

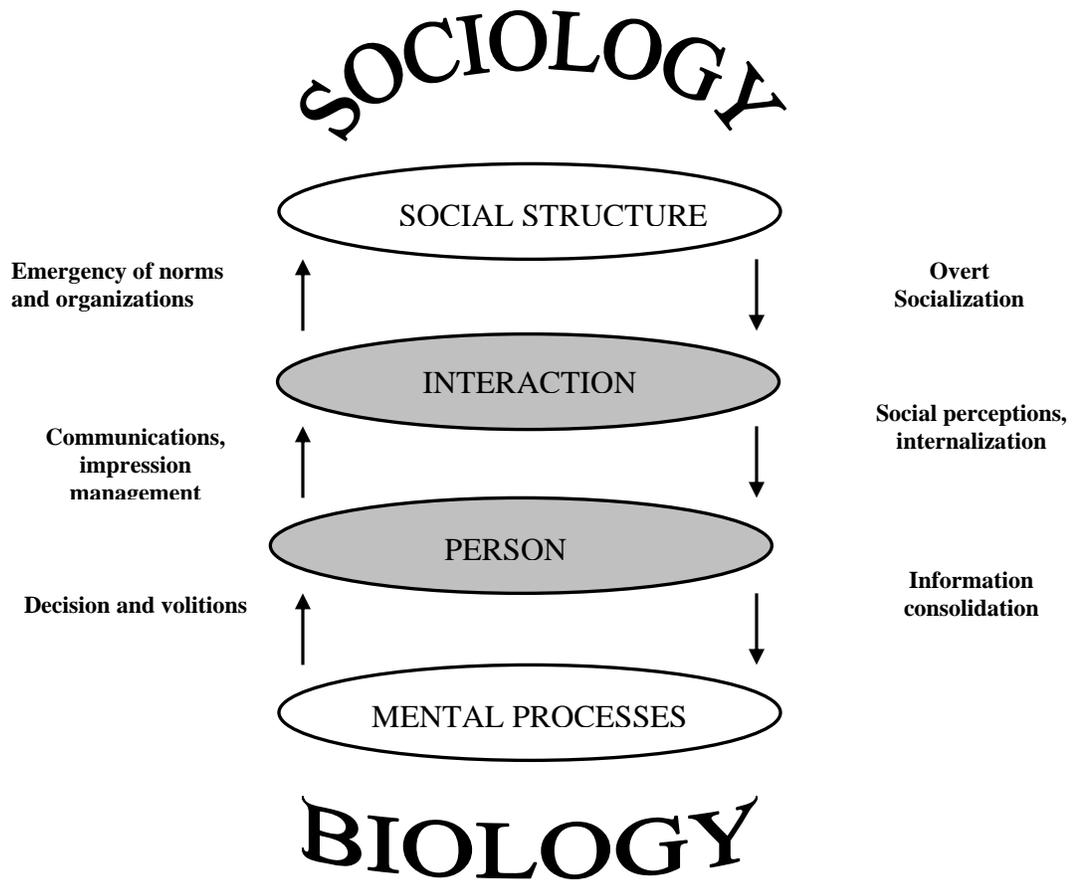
Name of Agency

**Social Networking Strategy
Policies and Procedures**

Name of Agency
**SOCIAL NETWORKING PROJECT
PROGRAM DESCRIPTION**

SOCIAL NETWORKING

A **social network** is a social structure made of nodes which, for **Name of Agency** purposes, will be made up of individuals who are connected through various social familiarities ranging from casual acquaintance to close familial bonds. Social network theory produces an alternate view, where the attributes of individuals are less important than their relationships and ties with other actors within the network, as depicted in the diagram below.



SOURCE: Scope of Psychological Research, available online @ http://en.wikipedia.org/wiki/Network_theory

Hidden populations that social networking can tap into are impacted by a strong need for privacy. One example is that injection drug users (HIV+, IDUs, sex workers, etc.) are stigmatized or engaging in illegal activities rendering them less likely cooperate, or give reliable information. Traditional methods, such as street outreach, are ineffective in reaching these high-risk individuals.

GOAL

- To provide all _____ with HIV counseling, testing, and referral.

TARGET POPULATION

1. Describe target population(s)

CHARACTERISTICS OF THE POPULATION – below are examples

- Reduced knowledge of HIV/AIDS prevention
- Lack equal power in relationships
- Low social and economic status
- Male resistance to condom use
- Lack of communication between partners about sexuality
- An assumption that their husbands are faithful
- Fearful of bring up the topic of infidelity
- Subordination of women, particularly in Latinas. Latina women are not sufficiently empowered in their interpersonal relationship to negotiate with their partner. They are afraid of losing the relationship, losing economic support, or of provoking violence.
- Violence against women to include sexual abuse. Women victims of violence are found among all races.
- Family and domestic violence not only in physical abuse, which is the most widely known expression, but also in psychological abuse
- Substance use and abuse issues, including alcohol

Overview of program phases

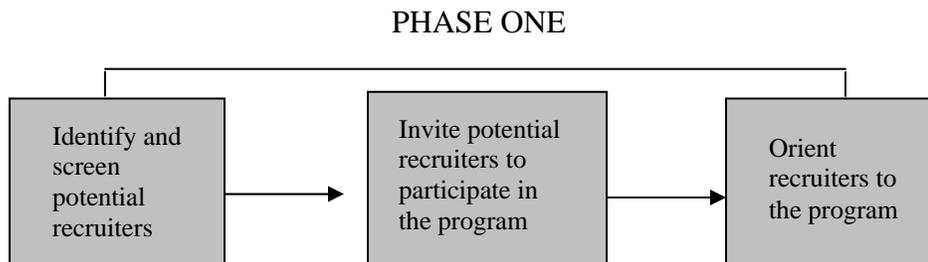
There are four major phases to a social networks program. Agencies conducting a social networks testing program to reach persons with undiagnosed HIV infection should model their programs after these phases. These phases are:

- Recruiter Enlistment
- Engagement (Orientation, Interview, and Coaching)
- Recruitment of Network Links
- Counseling, Testing, and Referral (CTR) or other Prevention intervention (ILI, IDG, CRCS)

POLICY 1.0 - RECRUITMENT

PURPOSE

Social Networking takes advantage of the social networks of persons who are members of the community. Individuals are linked together to form large social networks that can serve to promote the prevention of HIV. If two or more subjects are “linked,” this means that they are members of each other's social networks. The recruitment strategy is designed to reach the highest at-risk persons who may be infected but are unaware of their status. It is the intent of **Name of Agency** to enroll as recruiters women newly and previously diagnosed as HIV positive or who are high-risk for HIV infections.



PROCEDURE

Recruiter Enlistment

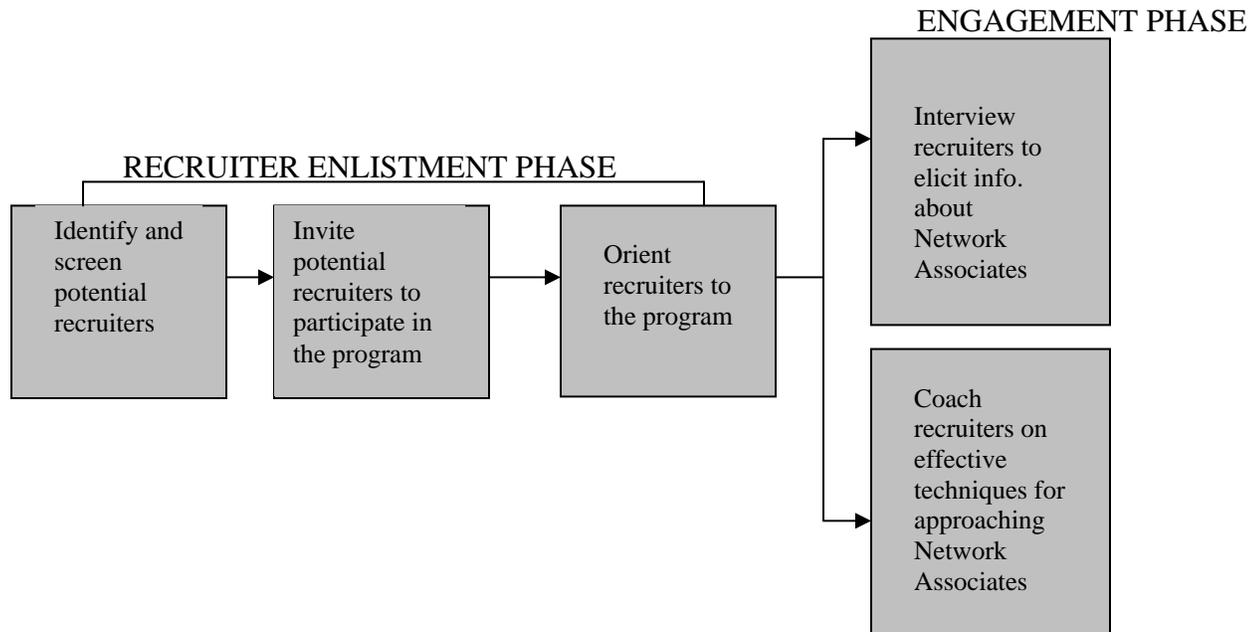
Identify HIV-positive or HIV-negative high-risk women from the community who are able and willing to recruit individuals at-risk for HIV infection through their social, sexual, or drug-using networks.

- To identify recruiters, **Name of Agency** will collaborate with _____ as well as Name of Agency potential recruiters.
- To identify recruiters, Name of Agency will – **define strategies**
- On an ongoing basis, program staff will approach and enlist new recruiters who may be able to provide access to additional networks.
- Name of Agency will interview potential recruiters for suitability and initiation of the “Engagement Phase” of the process.
 - Name of Agency will facilitate the interview at the convenience of the potential recruiter.

POLICY 1.2 - ENGAGEMENT

PURPOSE

It is essential that all recruiters be oriented to the nature of the program and the social network techniques that might be used to approach their associates and discuss HIV testing and other prevention interventions with them.



PROCEDURE

Engagement (Orientation)

After recruiters are enlisted into the program:

- They are provided with an orientation session that explains the program
 - CDC's Social Network Testing Interim Guide for HIV Counseling, Testing, and Referral will be used as a training instrument.
- Exclusions: **Below are example only**
 - Define
- Inclusions:
 - Define
- Obtain informed consent
 - The informed consent will include:
 - A brief description of the program and their role –Brief description of reasonable foreseeable risks or discomforts to the recruiter
 - Brief description of potential benefits the program may have for the participants
 - Description of potential risks to the Recruiter
 - Statement regarding confidentiality of records
 - Explanation of whom to contact with questions or issues
 - Statement that participation is voluntary and participation may be discontinued without loss of benefits

* Informed Consent for this manual's purpose will address social networking only; the agency will follow standard practice with Informed Consent regarding Rapid Testing.

Interviews (Refer to check list in Appendix)

- Recruiters are interviewed to elicit information about their Network Associates
 - Name or description of a potential link
 - Risk factors
 - Relationship to the recruiter

Network associates worksheet will resemble a genogram in that they will be the center and from them a network of recruiters and associates is formed as show in figure 1.

SAMPLE ONLY

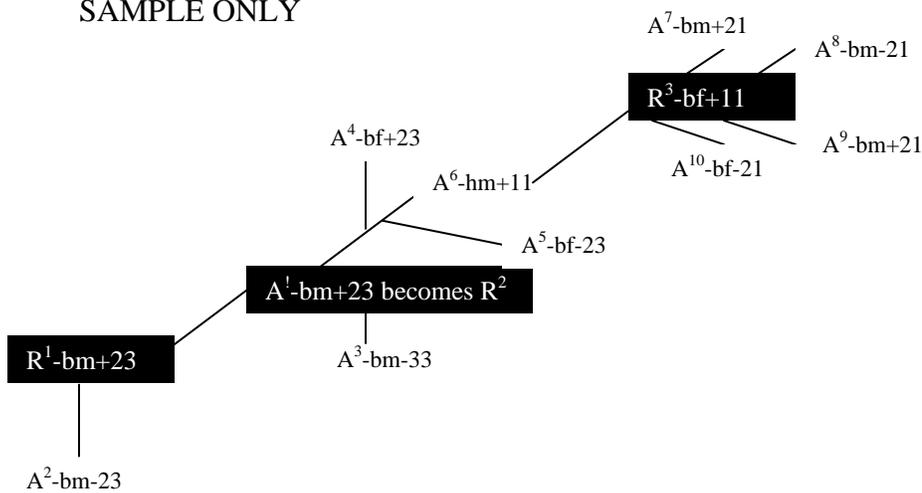


Figure 1

KEY	
ROLE	
R	Recruiter
A	Associate
RACE/ETHNICITY	
b	Black
h	Hispanic
w	White
HIV STATUS	
+	HIV+
-	HIV-
RISK FACTOR	
1	IDU
2	MSM
3	Heterosexual
4	Other drug user
5	Youth (13-24)
6	Transgender MTF
7	Transgender FTM
8	Sex worker
9	Homeless
RESIDENCE	
1	Vineland
2	Bridgeton
3	Millville
4	Outside County

- Keep the period of time needed to elicit information from recruiter's brief recruiters may be able to give all of their network information within just a few interviews. Unlike peer outreach workers, recruiters' participation time overall may be relatively short.

Figure 21 presents the concept of the “egocentric” or personal network, which is the set of persons who are directly linked to a given subject. In risk networks, two or more members are linked if they engage in a particular risk behavior together, such as unprotected sex or drug injection.

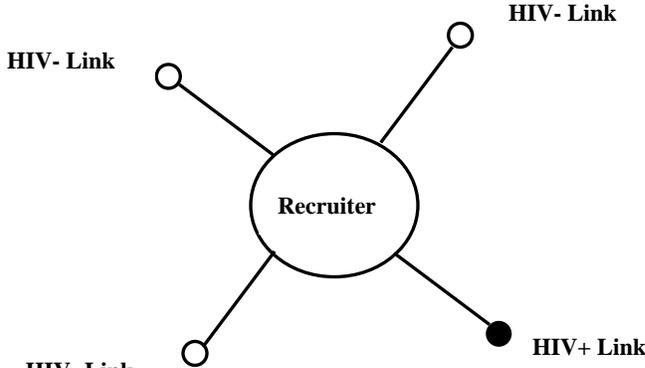
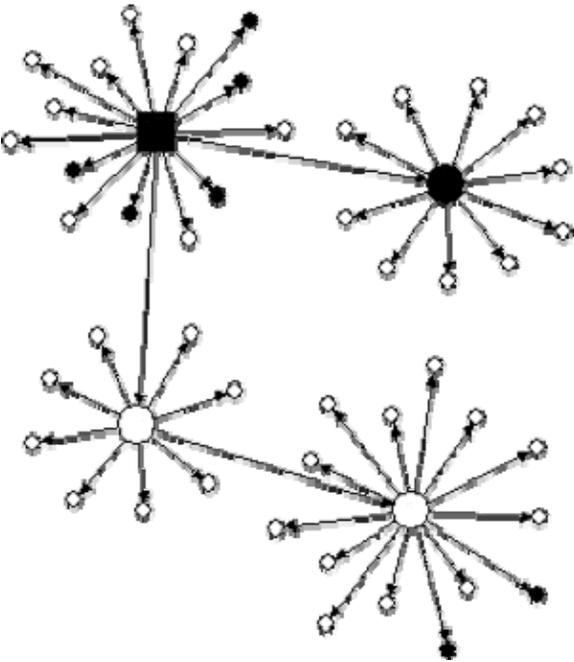


Figure 1



Coaching

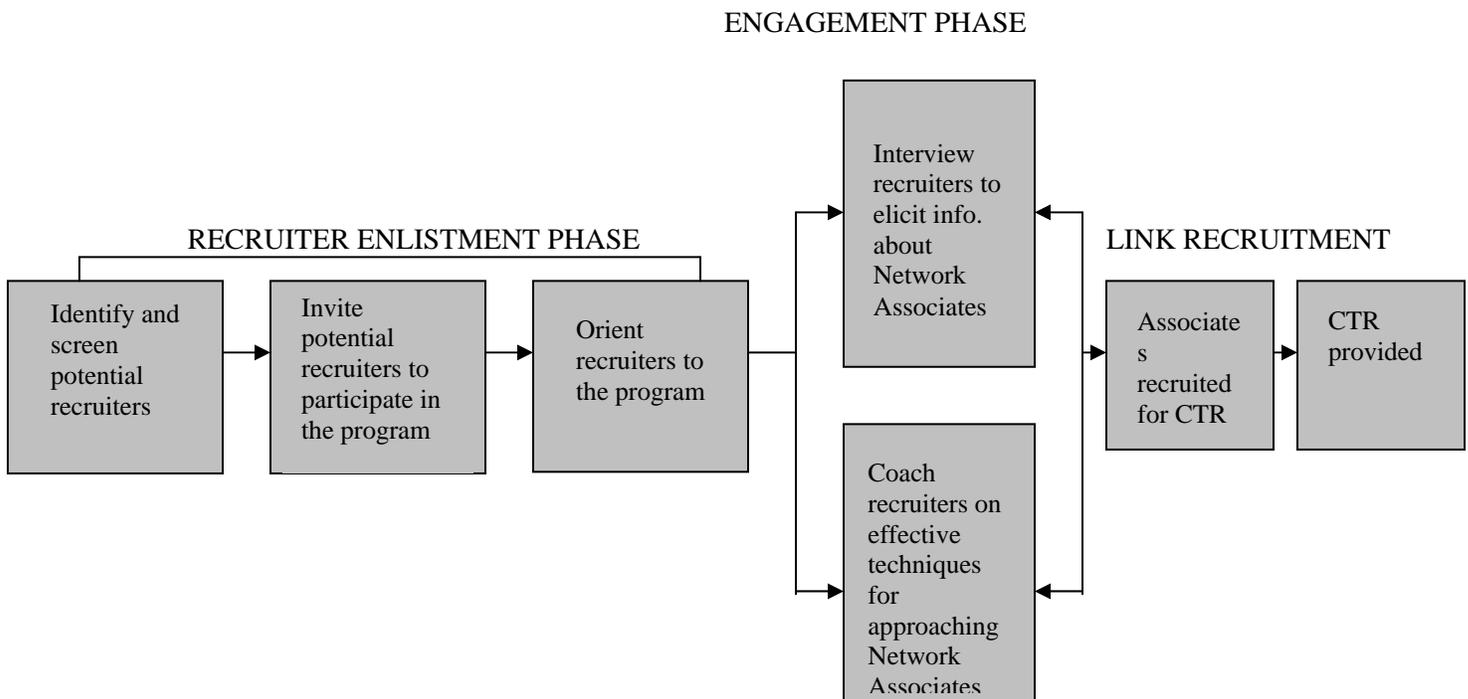
Coaching will be available on an ongoing basis throughout the period of the recruiter's participation. Coaching may involve discussion with recruiters on how to approach Associates about:

- 1) How to access HIV CTR, and other prevention interventions
- 2) disclosing their own HIV status if they wish to do so, and
- 3) how to avoid disclosing status if desired.

POLICY 1.5 – RECRUITMENT OF NETWORK ASSOCIATES

PURPOSE

To protect the program and the community, **Name of Agency** will screen each potential Network Recruiters for suitability. Recruitment will be a perpetual process with the expectation of increase productivity in latter stage network recruits.



PROCEDURE

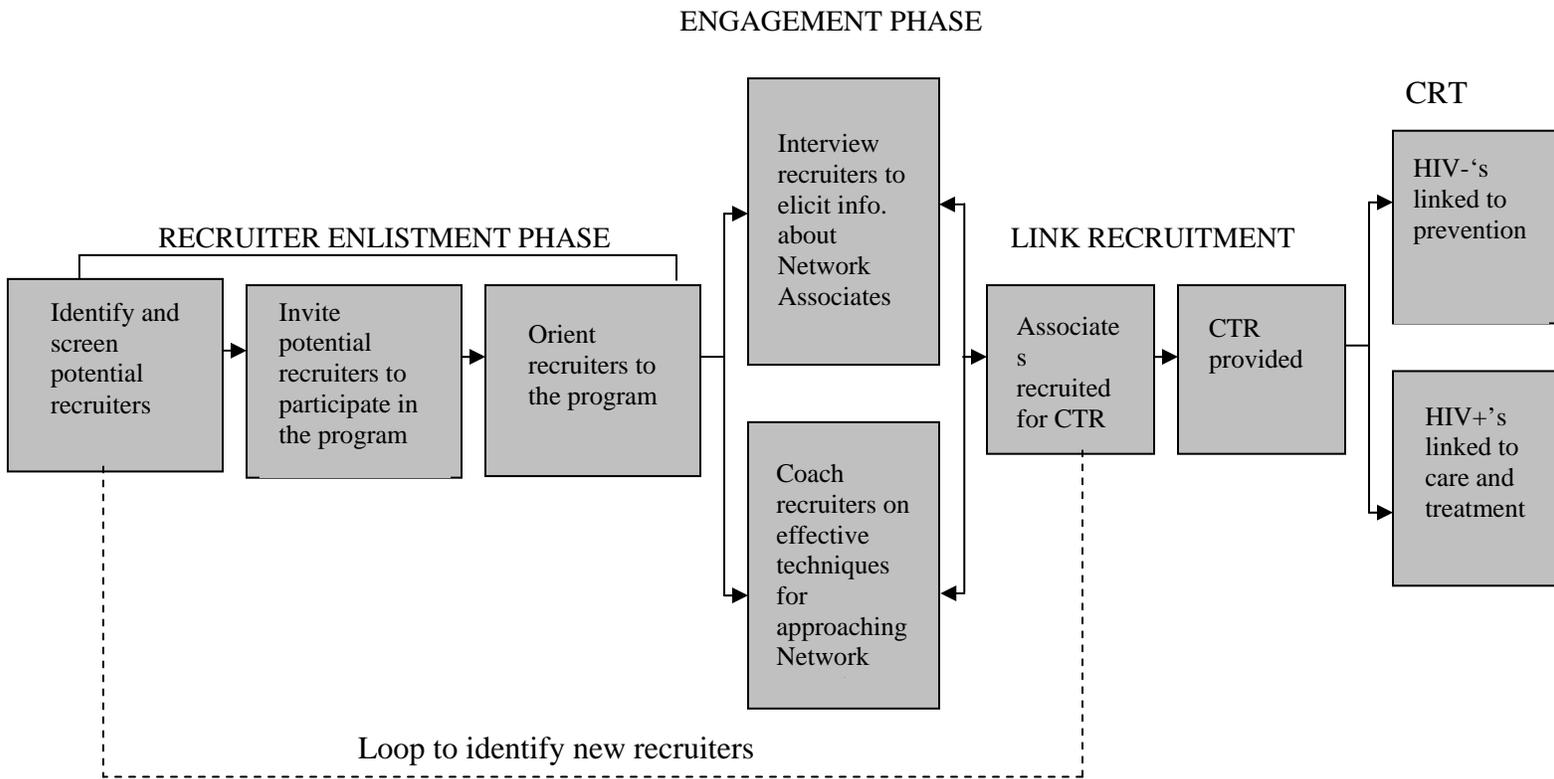
- Recruiters will be interviewed by the Social Network Coordinator to determine a list of potential Associates
- Recruiters will be asked to access the potential link and to bring them to Name of Agency for testing. Alternately a color coded contact card will be given to the Link for presentation at the testing site

- Recruiters will refer individuals for testing who they have identified as being at risk for HIV infection
- The recruiter alone, without the provider, should approach all individuals
- Recruiters that are not productive will not be retained in the social net network program, rather new recruiter will be continually mined

POLICY 1.6 – COUNSELING, TESTING, and REFERRAL to PREVENTION INTERVENTIONS

PURPOSE

Social Networking is designed to bring high-risk individuals to HIV testing. **Name of Agency** will follow all State and Federal mandates regarding OraQuick testing and confirmatory testing.



PROCEDURE

Counseling, Testing, and Referral (CTR)

- **Name of Agency** will provide on-site/on demand HIV CTR to the network associates identified through the social networks strategy.
- **Name of Agency** will draw a confirmatory blood test on-site at the time of the preliminary positive test.

- **Name of Agency** will outreach clients who do not return for posttest counseling.
- **Name of Agency** will strictly all State Guideline regarding HIV Rapid Testing

POLICY 2.0 – RECORD KEEPING AND DOCUMENTATION

PURPOSE

Name of Agency develops systems for maintaining appropriate records and documentation for all programs. It is critical that reliable documentation of the social networking activities be available to validate the success of the program.

PROCEDURE

- **Name of Agency** will follow the program and flow charts as described in this manual. Fidelity to this model will be tracked through the documentation of the Social Networking Coordinator who will:
 - a. Maintain records of each recruiter, including demographic data and interview information completed in paper form and entered into the DHAS provided database. Each recruiter will have within their file a diagram of potential network Associates follow the sample below:
 - i. Name (for internal use only)
 - ii. Unique identifier
 - iii. Demographics (age, gender, race, ethnicity)
 - iv. HIV status
 - v. Risk factors (list multiple as applicable)
 - vi. City and state of residence
 - vii. Mapping of social network (sample below)
 - b. Training records
 - i. Maintain a record completed orientation with date
 - ii. Documentation of coaching interactions with specific problem areas identified and action taken noted
 - iii. Copies of all MOAs associated with social networking are attached to this policy and procedure manual

POLICY 3.0 – INVOLVING THE TARGET POPULATION

PURPOSE

The intent of Social Networking is to attract recruiters from the target population. Involving the target population in planning, implementation, and evaluation of the program will assist the **Name of Agency** in getting the best outcomes.

PROCEDURE – SAMPLE

- Advisory groups, reflecting the target population, will be formed to review the social marketing of social networking
- The advisory will consist of not more than five members
- The members will be selected through a review of chart files, recommendations from staff members and collaborators
- The advisory board will meet every two weeks in the first three months of planning and implementation. Once the program has been implemented the Advisory Board will meet monthly.
 - Development marketing tools
 - Protocol and implementation to include a discussion of incentives. How and when they may be used in keeping with the CPG recommended policy for incentives
 - Regularly assess progress through the reviewing of:
 - Progress reports
 - State monitoring reports
 - Evaluation reports
 - Assess the quality of the program to make suggestions for improvement
- The advisory group will also continuously promote the program in the target population

POLICY 4.0 – USING INCENTIVES IN SOCIAL NETWORKING

PURPOSE

Non-monetary incentives such as vouchers for food, clothing, etc., will be given to recruiters based on the number of HIV tests resulting from their social network effort.

Secondary incentives such as praise and recognition, and certificates of appreciation will be utilized to promote the community-wide impact of social networking.

PROCEDURE - SAMPLE

- Social Networking “Recruiters” will receive an incentive in the amount of a \$_____ gift card/coupon each time they successfully refer a “network associate” for prevention services
- For every successful HIV test completed the recruiter will receive a \$_____ incentive voucher. The vouchers will be good at the following stores _____.
- Incentives will be distributed based on the initial interview of network Associates provided by the recruiters. Incentives will NOT be provided to Associates that were not included in the initial interview process, unless the recruiter can justify the social network connection. A justification can include a new acquaintance, new knowledge about an individual or someone overlooked in the initial interview.
- Incentive Tracking – **STATE INCENTIVE TRACKING POLICY**
 - Incentives will be purchased by the **Name of Agency** Program Coordinator on in advance. Receipts will then be submitted to fiscal office on Name of Agency Inc. Expense Report. Program Coordinator will be reimbursed for out of pocket expense.
 - Certificates of appreciation will be given to recruiter at the completion of a social network efforts

POLICY 5.0 – PRIVACY AND CONFIDENTIALITY

PURPOSE

It is the policy of **Name of Agency** that all employees, volunteers, and professional staff associated with **Name of Agency**, are to respect and maintain the patient’s rights of confidentiality in all discussions, deliberations, and any other communications or information made known in the course of their work or generated in connection with patient care activities.

Name of Agency holds that every patient has the right to expect that medical record information will be maintained confidential. These medical records are never to be released without the patient’s written consent per State, Federal and HIPAA Guidelines.

PROCEDURE

- Social network recruiters do not have a “need to know” in reference to any program participant or potential program participant. As such confidential information will not be available to the recruiter for any purpose.
- The social network recruiter will hold confidential any information disclosed by a participant or potential participant regarding his/her HIV status.

POLCIY 7.0 – POTENTIAL RISKS FOR RECRUITERS

PURPOSE

Name of Agency will take any step necessary to provide a positive experience for their social network recruiters. To that end **Name of Agency** will request that each recruiter sign an Informed Consent Form.

PROCEDURE

Orientation and coaching efforts will include discussion of the following

Recruiters will:

- Sign an Informed Consent Form
- NOT approach people with whom they do not feel comfortable
- Terminate any encounters during which they feel uncomfortable or threatened
- NOT disclose their HIV status unless they freely choose and have been counseled in disclosure
Recruiters will be reminded that once they disclose their own HIV status to potential Associates, there is no longer an expectation for confidentiality.
- Be debriefed at each follow-up encounter

* The social networking Informed Consent is used in conjunction with the Name of Agency Informed Consent for Rapid Testing.

INFORMED CONSENT FOR SOCIAL NETWORKING RECRUITERS

Social Networking is a program where people living in a community contact their family, friends, people they see often or people that they do high-risk for HIV behaviors with to encourage HIV testing and other prevention services. **Name of Agency** is starting a social network program and you have been recommended as a recruiter.

I agree to participate in a volunteer social networking program that asks the following:

- Name people you hang around with who you think may doing things that puts them at risk for HIV
- When you see them next, try to tell them where they can get a free HIV test. You are not to go outside your family, friends, and people you know.
- Bring them to the testing site and other prevention services or give them a card telling them where the nearest HIV counseling site/prevention agency is located
- Anyone you bring or send for HIV testing from your social network will be referred to as a “Link” and if they get tested it will result in your getting a \$_____ incentive voucher for _____.
 - They must be listed on your social network worksheet
 - They must be at-risk for HIV
- Someone from **Name of Agency** will be available to you to discuss problems or issues that arise through your talks with your social network people

I know that HIV/AIDS is hurting your community and now there is something you can do. I can help **Name of Agency** get people tested for HIV so they can get care and treatment sooner!

I will NOT know the HIV test results of people you bring in for testing.

I will NOT have access to written or electronic files of those you refer for testing.

I know that I can choose not to be a part of this program or if I try and want to stop I can do so without anything happening to my services at **Name of Agency**.

RISKS

I know that HIV/AIDS talk may make some people angry.

I know that if I feel uncomfortable in talking about HIV/AIDS testing someone from Name of Agency will be there to help me.

I know that I do NOT have to tell anyone about my HIV status, but if I choose to disclose someone from Name of Agency will help.

I know that Name of Agency will be there for me to discuss any issues that come up regarding my participation in the social networking program.

Signature

Witness

Date

POLICY 7.0 – MONITORING AND EVALUATION

PURPOSE

This policy has been developed to determine effectiveness of social networking and to determine if the objectives have been met. Evaluation of data collection, management, analysis, interpretation, application and reporting will be monitored with the assistance of DHAS.

PROCEDURE

Implementation and management:

- An implementation timeline will be developed to include the hiring of staff coordinator, identifying potential recruiters, interviewing recruiters, and the release of recruiters to conduct social networking identify “associates” for testing and/or referral to prevention services.

Outcome monitoring will track:

- Number of HIV-infected or high-risk persons invited to serve as a recruiter
- Number of HIV-infected or high-risk persons who agree to serve as a recruiter
- Demographics of recruiters
- Number of network associates identified by each recruiter
- Number of network associates located and offered CTR services or prevention services
- Demographics of located network associates
- HIV risk characteristics and HIV testing histories of network associates
- Number of network associates who tested HIV-positive and were previously undiagnosed
- Number of network associates who tested HIV-positive and were previously diagnoses
- Number of network associates who returned for confirmatory result
- Number of network associates who tested negative
- Number of network associates testing positive who were successfully referred for medical evaluation, treatment, and prevention services
- Number of high risk network associates testing negative who were successfully referred for prevention services

Process Monitoring

- Complete the DHAS provided database for every social network recruiter encounter to include demographics and interview information
- Complete the DHAS provided database for each network link to include demographic data and outcome information (tested, confirmation results if necessary and referral completions).
- Complete monthly reports include barriers and how they were addressed.

POLICY 8.0 – QUALITY ASSURANCE

PURPOSE

Quality Assurance will supply the assurances that staff is fully oriented in the program’s purpose and goals.

PROCEDURE

- Prior to implementation, **Name of Agency** will complete a social networking readiness assessment
- Conduct an initial assessment of training needs for Name of Agency and collaborators
- Conduct semi annual assessment of training needs
- Develop a training schedule for all staff and collaborators to review:
 - Policies and procedures
 - Protocols relevant to social marketing
- Cross train one staff member to assume the role of Social Network Coordinator to ensure continuity
- Review training plans with DHAS to ensure compatibility with DHAS Rapid Testing requirements
- Report on indicators:

Indicator	Purpose	Indicator	Performance Measure	Potential Data Source
Accessibility to testing	The ease with which a Link can access HIV testing	Period of time between being recruited and tested	All HIV testing and confirmatory blood draw must be on demand	Testing logs
Appropriateness of Recruiter	The degree to which the Recruiter can relate to potential Associates	Number of Associates testing	Complaints and productivity logs	Complaints lodged, testing logs
Safety	The degree to which the Recruiter feels comfortable	Number of reported issues by recruiters	Monthly incident reports and coaching session disclosures	Review of internal documentation

POLICY 9.0 – DATA MANAGEMENT

PURPOSE

PROCEDURE

Data will be collected by the Social Network Coordinator from a variety of sources

- Client record reviews,
- Recruiter interviews,
- Network link interviews,
- HIV CTR results, and
- Program staff interviews) using logs, data collection forms, and other methods.
- **Name of Agency** will collect individual level data
- Data will be collected on paper forms as designed by DHAS, and then entered into a DHAS provided database

- **Data security**
Name of Agency has developed and maintains procedures to protect all client-related data collected for monitoring and evaluation purposes.
- Data collected should be limited to that necessary for program monitoring and evaluation.
- Personal unique identifiers should be included with such data only as necessary for program operations, monitoring, and evaluation. Alpha-numeric identification schemes should be used whenever possible. Personal identifiers will be removed from data prior to transmission.
- Hardcopy data will be kept in locked file cabinets in locked offices.
- Electronic data will be password-protected. Computers containing, or with access to, such data will be kept in locked offices and will be accessible only to authorized program staff.
- Data should be recorded and reported in accordance with existing State guidelines and regulations.

POLICY 10.0 – ACCESSIBILITY

PURPOSE

Name of Agency will make every reasonable accommodation to breakdown barriers that would prevent access to HIV testing. Barriers that impact **Name of Agency** most include: architectural, attitudinal, financial, communication and transportation.

PROCEDURE

Architectural barriers - STATE HOW YOUR AGENCY ADDRESSES THESE BARRIERS – EXAMPLES PROVIDED

- Architectural barriers have been identified through and internal and external inspections, assessment of need and employee/patient feedback.
- **Name of Agency** is handicapped accessible and complies with all ADA regulations.

Attitudinal barriers – STATE HOW YOUR AGENCY ADDRESSES THESE BARRIERS – EXAMPLES PROVIDED

- **Name of Agency** seeks to and actively participates in programs to reduce and/or eliminate the stigma attached to HIV/AIDS place persons at-risk for HIV infection.

Name of Agency will ensure that all materials used for the social networking program as culturally, linguistically, and developmentally appropriate for the target population.

Environmental barriers – STATE HOW YOUR AGENCY ADDRESSES THESE BARRIERS – EXAMPLES PROVIDED

- **Name of Agency** strives to provide an environment in which services are provided are reflective of the cultures and customs of the clients and their families. English and Spanish are the two primary languages of their persons served. **Name of Agency** has translated essential forms to include the Informed Consent and Confidentiality statements into Spanish.

The social networking program will follow the New Jersey Culturally and Linguistically Appropriate Standards (NJCLAS) Implementation Guide.

Communication barriers – STATE HOW YOUR AGENCY ADDRESSES THESE BARRIERS – EXAMPLES PROVIDED

- Materials for marketing and training will be developmentally appropriate for the target population to ensure an understanding of the material in a comfortable and non threatening environment.
- **Name of Agency** employees top down and bottom up lines of communication in its efforts to provide an environment of continuous quality improvement.

- Essential materials are provided in Spanish

***Transportation* – STATE HOW YOUR AGENCY ADDRESSES THESE BARRIERS –
EXAMPLES PROVIDED**

- - **Name of Agency** provides services in a rural community. Multiple sites assist in accommodating clients in accessing services.
 - **Name of Agency** has a formal MOA with _____ that includes the provision of transportation.

POLICY 11.0 – COLLABORATIONS

PURPOSE – STATE PURPOSE

PROCEDURE

- The collaborating agency will sign a Memorandum of Understanding (MOA) with **Name of Agency** describing their level of participation
- The collaborating agencies will meet monthly to discuss progress and/or problems with implementation
- Collaborating agencies will be invited to attend the Advisory Board meetings
- Collaborating will be provided to refer potential network recruiters for screening

APPENDIX
The 30 minute Orientation/Interview and Coaching Checklist

THE ORIENTATION/INTERVIEW

I. Expectations of Recruiter

- Identify individuals within their social network, friends, family members, sexual and drugging partners, or hang-out buddies who are a high-risk for HIV infection and who currently do not know their HIV status.
- May escort their Network Associates to testing, but in the event the person does not want to be escorted, provide him/her with a referral card to the testing site.
- Completed Participants Registrations Form, Participant Data Forms, and Interview Log.
- Follow-up with the Social Networking Coordinator (SNC) to received incentive(s) for Network Associates who are successfully referred to counseling and testing.
- Ask Network Associate questions about the information provided above to determine whether he/she has a good understanding of what is expected.

II. Benefits of Being a Recruiter

- Assisting family, friends, loved ones, and hang-out partners who do not know their status to now know their status and be connected to services.
- They will receive an incentive as appreciation for assisting us to serve others.
- Ask Network Associates questions about the information provided above to determined if he/she has a good understanding of what is expected.

III. Brief Overview of the Social Networking Project

- The purpose of the Social Networks Project is to identify individuals who do not know their HIV status and who are at risk for infection, and get them to counseling and testing and referred to other services.
- In addition, the project allows us to work with individuals who test to also recruit others in their social networks to get tested.
- Ask Network Associates questions about the information provided above to determined if he/she has a good understanding of what is expected.

IV. Complete forms and provide the Recruiter with:

- SN Log Book Referral Cards Referral tracking procedure

Signature of SNC

Signature of Recruiter

Date _____