



Online Community Engagement Strategies

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About Howard Brown Health (Chicago, IL, USA)

- Mission Statement:
Howard Brown exists to eliminate the disparities in healthcare experienced by lesbian, gay, bisexual and transgender people through research, education and the provision of services that promote health and wellness.
- Seven Major Programmatic Divisions:
Primary medical care, behavioral health, research, HIV/STI prevention, youth services, elder services, and community initiatives.



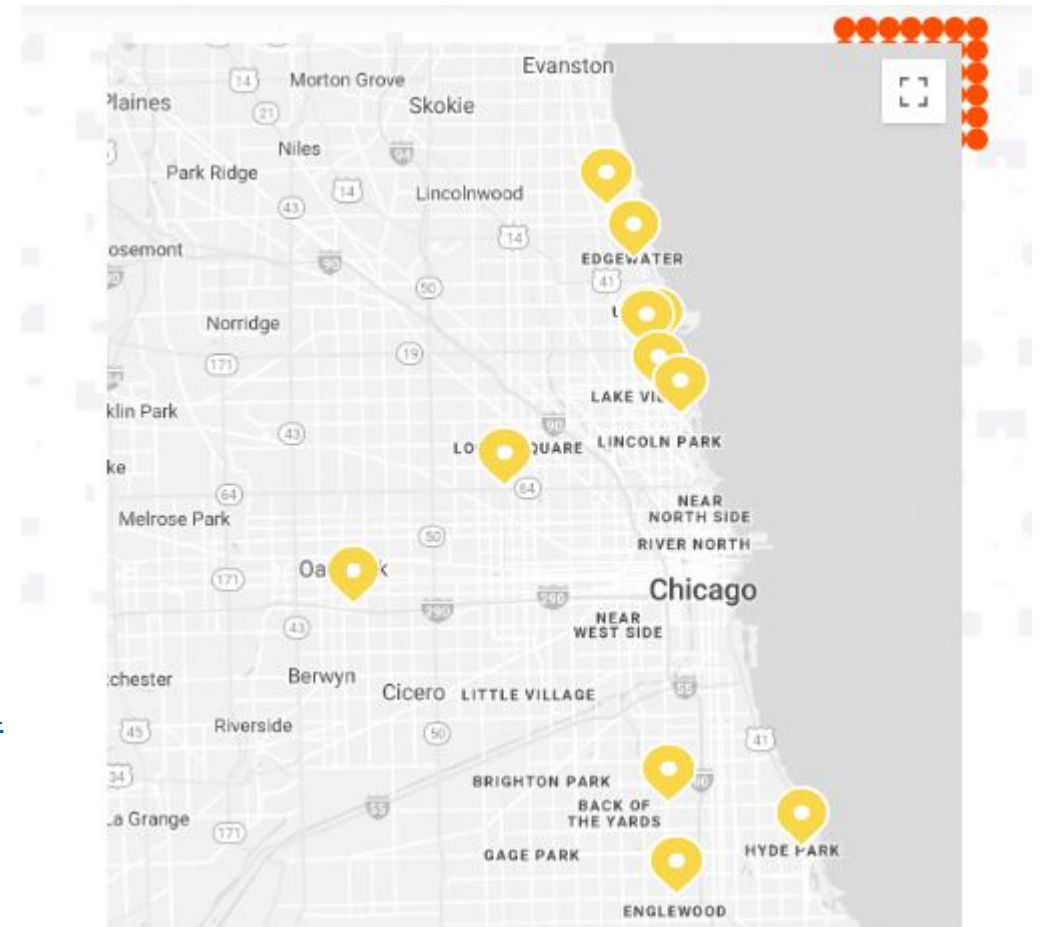
About Howard Brown Health (Chicago, IL, USA)

North Side

- [Broadway Youth Center](#)
- [Call Center](#)
- [Clark](#)
- [Counseling Center](#)
- [Diversey](#)
- [Halsted](#)
- [Sheridan](#)
- [at TPAN](#)

West & South Side

- [55th St.](#)
- [63rd St.](#)
- [Dental 63rd St.](#)
- [Express 55th St.](#)
- [Express Oak Park at La Casa Norte](#)
- [at Thresholds South](#)



History Of Online Outreach

- Howard Brown's online outreach program started in 2018 using various geosocial apps.
- The Howard Brown Outreach team has used social media as a tool to create space to let community members know that they can receive free screenings and services through our program!
- Online / Mobile Applications
 - Grindr, Scruff, Adam4Adam, Jackd, Growlr, BareBackRT, Facebook, Instagram and Google ads



What Apps Are Used?



Jackd

- A location-based chat and dating app catering to gay and bisexual men.



Grindr

- Location-based social networking and online dating application for gay, bi, trans, and queer people.
- It was one of the first geosocial apps for gay men when it launched in March 2009 and has since become the largest and most popular gay mobile app in the world.



Growlr

- An online community that allows you to meet other "Bears" from around the world or around the corner.



Scruff

- SCRUFF is an international social application for men seeking men



Adam4Adam

- Adam4Adam is an online dating website designed for men to meet other men for friendship, romance, or a hot hookup.



BareBackRT

- Community for men cruising for raw man on man Bareback sex. No condoms. Find Bareback Sex with Hot men.

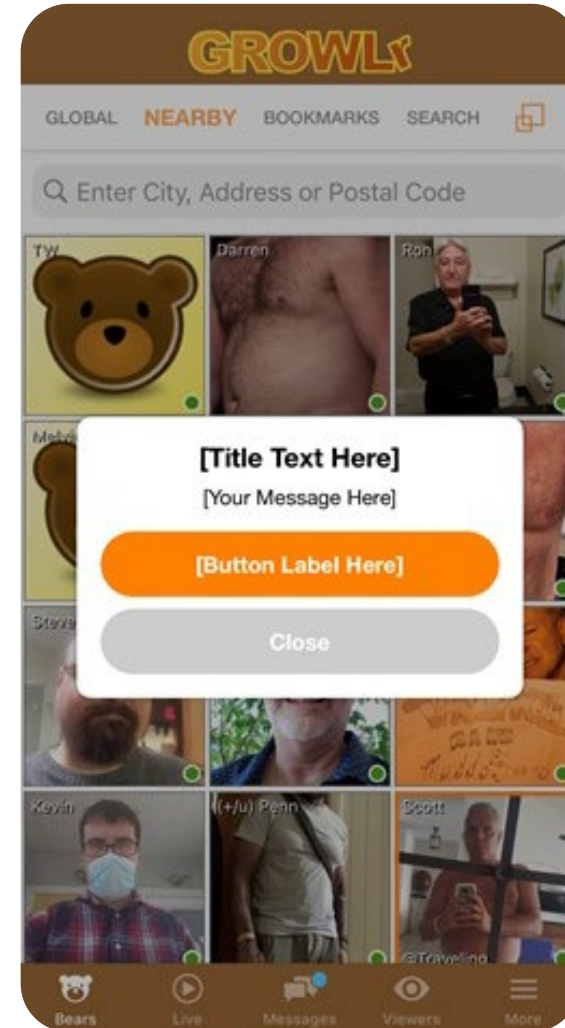
Online Outreach Expansion

- Sniffies
- Taimi
- Lex



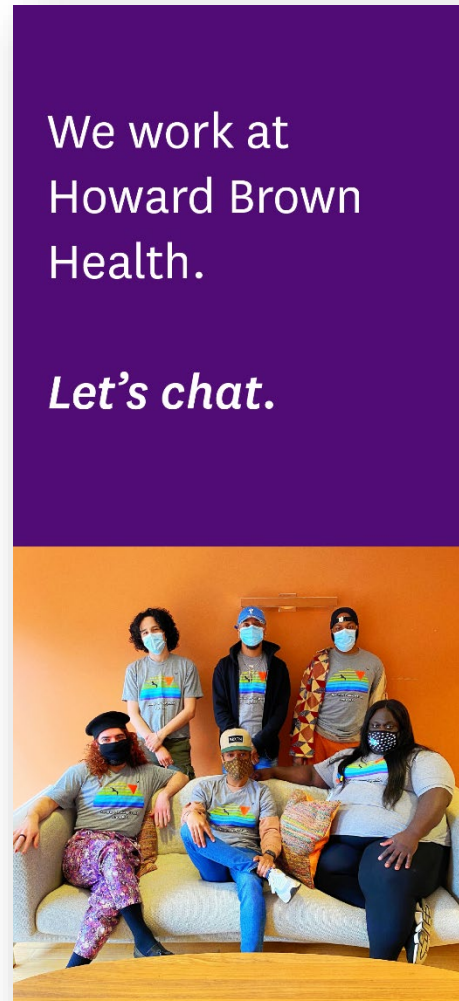
Why Use Social Media?

- Optimize our visibility
- Target Groups
 - LGBTQ+ community
 - Underserved communities
 - People that simply aren't aware of free services offered to them by Howard Brown Health
- Scheduled posts/announcements to users in a selected location radius
 - Growlr – shouts
 - BarebackRT- Quick Connect Ads
- Scout your area to find new potential clients for screenings, education, or whatever your org would like to promote



Setting Up A Profile

- Profile Photos
 - Use a clear picture of yourself or agency logo that represents yourself, agency, or brand.
 - Do not use a stock photo of someone else, or someone without their permission. This can be mistaken for “catfishing”.
- Bios
 - Captivating and engaging to your audience
 - Clearly states services being offered and how to access them
 - Service hours of operation
 - Team Contact Information
 - Phone Number
 - Email
- Link Your Accounts
 - Connect organization Facebook/Instagram accounts with your application profile so online clients can see your credibility and follow your other online platforms.

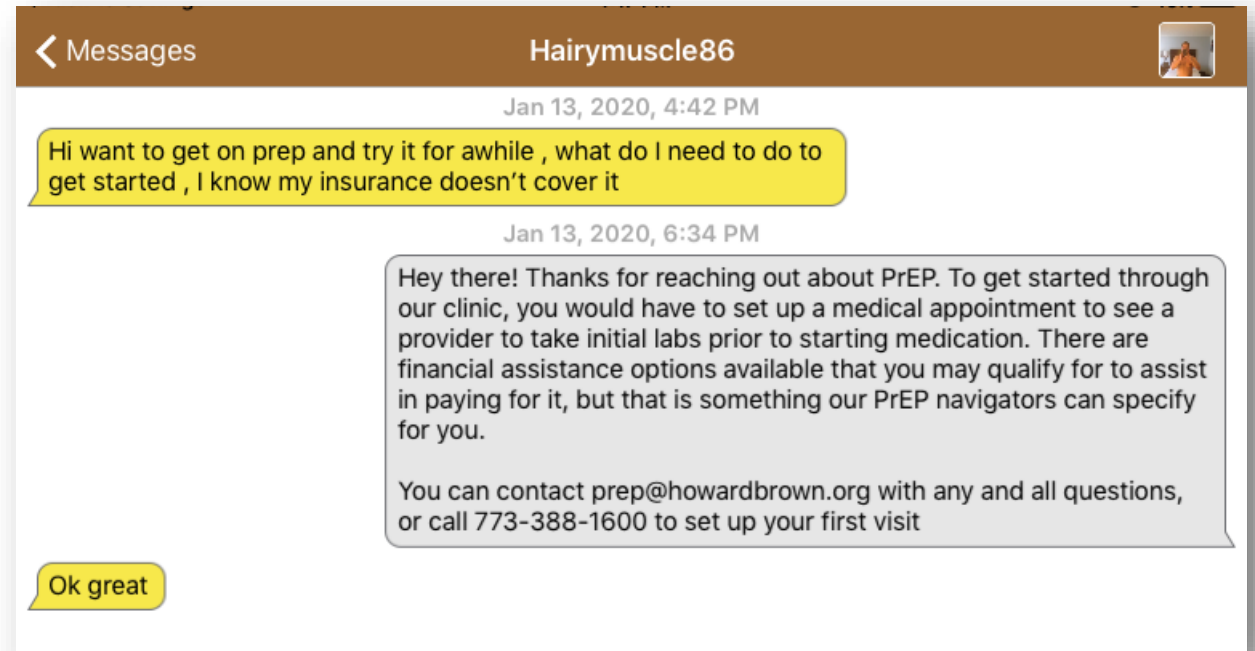


Questions?

Inbox a health educator for more information.

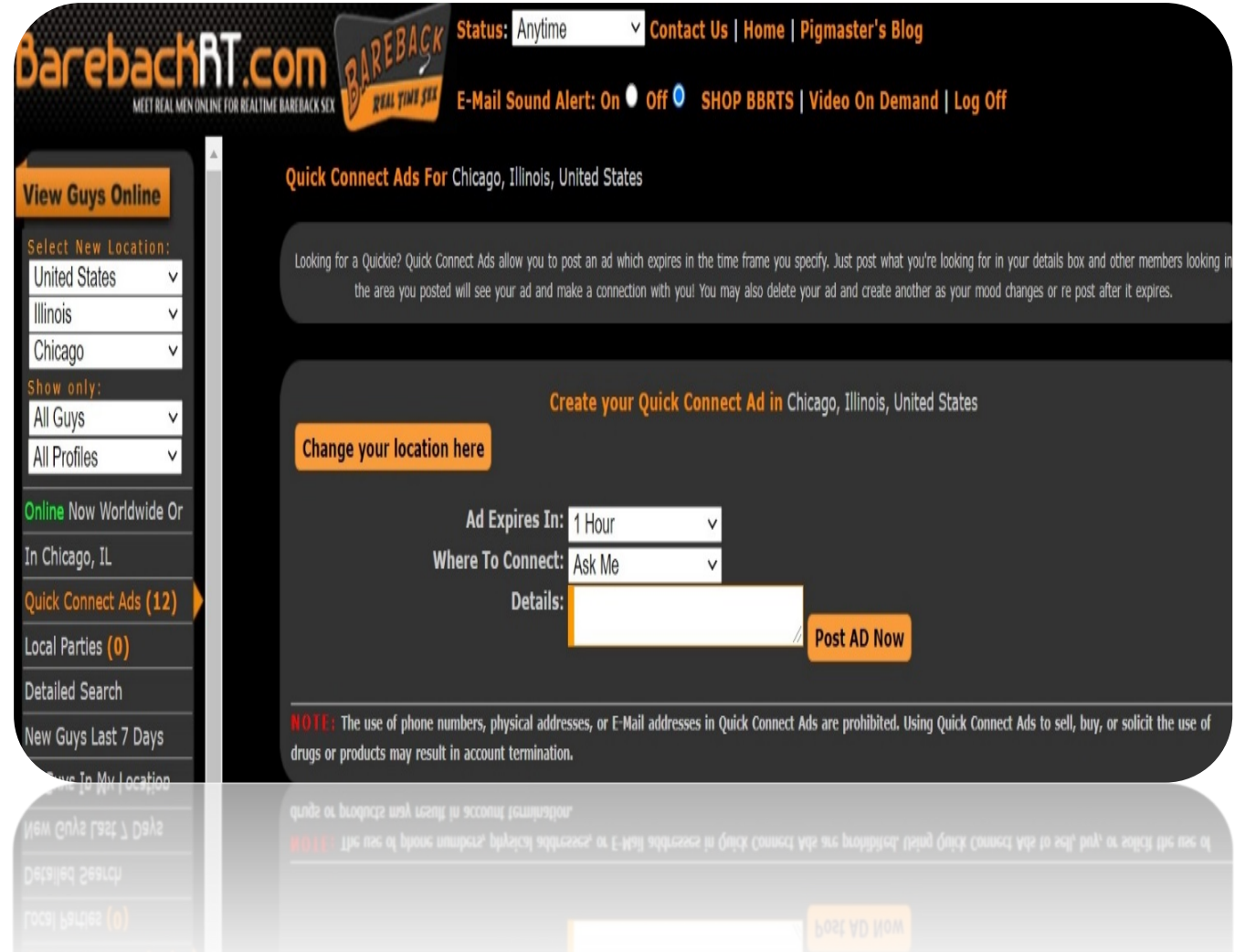
Messaging Your Audience

- Messaging / Tapping
 - When engaging other profiles I would visit the persons profile or tap on their profile so my profile would appear in their recent viewers.
 - This action would create interest for the client to visit my profile and read the bio.
- Utilize Downtime
 - Message users in my area to let them know about Howard Brown services.
- Unsolicited Messages
 - If clients are reaching out to talk about anything other than health services, you can deflect the conversation back by saying:
 - “Hey! I’m with the Howard Brown Health outreach team and I’m online talking about sexual health ONLY, would you like to know more?”



Advertising to Large User Group

- Shout outs can be used to advertise messages to users on an application up to a 20mile radius using Growlr or BarebackRT.
- **Growlr** shouts can be scheduled to notify online users of location and hours for screening services.
 - This feature was designed for users to hookup, however we use it to make announcements about our free services across Chicago and suburban areas.
 - Requests for at-home testing or clinical related questions increased after most Growlr shouts.
 - Noticeable increase in client messages followed Growlr shouts.
- **BarebackRT Party** shouts can also be scheduled to notify users of locations and hours for screening services
 - This feature was designed for users to hookup, however we use it to make announcements about our free services.



The screenshot shows the BarebackRT.com website interface. The top navigation bar includes the site logo, a status dropdown menu set to 'Anytime', and links for 'Contact Us', 'Home', and 'Pigmaster's Blog'. Below this, there are links for 'E-Mail Sound Alert: On', 'Off', 'SHOP BBRTS', 'Video On Demand', and 'Log Off'. The main content area is titled 'Quick Connect Ads For Chicago, Illinois, United States'. It contains a text box with instructions: 'Looking for a Quickie? Quick Connect Ads allow you to post an ad which expires in the time frame you specify. Just post what you're looking for in your details box and other members looking in the area you posted will see your ad and make a connection with you! You may also delete your ad and create another as your mood changes or re post after it expires.' Below this, there is a section titled 'Create your Quick Connect Ad in Chicago, Illinois, United States'. It includes a 'Change your location here' button, a dropdown menu for 'Ad Expires In:' set to '1 Hour', a dropdown menu for 'Where To Connect:' set to 'Ask Me', a text input field for 'Details:', and a 'Post AD Now' button. At the bottom, there is a 'NOTE' section stating: 'NOTE: The use of phone numbers, physical addresses, or E-Mail addresses in Quick Connect Ads are prohibited. Using Quick Connect Ads to sell, buy, or solicit the use of drugs or products may result in account termination.'

Online Referrals

- Referral Types
 - At-Home Prevention Program
 - PrEP
 - Insurance
 - Primary Care
 - Trans Services
 - Etc.
- Referral Tracking
 - The Outreach team tracks referrals using a smart sheets spreadsheet.
 - The referral flow records the initial referral and documents follow up until the client is confirmed in receiving services or has declined follow up.



Online Flow & Documentation

Step 1:

Staff use pre-scripted conversation templates saved in the Notes App on iPads to guide initial conversations.

Step 2:

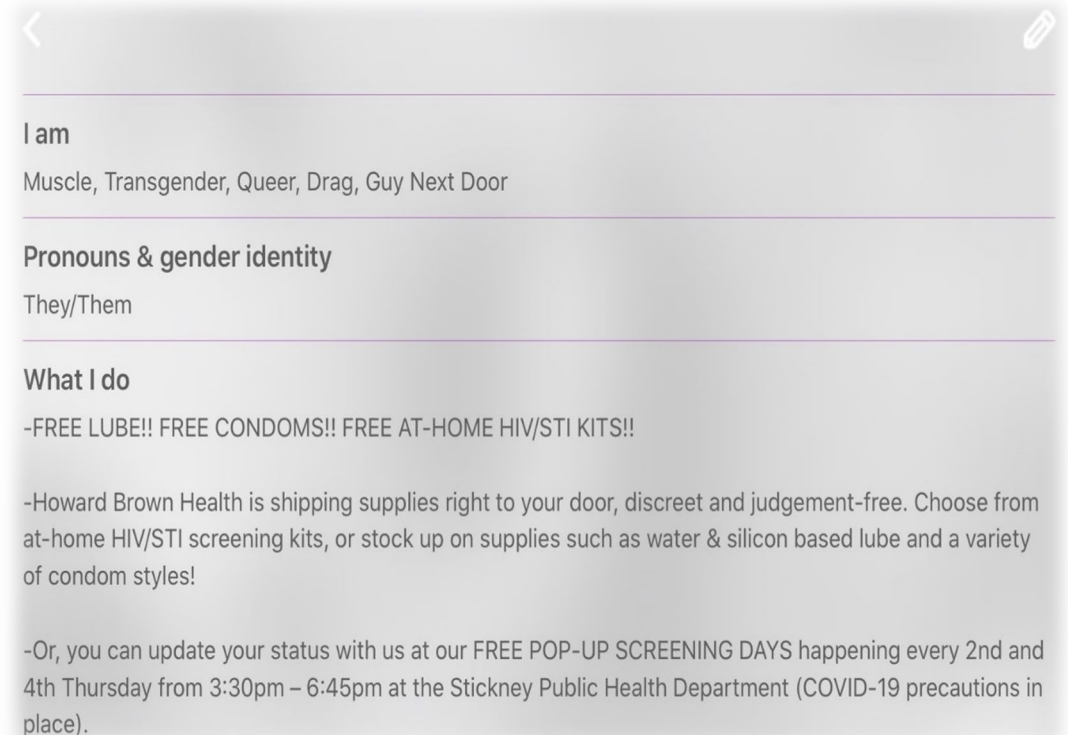
Staff screenshot and record any conversations with clients interested in Howard Brown Health services and save it on the iPad to be uploaded to the network drive.


Step 3:

Staff import all screenshots to the network drive and document interactions on a Smartsheets spreadsheet for later referral follow up.

Step 4:

Staff will continue to check-in with clients until the referral is completed or declined.



< 

I am
Muscle, Transgender, Queer, Drag, Guy Next Door

Pronouns & gender identity
They/Them

What I do
-FREE LUBE!! FREE CONDOMS!! FREE AT-HOME HIV/STI KITS!!

-Howard Brown Health is shipping supplies right to your door, discreet and judgement-free. Choose from at-home HIV/STI screening kits, or stock up on supplies such as water & silicon based lube and a variety of condom styles!

-Or, you can update your status with us at our FREE POP-UP SCREENING DAYS happening every 2nd and 4th Thursday from 3:30pm – 6:45pm at the Stickney Public Health Department (COVID-19 precautions in place).

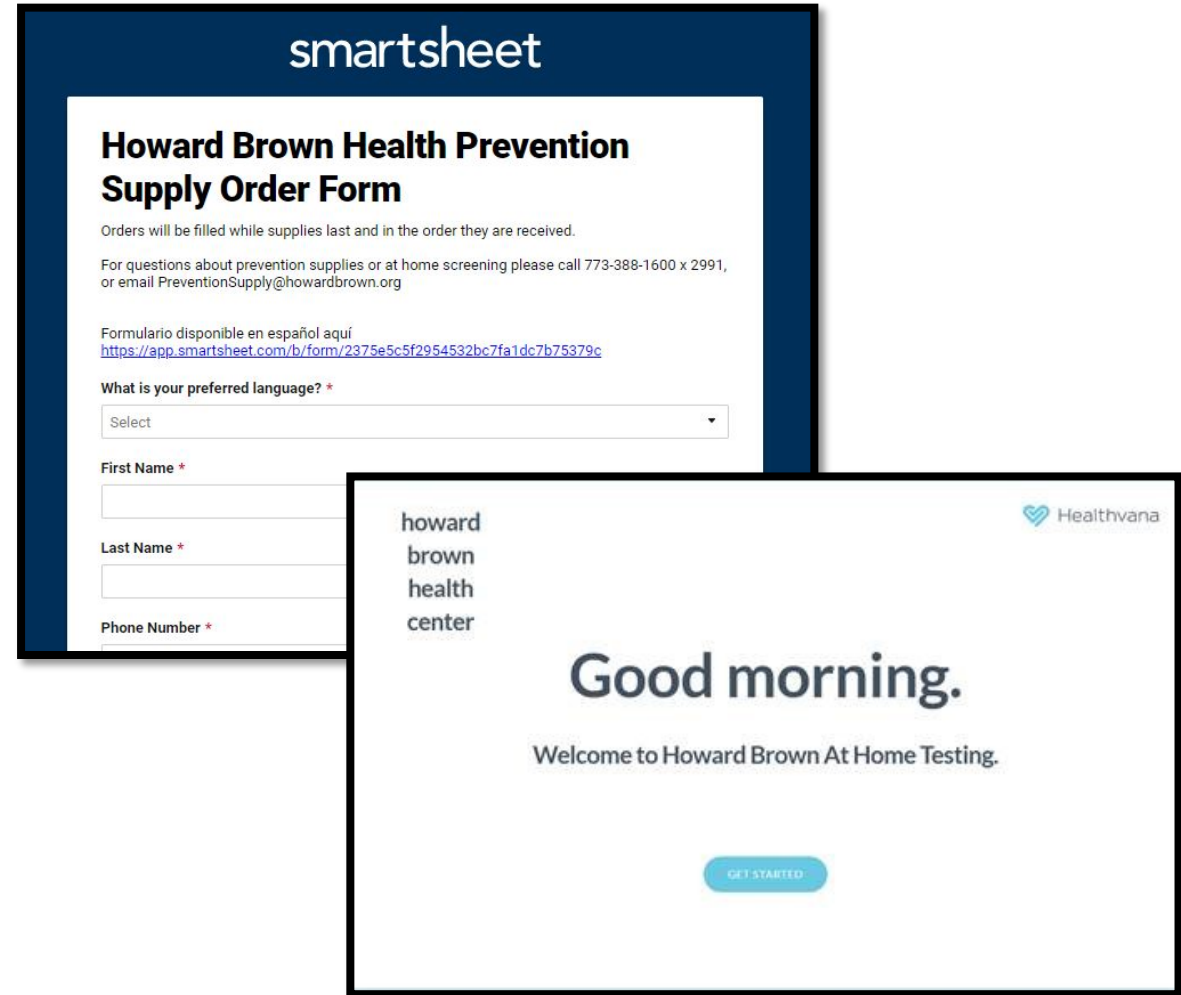
Staffing & Capacity

- Howard Brown Health
 - Outreach Team
 - Focuses on Outreach team's online engagement
 - Roles
 - Lead online outreach specialist (x1)
 - Cross train the team to be able to utilize online apps (x4)
 - Communication Team
 - Focuses on agency's online engagement
 - Coordinate agency webpage and other social media platforms
- Hiring
 - Staff should reflect the community you are serving by creating diversity on your team to tap into different sub groups of a targeted community.
 - Respected leaders
 - Activists
 - Drag Performers
 - Ballroom Stars
 - LGBTQ+ individuals of color
- Benefits to Multiple Staff
 - Staff alternate on apps and keep track of their own conversations
 - *Mobile Unit Tailored Strategy*
 - Change your profile pictures of staff depending on your area or demographic



Technology Used

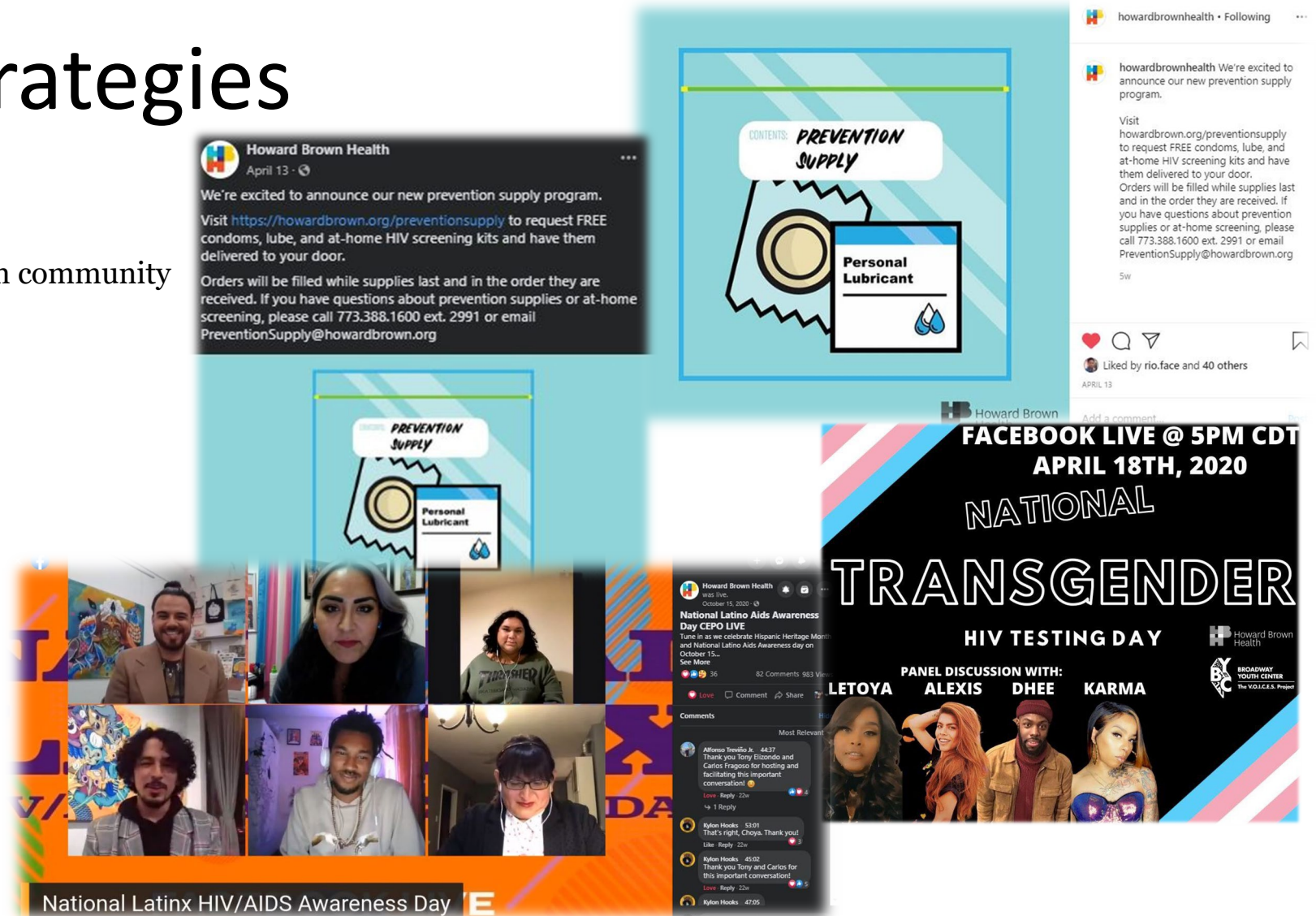
- Smartsheets
 - English & Spanish Languages Available
 - [HowardBrown.org/PreventionSupply](https://www.howardbrown.org/PreventionSupply)
- Healthvana
 - Once a client submits HIV/STI screening order on Smartsheets they will be directed to register via Healthvana.
 - Creates profile where client can reach a health educator for questions or follow-up as well as view their results at anytime once they become available.
- Client Questions / Email-Phone
 - PreventionSupply@howardbrown.org
 - 773.388.1600 ext. 2991
- QR Codes



The image displays two overlapping screenshots of digital forms. The top screenshot, titled 'smartsheet', is a 'Howard Brown Health Prevention Supply Order Form'. It includes instructions on order fulfillment, contact information (773-388-1600 x 2991 or PreventionSupply@howardbrown.org), a Spanish language option, a language selection dropdown, and input fields for First Name, Last Name, and Phone Number. The bottom screenshot is a 'Good morning.' welcome message from 'howard brown health center' and 'Healthvana'. It says 'Welcome to Howard Brown At Home Testing.' and features a 'GET STARTED' button.

Promotional Strategies

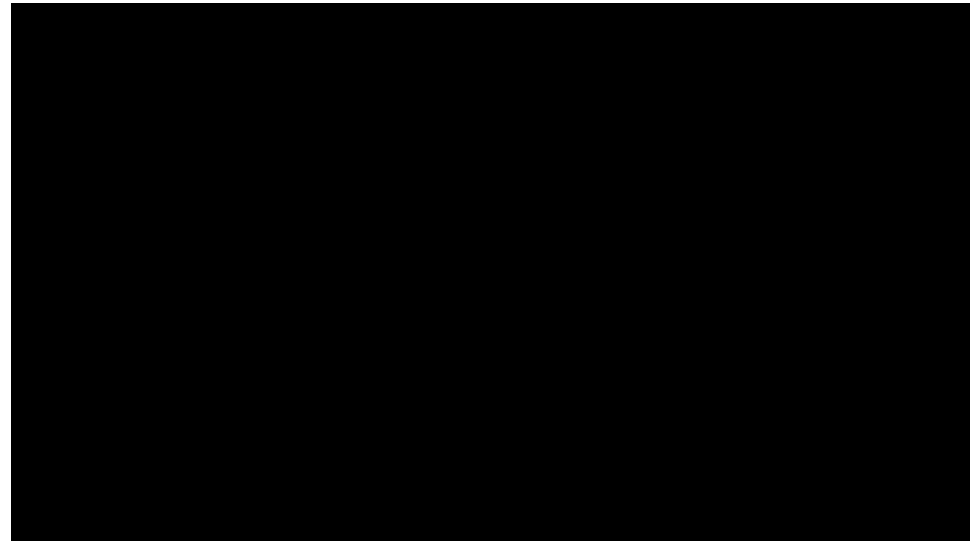
- Social Media Platforms
 - Facebook (Posts/Facebook Live)
 - Collaborating with Gatekeepers in community
 - Instagram (Posts)
- Online Articles
 - Chicago Reader
 - Windy City Times
 - WBEZ Radio
- Google Ads
- Instructional Videos
- Physical / Digital Flyering
- Agency Webpage



At-Home Prevention HIV/STI Screening Instructional Promo Video

In September 2021 Howard Brown Health's Outreach Team partnered with MyLabBox services to offer free at-home HIV/STI screenings.

The team worked together to create a video that promoted our At-Home prevention program and provided guidance to clients on how to use the at-home kit.

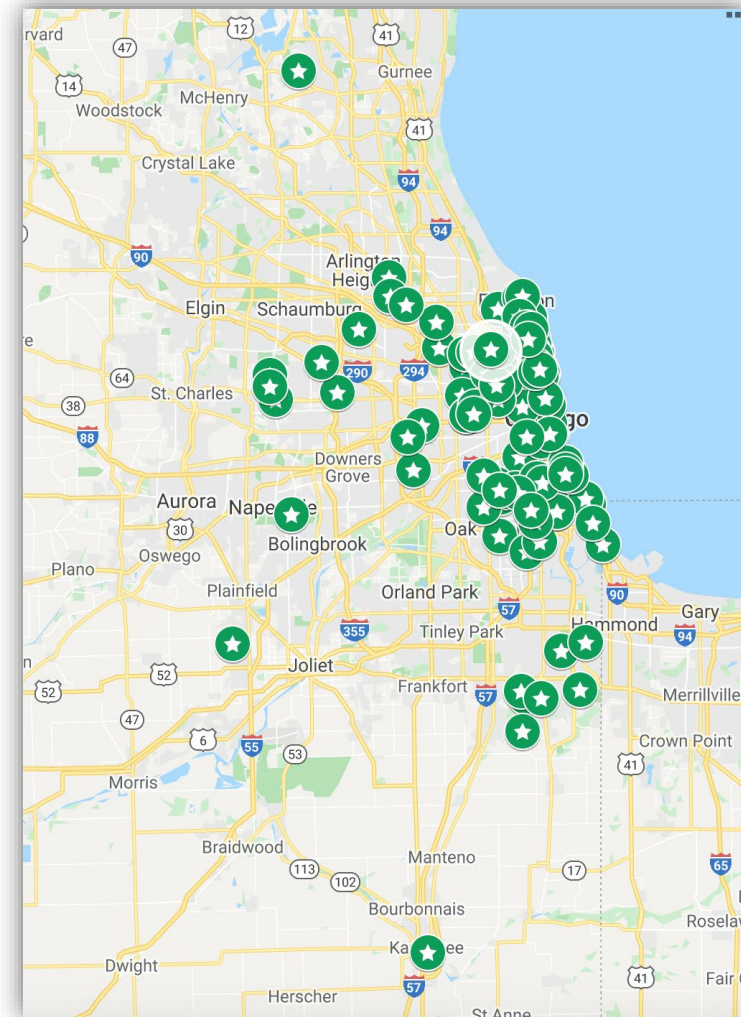


At-Home Prevention Program Data

Launched on: 04/13/2020

Data Presented Below: 09/23/2021

- Total Orders
 - 377 | At-Home HIV Rapid Screening Kits
 - 1385 | Condoms (Traditional, Latex-Free, FC2)
 - 1024 | Lube (Water and Silicone Based)
 - 429 | Cloth Masks
 - 228 | PrEP Navigation Referrals
 - 126 | Safer Injection Kits (discontinued)
- MyLabBox Orders
 - 282 | At-Home STI Screening Kits Requested
 - 144 | Completed Orders
 - 123 | HIV
 - 119 | GC/CT
 - 99 | Syphilis
- Reactive “Positive” Results
 - 15 | GC/CT
 - 4 | Syphilis



At-Home Prevention Program Data

Launched on: 09/2020

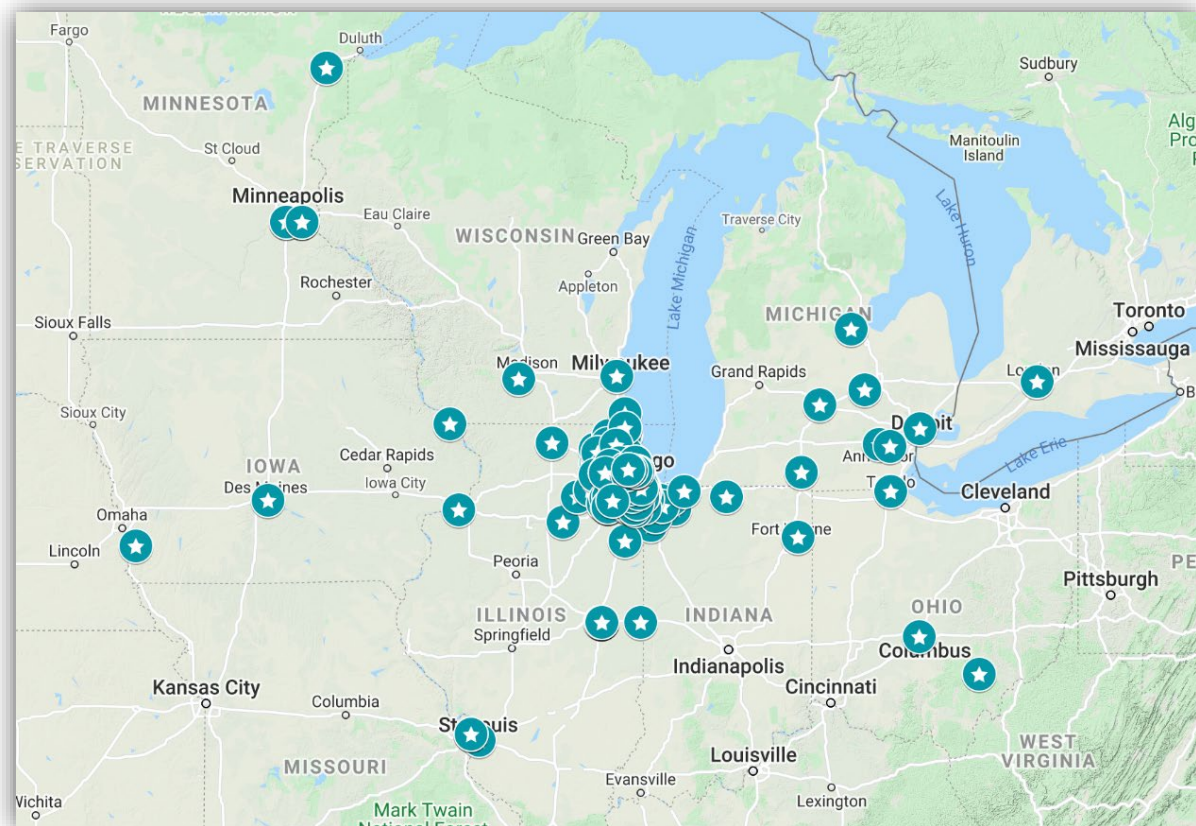
Data presented in this slide: 09/23/2021

Race / Ethnicity of Clients

- Asian : 21
- American Indian : 6
- Black : 111
- Latino: 102
- White: 116
- Other: 8
- Declined: 11

Genders of Clients Served

- Cis-Gender Males | 253
- Cis-Gender Females | 83
- Transgender Females | 2
- Transgender Males | 1
- Gender Non-Conforming | 11



Learning Opportunities “Challenges”

- Conversations ending early
 - Clients may message us outside of business hours
 - Clients ignore responses or delete profiles
 - Beneficial to use individual accounts per iPad
- Blocked
 - If app users find your messaging annoying they may block you.
- Repetitive users
 - Viewing a limited amount of profiles per area
- Online traffic
 - Usage slows down on some apps throughout the year
- Client follow through on At-Home HIV/STI kits
- Using a 3rd party lab providers
 - Delayed turnaround times for kits
 - Delayed communication



THANK YOU!

Any questions?

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