



AIDS.gov

500 Day Plan

May 31, 2007

Mission Statement

A large number of Federal agencies and programs are involved with preventing and combating the continuing HIV/AIDS epidemic in the United States. The breadth of the Federal response to HIV/AIDS means that information and resources are spread across multiple agency websites, complicating the ability of users to find and identify the information and resources relevant to their needs. As a result, on World AIDS Day 2006 (December 1), AIDS.gov was launched as an information gateway.

AIDS.gov is a model program hosted within the HHS Content Management System and built in partnership with approximately thirteen Federal agencies across the United States Government.

Our mission is to guide users to information on Federal domestic HIV/AIDS prevention, testing, treatment, research programs, policies, and resources by driving traffic to HIV/AIDS websites hosted by the various Federal agencies and departments.



500 Day Plan

Plan Points

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The 500-Day Plan serves as a management tool to guide the Office of Public Health and Science (OPHS), The Office of the Assistant Secretary for Health (ASH), the Office of HIV/AIDS Policy (OHAP), the Office of the Assistant Secretary for Public Affairs (ASPA) and AIDS.gov partners to meet the objectives for AIDS.gov—both for the near-term, and over the next five years.

AIDS.gov is housed at HHS and is managed by OPHS and ASPA. AIDS.gov serves all Federal agencies.

The AIDS.gov plan is modeled on Secretary Leavitt’s 500-Day Plan for the Department of Health and Human Services (HHS). This 500 Day plan supports the White House’s commitment to e-governance.

Guiding Principles

The 500 Day plan will assist AIDS.gov to:

- Build its partnerships across the Federal government
- Expand its partnerships with nongovernmental organizations
- Improve user access to HIV/AIDS information and resources
- Augment traffic to Federal websites
- Respond to user needs/trends
- Enhance its evaluation efforts

“This is a fantastic resource. I was not aware of all of the many HIV/AIDS federal resources. This website provides quick and easy access to the information I need.” – Usability participant at United States Conference on AIDS 2006

Introduction

AIDS.gov is an innovative approach to domestic Federal information dissemination. The website was designed and developed with input from senior government officials, and senior web managers, and subject-matter experts from across the Federal government.

The origin of the AIDS.gov hostname was provided by the White House to meet the need of guiding users through the breadth of HIV/AIDS resources available across the Federal government.

AIDS.gov relies on cross-agency collaboration to ensure that visitors to the site can find relevant, meaningful content on domestic HIV/AIDS issues and resources. As a result, AIDS.gov has increased intra-departmental communication about HIV/AIDS policies, programs, and resources.



Federal Collaboration and Partnership – In 500 days...

Objectives

Improve communication between the AIDS.gov Advisory Team through the creation of a Federal Liaison role. The Federal liaison will be responsible for communicating to the lead content staff for AIDS.gov, as well as to the lead content staff for the various Federal agencies.

Form an AIDS.gov Web Council out of the established AIDS.gov Advisory Team. All decisions about the site direction and content will be managed through this Council.

Facilitate communications among the agencies, analyze data, and provide summaries on trends and emerging issues.

Implementation

Content Support:

AIDS.gov subscribes to various agency listserves to spot HIV/AIDS resources that we can highlight on the AIDS.gov website. These highlights help drive visitor traffic to agency websites.

Agencies will be charged with alerting AIDS.gov to any major events that we can broadcast on the AIDS.gov website. For example, the Centers for Disease Control and Prevention (CDC) produce podcasts that are highlighted on AIDS.gov's homepage.

Partner Relationship Building:

Site visits – Led by the Federal Liaison, the AIDS.gov team will continually reach out to agencies on an individual bases to meet and discuss their website and technology needs in the HIV/AIDS domain.

Monthly Data Analysis - AIDS.gov will obtain web-trend data, along with inquiries/questions that our agency partners receive from the general public. Using this data, we will produce summaries for presentation to the agencies. The purpose of these presentations is to inform the agencies of trends related to how people are utilizing HIV/AIDS resources so that they can be better equipped on how to inform users of HIV/AIDS resources. Implementation of this monthly activity will require those agencies to have a designated point of contact who can attend the monthly status meetings.

Monthly Communications – The AIDS.gov program team will hold monthly meetings with Federal Partners to communicate HIV/AIDS information resource trends.

AIDS.gov Website – In 500 days...

Objectives

Increase AIDS.gov site traffic and presence so that individuals are aware of available HIV/AIDS related Internet information.

Increase usability of site to encourage repeat visits by individuals and to encourage visitors to use the AIDS.gov site as a gateway to access HIV/AIDS related information from other HIV/AIDS websites.

Increase usefulness of site content to help individuals easily find the information they seek.

Increase capabilities to solicit information from the general public for feedback to improve the AIDS.gov gateway.

Increase use of Web 2.0 technologies to make site more accessible and inviting to all its users.

Respond to public inquires through contact@aids.gov to educate and inform the public about Federal HIV/AIDS resources.

Implementation

Find a Testing Center: In partnership with the Centers for Disease Control and Prevention (CDC), AIDS.gov will incorporate the functionality of allowing visitors to enter a ZIP code in order to locate a local HIV testing center. This functionality is a direct link to the DC's National Prevention Information Network (NPIN) website located at www.hivtest.org. Not only will the implementation of this functionality improve the usefulness of AIDS.gov, it will also increase traffic to the CDC NPIN website.

Search Relevancy: Many partnering Federal agencies now have the AIDS.gov link and logo on their websites, thus increasing the search relevancy of AIDS.gov via site presence; this is a continuous avenue being implemented by the ongoing relations with other Federal agencies.

Implementation (continued)

Search Ranking: At a nominal monthly cost (dependant on the amount of traffic); AIDS.gov will have a sponsored link on Google. This will increase AIDS.gov's web visibility and move it into the Top 10 websites for HIV/AIDS-related information.

Homepage Functionality Enhancements: We will incorporate *Factoid* and *What's New* features on the homepage—using interesting 'facts' with pictorial or graphical representations to attract visitors and then directing them to the source website. *What's New* will be used to attract visitors to different portions of the AIDS.gov site, which will be updated with new links to other website sources.

Content Enhancements: AIDS.gov is currently assessing working with CDC to implement a feed with the CDC's *Daily News* RSS feed. AIDS.gov will also implement its own RSS feed with updated news content and other pertinent content updates. We are also continuously monitoring and responding to public inquiries, adding additional content/topics to the site based on the most frequently asked questions from the public, as well as researching other Web 2.0 features.

Increase Presence: AIDS.gov will increase its web presence through other nongovernmental avenues, such as MySpace.

OMB Planning: We plan to obtain OMB approval for surveys and other forms of data collection to give us the tools we need to inform our work and achieve our overall mission.

Continual Analysis: We will analyze monthly web trends and general public inquiries to improve AIDS.gov's topic and content structures. Monthly trend analysis will keep us informed on the public's information needs and where the website needs to be improved.

Continual Usability Testing/Feedback: We will engage in usability testing at conferences to allow one-on-one direct user analysis/feedback on the AIDS.gov website. In addition, gathering user feedback will be an ongoing activity through the use of user feedback surveys on the website.



Outreaching – In 500 days and beyond ...

Objectives

Market AIDS.gov to the general public for higher visibility.

Increase awareness of AIDS.gov presence with other HIV/AIDS related organizations.

Encourage promoting AIDS.gov through word of mouth by partnering agencies.

Implementation

General Public – Need for increased awareness of AIDS.gov gateway.

Distribute AIDS.gov **fact card** (or other promotional material) at events such as:

- National health conferences (HPLS, USCA, APHA, etc)
- TLCA conferences and health fairs (Salvation Army, Celebra health fairs, etc)

Contact **health information websites** (HIV-focused and others) about adding a **link** to AIDS.gov or running a **banner**. For example:

- Kaiser Family Foundation
- Web MD
- AEGIS
- Yahoo Health, Google Health, etc.
- The Body.com
- HIV Blogs

Contact **health magazines** (HIV-focused and others) about running an **advertisement/PSA** about AIDS.gov on their webpages (e.g., POZ, Real Health)

Implementation (cont'd)

Contact **organizations serving people living with HIV/AIDS** about including a **link** to AIDS.gov on their website (e.g., NAPWA, NMAC)

Develop an AIDS.gov **profile or banner advertisement on social networks**.

Meet with the Ad Council to propose PSA for 2008.

Internal Federal Employees/Colleagues, Internal Grantees – Need for increase in collaboration to 'build a family'. This is a top priority for AIDS.gov which was built by a cross section of Federal representatives.

Contact **all key Federal health information websites** about including a **link** to AIDS.gov (e.g., HIVTest.org, NPIN, other CDC sites, NLM Medline Plus).

Send an **e-mail blast** and/or **postcards** to all **Federally-funded HIV providers using established Federal services**.

Distribute AIDS.gov **fact card** (or other promotional material) at NHTD and WAD events (e.g., **employee education and testing events**).

Encourage all **agencies to distribute an employee e-mail** for NHTD and WAD and include a **link** to AIDS.gov.

Place a notice on Federal pay stubs about AIDS.gov

Distribute online Fact sheets, e-Newsletters.



Five Year Points – Beyond 500 days... forward thinking.

Federal Collaboration

Technology Guidance: The key to AIDS.gov's success is that we work with our Federal partners to assist them in reaching their web-related goals. This includes providing guidance on improving each agency's technology and web resources.

Strengthening Agency Partnerships: By continuing monthly meetings and constant status reporting on HIV/AIDS technology activities we will strengthen existing agency partnerships.

Growing New Partnerships: AIDS.gov is also working to grow new partnerships with agencies outside of HHS. This includes strengthening partnerships with existing partners, such as the Department of Housing and Urban Development, as well as creating new partnerships with the Department of Labor, the Department of Justice, and the Department of Veterans Affairs.

Cross-Agency Collaboration: Because AIDS.gov is designed to be the main Internet portal for Federal domestic HIV/AIDS information, the site is a natural catalyst for collaborative projects between HHS, which hosts it, and all other Departments and agencies with HIV/AIDS portfolios. A technology environment will be set up that facilitates collaboration amongst agencies.

Cross Agency Funding: Cross-agency funding will be pursued in order to elevate AIDS.gov into a truly cross-government project that utilizes all government resources – even those outside of Health and Human Services.

AIDS.gov

Technical Enhancements: AIDS.gov will work with HHS to develop **subscriptions** so that visitors can join and receive e-mail notification on content updates. Another method of content update notification is through the implementation of an **RSS** (Rich Site Summary) feed, which allows users to easily stay informed of new content.

Content Enhancements: Blogging is the latest web communication trend, and we are planning to do more research in this area. We are also planning to do more research on **newsletters** as another form of communication.

Usability Enhancements: We plan to investigate the implementation of **Tag Clouds**, which is an alphabetized list of the most popular search topics. We will experiment with using visual indicators, such as text size, to show relative popularity. We will also research ways to incorporate Web 2.0 technologies to enhance the user experience of the AIDS.gov site.

Online Surveys: We plan to implement online OMB-approved surveys for the general public, as well as for our agency partners. These surveys will give us the information we need to improve our service levels for both internal and external audiences.

Performance Measurement Metrics: We will standardize and implement performance measurement metrics to gauge our successes or shortcomings and determine where we can improve service. Specific targets and goals can be set and measured through analysis of web trends, collaborative participation rates, and usability testing results.

Government Website Awards: One of our goals for the AIDS.gov website is to apply for existing Federal website awards.



Standard Operating Procedures

Federal Collaboration / Partnership

Our goals are to focus on:

- Consistency
- Accountability
- Information-sharing

We plan to give public credit to those agencies that work collaboratively with AIDS.gov, and provide them with facts/outcomes and lessons learned via the data we receive for their own analysis and communications use.

To improve our collaborative efforts we will follow a standard communications protocol:

Setting up Meetings

An E-mail will be sent to each agency Point of Contact at least 2 weeks before the meeting date. The e-mail will request a response by a specific date. All high-level agency management will be copied on the correspondence.

Post Site Visits or Meetings

Thank you notes and meeting minutes will be issued within a two-day timeframe. Included in the thank-you correspondence will be a list of actions taken, a timeline for next actions. All high-level agency management will be copied on the correspondence.

Monthly e-mail Communication

A Monthly e-mail will be sent to all Federal Partners detailing the months AIDS.gov activities as well as highlighting those partners that have contributed to the site that month.

Fact Sheet – Quarterly

A fact sheet will be distributed to each agency Point of Contact on a quarterly basis. This fact sheet will include the latest information about AIDS.gov. Agencies will be encouraged to distribute this fact sheet to their partners.



Standard Operating Procedures

AIDS.gov Website

Ongoing Activities: The following is a list of ongoing recurring activities that is part of standard procedures for maintaining the AIDS.gov website:

- Content Update process with workflow and traceability
- Website visitors feedback
- Web Trends Analysis
- Weekly Financial Updates
- Weekly Team Meetings
- Usability Testing

New Sources: AIDS.gov will link to the following nongovernmental and government-sponsored news sources:

- Kaiser Family Foundation
- BBC News
- *Washington Post*
- *New York Times*
- MSNBC
- HealthDay

News links to the above sources will be routed to an AIDS.gov Advisory Committee member for approval prior to publication onto the site.

Spotlights: Spotlight features will consist of **85%** HHS information and **15%** non-HHS information.

Event Spotlights: Observance Days will be posted one month before an HIV/AIDS Observance Day and will expire two weeks after the event.

News Spotlights: New *Spotlights* for funding information will expire one day after the application deadline. News Spotlight will be updated weekly. Three items will be chosen from the aggregate of news updates for the prior week and placed in the spotlight.

Resources Spotlight: Depending on subject matter, resource *Spotlights* will expire one month after publication. Some resources, such as information on the Ryan White Program, will be posted indefinitely.

AIDS.gov Website (cont'd)

Funding:

Working quarterly with Grants.gov to continuously improve this webpage.

Funding announcement updates are gathered from notifications from Grants.gov, CDC/NPIN, as well as directly from stakeholders. New announcements are aggregated and will be posted on a two-week interval. Two or three announcements will be spotlighted on the main Funding page at any one time.

Fact Sheet: A fact sheet will be maintained to distribute to the general public at any point in time. This fact sheet will be accessible to our federal partners so that they can distribute to their grantees and other partners.

RSS Feeds: Once implemented, the AIDS.gov RSS feed will be used to notify subscribers of updates to dynamic and new content on the site. Updates to the RSS feed will occur when:

- New Federal resources are added to the site
- A Federal resource is placed in a *Spotlight*
- One week prior to an upcoming Awareness Day as a reminder – should include a *Spotlight* resource
- Funding announcements are updated
- Spotlighted news items (i.e. CDC/NPIN)



Upcoming Events

The purpose of attending conferences is to:

- Market AIDS.gov
- Grow new partnerships
- Perform usability testing

May 20 – May 23, 2007 (Attended)

2007 HIV Prevention Leadership Summit
Marketing and possible usability testing

June 14, 2007

Federal Agency Partner Monthly Conference
Call

July 12, 2007

Federal Agency Partner Monthly Conference
Call

August 9, 2007

Federal Agency Partner Monthly Conference
Call

September 13, 2007

Federal Agency Partner Monthly Conference
Call

October 11, 2007

Federal Agency Partner Monthly Conference
Call

November 15, 2007

Federal Agency Partner Monthly Conference
Call

November 7-10, 2007

United State Conference on AIDS, Palm Springs,
CA

November 27-29, 2007

National Prevention and Health Promotion
Summit, Washington, DC

December 1, 2007

World AIDS Day

December 2 – 5, 2007

2007 National HIV Prevention Conference,
Atlanta, GA