

# AIDS.gov Program Plan: January 1 to December 31, 2009

**Program Need:** To improve access to Federal HIV/AIDS information programs serving minority and other communities most at-risk for, or living with, HIV, through a variety of new media channels, and to support the use of new media tools by Federal and community partners.

## Activities/Outputs

### Inputs

DHHS funding  
 AIDS.gov Team  
 People living with HIV  
 AIDS.gov Planning bodies  
 MAI & other Federal partnerships  
 Community partnerships  
 New media tools  
 Existing HIV/AIDS materials  
 Data collection/Evaluation tools  
 Past AIDS.gov project reports

- I. AIDS.gov Website Development and Maintenance**
  - a. Revise and redesign AIDS.gov interface using a participatory approach
  - b. Review and update content with a focus on basic information, new media, links to Federal resources, and HIV in minority communities
  - c. Integrate HHS AIDS Awareness Day website with AIDS.gov website
  - d. Maintain and regularly update AIDS.gov with current and accurate information
  - e. Conduct 5 website usability assessments of AIDS.gov
- II. AIDS.gov New Media Products**
  - a. Develop and post up to 48 written and audio blog posts on new media and HIV
  - b. Monitor blog comments and maintain AIDS.gov blog presence in the blogosphere, Wikipedia, YouTube and other online spaces
  - c. Develop 8 “Conversations” podcasts on HIV and/or new media in response to HIV
  - d. Maintain social networking profiles, focusing on Facebook, MySpace, and Twitter
  - e. Serve as an advisor for HIV resources in Second Life
- III. New Media TA/Training for MAI & Other Federal and External Partners**
  - a. Convene and/or participate in HHS, OS, and AIDS.gov Planning Committees
  - b. Present at up to 5 national HIV/AIDS and /or new media conferences
  - c. Develop one-day training and accompanying guide on new media and HIV, for partners
  - d. Conduct 5 new media training sessions with Federal partners
  - e. Develop up to 4 new media one-pagers on topics such as Twitter, mash-ups, and social book-marking, and a corresponding dissemination plan
- IV. HIV/AIDS Awareness Day Coordination and Cross Promotion**
  - a. Support up to 9 existing and 2 new Awareness Days with partners
  - b. Participate in and/or convene up to 5 Awareness Day Planning Groups
  - c. Encourage plans for independent management of national cross-promotion group
  - d. Coordinate 2 HHS-related events for World AIDS Day and National HIV Testing Day
  - e. Identify and/or update press statements for 9 Awareness Days
  - f. Develop and/or promote new media resources for each of the HIV/AIDS Awareness Days (e.g., KNOW IT campaign, Facing AIDS Campaign, podcasts, blog posts)
- V. Monitoring & Evaluation**
  - a. Monitor program activities weekly through the tracking system and other tools
  - b. Synthesize activities in annual reports for stakeholders including AIDS.gov Team, MAI committee, OHAP, HHS, and other partners
  - c. Utilize monitoring feedback for ongoing program improvement

## Philosophies

Focus HIV/AIDS information and resources on reaching people in minority communities  
 Secure input for all decision-making from Federal, external partners, and/or consumers  
 Promote routine HIV testing  
 Ensure transparency and opportunities for public participation  
 Commit to monitoring and evaluation of program efforts/reach  
 Implement 60/40 promotion plan  
 Develop and promote minority leadership in HIV and new media

### Short-Term Outcomes

#### Federal/External Partners

1. Increased knowledge of, access to & use of new media tools in the response to HIV
2. Increased knowledge/use of AIDS.gov and corresponding traffic to partners’ websites
3. Increased collaboration for HIV/AIDS Awareness Days at national and local levels

#### Community/Individuals

In minority communities and targeted audiences:

1. Increased knowledge about HIV epidemic
2. Increased knowledge about HIV prevention, testing and treatment and support services

### Long-Term Outcomes

#### Federal/External Partners

1. Implementation of new media tools by agencies to deliver HIV information and services
2. Institutionalized routine HIV testing and other HIV programs within external partners
3. Enhanced coordination of HIV information among Federal partners

#### Community/Individuals

In minority communities and targeted audiences:

1. Increased use and easy access to Federal HIV resources
2. Increased HIV testing and knowledge of status
3. Increased HIV treatment and care seeking

**Impact:** Support MAI & other Federal and non-Federal efforts to:

- 1) decrease HIV infection rates, 2) increase HIV testing rates, and 3) increase healthcare seeking activities among communities of color in the U.S.