

# Social Media Outreach: HIV Prevention and Social Media Influencers

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WHITMAN-WALKER HEALTH  
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# Whitman-Walker Care Model



**Integrated health care, focused on the needs of each individual patient or client. Each “entry point” is equally worthy; each team member contributes critical value – and no person’s behavior is “risky”.**

# Community Health Department

- Onsite HIV & STI testing
- Youth Prevention
- Mobile outreach
- Wellness Services
- Mobile Health Initiative
- PrEP
- PEP
- Covid-19 Resources
- Social Media Outreach

# PrEP for Prevention

Covid-19 and Beyond



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# Priority Populations

- MSM of color
- Black Heterosexual Men
- Black Heterosexual Women
- Youth (ages 13-24)
- Transgender Persons
- Sex Workers
- IDU
- Latinx Women
- Displaced Folx



# At Home HIV Testing Pilot

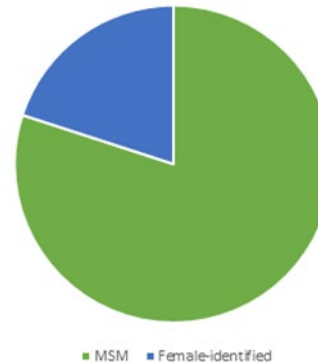
- 20 patients from priority populations who were MSM previous tested at WWH and had a positive STI (Ward 5,7,8)
- Counselor explained the procedures and policies, and scheduled an audio appointment for the day the kit arrived
- Test kit was delivered by a member of the Community Health Department
- During audio appointment, client was instructed to conduct the test and client-centered counseling was provided while waiting for the result
- If the result was reactive, the client was linked to care instantly through WWH's telehealth Red Carpet protocol



# Findings:

- 20 clients total
- 18 non-reactive
- 2 did not self-report
- 4 were linked to WWH services
- 16 MSM
- 4 Female identified
- 3 youth

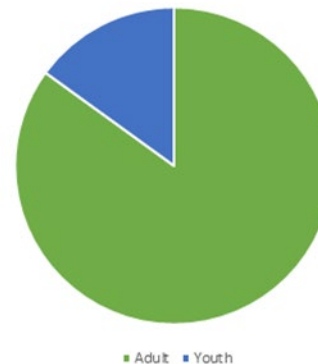
At Home HIV Testing Pilot (Gender Identity Breakdown)



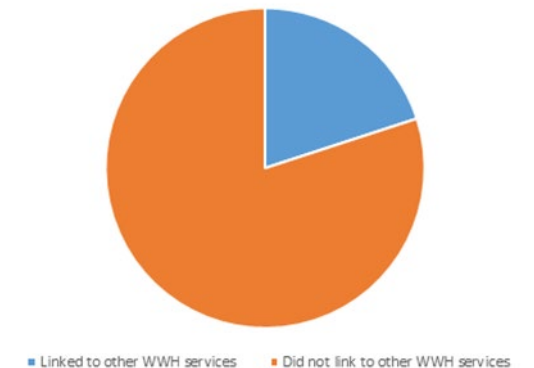
At Home HIV Testing Pilot (Reactivity)



At Home HIV Testing Pilot (Age Breakdown)



At Home HIV Testing Pilot (Linkage to WWH Service)



# Lessons Learned from at Home HIV Testing Pilot

- ▶ Clients were appreciative of WWH's initiation of telehealth services to keep both patients and staff members safe during Covid-19
- ▶ Overall clients preferred to receive testing HIV/STI testing through our walk-in service
- ▶ Self-reporting is challenging for clients
- ▶ The hands-on support of CTRS clients is invaluable
- ▶ If our CTRS program is unable provide in-person services, WWH will continue to provide home-based HIV testing services with the support of DC Health
- ▶ Youth is a concern



# At-Home STI Testing

- Clients are screened over the phone by calling the STI hotline
- For patients of Whitman-Walker, providers can order an at-home kit
- Clients are screened by using a client-centered approach
- Clients are asked to select a preferred LabCorp facility in the District (NW, SW, SE) to drop off the samples and complete bloodwork
- Testing order:
  - ❖ 4<sup>th</sup> generation HIV Ab/Ag test
  - ❖ Gonorrhea/chlamydia (GC/Chl) NAATs testing – urine
  - ❖ Gonorrhea/chlamydia NAATs testing – rectal
  - ❖ Gonorrhea/chlamydia NAATs testing – pharyngeal
  - ❖ RPR
  - ❖ Hep C Virus Ab
- Positive STI results are followed by the Sexual Health team and treatment is provided by appointment only



# PrEP Clinic

## TAKING PrEP HAS NEVER BEEN SO EASY!

OUR **PrEP CLINIC** SAVES YOU TIME, MAKING IT EASIER FOR YOU TO START AND STAY ON PrEP.



PrEP

Our PrEP Clinic combines your medical and pharmacy visits into one simple stop! Each appointment is about 20 minutes long and includes your lab work, as well as being given your PrEP medication, all in the same visit.

### A PrEP CLINIC VISIT IS AS EASY AS 1, 2, 3!



1.

#### COMPLETE YOUR LAB WORK

We will conduct all of your lab work, including HIV and STI testing.



2.

#### GET YOUR PrEP MEDICATION

If you wish to obtain your medication from the Whitman-Walker Health pharmacy, you can skip the usual line. Our team will have your prescription ready and waiting for you at your appointment.

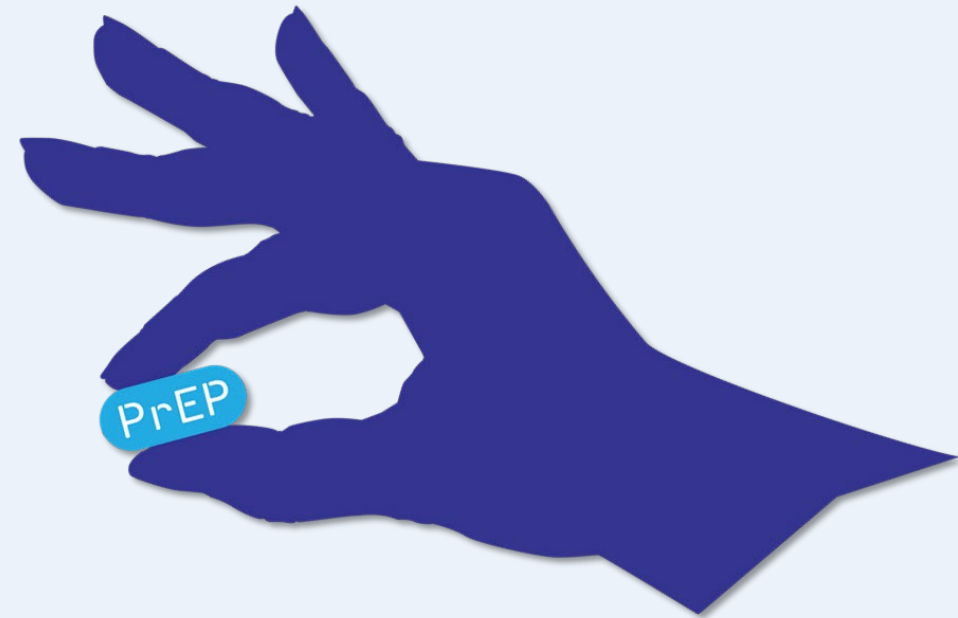


3.

#### RECEIVE YOUR NEXT APPOINTMENT

PrEP Clinic staff call you to schedule follow-up appointments every 3 months.

Contact the Whitman-Walker PrEP Clinic today!  
Call **202.939.7690** or email [prepclinic@whitman-walker.org](mailto:prepclinic@whitman-walker.org).



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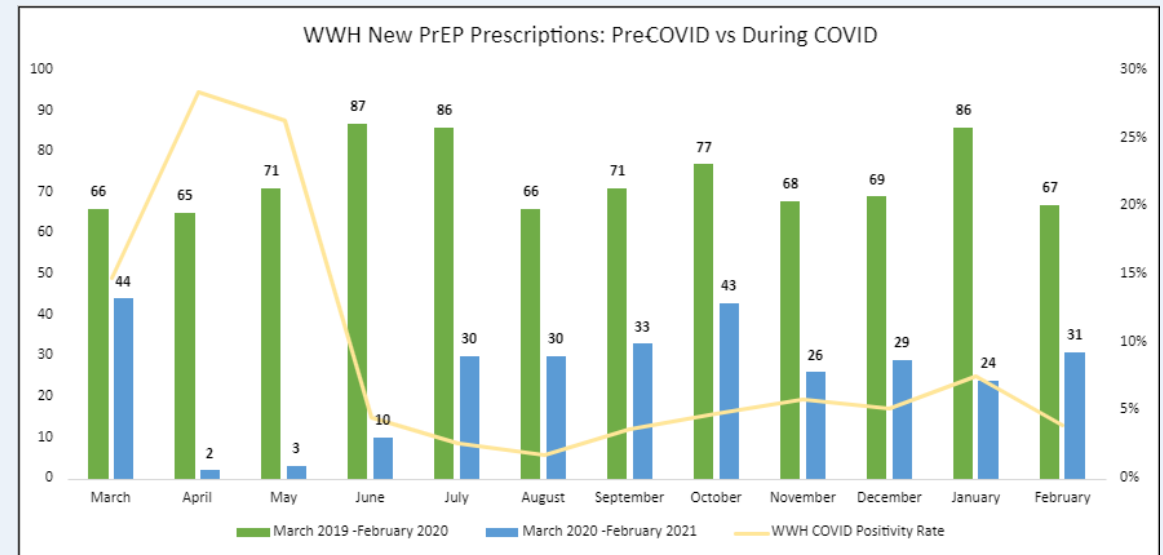
# PrEP Clinic Cont.

PrEP Clinic Appointments		
Time Frame	Tele-PrEP	In-Person
March 16 <sup>th</sup> – 31 <sup>st</sup>	106	Clinic closed for in-person appointments
April	211	
May	253	
June	291	
July	162	
August	62	
September 1 <sup>st</sup> – 21 <sup>st</sup>	25	
September 21 <sup>st</sup> – 30 <sup>th</sup>	1	22
October	15	84
November	3	69
December	3	77
January	13	78
February	4	88

- In March 2020, in-person appointments were cancelled
- PrEP Clinic transitioned services to a telehealth model
- During closure, prescriptions were extended for 90 days
- We provided 30-day virtual check-in for adherence
- In April, we implemented a telePrEP model
- In September, the PrEP Clinic reopened in-person visits

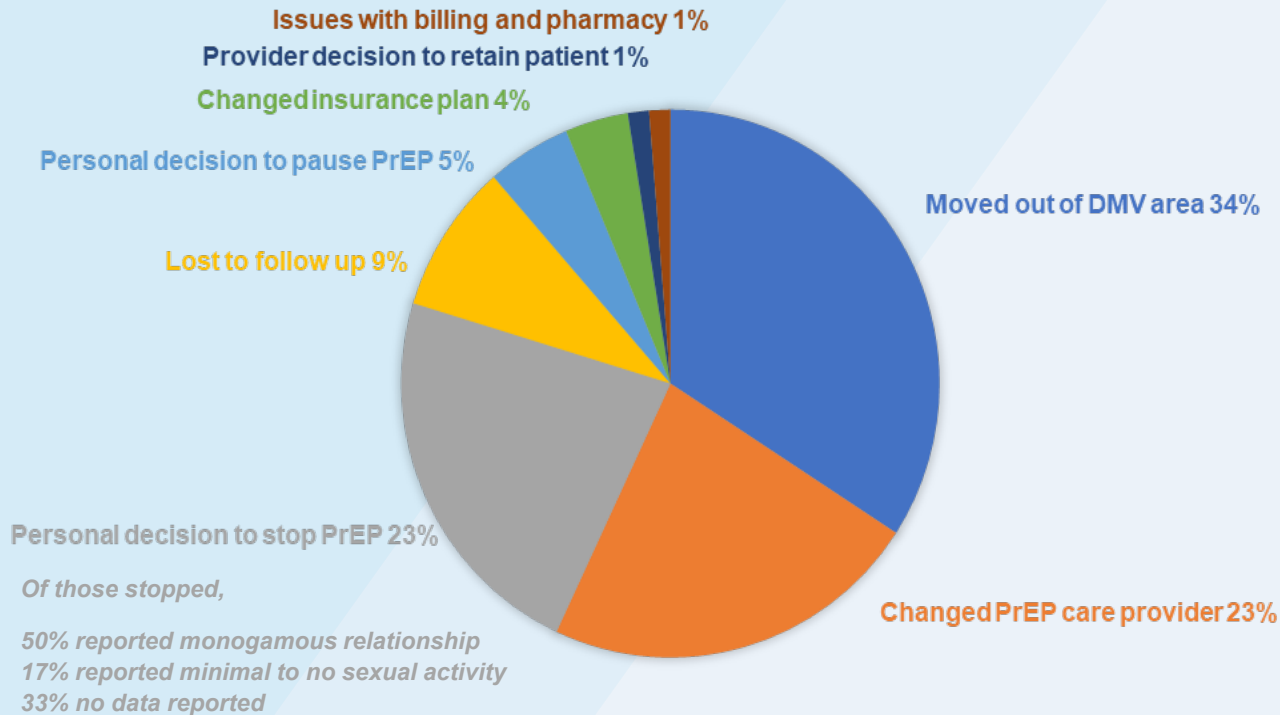
# WWH New PrEP Prescription: Pre-COVID vs During COVID

WWH New PrEP Prescriptions: Pre-COVID vs During COVID			
	March 2019 -February 2020	March 2020 -February 2021	WWH COVID Positivity Rate
March	66	44	14.80%
April	65	2	28.42%
May	71	3	26.37%
June	87	10	4.47%
July	86	30	2.62%
August	66	30	1.79%
September	71	33	3.62%
October	77	43	4.76%
November	68	26	5.84%
December	69	29	5.18%
January	86	24	7.58%
February	67	31	3.94%



# PrEP Clinic Re-engagement Outcomes

## Disenrolled Patients



Disenrolled Patients (N=79)		
Reason	Count	Percentage
Moved out of DMV area	27	34%
Changed PrEP care provider	18	23%
Personal decision to stop PrEP*	18	23%
Lost to follow up: unable to contact patient	7	9%
Personal decision to pause PrEP and disenroll	4	5%
Changed insurance to a plan WWH does not accept	3	4%
Provider decision to retain patient	1	1%
Patient declined re-engagement appointment due to issues with billing and pharmacy	1	1%
*Of the 18 patients disenrolled for stopping PrEP, 9 patients reported stopping due to being in a monogamous relationship (50%) 3 patients reported stopping due to minimal to no sexual activity during COVID-19 (17%) Data was not disclosed for 6 patients (33%)		

# Social Media Outreach

## Where did we start pre-COVID-19?

- Hired 3 social media influencers, who are:
  - Members of the LGBTQ community
  - Have social media platforms that align with WWH's mission
  - Trained by the CH outreach team
  - Bi-lingual
  - Passionate about raising awareness around access to LGBTQ healthcare and support services
- Launched diversity and inclusion efforts
  - Our Instagram Live content has been expanded to target and engage many different audiences
  - Collaboration with local organizations including Planned Parenthood, Delta Sigma Theta Sorority, Inc., and Latin American Youth Center took place, La Clinica Del Pueblo, SMYAL, Heart to Hand, etc
  - WWH hosts many of our Instagram Lives in Spanish and occasionally with ASL interpretation
  - Many of our infographics and outreach have been translated into Spanish as well
  - All our content uses gender-inclusive and trans-affirming language





# Instagram Live Topics

- COVID-19 Updates, Q&A, and Vaccines
- Women Wednesdays
- Consent is Sexy
- Community Health Services
- Black Women & HIV
- Open Enrollment and Insurance
- HIV & STIs
- Wellness, Meditation, and Mindfulness
- PrEP
- Homelessness
- Legal Services, COVID-19 Relief & Immigration Q&A
- Aforementioned topics in Spanish and ASL
- Current events

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**WOMEN WEDNESDAY**  
National Women & Girls HIV/AIDS Awareness Day

**Wednesday, March 10**  
**5PM on Instagram Live**

Hosted by  
Jamyia Cannady and SolLikeSol



 **ALL THINGS HEALTH**  
**LIVE**

**5PM**  
**MARCH 3RD**  
**IG LIVE**



**NEED HELP?**  
**RESOURCES**  
**FOR YOUTH IN DC**  
**WITH CHIQUITA**

Después de recibir la vacuna  
para el COVID-19, obtenga

**V-SAFE**

para encuestas y reportar cualquier  
posible efecto secundario.



 **SCAN ME**

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**BLACK WOMEN & HIV**

 Q&A Session  
with Delta Sigma  
Theta Sorority, Inc. 

**Wednesday, Dec. 2**  
**6:30PM on Instagram Live**

Sa'sha Moody,  
MPH, CHES

Shannon  
Anderson, MS



# Influencers

**SolLikeSoul**



**David Wilson**



**Orlando Machuca Jr.**





# Content

 **Whitman-Walker Health** ✓  
Posted  
Oct 29, 2020 · 🌐

What does U=U mean?



 **Whitman-Walker Health**  
1,816 followers  
1d · 🌐

britt walsh, Director of Gender Affirming Services, recently spoke on "The Changing Landscape of Gender Affirming Health Care" as part of the Trans Leadership Lab at the 2021 Creating Change Virtual Conference hosted by the National LGBTQ Task Force



 **whitmanwalker**

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I got the COVID-19 vaccine because...

“it's one way that my personal effort can help our entire community towards more safety from COVID, and hopefully soon, more time together.”



- NASEEMA SHAFI  
CEO, WHITMAN-WALKER HEALTH

 **Whitman-Walker**  
@whitmanwalker

Whitman-Walker is here for you! We are offering limited free HIV/STI testing services at LIZ. Testing is available weekly at select times. Due to COVID-19 no walk-up testing is allowed. Call 202-797-4439 to schedule a testing appointment.

**FREE HIV/STI TESTING**  
Available by appointment only  
Monday-Friday from 9:00am-4:00pm

LIZ 1377 R St. NW  
MRC 2301 MLK Jr. Ave SE

 To make an appointment, call (202) 797-4439

# Effective Engagement tool: Info graphics

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7 Reasons Why Whitman-Walker Health Thinks You Should Get the COVID-19 Vaccine

7 razones por las que Whitman-Walker Health cree que debería recibir la vacuna para el COVID-19

Bookmark this post!

- Demands attention
- Encourages visitors to spend time on our site, consuming and sharing more of your content
- Increase Reach

For more than 30 years, DC Black Pride has been a place for the Black LGBTQIA+ community to **gather and celebrate** each other.

WASHINGTON, DC IS **REOPENING**

Check out the plan

Bookmark this post!

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**TODAY IS**

**HIV LONG-TERM SURVIVORS DAY**

Bookmark this post!

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**TODAY IS**

**INTERNATIONAL TRANSGENDER DAY OF VISIBILITY**

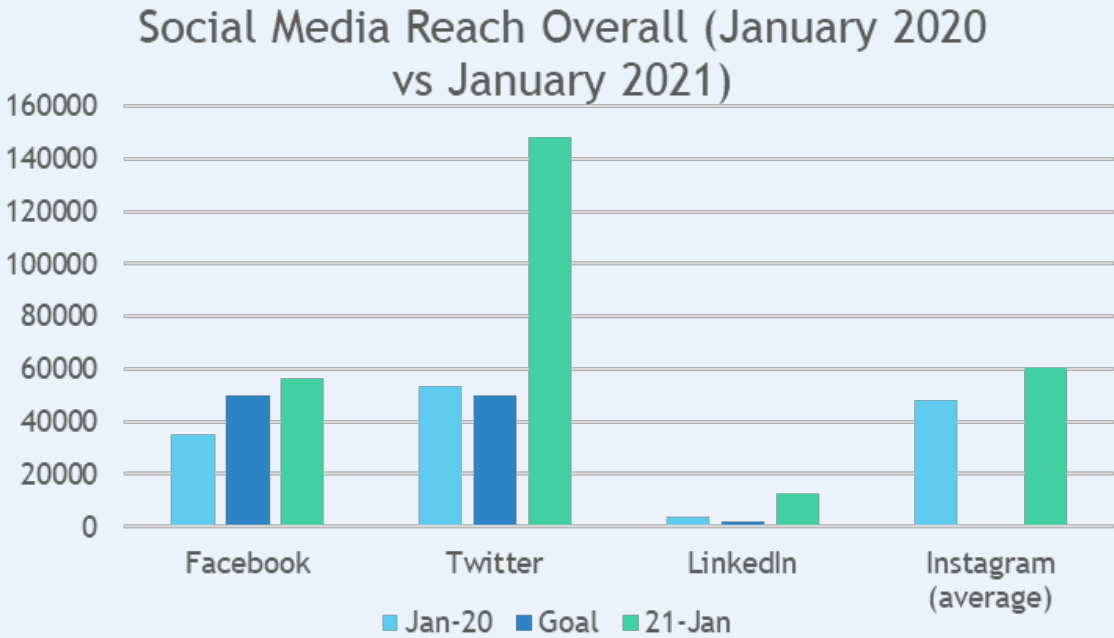
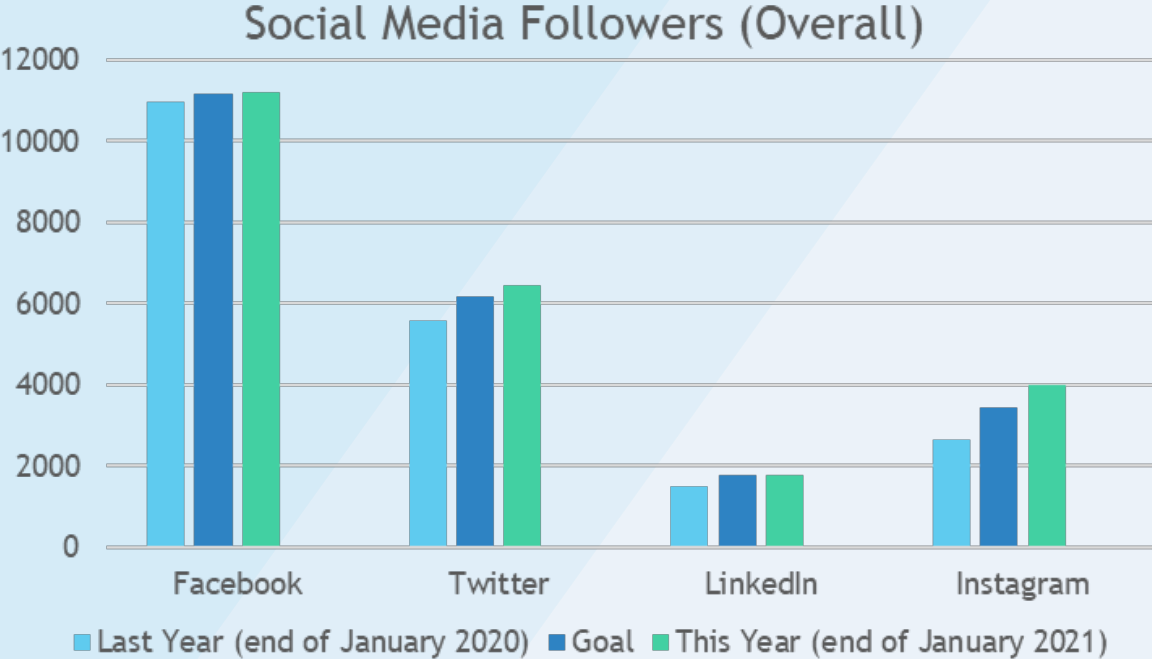
Bookmark this post!

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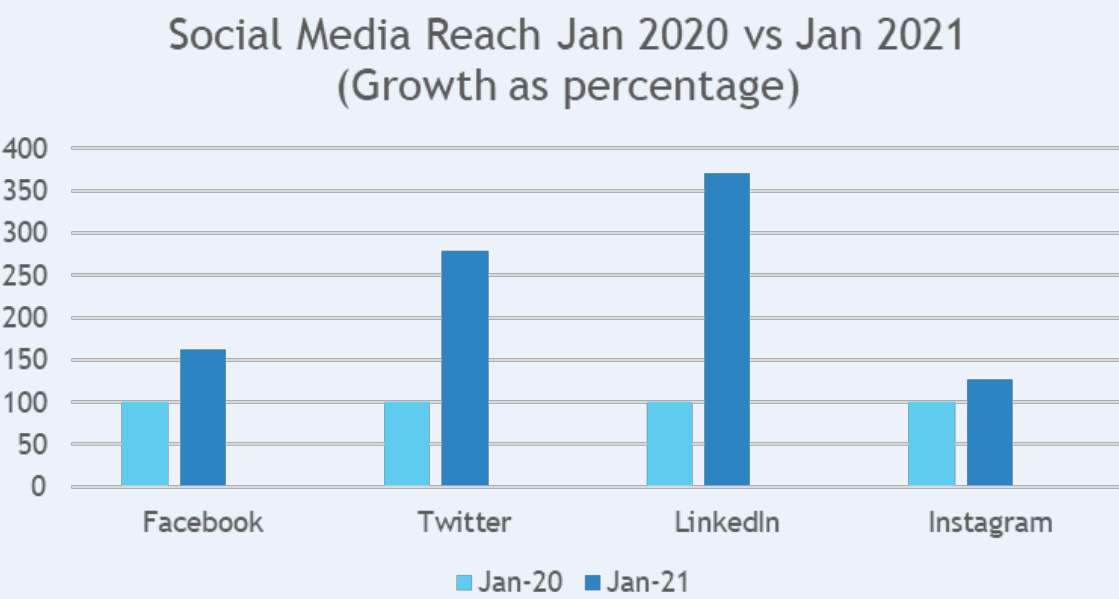
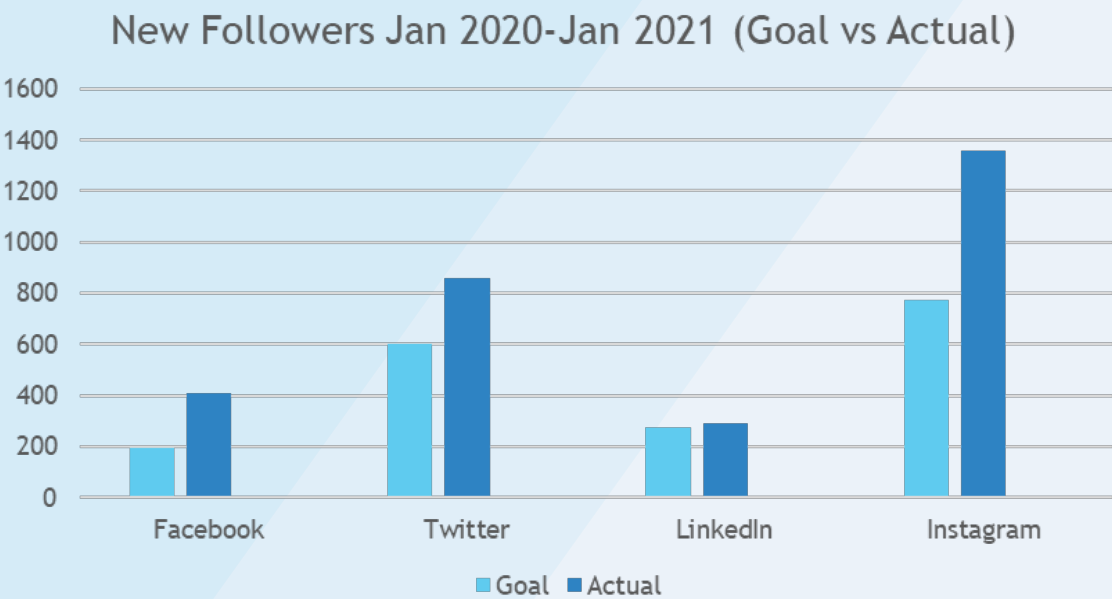
**WHAT IS CHLAMYDIA?**

Save this post for later!

# Overall Social Media Growth (Followers and Reach)



# Social Media Growth (Goals vs Actual)





# Social Media Outreach Cont.

STAY UP TO DATE!



FOLLOW US  
@WHITMANWALKER

Questions and Comments:  
[rkeita@whitman-walker.org](mailto:rkeita@whitman-walker.org)

