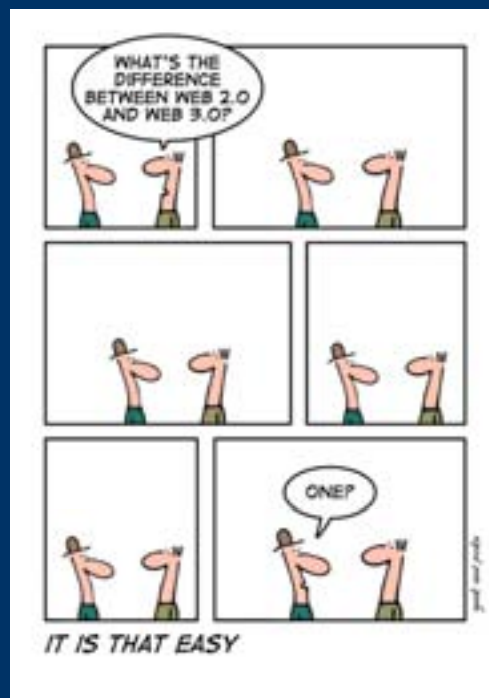


# Using Technology to Build Collaboration and Linkages



20 Years of Leadership  
A LEGACY OF CARE



2018 RYAN WHITE ALL GRANTEE MEETING AND 17TH ANNUAL CLINICAL CONFERENCE

# Moderator and Speakers

- Marisol Rodriguez, HRSA HAB
- Veronica Jones, AETC NRC
- Nicolé Mandel, AETC NRC
- Jamie Steiger, AETC NRC

# Learning Objectives

- Define Web 2.0 and its application in the workplace setting.
- List two or three benefits and drawbacks of each Web 2.0 application discussed.
- Identify one project that could be enhanced by incorporating Web 2.0 applications.

# What is Web 2.0?

- Tools for non-programmers to create and share content online, making web publishing accessible to anyone with a computer and a connection
  - MySpace, Facebook, LinkedIn, Yelp
  - YouTube, SlideShare
  - Flickr, Picasa
  - Blogger, WordPress
- Philosophical approach where user/reader input is encouraged and featured
  - Ratings, comments, polls

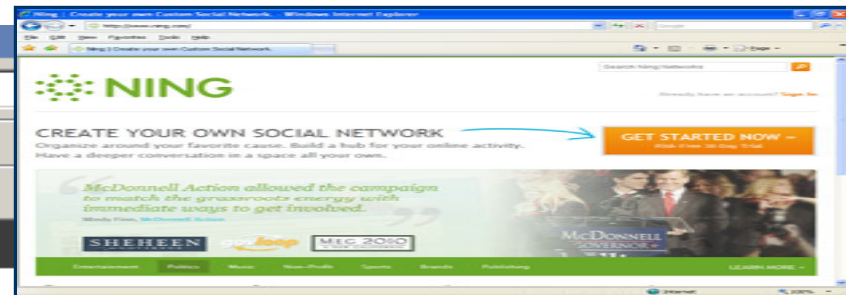
# How can you use Web 2.0 in the workplace?

- Create a website that is MORE than a brochure
  - For your clients:
    - Orientation to your program, people, and services
    - Educational materials
    - Event calendars
    - Feedback, surveys, and suggestions
  - For your staff:
    - Collaboration tools for group or committee projects
    - Select targeted online trainings for staff and give them time to complete them – have an in-person discussion group afterward
    - Feedback, surveys, and suggestions

# How can you use Web 2.0 to promote your program?

- Promote your program and services
  - Facebook page
  - Email blasts, texts
  - Twitter
  - Cross-links with synergistic programs
  - Show the face of your program on your website
  - Explicitly address new clients and referring providers with your website content





**Social networking in a box.** Build a social network for your company, school, sports team or niche community all based on the power and flexibility of WordPress.

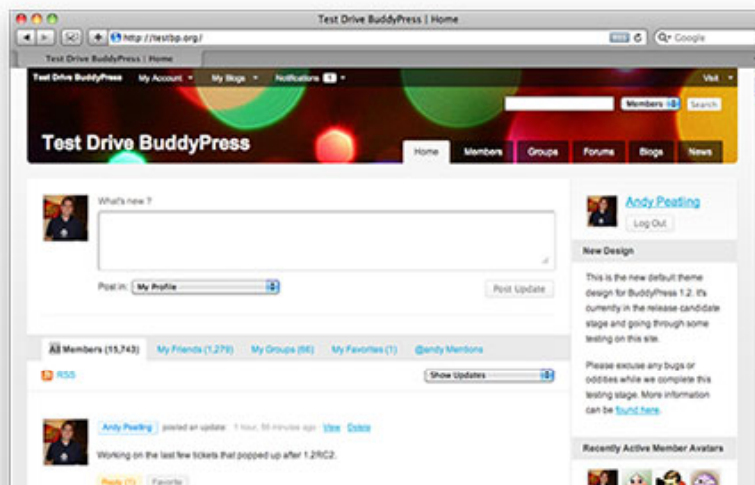
BuddyPress is completely free and open source. Unlike hosted services, BuddyPress allows you to stay in control of your site and create a totally customized, unique experience.

WHAT  
*is BuddyPress?*

WHO  
*is already using it?*

WHERE  
*can I download it?*

- Home
- About
- Blog
- Community
- Extend
- Support



**With all the features you'll love.**

To start connecting please log in first. You can also [create an account](#).



Username

Password



# BuddyPress in Action

Mobilize for Health | Log In - Windows Internet Explorer

http://www.shoutouthealth.org/login/

Mobilize for Health | Log In

## Mobilize for Health

*The Power to Make Change*

Home Our Project Resources Activity Members Discussion Groups Chat

### Goal #5

July 13, 2010

**Goal #5: Tell Us! Reporting about your experiences**

Now that most of you have gone out to women with your health promotion message, it is time to tell us how it went. It is important for us to learn about the outcomes of your effort so that we can learn from your experiences.

### Latest Discussions

**Ms.-MPH**

Change Password

Log Out

Today July 27th-  
Conference Call

#### Walkthrough

Not sure what your supposed to do? Confused by the system? You can always check out our video tutorial for a walkthrough of the tool, and how we're going to see it!

Done

# BuddyPress Behind the Scene

The screenshot displays the WordPress dashboard for the 'Mobilize for Health' website. The browser window shows the URL 'http://www.shoutouthealth.org/wp-admin/'. The dashboard includes a navigation menu on the left with options like Dashboard, BuddyPress, Posts, Media, Links, Pages, and Appearance. The main content area features several widgets: 'Right Now' showing site statistics (9 Posts, 19 Pages, 3 Categories, 0 Tags), 'QuickPress' for creating new posts, 'Recent Comments' (no comments yet), and 'Incoming Links' (no links found). A notification at the top indicates 'WordPress 3.0 is available! Please update now.' The BuddyPress logo is visible in the top left of the dashboard area.

# To use or not to use?

## Benefits

- Free
- Customizable
- No advertisements
- Newsfeeds
- Live chats
- E-mail notifications

## Drawbacks

- Additional Set-up Cost
  - May require web developer
  - Host server for software



20 Years of Leadership  
**A LEGACY OF CARE**



20th RYAN WHITE ALL GRANTEES MEETING AND 10th ANNUAL CLINICAL CONFERENCE

# Basecamp® In Action

The screenshot displays the Basecamp interface for the 'Adult Learning Workgroup' project. The page is titled 'Adult Learning Workgroup - Overview' and is part of the 'AETC National Resource Center'. It features a navigation menu with options like 'Overview', 'Messages', 'To-Do', 'Milestones', 'Writeboards', and 'Files'. The main content area is divided into sections: 'Project overview & activity', 'Upcoming Milestones', and a list of recent activity. The 'Upcoming Milestones' section shows a calendar view for the next 14 days, with a specific event for 'Today' titled 'Info Conference Call at 3 pm ET'. The activity list includes items such as 'Ryanwhite\_355\_727.pdf' (uploaded by Jamie B.), 'Evaluation of the Incorporation of Adult Learning Projects Report.doc' (uploaded by Kevin B.), 'Report on ALWG Evaluation Questions' (posted by Kevin B.), and 'Juhaxenda.doc' (uploaded by Jamie B.). The Pacific AIDS Education and Training Center (AETC) logo is prominently displayed on the right side of the page.

Due in the next 14 days	Wed	Thu	Fri	Sat	Sun	Mon
TODAY						
Info Conference Call at 3 pm ET						

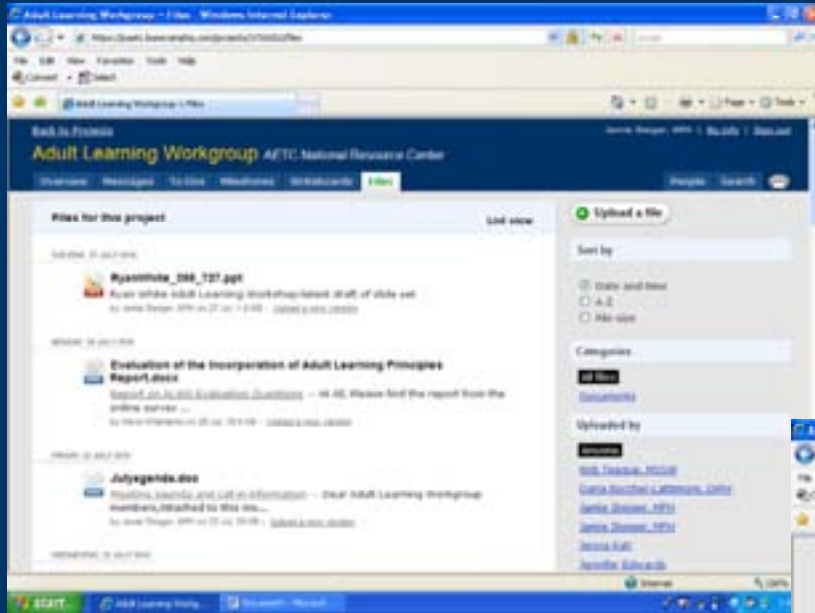
- File** Ryanwhite\_355\_727.pdf Uploaded by Jamie B.
- MONDAY, 26 JULY 2010**
- File** Evaluation of the Incorporation of Adult Learning Projects Report.doc Uploaded by Kevin B.
- Message** Report on ALWG Evaluation Questions Posted by Kevin B.
- FRIDAY, 23 JULY 2010**
- File** Juhaxenda.doc Uploaded by Jamie B.

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A LEGACY OF CARE

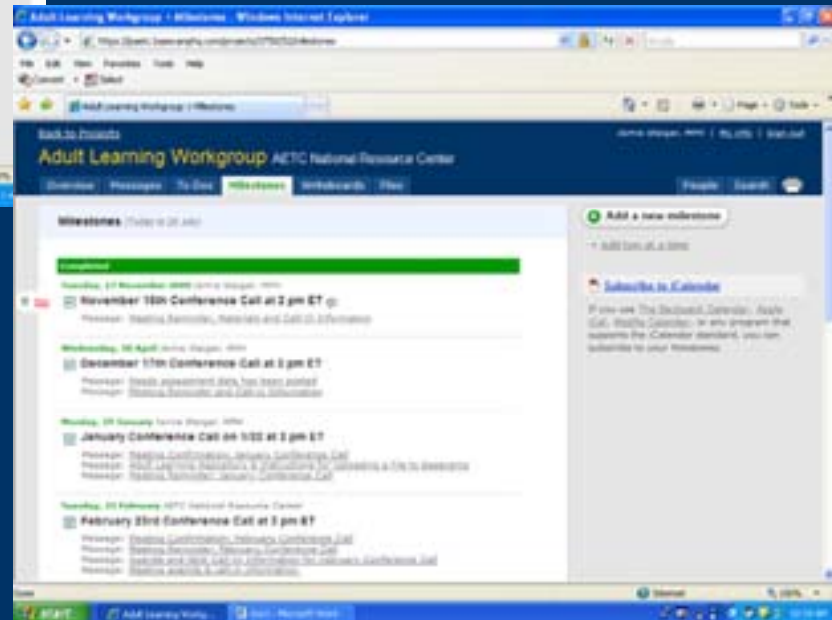


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# Basecamp® In Action (cont)



# Basecamp® In Action (cont)



# Basecamp® In Action (cont)





# To use or not to use?

## Benefits

- Easy-to-use
- All files in one place
- Track timelines
- Centralized discussion
- Works with most web browsers

## Drawbacks

- Cost (\$24—\$149/mo)
- Credit card required
- Comment feature not linked to email
- Login/password required



# About Wikispaces

- Launched in 2005
- Publish content online
  - Varying levels of access to public available
- A wiki you know....



# Wikispaces in Action



## HIV Screening and Women's Health



# To use or not to use?

## Benefits

- Free
  - Upgrades available \$
- Tracks discussion
- All documents & content in one place
- Unlimited users

## Drawbacks

- Advertisements
- Significant time for set up
- Login/password required



*How can you use  
Web 2.0 applications  
to  
enhance collaboration  
in your setting?*

# Other Collaboration Tools



- Microsoft SharePoint

<http://sharepoint.microsoft.com/en-us/Pages/default.aspx>

- Google docs

<https://www.google.com/accounts/ServiceLogin?service=writely&passive=1209600&continue=http://docs.google.com/&followup=http://docs.google.com/&ltmpl=homepage>

- Ning

<http://www.ning.com/>

- Open Atrium

<http://openatrium.com/>





# Other Popular New Media Tools



# What are ...

- Blogs
- Twitter
- Facebook
- MySpace
- Linked In

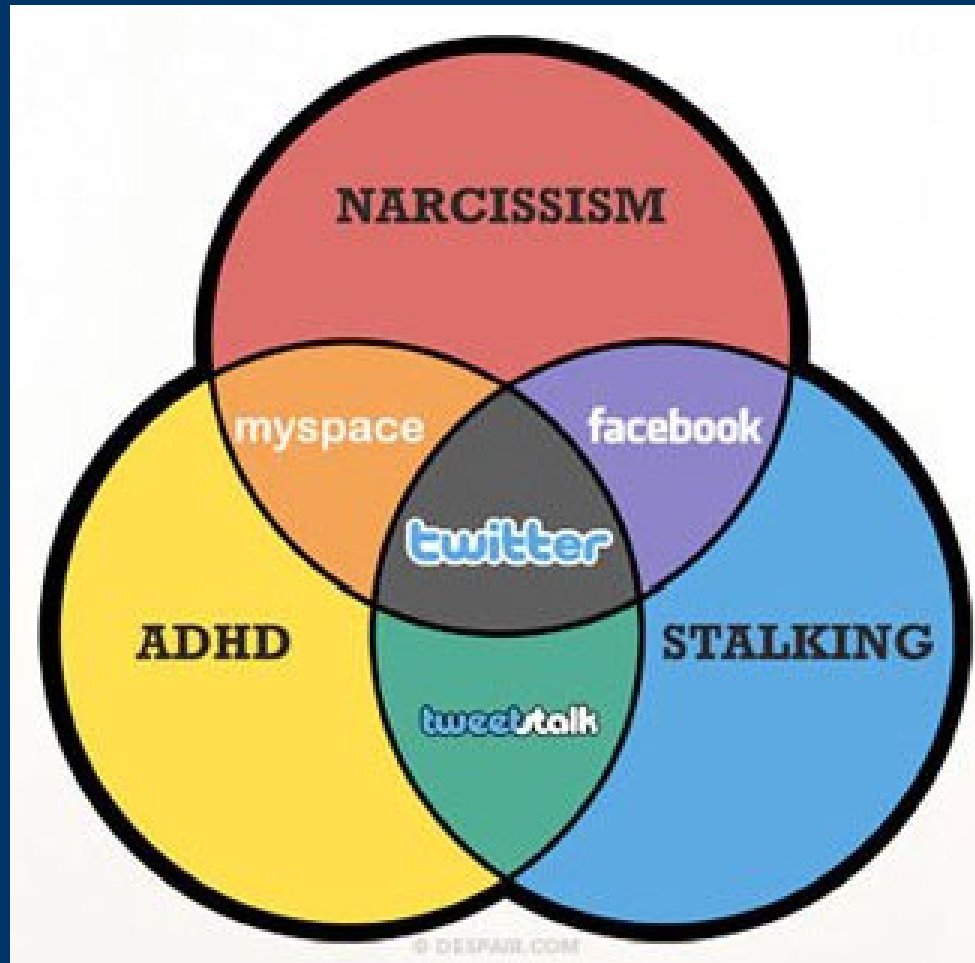


# Why would you use them?

- Communication
- Interaction
- Community
- Fun
- Entertainment
- Education



# Why are they so popular?



# Why are they so popular?

- Web-based
- Free or low-cost
- User-friendly for the non-tech
- Powerful: lots and lots of features
- Helpful: let us consider goals we might not have thought feasible

# Social Networking: What is it?

- Facebook, MySpace, LinkedIn (& others)
- The sites provide tools to create a network and interact with it, such as games, quizzes, text updates, photo galleries, recommendations, affinity groups
- Organizations a growing part of the picture

# Do you have a Facebook account?

- Yes
- Yes but I never use it
- No



# Facebook by the numbers

- 500,000,000 – number of active users
- 50% of active users log on to Facebook in any given day
- 180 - number of countries/territories that use Facebook
- Average user is connected to 80 community pages, groups and events
- 130 – number of friends the average user has

Facebook About page





View Photos of Michael (44)

View Videos of Michael (1)

Send Michael a Message

Poke Michael

I'm known to some at "Doctor," I'm known to others as "Uncle Michael." And to even others...as "Pony Boy." You figure it out.

Information

Relationship Status:

Single

Birthday:

November 7, 1958

Hometown:

Albany, CA

Mutual Friends

8 friends in common

See All



Carol Q Galper



Halley Cornell



Louise Mitchell

Friends



Michael Reyes is feeling fortunate: peach pie and fireworks over the San Francisco Bay (Richmond) 18 hours ago

Wall Info Photos Video

Write something... Attach [icons] Share

Filters



Michael Reyes | learn a lot from my niece.



Big Bang Briefly FINAL HD

Source: www.youtube.com

We made this video about the Big Bang because the theory is important and amazing, but often misunderstood. This video was produced without any funding from any outside sources. It was put together with donated creative time from a group with a desire to further public cognition of science. ...

Yesterday at 10:14pm · Comment · Like · Share

2 people like this.



Megan Niquette I'm smarter than I look.

Yesterday at 10:24pm

Write a comment...



Michael Reyes is feeling fortunate: peach pie and fireworks over the San Francisco Bay (Richmond)

Yesterday at 10:08pm · Comment · Like

2 people like this.



Nicole H. Mandel Peach tart and dessert gewurtz is kinda nice, too

Yesterday at 11:10pm · Delete



Nyeland Newel No beans?

5 hours ago

Create an Ad

Sample Sales Online



You're invited to join Gilt Groupe! Sign up for access to designer fashion at sample sale prices online. Free registration.

[Like] [Comment] [Share]

Camera Testers Wanted



We need camera testers. Keep the Nikon you test. Current camera available is the Nikon D5000 DSLR. Check area availability.

[Like] [Comment] [Share]

Pet Society



Chat (1)

24





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Warmline 800-933-3413 PEPLine  
888-448-4911 Perinatal HIV  
Hotline 888-448-8765 We help  
clinicians provide best quality  
care by offering direct access to  
experts for clinical consultation.

## Information

Location:  
UCSF Box 1365  
San Francisco, CA, 94143-1365  
Phone:  
www.nccc.ucsf.edu

## Fans

6 of 41 fans

See All



**National HIV/AIDS Clinicians' Consultation Center** Who is going to the  
CDC HIV Prevention Conference in Atlanta August 23-26th? on Tuesday

Wall Info Photos Boxes Notes Events

Write something...

Attach

Share



**National HIV/AIDS Clinicians' Consultation Center** Who is going to the  
CDC HIV Prevention Conference in Atlanta August 23-26th?

August 18 at 4:24pm · Comment · Like

View all 4 comments



**Bob Teague** There will be a specific opportunity for  
those who are there to participate in/comment on  
national AIDS strategy. Be sure to check that out.

August 18 at 7:48pm · Report



**National HIV/AIDS Clinicians' Consultation  
Center** The prevention conference can be followed on  
Twitter #nhpc09.

Wed at 9:25am · Report

Write a comment...



**National HIV/AIDS Clinicians' Consultation Center** Attending the 2009  
National HIV Prevention Conference, Atlanta GA? Make sure to attend  
NCCC's very own Sarah Neff's presentation on the "Impact of the 2006 CDC  
Routine HIV Testing Recommendations on State HIV Testing Laws."

Arrive...[Read More](#)

August 18 at 4:16pm · Comment · Like



**National HIV/AIDS Clinicians' Consultation Center** NCCC's very own  
Shannon Weber, MSW, will be taking center stage and presenting at the  
2009 National HIV Prevention Conference, Atlanta, GA. This is an  
opportunity for those in attendance to stay current as Shannon Weber  
presents on the "Nat...[Read More](#)

August 18 at 3:53pm · Comment · Like

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Good. Clean. Fun.



The 3rd Generation Prius  
emits 70% fewer  
smog-forming emissions  
than the average new  
vehicle.

[Like](#) [Comment](#)

Participants Needed



Seeking healthy  
participants for a paid  
research study at Stanford  
University. \$25/hr. Click  
here for info.

[Like](#) [Comment](#)

Clunkers is almost over



Chat (1)



coolchaser



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Same Day Appointments 864-4444 No Waiting / Top rated on Yelp.com  
[www.CarePractice.com](http://www.CarePractice.com)

myspace

Search  People

Home Browse People Find Friends Local Music Video Games More Log In Sign Up

**Columbus AIDS Task Force Outreach wants you to Ask Me. Know My Status. Know Yours. go to <http://lnk.ms/0BZKs> for information online outreach information done by CATF.**

[view more](#)

Columbus AIDS Task Force Outreach's Latest Blog Entry

[\[Subscribe to this Blog\]](#)

FREE STD TESTING at CATF ([view more](#))

Test ([view more](#))

HIV stats in Franklin County - Infections on the rise! ([view more](#))

No one ever loves in vain ([view more](#))

There's a reason the S in STD stands for SEX ([view more](#))

[\[View All Blog Entries\]](#)

Columbus AIDS Task Force Outreach  
CATf Outreach



Male  
26 years old  
COLUMBUS, Ohio  
United States

Last Login: 7/29/2009

COLUMBUS  
A I D S  
T A S K  
F O R C E

Mood: accomplished

View My: [Pics](#) | [Videos](#)

Send Message

Add Friends

Instant Message

Forward

Add to Favs

Block

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- Home
- Groups
- Profile
- Contacts
- Inbox
- Applications

Add Connections



Nicolé Mandel

Online Publishing Manager  
Nicolé New media presentation, which is why I finally got around to setting up a LinkedIn account 2 hours ago [ Update ]

Your profile is 80% complete [ Edit ]

People

Go back to Browse Connections

Robert Gourley



Creative Director at Mojave Interactive  
San Francisco Bay Area | Marketing and Advertising

- Send InMail
- Get introduced through a connection
- Add Robert to your network
- Forward this profile to a connection

Flag profile photo as...

Robert Gourley NFL bans Twitter from meetings, coaching sessions and games <http://ow.ly/j3f1> 18 days ago

- Current**
- Creative Director at Mojave Interactive
- Past**
- Interactive Creative Director at Y&R
  - Interactive Advertising Guru at Yahoo
  - Interactive design director at Kirshenbaum Bond and partners
- see all...

Recommendations 9 people have recommended Robert

Connections 184 connections

- Websites
- My Company
  - My Portfolio

Public Profile <http://www.linkedin.com/in/rgourley>

Ads by LinkedIn Members

Need More Sales Leads?

451 Marketing - Inbound Marketing Agency - PR, Search, Social Media. [www.451marketing.com](http://www.451marketing.com)

From: AJ Gerritson



Asset Protection

Total Asset Protection. Become 100% Judgement Proof. Call Today. [www.GlobalWealthProtection.com](http://www.GlobalWealthProtection.com)

From: Global Wealth Protection LLC [What's this?](#)

Summary

I'm the creative director at Mojave, an interactive agency that helps leading brands create engaging interactive experiences that go far beyond the banner. Prior to joining Mojave, I was the Interactive Creative Director of Young and Rubicam San Francisco, where I helped create award-winning online experiences for such brands as 7up, AMD, Chevron, Microsoft, NCAA and Hitachi.

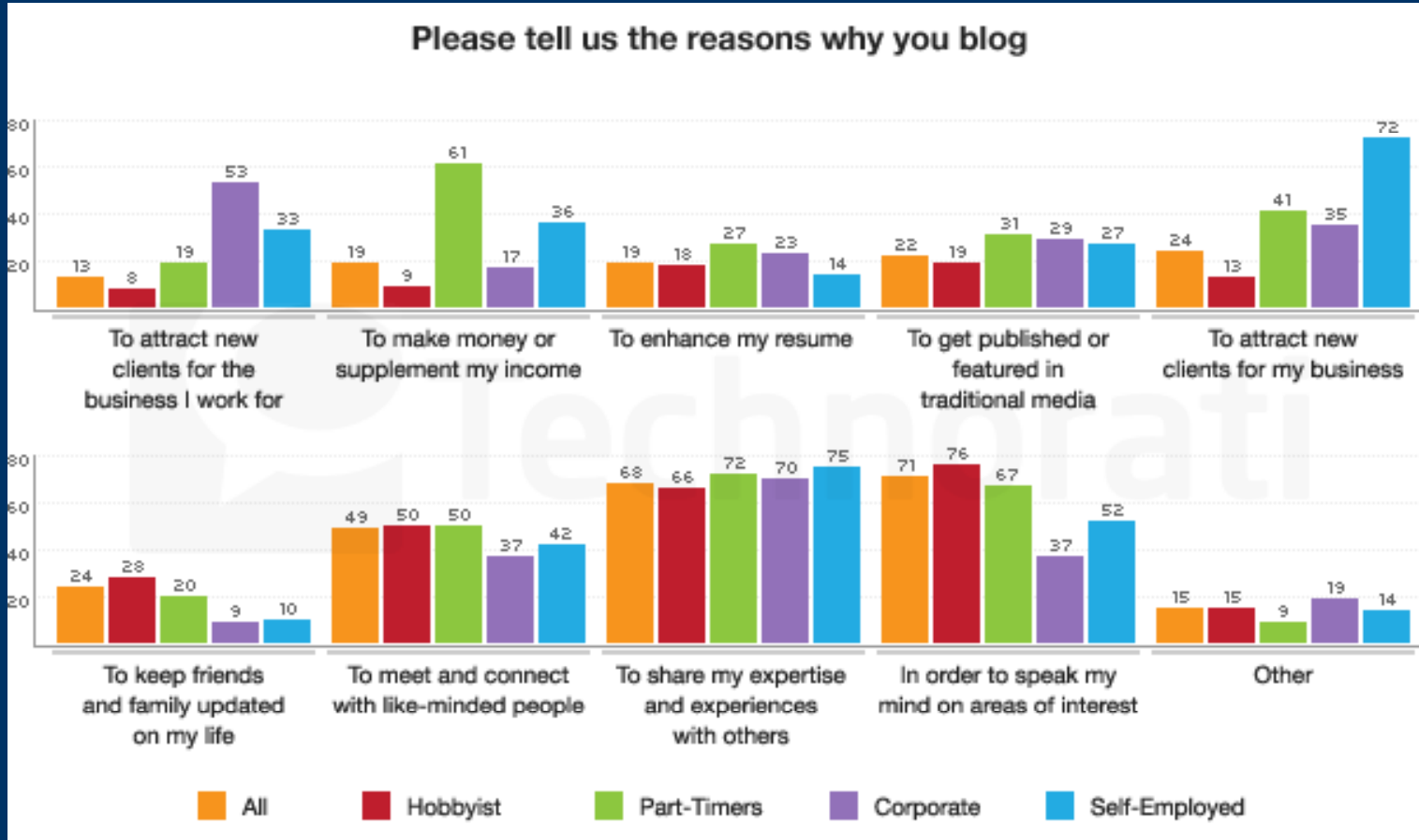
How you're connected to Robert



# Blogs: What are they?

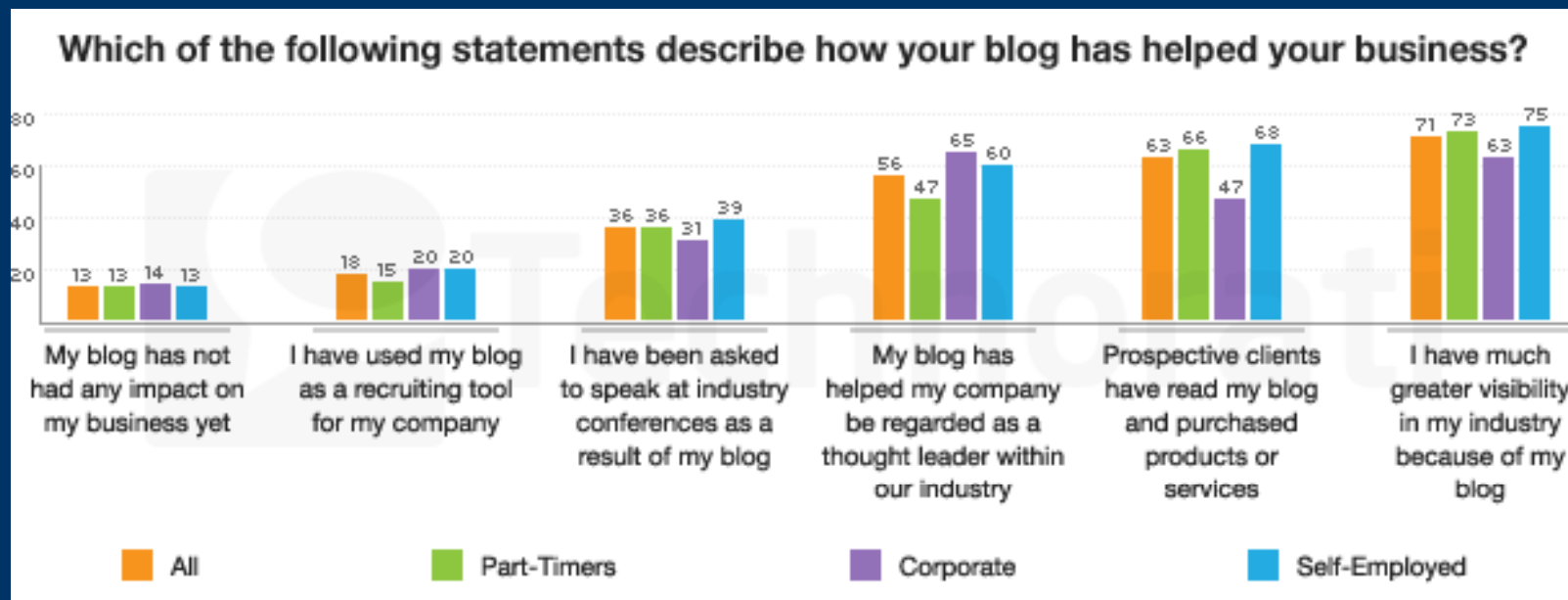
- “Blog” is a contraction of “web log.”
- Blogs are the most common form of online self-publishing. Many are personal journals or diaries, but organizations are using blog software to create their websites.
- Many blogging sites provide sophisticated tools allowing users to design and manage their blogs.
- FREE services include: Blogger, Wordpress, Xanga.

# Blogosphere numbers



Technorati, State of the Blogosphere / 2009. <http://technorati.com/blogging/state-of-the-blogosphere/>

# Blogosphere numbers



Technorati, State of the Blogosphere / 2009. <http://technorati.com/blogging/state-of-the-blogosphere/>

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# Who is Blogging?

- AIDS.gov: <http://blog.aids.gov/>
- Paul Sax (NE AETC): HIV and ID Observations  
<http://blogs.jwatch.org/hiv-id-observations/>
- NASTAD: <http://nastad.wordpress.com/>
- Center for Global Health Policy (IDSA):  
<http://sciencespeaks.wordpress.com/>



"Participation Powers Prevention": Highlights from CDC's 3rd National Conference on Health Communication, Marketing, and Media | [More](#)

RESEARCH August 21, 2009

## Testing HIV Drugs as Prevention

By Carl W. Dieffenbach, Ph.D., Director of NEAD Division of AIDS

Last year, the U.S. Centers for Disease Control and Prevention (CDC) announced that the number of annual new HIV infections in the United States is actually 40% higher than previously estimated. This means that more than 56,000 Americans are infected with HIV every year despite public education efforts on how to avoid getting infected. Addressing the global HIV/AIDS pandemic is critical, but it's clear that we need to re-examine our approaches and figure out additional ways to control and curtail the epidemic here in the United States.



Dr. Carl W. Dieffenbach, Ph.D.

At the National Institute of Allergy and Infectious Diseases (NIAID), part of the NIH, we stand at the forefront of the nation's HIV prevention research efforts. One of our goals is to develop new scientific strategies to prevent HIV transmission. We've had our share of successes and disappointments, like all areas of science, but we remain optimistic and are committed to ending the HIV/AIDS epidemic.

Today, HIV-infected people whose immune systems show signs of deterioration are treated with a combination of powerful AIDS drugs. These life-saving medications have changed HIV infection from a near-certain death sentence to a chronic, manageable disease for many. Now, we're studying whether these same drugs can be used to prevent HIV infection among people who are at high risk of becoming infected—an approach called pre-exposure prophylaxis or PrEP.

Why are we examining this approach, and why do we think this could work? First, taking a drug that is normally used to treat an illness as a way to also prevent the illness has been quite effective with a number of other infectious diseases, including malaria, meningococcal disease, and river blindness. Secondly, taking antiretrovirals at time of childbirth and during breastfeeding has already been shown to successfully prevent HIV-infected mothers from transmitting the virus to their newborns—a major success story in HIV prevention.

However, there are key biological differences in the ways that HIV can be transmitted, so we can't assume that PrEP will work for all at-risk populations. That's why clinical trials are needed. Several studies are underway with results expected next year.

The PrEP approach is just one area of HIV prevention research that we are examining. To effectively curb the epidemic's outbreak, we need a range of safe and effective strategies.

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Testing HIV Drug as Prevention

"Participation Powers Prevention": Highlights from CDC's 3rd National Conference on Health Communication, Marketing, and Media



RESOURCES

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Beta

## HIV and ID Observations

Notes on HIV/AIDS, infectious diseases, all matters medical, and some not so medical



[VIEW CURRENT POSTS](#) [ABOUT THIS BLOG](#) [ABOUT THE AUTHOR](#) [SUBSCRIBE TO RSS](#)

HIV | INFECTIOUS DISEASES | PATIENT CARE | POLICY

### The V.A. Opts Out

Posted by Paul Sax on August 20th, 2009

Read all about it [here](#):

As of August 17, 2009, written (signature) consent is no longer required for HIV testing in the VHA. Instead, patients will provide verbal informed consent prior to HIV testing. Furthermore, scripted pre-test and post-test counseling are no longer mandated.

Since the VA is the largest HIV provider in the nation — and has an exceptional electronic medical record/database — it will be fascinating to see how this policy influences new case detection, linkage to care, and whether there are any negative repercussions.

Nice page of FAQs [here](#). And though I know that this horse is still dead, I *totally* agree with this move.



[Add a comment](#) | [Link](#)

HIV | HEALTH CARE | INFECTIOUS DISEASES | PATIENT CARE

### Who Gets Toxoplasmosis in the United States?

Posted by Paul Sax on August 14th, 2009

This might seem bizarre, but one of the reasons I chose to go into Infectious Diseases as a field was the names of the diseases (and often the micro-organisms that caused them) sounded so dam cool.



For example, if you were a science fiction writer you could

Author Paul E. Sax, MD



Paul Sax is Clinical Director of the HIV Program and Division of Infectious Diseases at Brigham and Women's Hospital and Associate Professor of Medicine at Harvard Medical School. He is actively involved in HIV research, clinical practice, and teaching. He has been a member of the Journal Watch AIDS Clinical Care Editorial Board since 1996 and has been Editor-in-Chief since 2003.

#### Monthly Postings

August 2009

S	M	T	W	T	F	S	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						
« Jul							« »

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# NASTAD™

## NATIONAL ALLIANCE OF STATE & TERRITORIAL AIDS DIRECTORS

[Home](#)[About NASTAD](#)[HIV Prevention](#)[Racial/Ethnic Health Disparities](#)

### The Impact of the Economic Crisis on HIV Prevention

While the 2007 data from the NASTAD/KFF **National HIV Prevention Inventory** illustrate that state and local governments contributed a key share to the nation's fight against HIV/AIDS, the current economic crisis has led to serious budget cuts (in some cases, SEVERE budget cuts) that will negatively impact programs, services and, ultimately, the health and wellness of individuals and communities. Please share your thoughts and experiences on this topic. What impact has America's economic crisis had on you, your programs and/or your communities?

#### Possibly related posts: (automatically generated)

- [NASTAD and the Henry J. Kaiser Family Foundation Release First-Ever National...](#)
- [UNAIDS concerned economic crisis could hinder HIV treatment, prevention](#)
- [Recession vs. College Affluence – Same Over?](#)
- [Schwarzenegger Shinks California In Order to Save It](#)

This entry was posted on Friday, August 21st, 2009 at 2:17 pm and is filed under [HIV Prevention](#), [Welcome](#). You can follow any responses to this entry through the [RSS 2.0 feed](#). You can leave a response, or trackback from your own site.

#### Leave a Reply

Name (required)

Mail (will not be published) (required)

Website

#### PAGES

- [ABOUT NASTAD](#)
- [HIV Prevention](#)
- [National HIV Prevention Blueprint](#)
- [Racial/Ethnic Health Disparities](#)
- [Black Gay Men](#)
- [Black Women](#)

#### NASTAD BLOG UPDATES

- [The Impact of the Economic Crisis on HIV Prevention August 21, 2009 08:22:21](#)
- [NASTAD and the Henry J. Kaiser Family Foundation Release First-Ever National HIV Prevention Inventory August 4, 2009 08:22:21](#)
- [NASTAD: The Founding July 31, 2009 08:22:21](#)
- [NASTAD Releases Second Issue Brief on Youth: Reframing Youth as Assets July 30, 2009 08:22:21](#)
- [NASTAD Releases Part 2 of Podcast Focusing on Black, Gay Men February 24, 2009 08:22:21](#)

#### RECENT COMMENTS



Jul 12 11 on NASTAD and the Henry J. Kaiser...



Jul 12 11 on NASTAD Released Part 2 of Podc...



Jul 12 11 on NASTAD Released Part 1 of Podc...

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## SCIENCE SPEAKS: HIV & TB NEWS

Feeds: [Posts](#) [Comments](#)

A project of the Center for Global Health Policy



### New vaccine would revolutionize the fight against tuberculosis...if funding is available

August 21, 2009 by davidbryden

How could the world dramatically lower the incidence of tuberculosis and save millions of lives?

An effective TB vaccine would revolutionize the response to TB, which kills about 5000 people each day, and eliminate the need for lengthy and often difficult drug treatment.

An effective vaccine would be of tremendous benefit all over the world, including in the United States, where there were 13,299 cases of active TB reported in 2007 and about 11 million people with latent TB.

Of course, there's no question that much more can be done to prevent TB using existing methods, notably the [Three I's](#). But, imagine what an effective vaccine could do. **Vaccination of newborns with a successful TB vaccine could decrease global TB incidence by 39 percent to 52 percent by 2050, and mass vaccination could result in a nearly 80 percent decrease of TB by 2050, according to a recent estimate.**

What's exciting is that the effort to develop such a vaccine is proceeding rapidly

#### ABOUT SCIENCE SPEAKS

Thoughts, news and analysis from the staff of the Infectious Diseases Center for Global Health Policy on the latest developments in tuberculosis and HIV/AIDS.

[Click here](#) to learn more.

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Please consider subscribing to our RSS feeds at the top of the page. Alternatively, [click here](#) to receive Science Speaks posts by email, or [follow us on Twitter!](#)



#### RECENT POSTS





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The HIV/AIDS Agency with the Caring Heart

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August 2009

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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Monthly Archives

▼ 2009

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[July 2009 \(167\)](#)

[June 2009 \(167\)](#)

[May 2009 \(187\)](#)

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## CDC Recommends Mandatory HIV Testing...Without Consent

Quoted from <http://aids.about.com/b/2009/08/17/cdc-recommends-mandatory-hiv-testing-without-consent.htm>:

[CDC Recommends Mandatory HIV Testing...Without Consent](#)

### CDC Recommends Mandatory HIV Testing...Without Consent

Monday August 17, 2009

In an effort to slow the spread of HIV, the CDC is recommending mandatory testing of emergency room patients without their consent. You heard right...without their consent. Many believe that informed consent actually is a barrier to getting people tested. In the US more than 150 people per day are still becoming newly infected.

By normalizing testing, meaning treating HIV testing like any other blood test, many feel it will take the stigma of testing out of the process and people will get tested. However, others feel testing without consent means people will get results without any education as to what to do after testing positive. Advocates of informed consent feel it helps people understand their treatment options and gets them into medical care they may not get into if tested without consent. Supporters of mandatory testing say it will help identify those people unaware of their infection. Without knowledge of their infection, people continue to engage in at-risk behavior, placing others at risk for new HIV infections.

Many states now require informed consent for HIV testing, however, one of these states, New York, now has a bill in their legislature that would eliminate the informed consent requirement. In a related story, the Veterans Administration (VA) are now offering HIV testing as part of all routine medical care and have dropped the written consent requirement. Is there a change in the wind?

#### What Do You Think?

So...what do you think? Should everyone who sets foot in their local ER be tested for HIV whether they want to be tested or not? Some would say it would be for the benefit of public health. Others may see it as a 1984 - like policy. What do you think?

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WEDNESDAY, JUNE 27TH, 2009 AT 9:21 AM

Get Tested

Posted by Camera Girl

For the 14th commemoration of National HIV Testing Day, we wanted to share this video of the President and First Lady with you



download .mp4 (13.7 MB)

One in five Americans currently living with HIV doesn't know it. If our President and First Lady can get tested -- you can too.

To find a testing site near you visit <http://www.hivtest.org> or text your zip code to KNOWIT (560948).

And to learn more about HIV testing and what you can do to spread the message, visit [cdc.gov](http://cdc.gov) and [aids.gov](http://aids.gov)

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THE VICE PRESIDENT OF THE UNITED STATES

A STRONG MIDDLE CLASS = A STRONG AMERICA

MORE INFORMATION



# Twitter: What is it?

- Short messages - no more than 140 characters, also called “micro-blogging”
  - Send or receive “tweets” from your computer or phone
  - “Follow” people or organizations and be followed
  - Tag message keywords with hash tags (#), attach images, links
  - Search the twitter universe for keywords using #
  - Differs from IM or texting in that it’s usually more of a broadcast than a private message

# Twitter: Who is tweeting?

- Millions a day
- Community organizations, conference attendees, fundraisers, public health depts., politicians, marketers
- Anyone wanting to create buzz

Technorati, State of the Blogosphere / 2008. <http://technorati.com/blogging/state-of-the-blogosphere/>





AIDSgov

Following

New CDC report on the use of vaccine against infection with novel influenza A (H1N1) virus: <http://tinyurl.com/kmxfag>

about 24 hours ago from TweetDeck

RT @CDCNPIN: President Obama Announces Natl HIV Community Discussions. 1st to be held at #nhpc09 8/25. Info: <http://tinyurl.com/nylprz>

about 24 hours ago from TweetDeck

New CDC report shows life expectancy at all time high; death rates reach new low: <http://tinyurl.com/mh6bqh>

1:58 PM Aug 21st from TweetDeck

Attending CDC's #nhpc09? New to social media? Hope you'll swing by the Social Media Lab! We'll be in Hyatt Rm 219: <http://nhplab.ning.com>

10:01 AM Aug 21st from TweetDeck

RT @CDCNPIN: #nhpc09 conference attendees get CDC & NPIN text alerts w/ important info. Text NHPC to 89183

2:20 PM Aug 20th from TweetDeck

Planning an HIV Awareness Day? Join a #nhpc09

Name AIDS.gov  
Location Washington DC  
Web <http://www.AIDS.gov>  
Bio Your link to U.S. HIV and new media info: <http://blog.AIDS.gov>. Note: Friends' tweets and images don't necessarily represent the views of AIDS.gov

680 following 2,384 followers

Tweets 484

Favorites

Actions  
[message](#) AIDSgov  
[block](#) AIDSgov

Following



View All...

RSS feed of AIDSgov's tweets



What are you doing?

140

Latest: Conferences coming to SF: #ICAAC: Sept 12-15, #USCA: Oct 29-31 #CROI: Feb 16-20, 2010. <http://bit.ly/KqfWA> 1 day ago

update

Home



**hesyra** After Judy DiToma's brother died of AIDS in 1992, her parents had a panel sewn for the national AIDS Memorial Quilt in h <http://url4.eu/Hlhs>

26 minutes ago from RSS2Twitter



**accesscare** Attend an FDA hearing on HPV vaccine to prevent anal cancer <http://bit.ly/8cY8E> via @addthis #HPVvaccine #HPVboysmen #atdnorg #accesscare

about 2 hours ago from HookSuite



**accesscare** HPV and cervical cancer in Black women <http://www.theisisproject.o...> via @addthis #HPVvaccine #HPVboysmen #atdnorg #accesscare

about 3 hours ago from HookSuite



**USCA09** Highlights From the 9th International Conference on AIDS in Asia and the Pacific <http://short.to/mgzk> #hiv #aids #icaap #conference

about 7 hours ago from Tweetie



**hesyra** Mylan Inc. (NASDAQ: MYL) announced that Matrix Laboratories, an Indian company in which Mylan owns a controlling stake, <http://url4.eu/HcVv>

about 9 hours ago from RSS2Twitter



**pmtct** #aids #hiv Kenya-Kenya Youth Empowerment Program <http://bit.ly/fHbo1>

about 10 hours ago from twitterfeed



HIVinSite

14 following 15 followers 3 tweets

Sees-mic  
n, desktop application for both Twitter and Facebook.

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# I'm interested, where do I start?



# POST Approach

## ■ People

- Who are you trying to reach?
- What do you know about them?
- How can you find out more?

## ■ Objective

- What do you want to accomplish?
- How does new media support your mission?

Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything. December 11, 2007.

# POST Approach (cont)

## ■ Strategy

- How does new media support your online strategy?
- How will you get your organization to embrace new media?
- Is there an “offline” component that you need to support?

## ■ Technology

- What tools match your audience and objective?
- What do you have the capacity to implement?

Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything. December 11, 2007.