

AIDS.gov Logic Model for AIDS.gov Project: September 28, 2009 – September 27, 2010

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 non-Federal organizations.

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

Activities by RFQ Task

Provide Technical Assistance on New Media

- a. Conduct 24 half-day new media trainings
- b. Provide 3 monthly TA sessions with AIDS.gov Planning Council

Manage AIDS.gov Blog and Other New Media Tools

- a. Update blog 100 times
- b. See Task 4 for more blog details
- c. World AIDS Day (WAD) and National HIV Testing Day (NHTD)

Participate in Federal, HHS Web, and New Media Planning Committees

- a. Provide at least 3 days of admin support to AIDS.gov Planning Council, including participation in monthly meetings
- b. Provide 2 days of consultation and TA to HHS Center for New Media

Guide Internet Users to Info. on Federal HIV Programs, Resources, & Policies

- a. Provide information (including no less than 4 monthly blog posts) on National AIDS Strategy, Health IT, and health care reform
- b. Provide 2 monthly blog posts on breaking Federal news, WAD, NHTD, programs, policies, and resources
- c. Update social network profiles (4 times a month) and tweet (5 times a week) with items from the AIDS.gov blog

Develop Mobile Applications for AIDS.gov

- a. Support the development of a work plan with the technical team to implement a mobile-based presence
- b. Monitor what other Federal and HIV programs are doing with mobile applications
- c. NHTD Campaign

Administer Fiscal Assistance for Public/Private Partners

- a. Provide fiscal support (microgrants) for new media activities for 10 national or local organizations serving communities of color and others
- b. Develop work plan for the distribution of an application for, distribution of, and monitoring and evaluation of the micro-funds

Conduct New Media Research

- a. Participate in health and new media conferences, monitor blogs, and engage in research activities
- b. Provide 2 briefings per month to the AIDS.gov team, the Web Communications Division of HHS, and key HIV non-Federal partners on how to apply emerging technologies and user trends to communications plans

Plan Awareness Day Activities

- a. Support trainings and TA
- b. Conduct WAD activity
- c. Conduct NHTD activity

Evaluate Program Activities

- a. Revise AIDS.gov Project Logic Model and create a workplan
- b. Formulate evaluation methods for each task and subtask of the RFQ
- c. Provide PPO with evaluation reports of the new media project

Philosophies

- Support National HIV/AIDS Strategy and the Secretary's Strategic Initiative
- Provide HIV info. on reaching minority communities, using new media to expand-reach and increase engagement online.
- Develop, maintain, and engage minority leadership in HIV and new media.
- Secure input/feedback for all decision-making from HHS ASH, Federal, external partners, and PLWH.
- Promote routine HIV testing.
- Ensure transparency and opportunities for public participation (Open Government Initiative and Directive).
- Implement 60/40 promotion plan.
- Monitor and evaluate program efforts/reach.

Short-Term Outcomes

Among Federal and community partners, minority communities, and others living with, affected by, or at risk for HIV:

1. Increase use of and easy access to Federal HIV resources
2. Increase knowledge about HIV prevention, testing and treatment and support services
3. Increase knowledge of, access to, and use of new media tools in the response to HIV

Long-Term Outcomes

Among Federal and community partners, minority communities, and others living with, affected by, or at risk for HIV:

1. Increase knowledge about HIV epidemic
2. Increase routine HIV testing, and increased knowledge of status
3. Increase HIV treatment and care seeking
4. Implementation of new media tools to deliver HIV information and services
5. Enhance coordination of HIV information among Federal partners

Impact: Support MAI & other Federal and non-Federal efforts to decrease the rate of new HIV infections, particularly among minority communities at greatest risk of HIV infection.