mentored communities
 - Provide social media based self-testing service
 - Disseminate interventions
- Evaluation

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Social Media Intervention

- **Social media** refers to activities among people gathered online who share information using conversational media that makes it easy to create and share content in the form of words, pictures, videos, and audio
- Health-related **social media interventions** use social networking sites to promote a message that may influence health service uptake, healthy behavioural change, and health outcomes.



Neiger et al 2012; Welch et al 2018
Images: LinkedIn background.com,
WeChat.com, Blued.com

Benefits and drawbacks of social media intervention

Benefits

- ➔ Free or Low cost
- ➔ Easy (Any organization can conduct, no threshold)
- ➔ Large audience and quick communication
- ➔ Interactive/engaging
- ➔ Peer/social support

Drawbacks

- ➔ Short-term impact
- ➔ Privacy concerns
- ➔ Social stigma
- ➔ Hard to measure
- ➔ Messages are usually too brief (potentially misleading)

Outline

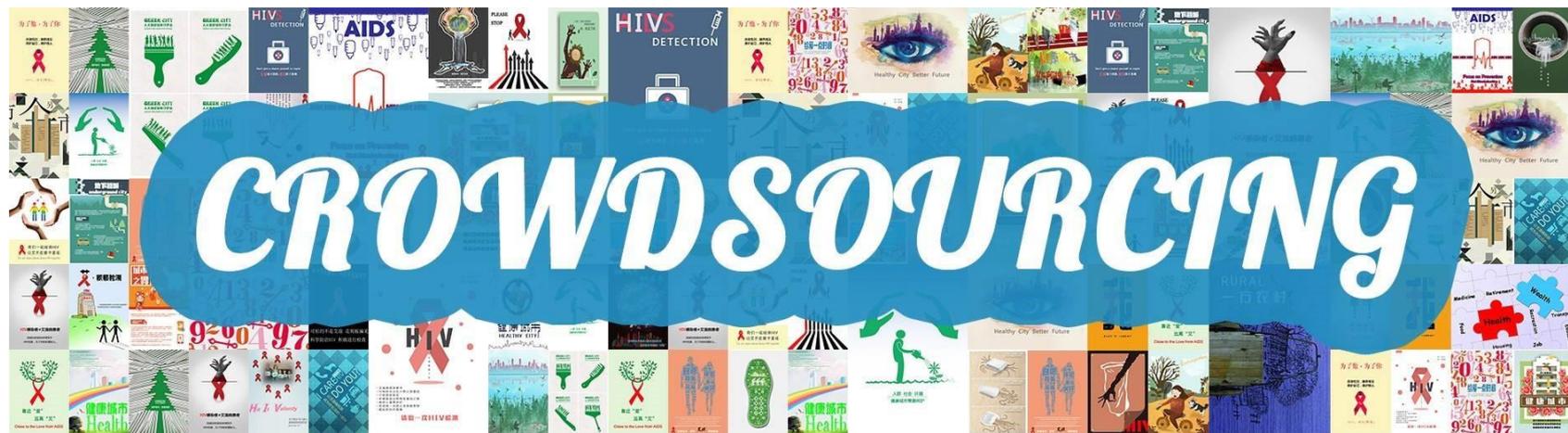
- ▶ Social Media Intervention
- ▶ Social Media interventions to promote HIV testing
 - Develop HIV testing intervention materials
 - Establish virtual peer-mentored communities
 - Provide online self-testing service
 - Disseminate interventions
- ▶ Evaluation



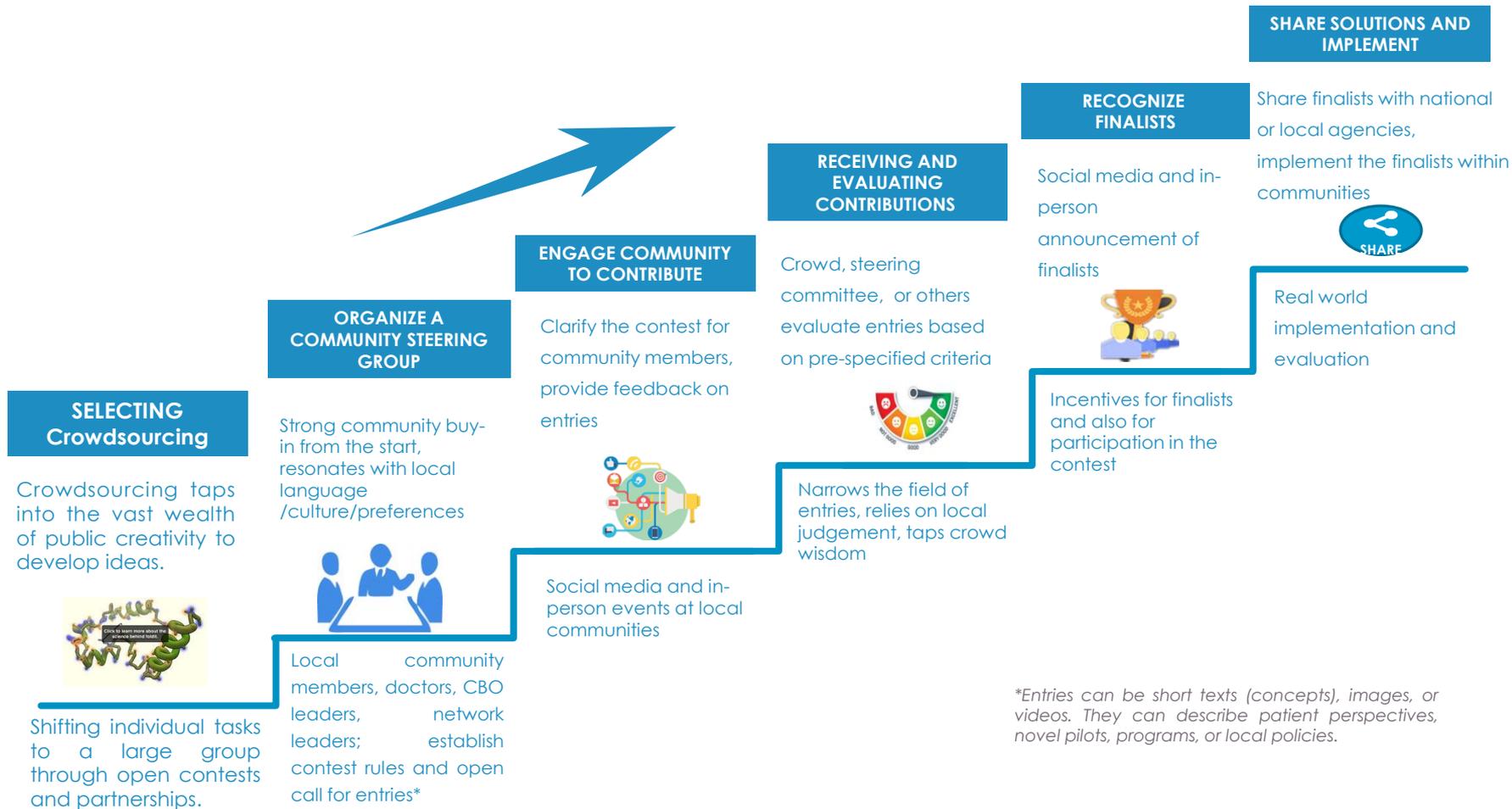
Crowdsourcing
For Health

1. Develop HIV testing intervention materials

- Social Media provided a platform for intervention development, including HIV testing promotion interventions
- Crowdsourcing is an evidence-based method for developing interventions to promote HIV testing, **mainly through social media**
- Crowdsourcing is the process of obtaining solutions from a group, then sharing the solutions more widely
- **Crowdsourcing uses social media to promote the contest, encourage community engagement, solicit submissions, and allow the general public to become the judges**



Crowdsourcing Contest Steps



**Entries can be short texts (concepts), images, or videos. They can describe patient perspectives, novel pilots, programs, or local policies.*

2. Establish virtual peer-mentored communities for promoting HIV testing

- Social media provided a platform for online communication
- Project HOPE built a number of intervention groups on Facebook and trained peer leaders to promote HIV testing and HIV prevention
- These online groups successfully increased HIV testing among key populations in Peru and the US

THE LANCET HIV

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Articles

The HOPE social media intervention for global HIV prevention in Peru: a cluster randomised controlled trial

Dr Sean D Young PhD^a, Prof William G Cumberland PhD^b, Roch Nianogo MD^c, Luis A Menacho MD^d, Jerome T Galea PhD^e, Prof Thomas Coates PhD^f

Young et al, AJP, 2014
Young et al, Lancet HIV, 2015;

2. Establish virtual peer-mentored communities for promoting HIV testing (Cont.)

- ▶ Social-media communities led by internet personalities with popular opinion leaders facilitating promotion of HIV testing among MSM in Taiwan, China
- ▶ A youth-driven, social media-based community improved knowledge about HIV and increased testing for sexually transmitted infections/HIV among youth (13–17 years old) in the US
- ▶ The UNC/Emory Center for Innovative Technology (iTech) aims to lower the burden of HIV infection by developing and evaluating innovative, interventions among youth in the United States, partially through social media



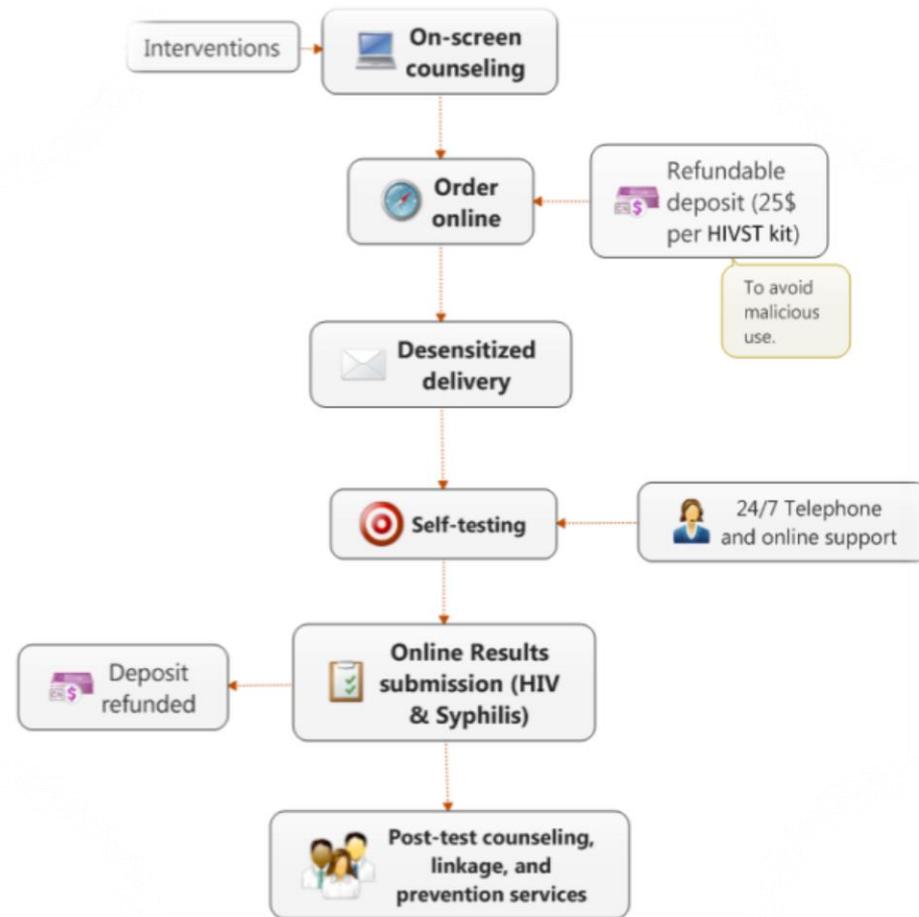
iKNOWUSHOULD2

This site is here to help you take control of your health by preventing sexually transmitted infections (STIs) and getting routine STI screenings.



3. Provide social media based HIV self-testing service

- Social Media also provides a platform for expanding HIV self-testing service
- For example, by collaborating with local community-based organizations, Guangzhou CDC developed an online self-testing model for MSM
- This model includes: Online pre-testing counselling, Online HIV self-test kit application, online test results return, and online post-testing counselling
- Online to Offline (O2O) to promote linkage



Zhong et al, HIV Medicine, 2016

4. Disseminate interventions

- ▶ Social media can serve as a platform for delivering evidence-based interventions through online networks
- ▶ A study in England developed an internet-based social marketing campaign to promote HIV testing among MSM
- ▶ An Australian study used social media to promote a “pop-up” rapid HIV testing model
- ▶ SESH global initiated several crowdsourcing intervention programs to promote HIV testing among Chinese MSM through social media



Hickson et al, STI, 2035; Roberts et al, PHRP, 2015; Tucker et al, Trial, 2017
Image:es.123rf.com

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Evaluation of social media intervention

► Two types of evaluation: Process evaluation and outcome evaluation

► Process Evaluation

Use measures that can be captured online to evaluate the boundary of the intervention

Usually descriptive

Measures include:

- a. Total visits (total page views, total unique visitors, total repeat view)
- b. Number of views (videos)
- c. Number of (new) followers
- d. Engagement (like, share, discuss, comments, etc.)

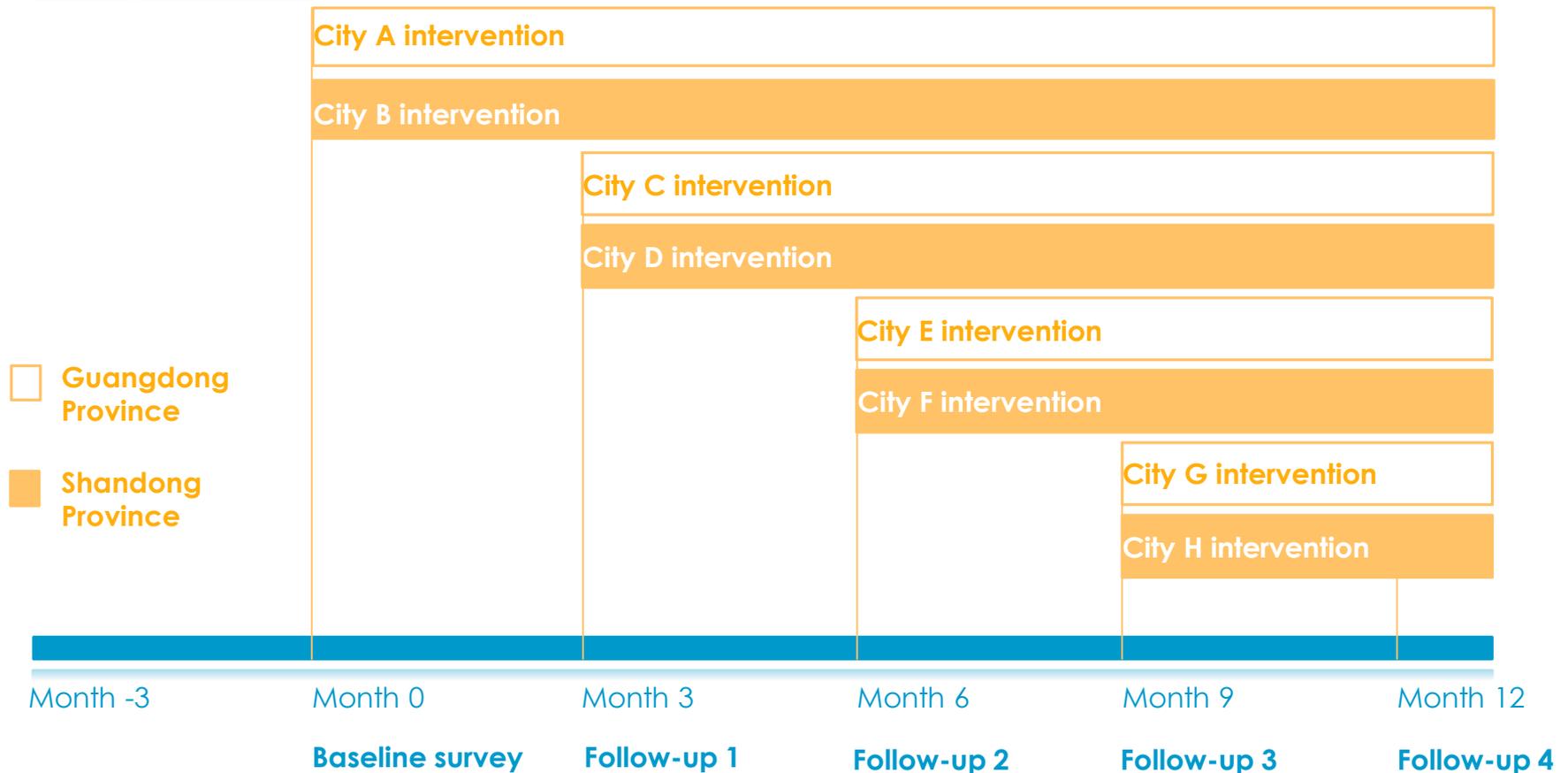
Evaluation (2)

Outcome Evaluation

- Usually uses traditional study design to conduct social-media based studies
- To evaluate the changes (measures) of: Awareness /knowledge, attitudes, interaction, behaviour, etc.
- Compare differences in groups: social media VS. traditional campaign; social media VS. nothing; social media A VS. social media B
- Methods for evaluation are similar to traditional methods, but conducted on social media: Pre-post, Cohort (multiple groups), RCT, etc.

Outcome Evaluation Example: An Online Stepped Wedge RCT

Intervention Development



Acknowledgement

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