



# Virginia PrEP Ambassador Program: Evaluation Results

## Presenters:

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# CONFLICT OF INTEREST DISCLOSURE

Mary E. Cox, MSW, MPH



**Mary Beth Cox has nothing to disclose.**

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## Adyam Redae, MS



**Adyam Redae has nothing to disclose.**

# Program Description



- **Background:**
  - Black/African- American gay, bisexual, and other MSM are more affected by HIV than any other group in the United States
  - Black, transgender women are particularly vulnerable
- **PrEP Ambassador Program:** Individuals from affected communities were recruited to promote PrEP and other HIV prevention resources via their social media and their social networks.
  - 20 Ambassadors since 2016
  - Two locally funded organizations to support and monitor the project
  - Training and TA provided by Kaiser Family Foundation and VDH staff

# Social Media Statistics



## Total PrEP Ambassador Social Media Statistics by CBO, Cumulative, December 2019

<u>CBO</u>	<u>Number of Posts</u>	<u>Views, Likes, or shares</u>
LGBT Life Center	562	6,988
IBWC	402	20,500

# Logic Model



Activities	Short-term Outcomes – PrEP Ambassadors	Short-term Outcomes –Followers	Long-term Goals
<ol style="list-style-type: none"> <li>1. Recruit Ambassadors</li> <li>2. Provide training on:* PrEP, PrEP services, HIV Prevention Resources and best practices for social media posting</li> <li>3. PrEP Ambassadors post on social media at least one per week</li> </ol> <p>Process measures:</p> <ol style="list-style-type: none"> <li>1. Number and % of ambassadors who are from the priority populations</li> <li>2. Number and % with 300+ followers</li> <li>3. Number and % with majority of followers from the population(s)</li> <li>4. Number and % of posts about PrEP and PrEP services</li> <li>5. Number and % of posts about HIV prevention and resources</li> <li>6. Reach, impression and click-through-rate (CTR) of posts</li> <li>7. Number/rate of post engagements (likes, comments and shares)</li> </ol>	<ol style="list-style-type: none"> <li>1. Ambassadors gain knowledge and skills on training topics*</li> <li>2. Ambassadors develop favorable opinions of PrEP</li> <li>3. Ambassadors develop marketable social media skills</li> </ol> <p>Outcome measures:</p> <ol style="list-style-type: none"> <li>1. Increase in ambassadors’ opinions that they have gained marketable skills</li> <li>2. Increase in knowledge on training topics*</li> <li>3. More favorable opinion towards PrEP</li> <li>4. Self-report of having a positive impact on their life</li> </ol>	<ol style="list-style-type: none"> <li>1. Followers gain knowledge and develop favorable opinions of PrEP</li> <li>2. Followers take action as a result of a post, such as looking for more information, attending an event or sharing a post with others</li> <li>3. Followers get tested for HIV</li> <li>4. Followers seek PrEP</li> </ol> <p>Outcome measures:</p> <ol style="list-style-type: none"> <li>1. Increase in followers who gain knowledge and develop favorable opinions about PrEP</li> <li>2. Increase in followers’ willingness to get tested for HIV and/or get on PrEP</li> <li>3. % followers who report they got an HIV test and/or sought PrEP</li> <li>4. % followers who took action as a result of a post, such as sought more information, attended an event or shared a post with others               <ol style="list-style-type: none"> <li>a. Online action</li> <li>b. In person event attendance</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Increase knowledge and awareness of PrEP in the MSM and transgender populations</li> <li>2. Increase utilization of PrEP in the MSM and transgender population</li> <li>3. Reduce HIV transmission</li> </ol>



# Evaluation Methods



1. PrEP Ambassador Survey & Focus Group
2. Analysis of Ambassadors' Social Media Posts
3. Follower Feedback via Facebook Poll Questions

# Results –Survey & Focus Group



- PrEP Ambassador Survey & Focus Group
  - **Conducted June-July 2019**
  - **Distributed to all 20 previous and current ambassadors**
  - **Responses = 6 / 20 (30%)**

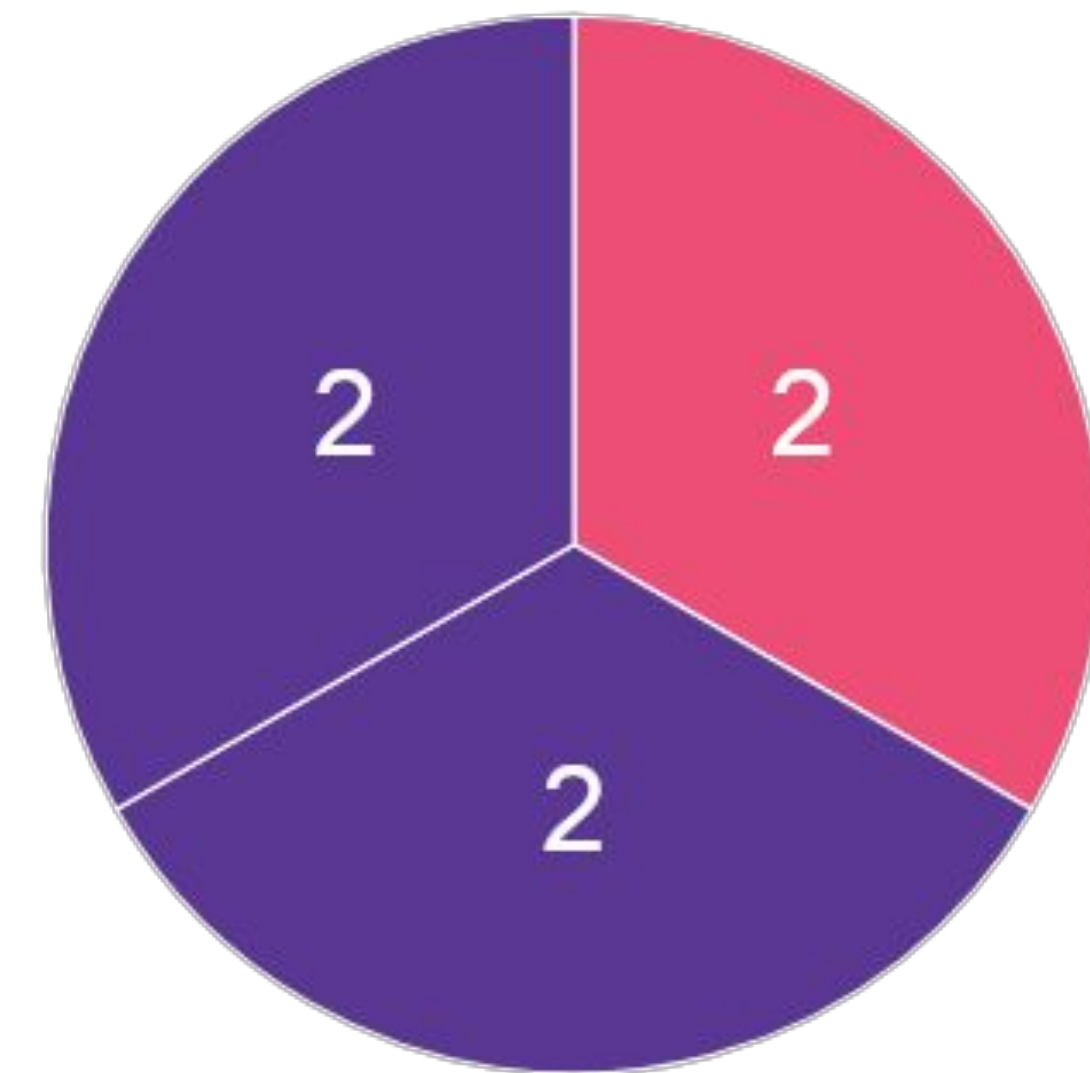


# Ambassador Information



- **Average age = 36.5**
- **All Non-Hispanic**
- **Average 8 months as an Ambassador**

## PrEP Ambassadors' Self-Reported Race



- Self-reported race
- Black
- White
- Multiple race, including Black

# Ambassadors' Social Media Reach



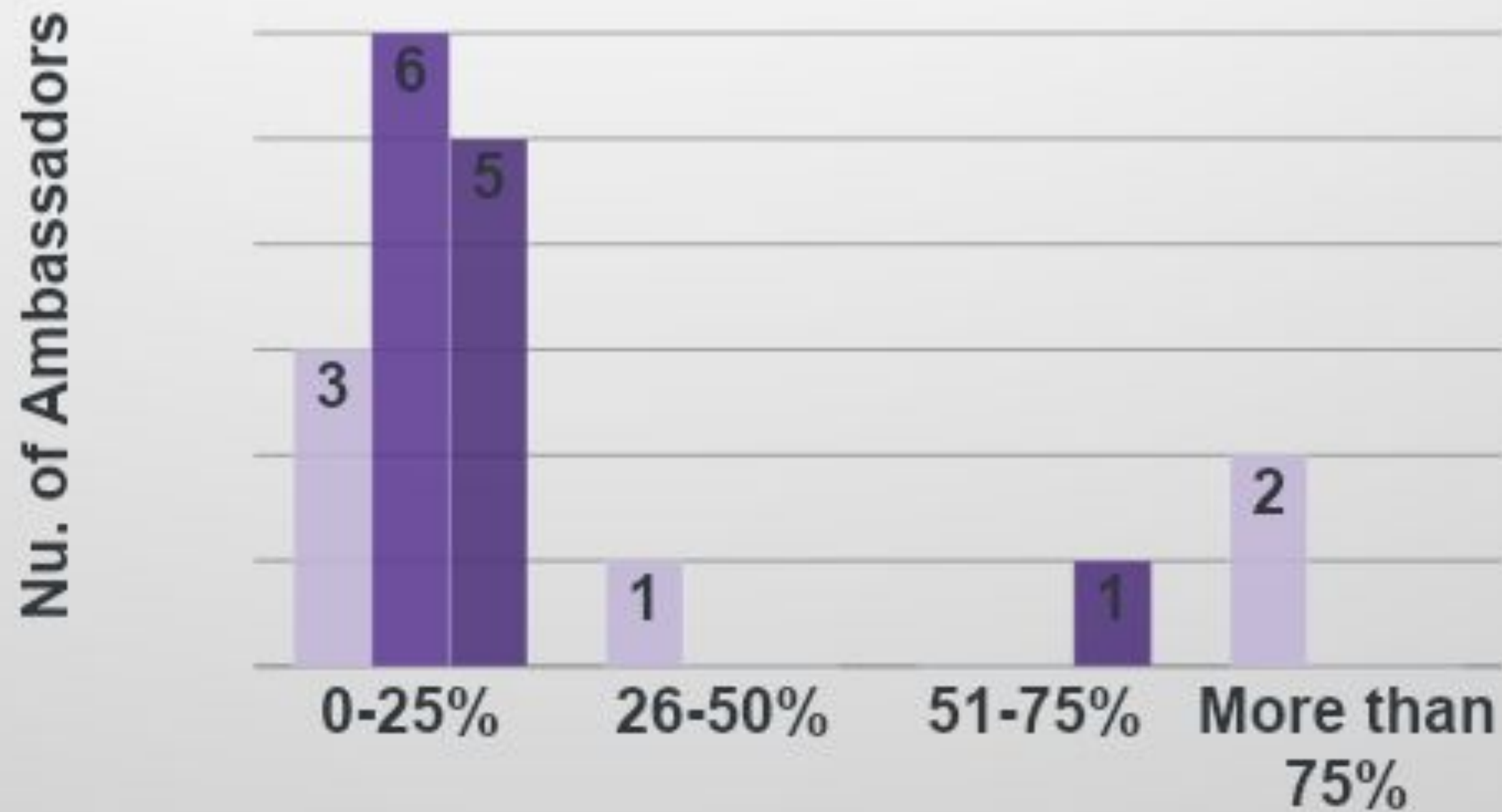
## PrEP Ambassadors' Follower Profile on Social Media

	Facebook (N=6 Ambassadors)	Instagram (N=4 Ambassadors)	Twitter (N=1 Ambassadors)
<b>Total</b>	<b>7,291</b>	<b>4,331</b>	<b>450</b>
Average	1,216	1,083	450
Range	100 - 2,718	391 - 2,013	450

Ambassadors had 12,074 followers across the three platforms

5 out of 6 Ambassadors had >300 followers

## PrEP Ambassadors' Self-reported percent of followers in priority populations



## Total N. Estimated Followers in Priority Populations, based on Ambassador Range

N Estimated Followers, Black, Gay Men	5,123
N Estimated Followers, Transgender Women	50
N Estimated Followers, Hispanic/ Latino People	0
<b>Total</b>	<b>5,173</b>



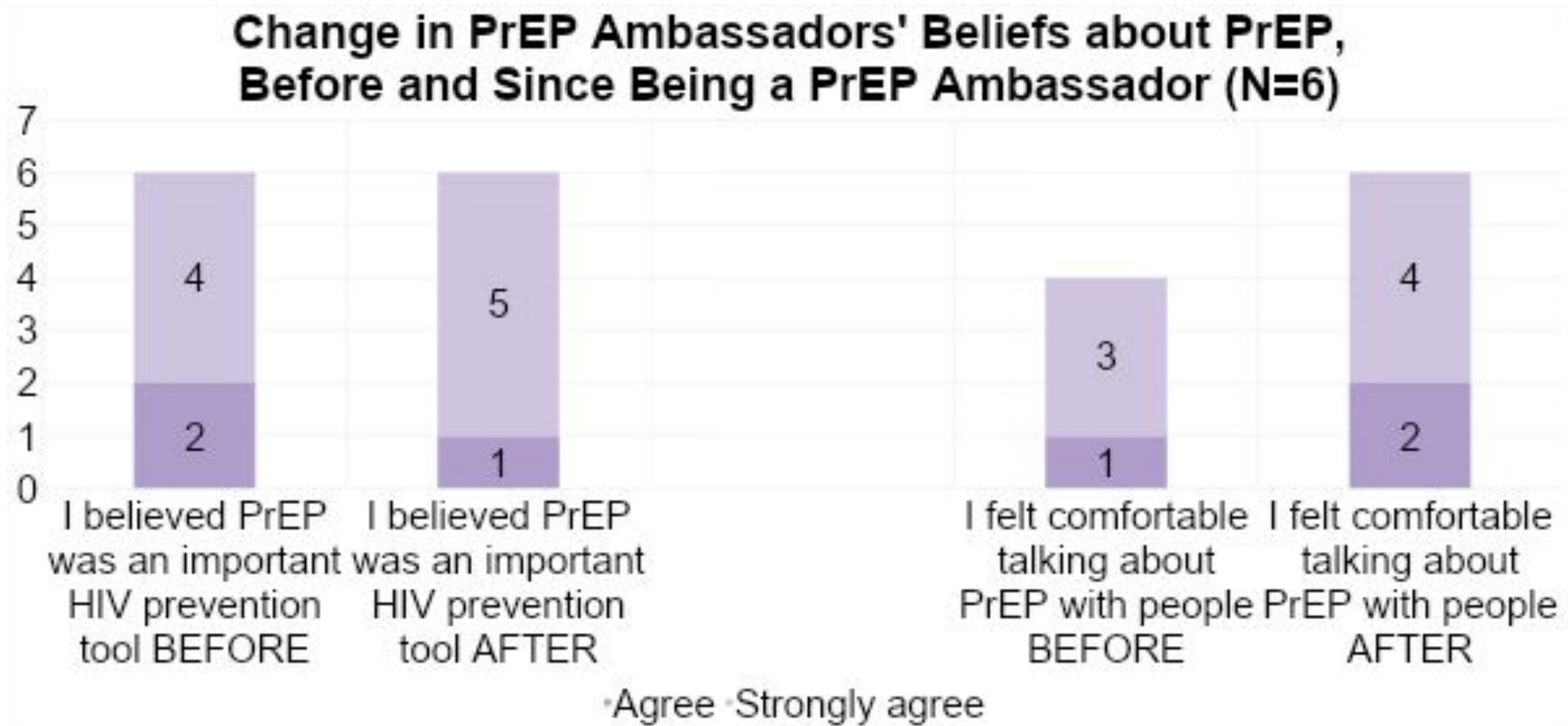
# Change in Ambassadors' knowledge on training topics:



Number of Ambassadors Reporting Good or Excellent Knowledge BEFORE and SINCE becoming an Ambassador, out of N=6



# Change in Ambassadors' opinion towards PrEP:

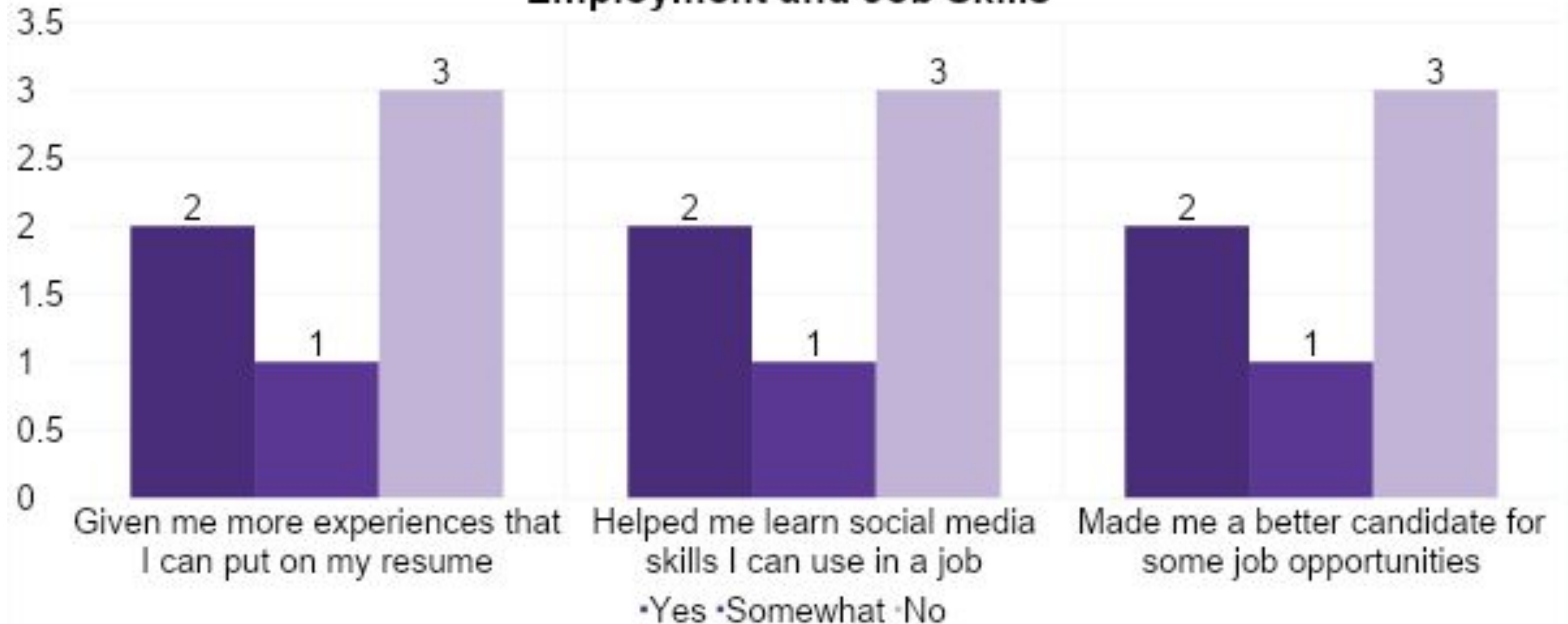




# Change in Ambassadors' marketable social media skills:



**PrEP Ambassadors' Self-Reported Impact of Experience on Employment and Job Skills**



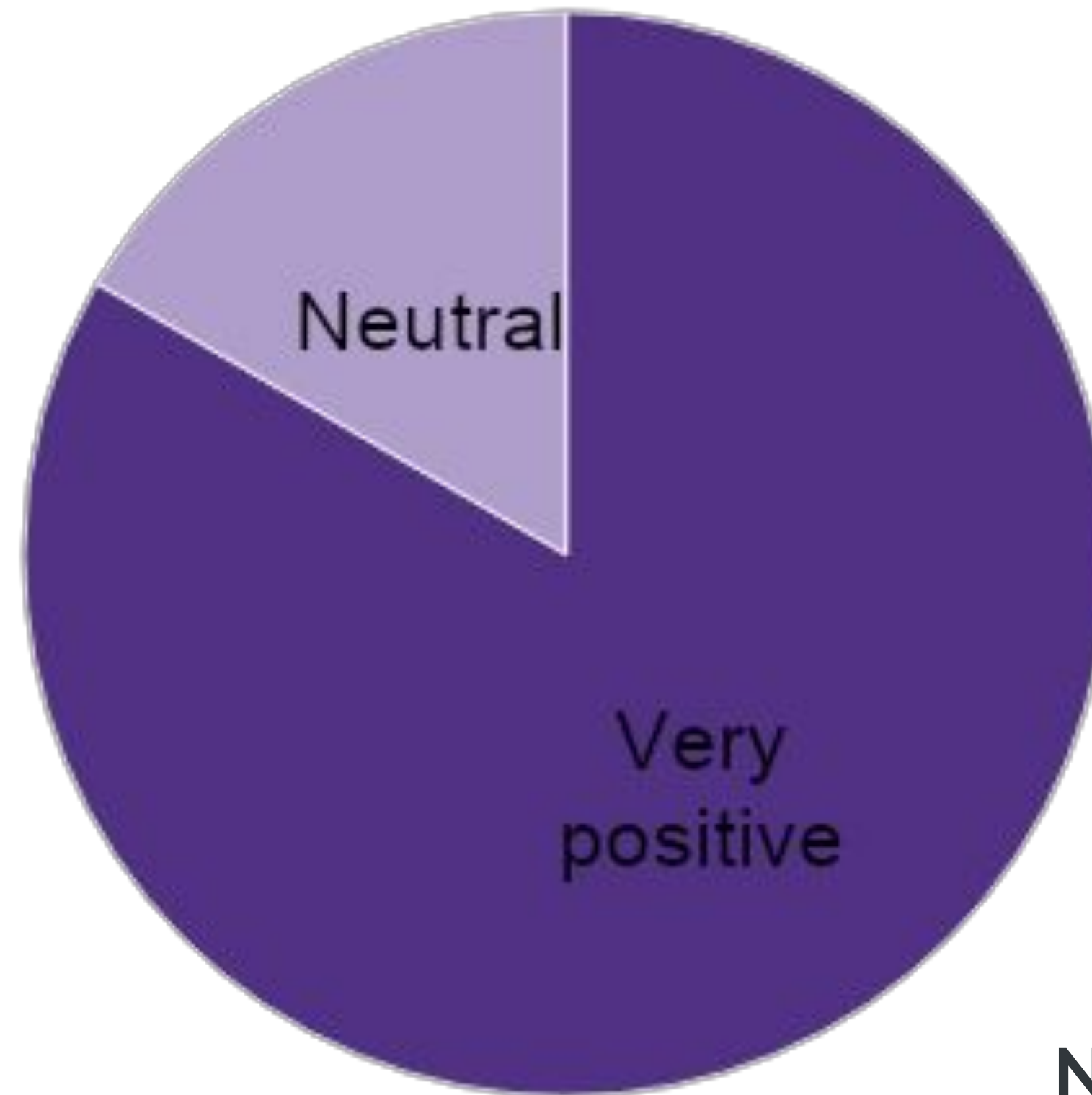


# Ambassadors' opinions of the experience:



How would you describe the impact of being a PrEP Ambassador on your life?

N=1



N=5

# Positive experiences



Please tell us some **positive experiences you've had** as a PrEP Ambassador, posting information about PrEP on social media. If none, please type 'none'.

Learning more about PrEP and keeping up to date with the news. I've also received some positive feedback from others.

I have had great conversation with people about PrEP. I have had some come back and tell me that they have started PrEP.

All of my experiences have been positive!

Ive had many shares of my posts.

I get positive feed back from followers. It was easy to do the postings.

None

# Negative experiences



Have you had any **negative or challenging experiences** posting information as an Ambassador?  
Please tell us about them. If none, please type 'none.'

Sometimes, it can be hard to make creative posts

Limitation on how to post. **I got more responses when I incorporated selfies in to my PrEP posts. My conversation and feed back have dropped since I started only posting information.** It was a lot easier to reach more people when I could post the same information at the same time on two different platforms and count as two post. Now posting on 1 site at a time reaches only 1 audience.

**I one had someone try to slut shame me.**

None

None

None



# How it has affected your life



Please tell us more about **how being a PrEP Ambassador has affected your life.**

I've learned so much about PrEP and prevention

I have been able to communicate with people that I would have never talked to before. I have been able to get some people on PrEP and that makes me feel great. I feel empowered when speaking to people one on one and PrEP. Also the payment for posting has helped.

I am literally called the PrEP guy or Pappa PrREP

Its gotten people to come to me and ask questions about HIV and prep. Have helped people.

It taught me to be more open about my status with others in the community. I send people in the right direction to get tested at.

It don't

# PrEP Ambassador Focus Group – 3 Themes



- **Main motivation is to help others protect themselves from HIV**
  - *“I wanted to be educated myself, I really didn’t have enough education and also I wanted to get educated to help my friends”*
  - *“I do it because I might save somebody’s life”*
- **Wanted more tools, training and resources to enhance their posts**
  - *“I don’t know how to go and like find images because people really want to see a post, they want to see a picture...”*
  - *“Yes – training on different apps, if not training then like where to go to get apps to develop our own picture posts or videos and also more **like words** because I find myself sometimes using the same words”*
- **Evaluation – Chose to use Poll Questions to get follower feedback**
  - Vs. Traditional survey

# Social Media Post Analysis

<b>PrEP Ambassador Social Media Posts by Topic</b>		
<u>Topic / Subtopic</u>	<u>N Posts w/ Topic</u>	<u>Percent</u>
<b>PrEP</b>	268	79.1%
<b>Promoting PrEP</b>	230	67.8%
<b>Let's Talk About PrEP or Great Than AIDS Campaign</b>	26	7.7%
<b>PrEP Science</b>	8	2.4%
<b>PrEP On Demand*</b>	3	0.9%
<b>PrEP Adherence</b>	1	0.3%
<b>HIV prevention &amp; awareness</b>	22	6.5%
<b>HIV testing</b>	17	5.0%
<b>Other</b>	32	9.4%
<b>STI testing</b>	11	3.2%
<b>CBO event or promotion</b>	9	2.7%
<b>nPEP</b>	6	1.8%
<b>Stigma</b>	3	0.9%
<b>U=U</b>	2	0.6%
<b>Other</b>	1	0.3%
<b>Total</b>	339	100.0%

*\*PrEP on demand is not a strategy currently supported by VDH*



# Social Media Follower Feedback via Facebook Polls

## Social Media Poll Questions

Type of Question	Question for the Poll
<b>1. Opinion</b>  “More favorable opinion about PrEP”	1A. Since seeing my posts about PrEP, are you more in favor of people taking PrEP to prevent HIV? c Yes! c Not really. 1B. Since seeing my posts about PrEP, do you have a more positive opinion about PrEP? c Yes, I think so! c Not really.
<b>2. Knowledge</b>  “Gain knowledge about PrEP”	2. I've been posting information about PrEP for a few months. Do you think you've learned more about PrEP because of the information I've shared? c Yes! c Not really.
<b>3. Behavior</b>  “Take action as a result of a post”	3A. At least once, after seeing one of my posts about PrEP, did you tell somebody else about PrEP in real life? c Yes! c No. 3B. At least once, after seeing one of my posts about PrEP, did you look for more information about PrEP? c Yes! c No.

<u>Question Posed by PrEP Ambassador (Response options: Yes/No)</u>	<u>N. Views</u>	<u>N Responses, Response rate</u>	<u>N. Yes (favorable)</u>	<u>N. No (unfavorable)</u>
Since seeing my posts about PrEP, are you more in favor of people taking PrEP to prevent HIV?	14	3 (21.4%)	2	1
Since seeing my posts about PrEP, do you have a more positive opinion about PrEP?	37	4 (10.8%)	3	1
I've been posting information about PrEP for a few months. Do you think you've learned more about PrEP because of the information I've shared?	68	5 (7.4%)	4	1
At least once, after seeing one of my posts about PrEP, did you tell somebody else about PrEP in real life?	42	4 (9.5%)	3	1
*Note: This question was posted twice. Results are combined.				
At least once, after seeing one of my posts about PrEP, did you look for more information about PrEP?	12	4 (33.3%)	2	2
<b>TOTAL</b>	<b>173</b>	<b>20 (11.6%)</b>	<b>14 (70% of responses)</b>	<b>6 (30% of responses)</b>

# Limitations



- **Only current Ambassadors participated in the survey**
  - No data from previous Ambassadors
- **Low number of Facebook poll question responses (20)**
  - Facebook poll questions posed several challenges
  - Could not ask more personal questions such as seeking PrEP or HIV testing
  - Facebook changed their poll option during this period - only available in Story Mode
  - Limited viewership and Ambassadors' ability to access the data



# Summary



- **The PrEP Ambassador program is a promising strategy to reach Black MSM and transgender women with information about PrEP and HIV prevention**
  - **>12,000 followers reached (by 6 participating Ambassadors)**
  - **>5,100 followers in the priority populations**
  - **70% of followers gained knowledge or more favorable opinion of PrEP**
- **The program positively impacted the majority of PrEP Ambassadors who participated in the evaluation**
  - **Ambassadors talked about being proud to be a resource about PrEP and feeling like they are helping others.**
  - **A large majority felt being an Ambassador positively impacted their life.**

# Recommendations



- **This evaluation identified a number of opportunities to enhance or improve the program:**
  - **Add an Ambassador to appeal to the Hispanic and Latino community**
  - **Expand post topics: PrEP adherence, nPEP, Fighting stigma, U=U**
  - **Offer additional training and support on creating engaging posts and conducting poll questions**
  - **Integrate evaluation strategies on a regular basis (e.g. follower poll questions)**
  - **New programs should integrate evaluation strategies from the beginning so it is a routine part of the program**



Thank you!