



Webinar Transcript | March 17, 2015
**Ready, Set, Recruit! Enlisting Effective Recruiters
for HIV Testing Services**

Liesl Lu:

Good morning everyone. Good afternoon, for those of you on the East Coast. Thank you so much for joining us today. Welcome to this first virtual workshop facilitated by CBA@JSI and Capacity for Health. My name is Liesl Lu and I'm one of the curriculum developers at our CBA project at JSI. Today is March seventeenth, two thousand fifteen and we're hosting this online event to discuss, altogether, how to enlist effective recruiters for HIV testing utilizing the social network strategy.

For those of you just joining, thank you so much for calling in and you can mute your lines by pressing star six. We do want to let you know that we are recording this session for future access and we will be distributing the link to the recording later this week. Additionally, we also appreciate your taking the time to respond to the questions that we have put on the opening screen here. As you can see, there's a great range of interests and topics from supporting grantees and staff, to supplementing your outreach tactics, building capacity to respond to ever growing changes in the field.

Your expectations today are to learn more about the recruiting process, to find out about new resources and techniques, new skills that can make ... to improve outreach. We're so excited to have you here today with us. We see that, from the poll question when we asked you how did you find out about this webinar today, that many of you are already harnessing the power of your social networks because it looks like a lot of you found out about the webinar from a colleague. We're very happy to hear that.

Before we get started, I just want to review some guidelines with you to ensure that we have a successful and productive event today. To make sure that your line is muted, you can press on your phone star six. If you do receive a call during this event, please do not put us on hold. If you can just hang up and take that call, if you have to, and rejoin the meeting once you have completed that. If you need any clarification on any of the information presented today, you can type a question into the chat pod on the left-hand bottom portion of your screen. I can redirect them to the proper presenter to answer them.

If you are having any technical difficulties, you can start a private chat with me, Liesl Lu, and I'll be able to help you without distracting the presenters. To start a private chat, you just click on the Pod Options icon at the top of the General Chat pod, and then select "Start Private Chat."

The presenters have prepared a very interactive session so we really encourage to participate. It's the best way to learn some of the information that we're going to be passing on to you today.

At different points we may be asking you to either raise your hand or give yourself a green check mark. To do that, if you look at the top of the Adobe Connect module, there is a little person icon with their hand raised. You can click on the drop-down menu for that icon, and you'll see there's a raise your hand option, and agree with a green mark, or X for disagree. There's an option to note if you've stepped away from your computer, and other options that you can select. We will be using some of those icons to have your participation today.

Lastly, we just ask that you please stay connected until the end of the session. We will post the files that we're presenting today for download at the end. We'll also greatly appreciate if you could complete our evaluation.

With that, let me introduce our facilitators. We have Arman Lorz and Sam Stallworth, our capacity building specialists at JSI, and they provide national technical assistance and training on the social network strategy across the U.S. and its territories. We also have Robin Pearce and Jenn Awa, our capacity building specialists with experience providing training technical assistance around the Country and across the Pacific. Capacity for Health is the CBA program at the Asian and Pacific Islander-American Health Forum. With that, I'll pass it on to Arman to take it away.

Arman Lorz:

Thank you very much, Liesl. You know, at the start, we would like to assess your familiarities for the participant with the social network strategy for HIV testing in order to personalize, as much as we can, this workshop to your understanding. Also your experience. Please, take a minute to answer the questions to the right. Answer "Yes" if you have received the formal SNS training. Also if you're implementing for the HIV-testing services.

We're getting close to having everyone answer. I don't see any more entries. If we can close it so we can all see the results? There we go.

As you can see, most of you have not received the formal training but it is almost half and half of the participants. Some of you have received the formal training of the social network strategy, and in regards to if you're able to implement it for your HIV-testing services, most of you are using

this strategy to increase your testing services. That is great. Thank you, everyone, for answering to that.

Let me talk a little bit about what we hope to get out of this presentation. Our hope is that, after your active participation on this workshop, we will have increased your ability to describe the enlistment process of the social-network strategy. Also, we'll be able to increase your ability to identify enlistment challenges and possible solutions. We'll be able to increase your confidence in applying some of the lessons learned, presented today, to successfully enhance your enlistment practices.

Lastly, we want to increase your confidence to address enlistment-related challenges within the strategy. That is our hope.

Let us begin by establishing a common understanding for everyone. When we talk about the social network, we are referring to a group of persons connected by one, or by several specific types of relationships. A social network is made up of people who know each other. They share some connections, like family, like co-workers or like friends. They're also linked by common behaviors or membership, belief, and/or any other activities. Most people have many social network. Sometimes, these network intersect with each other.

Lastly, it is important and is necessary to clarify that social network should not be confused with social media. Let me add that one in seven people who are infected in the U.S. with HIV don't know that they are infected. These is where the strategy comes into play. People who are connected in the same network, they know each other. They share many interests and behavior. In regards to people at high risk, or people living with HIV, most likely, they're sharing risk behaviors and they know each other. They know who is in the network and who is at risk and who is living with HIV. Also, who is taking some risks. The strategy takes advantage of these people who know each other already. It is the same individuals in this network who [inaudible 00:08:45] organization to share information and promote HIV testing so everyone knows the result.

The goal of the strategy is to find people who are unaware of the HIV infection. We reach into a network in which the infection and the risk behavior exist, in order to identify more people at risk. To pass information and to attempt to bring those newly-identified people in for testing. We're talking about the hard-to-reach population. The key to this social network strategy is that it is peer-driven and is based on trust, and is based on personal influence and relationships already in place.

As you might remember from the training or half of you might remember from the training. The strategy starts when HIV positive and HIV negative who are high risk are enlisted to identify and recruit others from their social, or their sexual, or their drug-using network, who might be at risk of HIV infection. Phase One. What it means is that these we call them recruiters. These recruiters refer to, or they go with their friend that they have identified, to receive HIV-testing services. We call them the network associate.

By now, it should be clear to everyone that we are not referring to the use of social media. It is important to note that the strategy is not outreach. It is not, also, partner services and it is not peer education nor community-level intervention. It is though the parts of the strategy may appear similar to these other services, but it is distinct. It is very strategic. Recruiters are key to the success of the strategy. We're going to briefly describe what an ideal recruiter should look like.

Robin Pearce:

The key to successful social-network strategy implementation is choosing the right recruiters. Staff must think about who the recruiters are, where to find them, and how to screen them. Let's start this webinar by considering some of the qualities we're seeking in an ideal recruiter. We want someone who's part of, or who has access, to our agency's primary target-population. Research and experience from the pilot study has also shown that HIV positive and high-risk negative recruiters were most successful at identifying other high-risk people in their network.

We want someone who can speak positively about our HIV-testing services, which also means that it's ideal that the person has received an HIV test from your program. We look for someone who's willing to come to come to us to engage in conversations related to HIV, such as risk behavior and HIV testing. It also helps that this person believes HIV testing is beneficial.

Lastly, we want someone who's reliable. We want recruiters who we can trust to bring in their network associate.

Now that we understand what we're looking for in our recruiters, let's review the four phases of social network strategy, to see what the recruiter will be doing.

Phase One of SNS is called enlistment. This is when a program staff finds effective recruiters to engage members of their social network in HIV testing. If you're just beginning to use SNS, it's normal to spend a lot of

time identifying the right recruiters for your population. The right recruiters are people who can fulfill the following responsibilities. They need to identify people in their network that engage in behaviors that may lead to high risk of HIV infection. They need to be able to engage their network associates in these conversation. They need to be able to discuss and recommend counseling and testing to associates. We also want them to be able to escort or refer their associates to a counseling and testing location, or an agency.

Phase Two of SNS is the coaching session between the SNS coordinator and the recruiter. During this one-on-one meeting, or perhaps even a phone call, the staff member will help the recruiter think about possible network associates to approach. How to motivate these associates to get tested for HIV. Since the recruiter may not have spoken about HIV testing to his friends in the past, he may want some support and practice having this conversation with the staff member.

Phase Three is the recruitment of network associates. This is when the recruiter speaks to his friend and brings in the friend for HIV testing. Remember, at this point your recruiter should know that his job is to recruit a specific person with whom he has an established relationship, and whose risk of contracting HIV is known or high. Whose current HIV status is unknown. The recruiter will refer or escort his network associate to an HIV-testing location. Some agencies have developed other ways to reduce the barrier of transportation to testing, and we'll discuss these later in the workshop.

The last phase of SNS is HIV testing. A network associate will receive an HIV test following the protocol of their agency. Some agencies have found it useful to speak with a network associate after the HIV test, decide if the person would be a good recruiter.

Let's take a look at these phases again from the perspective of the recruiter.

Jenn Awa:

Social Network Strategy begins when our coordinator speaks to a couple potential recruiters about SNS. One of our potential recruiters has expressed interest in learning more about SNS. Next, he'll attend an orientation session where he'll learn about the role of a recruiter in more detail. After orientation, a recruiter has a one-on-one meeting with a coach who will help him identify people he knows who would benefit from HIV testing. These people are also known as his network associates.

The coach will help the recruiter choose one of his network associates to approach first. Together, the coach and recruiter will develop a plan detailing how, when and where the recruiter will discuss HIV testing with his network associate.

Next, the recruiter follows a plan to engage his associate in a conversation about HIV counseling and testing. This conversation may focus on the benefits of knowing one's HIV status, or the risk related to HIV transmission. The most important part of this conversation is that the recruiter will invite his network associate to participate in HIV counseling and testing at your agency.

Now we see network associates go to your agency and receive an HIV test from a counselor. In this scenario we see the counselor has decided to share information about SNS with the network associate. This means that the network associate is now a potential recruiter and our SNS phase begins again. As you can see, the recruiter is the most important piece of the strategy. Without the recruiter, there's no network associates. The sequence also shows how the SNS is a cyclical process. Network associates become potential recruiters who bring in more network associates who become potential recruiters, and so on.

Now that we know how the strategy works, and what the recruiter will do in each phase of SNS, let's do an activity to test how well we know how to select a recruiter.

Robin Pearce: Sam, can you go ahead?

Sam Stallworth: I think I was still muted, apologies. Can you hear me now?

Robin Pearce: Yes.

Sam Stallworth: Thank you. Now we're going to go through a couple of scenarios to see how well we are able to identify the right recruiter for our SNS program. While you read along, I'm going to give a couple of bullet points about our first potential recruiter. His name is Rich. Rich is a twenty-three year old Latino MSM. He comes to your agency regularly to test, and has even participated in the Couple's Counseling program. He doesn't know a lot about HIV, and rarely talks about testing except for with his own sexual partner. While he's not in the HIV target-population for testing, he does appear to have connections within the target population.

Using our response at the top of the corner, and with the raise hand, we want you all to say whether or not you agree or disagree that Rich should be engaged as a potential recruiter for our SNS program. If you go to the icon at the top with the raise hand, and there's your drop-down. If you agree, select agree that Rich should be engaged as a potential recruiter, or if you disagree that Rich should be engaged. We're going to give everyone a chance to respond.

I think we're still collecting some responses. I see. We're going to go head and stop right there. I see that most of you have agreed that Rich should be recruited. We do have a few disagrees but on the whole, yes. Rich should be approached as a potential recruiter for the agency. While he's not a member of our agency's target population, his connections to the target population would help ensure that the right people would likely be referred to the agency for testing. While Rich may be nervous about talking to non-sexual partners about HIV, the SNS coaching session can help him prepare with identifying strategies and appropriate people to talk to. While discussing HIV and referring them for testing.

We'll move on to our next scenario. Here we have Jack. Jack is a twenty-six year old Black MSM who was recently diagnosed as HIV positive. Reluctantly comes to our agency for medical-care services, but he is fully engaged in medical care and gets along well with the medical staff. He doesn't get along with quote-unquote domestic support or the testing staff. He falls directly into our target population and our SNS program has been struggling to get started.

With all these things in mind, should Jack be engaged as a potential recruiter for our SNS program? Using the icon at the top, just state whether or not you agree or disagree. I'll allow a few more seconds to capture some responses.

I do see that a few people agree that Jack should be engaged, most of you have disagreed that he should not be engaged at this time. I would also say that since I know Jack shouldn't be engaged as a potential recruiter for our SNS program. While he does fall within the target population and has a number of potential appropriate network associates, his negative attitude towards the clinic staff could cause more potential harm to our reputation at the agency than good for the SNS program on whole. Jack's HIV diagnosis is fairly recent, so he may still be struggling with coming to terms with that. After more time, his attitude towards the staff may change. At that time, he may become a better potential recruiter for the SNS program.

Now that we've gone through a couple of scenarios and we've discussed some qualities that are ideal for recruiters, let's take some time now to have you all tell us what are some of the challenges that you have at your organization when it comes to enlisting recruiters for your testing services? You see now that a new box just popped up for enlistment. If you could, in that new box, discuss what some of your challenges have been, we'll go through those responses and share some of those as well with the group.

We have multiple opinions. We want to give everybody a chance, some time to respond.

Thank you all for responding. Some of the things that we have. Small communities, real environments of the network service mall, individuals being uncomfortable with reaching out to the target population. Potential recruiters not being reliable, not being able to follow up with potential recruiters. We see that several times. People using SNS to extend their social network and socially engaging people instead of getting them into testing. Recruiters not bringing in enough people. Transportation issues as well.

We want to thank everyone for sharing. Please continue to share those. We'll keep this list going. What we're going to do right now is turn it back to Robin. We're going to hear from two agencies that are going to discuss some of the challenges that they encountered with SNS. With enlisting recruiters, and how they were able to successfully address some of those issues.

Robin Pearce:

Thanks Sam. Thank you all for listing those challenges. I hope that these are things that we can bring up in this next part of our workshop. We're really excited to introduce two wonderful individuals, Lauren Gauthier and David Lopez who have agreed to talk about their experience working with SNS recruiters. For the next ten to fifteen minutes, I'll be interviewing both of them, and we'll have some time for questions after the interviews. If you do have questions for David and Lauren that come to mind while we're talking, please go ahead and put that information in the general chat box. I'll get to those questions when we finish.

First, I'd like to introduce Lauren Gauthier. Lauren is the project coordinator for the movement, A Program of CrescentCare in New Orleans, Louisiana. The movement provides prevention services to young African-American MSM. Welcome Lauren, we glad you could join us!

Lauren Gauthier: Thanks for having me.

Robin Pearce: Lauren, tell us how you're using SNS as a movement.

Lauren Gauthier: We use SNS as an additional supplement to our HIV-testing program. We provide testing at the local bars and clubs, as well as in our office.

Robin Pearce: When it comes to finding recruiters, how do you and your team know when someone's going to be a successful recruiter for your program?

Lauren Gauthier: By us providing testing and outreach at the bars at night where local, young Black MSM attend, it provides our staff with a way of looking at the network and looking at people who have strong networks of friends. Staff will approach them and they provide tips. Maybe this person might be good because he seems to have a strong network of other Black MSM that we're targeting.

Robin Pearce: Your staff are in the same location as where these recruiters are naturally socializing with their friends. Through casual conversations that happen during the outreach event, they're able to gather a lot of information on the spot about that person? How many people they're socializing with and what they're into, as well as being able to make some assessment about whether or not the persons fit in your target population. Is that right?

Lauren Gauthier: Correct.

Robin Pearce: What are some of the things that you do to orient your recruiters to SNS and make sure that they are bringing in network associates who are at high risk?

Lauren Gauthier: We try to find recruiters that are also high risk. These are people who may have come in for STD testing as well as men positive for STD tests. We'll look into those folks as well to recruit their friends. We provide a short orientation for that potential recruiter. What we want to know are how they describe the target population and if they know the target population that we're looking for. To denote the difference. It's important for them to note the difference between social network strategy and what would be considered outreach. SNS is focused on their friends and their peers, less so than having their casual conversations with anyone.

The last that we do is provide them with feedback if they're having trouble with recruiting individuals.

Robin Pearce: When does that feedback happen?

Lauren Gauthier: The feedback happens on a regular basis. Every so often. If we haven't heard from that potential recruiter, or any of their network associates haven't come in, we try to follow up with that person to see what's going on. Why they may not be as successful.

Robin Pearce: Lauren, also I remember when we've spoken previously, you also mentioned the issue of transportation and how that's something that you've identified when selecting someone who's going to be a really good recruiter for your program. Can you talk a little bit about that?

Lauren Gauthier: Yes. Our office provides bus tokens for individuals that come in for any service that we offer, be it any SD or HIV testing. What we found that makes successful recruiters are someone who has a car. Not very many folks in New Orleans have access to good transportation. Those people who can go pick up their friends and bring them to the office, or give us a phone call, saying I just picked up a couple of friends. They want to come in and get tested. Do you guys have some time or some space or if we can come in today? It's generally been helpful having those who have cars to go pick up their peers and bring them in.

Robin Pearce: That's different. That sounds like the way that SNS is working for your program is that it's both the in-person events, when you produce the barriers to testing by bringing HIV testing to a club or some other location. Your SNS recruiters bring their friends who are in that space as you to your mobile testing unit. In this other scenario when you're trying to get people to come and get tested at your physical office, you have recruiters who can help, who can provide that sort of transportation to their network associate. That's awesome.

What have you learned from working with ineffective recruiters?

Lauren Gauthier: A lot of the times we always look to gatekeepers to get us into bars and clubs coming in and providing testing in their space. What we've noticed, they tend to make better outreach workers for us while we're at the bar. They may not be good for SNS, because they're either not interested because what their whole focus is coming to the bar and hanging out with their friends, less so bringing their friends to our office to get tested. We use most of them more in an outreach function, and less so for SNS.

Robin Pearce: You're able to distinguish with your staff what the value is that each person brings to your program. Not this person is obviously an recruiter because they want to support our testing program, but asking the question of how can this person best support our testing program?

Lauren Gauthier: Correct. We talk. Staff have casual conversations a lot about who would make good outreach or SNS recruiters. The community in New Orleans is quite small, so all of the staff that work and do outreach in the bars and clubs have a more personal relationship with people that we may see. We all know who we're talking about in terms of judging of they'd be good for SNS.

Robin Pearce: That leads naturally to this next question. What was your aha moment, working with SNS?

When you first started, or after you'd been implementing for awhile.

Lauren Gauthier: Our aha moment was figuring out that SNS didn't have to be as formal as we had thought and we were trained initially. We were using it trying to stick to it as if it was a more rigid intervention. We use it now as a supplement and a strategy for our testing. Knowing that the city we work in is based on word of mouth, a lot of things are less formal. We try to create that atmosphere through our SNS strategy. We try to have a less clinical image because we found that to be a barrier in the community. We want to be something that people can pass through word of mouth and share with their friends, to get them to come in for testing.

Robin Pearce: Thank you Lauren. There are some questions already coming in and we're going to hold off on those until after I've had a chance to introduce David and chat with David. Thank you very much for chatting in those questions. Thank you Lauren.

Now- I'm going to advance my slide. As we heard from Lauren, the way that they're using social network strategy for her program in New Orleans is that SNS helps supplement their recruitment that's happening at club-based testing. They're using their current counsel and testing clients to become those recruiters to bring in their friends. Some of the success that they've found are making sure that they find recruiters who have a network. As an added bonus, those recruiters who can provide transportation to their network associates. Orientation for these recruiters is short and focuses on making sure that the recruiters know how to describe the target population, and how SNS is different from outreach.

Another great thing that Lauren and her program have learned is that gatekeepers are great to support promotion, but they're not always the best recruiters. New Orleans became a smaller city and the young African-American MSM population being fairly small, it works well to have this word of mouth strategy to bring in more people for testing.

Now I'd like to introduce David Lopez. David is the Associate Vice President of Prevention at Harlem United in New York City. Welcome, David.

David Lopez: Hi Robin, how are you?

Robin Pearce: Great, thanks! David, tell us how you're using SNS at Harlem United.

David Lopez: SNS is part of our integrated recruitment strategy, targeting high-risk persons. Why MSM? African and Latino women enact in substance abusers into testing and care through our alternative venue, targeted outreach community-education and mobile-based testing program.

Robin Pearce: That sounds like a lot. Can you tell us what exactly does it mean, the alternative location testing-program? Tell us a little bit more about that.

David Lopez: Some examples of alternative venues would be conducting recruitment and testing using definite strategy at bath-houses, going to house balls. Going to parks where there's high sex-activity within the target population. That's some of the alternative things that utilize the SNS model.

Robin Pearce: Thanks for explaining that. Alternative testing means the testing's happening outside your office?

David Lopez: Correct, correct.

Robin Pearce: Tell us, David, how you and your staff screen your potential recruiters and select those who will best serve your program needs?

David Lopez: Harlem United uses a screening tool where our program enroller uses to screen potential recruiters into the SNS program prior to enlistment. Our SNS enrollment tool works to identify whether the potential recruiter understands the program's eligibility. Whether the recruiter understands what the program wants. Whether the recruiter understands their role. Whether the recruiter understands why the SNS strategy works. Whether the recruiter understands what SNS is not.

Robin Pearce: About how long does it take one of your staff members to get through this screening tool with a potential recruiter?

David Lopez: Normally it can anywhere from twenty minutes to thirty minutes, depending on how the conversation goes with a potential recruiter prior to enrollment.

Robin Pearce: Is that conversation happening face-to-face? Is it happening over the phone? How is that screening conversation happening?

David Lopez: Normally it happens face-to-face. It can also sometimes happen over the phone or through Skype. Oftentimes we are recruiting potential recruiters into the SNS program right after the point of care. Expanding on their risk assessment, the test counselor might identify that this individual may be a good fit for the SNS program. It can happen immediately after point of care.

Robin Pearce: Of those ways that that conversation is happening, which one of those do you think is the most successful in terms of being the scenario that leads to someone being a great recruiter for your program?

David Lopez: We found that oftentimes in a scenario where we, the team, is joined up with another testing team to do program recruitment and engagement is mostly successful. Oftentimes when folks are at the point of care, they're too focused on what their results could possibly be. How they might handle those results. Oftentimes we find success when our SNS-program enroller tags along with our mobile-testing team to engage, introduce and recruit potential recruiters.

Robin Pearce: Thank you. In those conversations, how do you know if someone will be a good recruiter for your HIV-testing program?

David Lopez: What we all look at. Are they part of the target population? Are they comfortable talking about the HIV-testing process? Are they motivated? Are they also able to engage their network associate into testing services and care? Are they familiar with our testing process at Harlem United? Are they willing to escort and refer their NAs to either our fixed testing-site or to an agreed-upon location?

Robin Pearce: Thank you. David, lastly, how do you end with a relationship with your recruiters at Harlem United?

David Lopez: We have a contract that we have with every enlisted recruiter where the contract states what their roles and responsibilities are. Once that contract has been met, we naturally graduate them from the SNS program.

Robin Pearce: You say graduation process?

David Lopez: Yeah.

Robin Pearce: David shared some great things with us Harlem United has learned about SNS. They're using SNS as a recruitment strategy for HIV testing. Also for other types of programs that are part of their prevention services. David and his staff use a tool to help each staff member effectively screen potential recruiters. They've also noticed things about making sure that the potential recruiters can name their network associates. That's a good indicator that the person has a network and will be successful, and will be motivated to reach them. Something that David shared with me in a prior conversation was that those unsuccessful recruiters often are people who are confusing SNS for outreach. Meaning that they're going to bring in anyone, not just the people who they know.

Another red flag for a potential recruiter is someone who is going to need a lot longer to motivate their network associate to come in and get tested. One of the ways that Harlem United's making sure that it's easy to release their recruiters is by having a graduation. Having a contract with clear timelines and goals, in order to make sure that each SNS recruiter knows when their job is done. Thank you for sharing all those things, David.

We have several questions that have come in and if I can get a time-check from my colleagues. How much time we have for questions?

Female: A few minutes.

Robin Pearce: We'll take a few minutes. One of the first questions that we had come in was about how you're both using incentive. Lauren, could you share briefly how your incentivizing, or how you're using incentives with your SNS program?

Lauren Gauthier: Yes. The recruiter gets a ten-dollar gift card, right now from Target, to participate in the intervention to help recruit. They'll receive a ten-dollar gift card for each person that comes in that qualifies. We like to incentivize them for bringing in multiple people, so if someone can bring

in at least five individuals, they'll get an additional twenty-five dollar gift card as a thank you.

We provide any person who comes and get tested through any of our testing programs that is a young, Black MSM. We give them a twenty-five dollar gift card.

Robin Pearce: The recruiters are being incentivized for participating. For bring in their network associates and then the network associates are given a gift card after they've been tested?

Lauren Gauthier: Right.

Robin Pearce: David, how about you? How is Harlem United using incentives with SNS?

David Lopez: We have a very similar model as well. We also provide ten-dollar gift card for every eligible network-associate that comes in to get tested from their recruiter. We have put a cap on how many network associates that a recruiter can bring, so that it doesn't start looking like outreach. We do cap it. This is also in our contract. Anywhere from eight to ten network associates that a recruiter can bring in.

This has been successful. Successfully having the network associate coming in to get tested.

Robin Pearce: Thank you both very much. I want to recognize that there are a couple excellent questions about positivity rates and SNS, as well as SNS and STDs that have come in. We are going to move forward right now in our presentation. We will do our best to address those questions at the end of the webinar, so thank you very much. We will address those before we finish today.

Thank you very much, Lauren and David.

David Lopez: Thank you.

Lauren Gauthier: Thanks.

Arman Lorz: What we are going to do right now is we are going to divide you into virtual groups. How to address several of the most common challenges that are in the enlistment process. Each one of the multiple groups will have different scenarios. It will have to do with the questions you have addressed. Your role as a participant is to brainstorm and find many ideas

and suggestions as you can think of. There's going to be a friendly competition between the four rooms that we're going to be creating.

To help you brainstorm, the microphones are going to remain muted. We encourage everyone to type your ideas on the four chats that are going to appear in your screen in just a few minutes. Robin and Jenn and I, Arman, will monitor the room. After two minutes, we will come back altogether and we're going to debrief on what the group have identified.

Robin Pearce: Some people also mentioned that it's okay to provide this information about what it is to become an SNS recruiter, and let them know that they can come back when they're ready. It's not a decision that has to be made right at this moment. Maybe, at least, a staff member planted a seed for that person so that they'll consider coming back and supporting SNS at another time when they're ready. Now I'm going to pass it on to Sam.

Sam Stallworth: Hi.

Robin Pearce: Sam, I think you're on mute.

Sam Stallworth: I apologize, I think I keep doing this backwards. My apologies again. Can you hear me now?

Robin Pearce: Yes.

Sam Stallworth: Thank you. What we discussed in breakout room two was, what happens when you've identified a recruiters, but they don't show up for the orientation session? We had a lot of great suggestions. One of the first things that came up was find out. Follow up. Find out what the reasons are for people not being able to show up for the orientation session. Is it a timing thing? Are there issues with transportation? How can we address those transportation issues? Text them the day before and remind them. They may have forgotten. People have things going on in their lives. They may simply need a remind, so text them the day before.

Provide additional incentives for participation in the orientation session. Snacks. Something as simple as that to get people more motivated to show up and participate. Recognizing their role in each of the phases of SNS and reinforcing how important that role is, and how much we appreciate what they're doing for us. Finding out if there are any reservations about participating in SNS and seeing what we can do to

address those reservations and make them feel more comfortable with participating in the program moving forward.

That sums up what we talked about in group two, and I'll pass it on to Jenn.

Jenn Awa:

Thank you, Sam. In the group three, we brainstormed on what to do when HIV-testing counselors are not identifying potential recruiters. Some of the solutions that were mentioned included retraining those counselors, conducting role-play, providing more education, identifying the challenges of the recruiters and/or the test counselors, further developing criteria and/or skills. Helping the test counselors delve into the lives of the individuals they're testing to see if they would be an appropriate recruiter. Providing appropriate examples of recruitment strategies. Getting support from other providers who have already implemented social network strategies, like Lauren.

Now I will pass this on to Arman.

Arman Lorz:

Thank you very much, Jenn. In our group, we addressed the issue of what happens with the potential recruiters are a little bit more focused on the incentives than the actual bringing their friends into getting tested for HIV. Some of the solutions that some people mentioned- and there were many great ones- was to have some fun specifically for incentives that that meant to develop some events to raise funds for incentives. Also to tailor the incentives to the current events there are people interested on. Also, in regard to limiting the incentive, have a plan. Develop a plan and also place some limitations on how much incentive people are receiving. Who's going to receive the incentive. Also try to keep the potential recruiters focused on the purpose of the whole strategy. Even though incentives are good and are an incentive, we need to remind there's a purpose to bring people into getting tested.

The last one is to make incentives and do what the participant mentioned, make incentive a true incentive. That means after they have been released, given the incentive not so much from the number of people that they are bringing, otherwise they are getting confused in thinking that they need to bring more people to get more incentive. That's what we find in group number four.

Additionally, to these great suggestions that everyone mentioned, and we wanted to thank you for all those great idea, we also have learned some lessons learned on doing the trainings that we have received and

what people have identified as great lessons learned. In regards to social network strategy. Some of them are focused on the who. The potential recruiter. Some of those lessons learned include the potential recruiter with many friends doesn't equal that that is going to be the best choice for a potential recruiter. A lot of friends doesn't equal the best choice. Also, a potential recruiter with few friends does not reflect that he or she is a bad option.

Additionally, those who are newly diagnosed clients might not feel comfortable at these time with being a recruiter. It's not that they're not the right person, but they might not feel. They have a lot to deal with. We can ask them, but keep in mind that they might not feel comfortable at these moment to do it. Also we need to focus on the quality of the recruiter, especially of that initial recruiter who's going to be the person who's going to start the whole snowball issue of bring the friends and having that conversation among those people hard to reach. Finding that first recruiter is going to be crucial in focusing on the qualities of that recruiter is going to be important for us.

In regards to where to find those potential recruiters, we need to involve all the staff in all the programs to identify potential recruiters. That means people who are conducting HIV testing, the counselors, the support groups, the groups for positive, groups for negative. The food bank. Whatever services you are providing in your organization, involve these people. They are going to be able to help you identify some of the potential recruiters. Just because they have identified doesn't mean that they are going to be a recruiter. We need to still screen them and go through the whole process, but they can help you identify these potential people.

Also, not only staff in your organization but also those other agencies outside of your organization. Keep in mind that every client in your organization is a potential recruiter. Look at them that way. Develop a clear, key criteria to identify potential recruiters. Not everyone is going to be a recruiter, so help those other staff in your organization to clearly understand what is exactly that you're looking for in a potential recruiter. When you are developing some tools on how to do it, we need to design a well-thought screening tool. David Lopez from Harlem United mentioned that they have a screening tool. During the training we talk about it, how to develop a screening tool. Develop one that is tailored to your organization.

Also, try to develop and maintain a strong ties with your target population. These going to be the in for your organization to the type of relation. Keep in mind that we're trying to reach the hard-to-reach population. As soon as we get in that first person, we're going to have access to that hard-to-reach population.

Lastly, organize valuable and concise orientation activity. This is going to be crucial to help your participants know exactly what you expect from them when they become recruiters.

The last one is motivate recruiters by emphasizing the qualities and not the risk. We mentioned that we need to focus on the best recruiters are going to be those who are a high risk. We should never say you could be a great recruiter because you're a high risk, or you're HIV positive. We should never do that. We should emphasize on the qualities that they have person, to bring their friends and they're caring for bringing their friends to know their HIV status.

Now that we have gone through these workshop, we would like to address some of the question that you have, in regards to the enlistment process. One of the questions- I want to take these one- is the question that it was asked a little bit earlier that what is the positivity rate? I'm going to talk in general. Also, if the SNS, the social network strategy could be utilized for any other services besides HIV testing. If you have gone through the training, you know that the first morning of the training, we talked about the difference between the focus of a strategy and the demonstration project that it was implemented several years ago. How the positivity rate has increased. It's six times higher than traditional CTR testing.

The difference is because the social network strategy is more strategic. It is very well thought and it is very more focused-oriented. We are trying to reach specific people at high risk among those people who know who are at risk. Traditional CTR is just providing testing to everyone, which is great, but the strategy's a little bit more focused now. The social network strategy doesn't come to replace any of the services that you're implementing, including CTR and the other questions that it was focused on can SNS be implemented to other services? The answer is yes. If we were supposed to be testing as we were for syphilis, for chlamydia, gonorrhea, including other services that you're providing for your organizations. Which might include support services. I hope that answers one of the questions. I want to see is there any other questions open out there.

I didn't see any more questions, but if there are any questions that we left unanswered, know that we will be able to reply to you and share these with everyone. I just went to the last part. There we go. We want to thank everyone who joined the presentation today, especially Lauren and David for sharing with us your best practices. We want to mention that to your right you find some downloadable files. You'll see the presentation is the first file if you click on it, and then you click on the button below that says "Download files", you will be able to download it.

Also, you'll be able to download the four phases of the diagram and some frequently-asked question. Below that pod chat you will be able to see links to any of our services that we have presented. There's a link to the CBA@JSI, for Capacity for Health, Harlem United, CrescentCare. A summary of the social network strategy. Any upcoming SNS-training events. Whenever you are ready, after you download all your files, if you want to exit this webinar, which is now officially finished, you can click on the exit this event, and you will be able to close. Before that, we want to thank everyone. Just so you know, we're going to leave this room a little bit open just a few more minutes so you have the chance to download everything.