

Demonstration Site Summary

Positive Peers

The MetroHealth System

Cleveland, Ohio, USA

In the Ryan White HIV/AIDS Program (RWHAP), Part F: Special Projects of National Significance (SPNS) Program Initiative

Use of Social Media to Improve Engagement, Retention, and Health Outcomes along the HIV Care Continuum

Principal Investigator: *Ann K. Avery, M.D.*,
avery@metrohealth.org

Other Contact Person and Information : Jennifer McMillen
Smith, LISW-S, jmsmith@metrohealth.org

March 2020

This publication was made possible by award number 1 [H97HA28892-01-00](#) from the U. S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), HIV/AIDS Bureau's Special Projects of National Significance Program. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. government.

Positive Peers Mobile-App The MetroHealth System Cleveland, OH Implementation Manual

Executive Summary

Positive Peers is a mobile application for youth and young adults, ages 13 to 34, who are living with HIV. The app offers information, social networking and self-management tools to support holistic HIV care. The Positive Peers application was designed to improve retention in HIV healthcare, facilitate greater viral suppression, lessen perceived isolation and stigma, and support HIV self-management for users. Positive Peers was developed by HIV clinicians at The MetroHealth System in Cleveland, Ohio with expert collaboration from Blue Star graphic design and Blackbird digital media services. A Community Advisory Board (CAB) comprised of young people living with HIV provided input on the development and offers ongoing feedback that refines app updates. A public health evaluator from Kent State University College of Public Health collaborated to determine the extent to which these goals were met.



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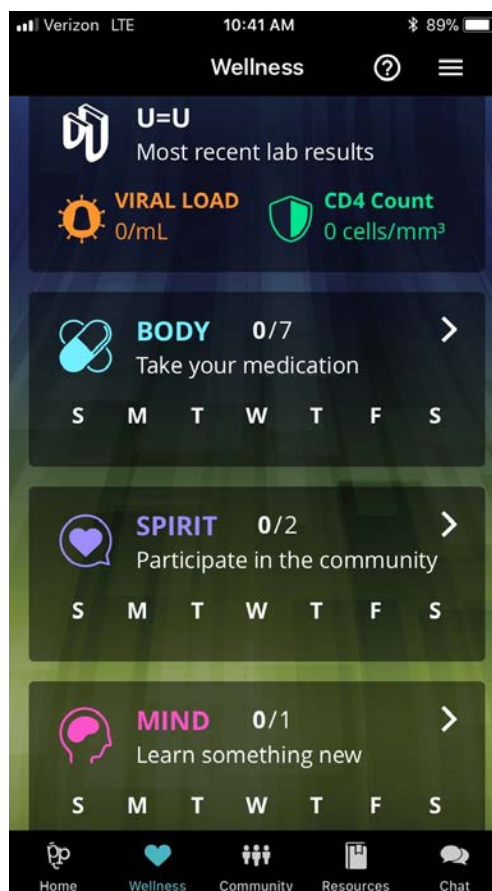
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Introduction

An Overview of the Positive Peers Application

The Positive Peers Application (PPA) provides mobile health management tools, health information and private social networking to young people living with HIV (YPLWH). Users are members of an online, supportive community. PPA was developed by HIV clinicians at MetroHealth public hospital in partnership with local marketing and digital design groups, Blue Star Design and Blackbird Digital. PPA was designed with direct guidance from YPLWH and aims to improve engagement and retention in care, increase self-management of HIV, and lower levels of perceived stigma and isolation across the local population of young people living with HIV.



Positive Peers is organized around four main features designed to provide information, support and self management tools. The first of these features are a set of health management tools that chart improvement, track daily wellness activities, and send fun, interactive and discreet medication and appointment reminders.

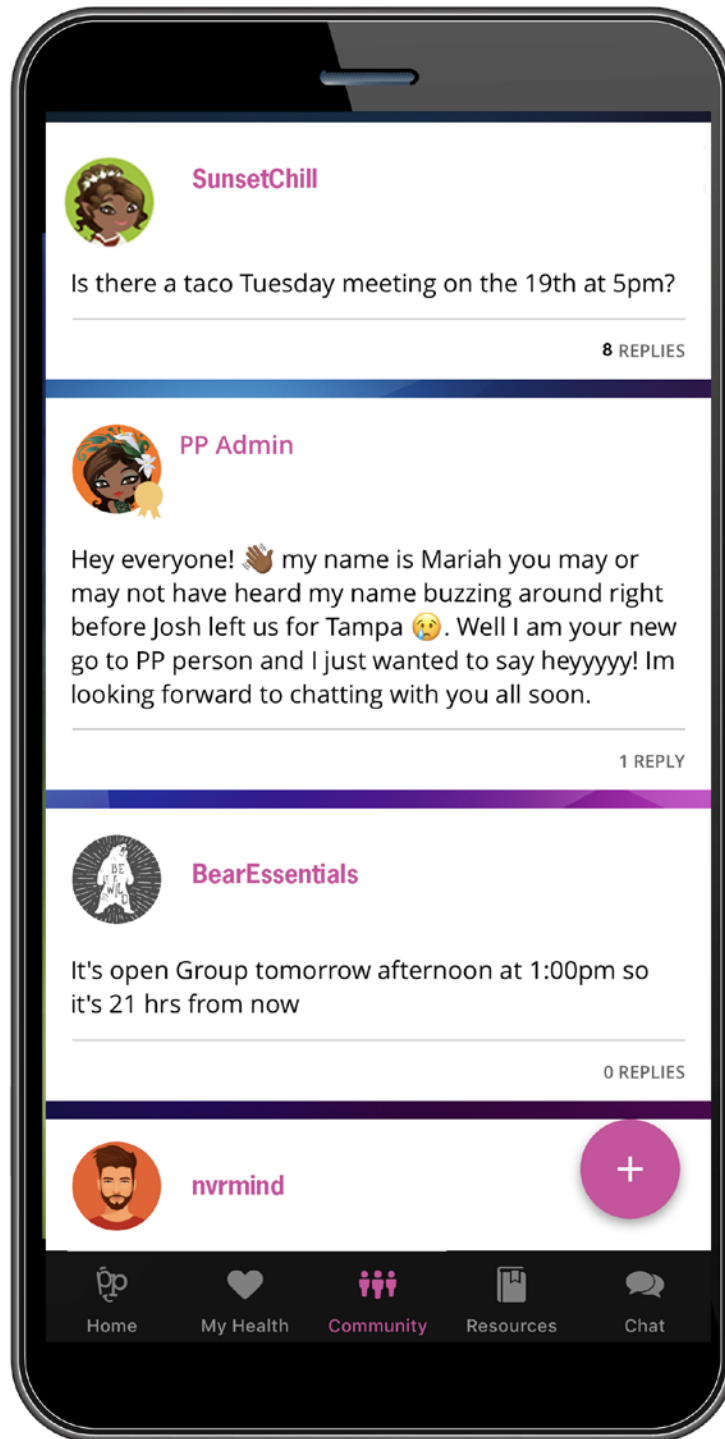
Second, Positive Peers provides a complement of clinically vetted, easy-to-understand HIV health and wellness educational blogs, videos, and patient stories, (i.e., *Tales of Triumph*). Curated local community resources such as housing assistance, support groups, food and

clothing help, substance abuse programs, and a directory of the HIV team are also available offline in the *Resource* and *Healthcare Contacts* tabs. This feature is scalable beyond the pilot community to reflect resources and local personal stories relevant to scale-up locations.



Third, Positive Peers offers a participant only social networking function in the form of community forum conversation or private chats. The community forum allows users to communicate with each other or with the PP Administrators, ask questions, post comments, and reply to one other in an ongoing thread of posts/replies. The private chat functions as a direct messenger to a selected contact where users can start or continue one-on-one private conversations with more privacy than in the community forum. These social features are housed in the *Community* and *Chat* tabs.

Lastly, Positive Peers offers user personalization and privacy. Users can create their own username and passwords, choose an avatar or upload a personal picture, or choose a color scheme for the app from a variety of predesigned choices. The calendar and medication, exercise, and appointment reminders are also customizable. Users always retain the right to decide how much personal information is shared within the community.



SunsetChill

Is there a taco Tuesday meeting on the 19th at 5pm?

8 REPLIES



PP Admin

Hey everyone! 🙋 my name is Mariah you may or may not have heard my name buzzing around right before Josh left us for Tampa 😞. Well I am your new go to PP person and I just wanted to say heyyyyy! Im looking forward to chatting with you all soon.

1 REPLY



BearEssentials

It's open Group tomorrow afternoon at 1:00pm so it's 21 hrs from now

0 REPLIES



nvrmind



Home



My Health



Community



Resources



Chat

Epidemiologic Evidence of the Need for Positive Peers

Positive Peers was piloted in Cleveland, OH. HIV remains a serious health issue for adolescents and young adults in Cleveland as in the rest of the US. Almost half of youth ages 18-24 living with HIV in the US do not know they are infected [1]. In 2017, young people under 35 years of age accounted for 56% of the 38,640 new HIV infections in the US [2]. In addition, youth with HIV are the least likely of any age group to be linked to care. HIV among youth and young people in Greater Cleveland area is reflective of these national trends in HIV transmission and care.

Youth and young adults, especially those of color, are disproportionately infected with HIV in Cuyahoga County. In 2015, 57% (119) of the county's new cases of HIV were under the age of 30 when diagnosed [3]. Of those young people, 83% (99) were African-American. In addition to dealing with the challenges of transitioning into adulthood, youth and young people often struggle to find and maintain employment, secure stable housing, and access reliable transportation. This population group is further challenged by the complicated and ever-changing healthcare system in which they need to learn to navigate. Health literacy and disease self-management is lacking among youth and young adults. Most young adults have not had prior experience with managing a chronic disease or taking daily medication. They possess little to no experience with managing health activities, such as keeping track of physician visit appointments, medication refills and dealing with insurance requirements for access to antiretroviral medications leading them to often be inconsistently or completely out of care.

It is clear that new approaches are needed to target this cohort for education, support and treatment. Given high levels of adoption and affinity for electronic devices, mobile technologies are an attractive modality for intervention delivery. Mobile technology and social media platforms enable population engagement in novel ways and with greater reach than more clinic centric approaches. When asked, a community advisory board of young people living with HIV (YPLWH) proposed the creation of a mobile application that offered privacy, a safe place to engage with other YPLWH, and provided HIV-related and holistic health management tools. The Positive Peers Application is the result of this request .

Target Audience for this Guide

Positive Peers was designed to be scaled up across entire Ryan White regions instead of expanding one organization at a time. We are seeking partnerships with Ryan White Part A Regions to facilitate the integration of the Positive Peers intervention across the United States.

HRSA is encouraging the use End The Epidemic funds to implement innovative initiatives and has put their full support behind the scale up of Positive Peers and other SPNS Social Media initiatives. Any RW regions wishing to include the Positive Peers app into their region's service options for YPLWH are invited to contact the Positive Peers team directly.

Intervention Description

Positive Peers is a web-based, mobile application that aims to engage young people in HIV care. As part of a brand building effort, a companion website was created and serves as a central hub for information and resources pertinent to people living with HIV/AIDS: [Positive Peers](#). Eligible participants are screened, enrolled, and guided through their account creation via our virtual onboarding platform located on the PPA website and are then directed to download the app from either Google Play or iTunes. The app is designed to function on both Apple and Android powered mobile devices.



Positive Peers supports broad understanding of HIV across populations and fosters acceptance among YPLWH of the need for regular engagement with and retention in care. App users will; be more confident navigating health care, gain self-management skills, and report lower levels of stigma and isolation.

Positive Peers is being scaled-up to the United States via a two-pronged strategy: 1) Individuals seeing social media posts about Positive Peers (@PositivePeers4U) or hearing about it word-of-mouth and utilizing the virtual onboarding process to enter the app, and 2) Recruiting healthcare and AIDS Service Organizations (ASOs) in Ryan White Part A TGAs and EMAs as Key Health Partners to focus scale-up efforts in their communities. Key Health Partner Benefits are summarized in Appendix I

Theoretical Framework

The Positive Peers app is informed by media affordances theory [4-7]. Affordances in this context refer to features of a user-technology interaction that fulfill a user's social or information needs (e.g., synchronized communication or archIVING). Media affordances theory specifies that features, functions, or constraints of social media technology provide action possibilities (i.e., opportunities to act in a specific way) relative to a user's needs or purposes within a given context. Though features of technology can influence a user's perceptions of an application's utility, these features do not determine user affordances alone. For example, a chat feature on a social media platform may be desirable to a potential user but availability

alone will not determine if or how often that user will actually use the feature. The affordance, or possibility that the platform offers, is not established until the user has a chance to explore and use the chat feature. This interactionist perspective specifies that the user's perceptions of application affordances emerge from interaction with the technology, rather than the technology itself [8-9]. Experimentation and adaptation shape a user's perceptions of how the technology can work for him or her. For example, a closed chat group of mobile app users may afford those users a meaningful social connection if that interaction is satisfying in some way.

The Positive Peers app can be thought of as a social and technological process that affords the user *opportunities* to meet perceived needs, such as HIV relevant information or supportive companionship. Variability may be found in: 1) user characteristics (e.g., need for support, tech dependence), 2) design features and functions (e.g., accessibility, social presence), and 3) user/tech interactions and outcomes (e.g., application engagement, perceived stigma, illness self-management). Because we expect user needs to change over time as they are addressed, or as the user develops deeper ties, the app is designed to provide a broad complement of supportive services.

Target Population for the App

Positive Peers is designed with guidance from young people living with HIV for use by young people living with HIV. The design, look, feel and content of the mobile application are thoughtfully created to be especially relevant to young people of low socioeconomic status and of racial/minority backgrounds because they are the most impacted by the HIV epidemic across the US. Content is written to be digestible by readers with a 6th grade reading level.

Young persons living with HIV from any community across the US can sign up for enrollment into the app through the Positive Peers website's virtual onboarding system. In doing so, the participant grants MetroHealth the right to confirm their HIV status, gather relevant health information such as labs and visit records, and coordinate with health care providers at the participant's care organization to better integrate the participant into their organization's wrap around services and HIV care.

Technology Platforms / Channels

- **Social Media @Positivepeers4U**

Positive Peers makes use of Instagram, Twitter and Facebook for the purposes of education dissemination and recruitment. Important HIV and health related blogs, videos, and Positive Peers recruitment materials are posted on these platforms. Engagement on these social media platforms are conducted through comments and private messages. Key Health Partners will be featured on social media and their communities encouraged to engage via posts. Positive Peers has the ability to geo-target social media platforms in areas where Key Health Partners are leveraged to increase enrollment in the app.

- **Dating and Hook-up Sites/Apps**

Select dating and hook-up apps such as Jack'd, a gay dating and hook-up app, were used to advertise the intervention and to recruit youth who are out of care or unaware of their status. This can continue to be a recruitment strategy as the project evolves.

- **Website**

The Positive Peers app is supported by a website, (positivepeers.org) that serves as an information source for potential participants and the general public. The website also offers a login portal for participant account management. User-only content is hidden from view but accessible to project administrators. Key Health Partners will have admin access to this portal to provide regional content for their communities, create calendar events for their users, and get local, aggregate data.

- **Push Notifications**

Push notifications are automated messages sent by an application (or admin) to a user when the application is not open. An example of how Positive Peers uses push notifications is the medication reminder. Users who set medication reminders will receive a notification that reads: "Did you pop it or drop it?" at a daily time they specified. The notification can be responded to without logging in to the app.

Parse is an open source web-based software that processes all push-notifications for the app (chat, posts/replies, med reminders, calendar alerts, daily inspiration). Parse was modified to track user engagement by the app administrators. Key Health Partners will be able to create and send push notifications to geo-targeted groups of users. Additionally, Key Health Partners will receive reports of user engagement via local, aggregate data reports.

Intervention Elements

Positive Peers is designed to afford users the option to use numerous tools to address their unique needs. The following features are some of the core elements offered by the Positive Peers mobile-application. Please see Appendix E for a more detailed typology of the various functions of the PPA.

- **Community**

A key aspect of Positive Peers is its private virtual community. The Community feature on the mobile app offers people living with HIV a means of interacting with others who are or have lived through similar life circumstances. Users can tailor their degree of anonymity via their user name and/or photo icon. The Community feature is intended to lessen stigma, reduce isolation, and facilitate supportive and informational conversations by giving users a safe, private space to interact with other young people living with HIV.

- **Chat**

The Chat feature allows users to exchange private messages or GIFS with another user or with intervention staff. Private chat aims to provide users the ability to form connections with one another through sharing personal information (e.g., phone number, real name) or

conversation, at their own discretion and pace. Chat also provides administrative staff a quick and reliable way to communicate directly with any app user. In order to protect the safety of minor (<18 years old) users, the Chat function is separated by age group. Only users who are under the age of 18 can communicate via private chat with each other. Likewise, anyone 18 or over can only private chat with others who are in the same age group.

- **Positive Peers Persona**

It is important that Positive Peers stays positive! The persona is delivered across the entire intervention and is based on the key values of respect, acceptance, and unconditional positive regard. All of the communication, online and offline, is optimistic, realistic, hopeful, and non-judgmental. Stylistically, messaging should reflect informal, upbeat language, in group slang, and frequent emoji use. The goal is to provide patients with reliable, relatable, and non-confrontational information and tools for self-management and support. This approach is part of the identity of Positive Peers and cannot be altered.

- **Calendar**

Although the calendar feature is an important and useful tool, it is easily adaptable in its look, feel, and language used. For instance, the calendar allows users to schedule events using one of three categories: doctor appointment, other hospital appointment, or miscellaneous. Key Health Partners will have admin access to add calendar events specific to their communities.

- **Resources**

The resources function houses a blog, crisis hotlines, and other curated resources organized by geographical areas. This tab is meant to be tailored to the local resources of each Key Health Partner and their patient users. It is important to maintain a broad spectrum of resources, including: housing and food assistance, HIV doctors and support staff, local case management, local support groups, local PrEP and testing locations, and more. Resources should be maintained with an eye to accuracy and timeliness.

- **Gamification of the Wellness Tracker**

Gamification is a method of engaging users in application messaging in novel, motivational, or competitive ways. It can enhance user interaction with the app and is adaptable to user needs and advances in technology or design trends. Originally, the MyHealth tab presented users with limited interactive options to track the status of their physical and mental health as well as compete with others. After a major redesign guided by user feedback, the MyHealth tab was replaced by the Wellness Tracker. The Wellness tracker allows users to track their medication adherence, exercise sessions, lab values, U=U, doctor appointments, group attendance, blog reading, and social engagement in the app in a more in-depth and intuitive way. Some of the tracking is manual, and other variables are tracked automatically on behalf of the user. However, the user always has the option to override the automatically tracked variables. In one, simple tab, users can see the results of these healthy weekly and daily habits. The tab allows them to compete with themselves over

time. Users receive increasingly more meaningful badges and Key Health Partners could even choose to provide incentives with monetary value for continued healthy habits tracked in the Positive Peers app.

- **User Profile**

User profiles, while important to helping app users connect, should be as adaptable as possible to the needs of the users. Initially, Positive Peers only allowed users to see other user's usernames, avatars, and select demographics. Users retained the choice to opt-in to this feature. User feedback prompted an optional uploaded profile picture instead of app generated avatar. Users convey that they prefer to maintain privacy at their discretion and that impersonal avatars are a barrier to starting new conversations. User-determined privacy options are critical to allowing newly diagnosed or out-care patients control their personal identity in the app.

Implementation

How can I Implement Positive Peers?

We envision the ideal implementation of Positive Peers to be done at the regional level through the formation of Key Health Partnerships between the Positive Peers team and Ryan White Part A administrators around the United States. With the release of funds for the End The Epidemic initiative and similar federal and private dollars targeting young people living with HIV, Ryan White TGAs and EMAs have unprecedented access to the resources needed to implement innovative, evidence-based interventions such as the Positive Peers App. For a minor investment, Ryan White regions can become Key Health Partners of Positive Peers, affording them and all young people living with HIV in their region access to the Positive Peers intervention and a number of other valuable benefits. Interested parties are encouraged to contact Dr Ann Avery (aavery@metrohealth.org) or e-mail positivepeers@metrohealth.org to begin the process of bringing Positive Peers to your region.

What does being a Key Health Partner Entail?

Being a Key Health Partner opens up access to the Positive Peers app for all young people living with HIV within the partner's Ryan White region. In addition to gaining access to the app for hundreds of youth and young adults, the investment affords HIV staff in the region a number of significant benefits and tools to enhance their HIV services as well as access to invaluable data on the YPLWH in their region.

As a Key Health Partner, organizations and their patients are afforded the following:

- YPLWH across the entire RW Part A region receive access to the Positive Peers App
- Key partners will receive a copy of the Positive Peers brand guide, protocols, and other forms of assistance to help train staff in partner regions in the Positive Peers app and it's copywritten persona.
- A customizable Resource tab will be built with guidance from HIV service organizations in the region to better direct and link their patients to valuable healthcare contacts and other wrap-around services and community resources.
- The region will receive free Positive Peers recruitment materials and swag.
- All digital marketing for the Positive Peers app in the region will be done by the marketing and design gurus at Blue Star Design on behalf of the Key Health Partner.
- Access to the Positive Peers calendar to create events, appointments, groups, etc. for patients in their geographical region and ensure geo-targeted groups of Positive Peers users receive push-notification reminders for each event.
- Each region will have up to 4 Administrator accounts on the app, allowing trusted, local HIV service providers (such as social workers) to engage with all app users on the Community tab as well as 1:1 communication with young people living with HIV in their region through the Chat tab.
- Organizations who are Key Health Partners will be updated regularly with the usernames and other relevant information of patients receiving HIV care at their clinics/offices.

- Input on and ability to contribute to Positive Peers blog and related content.
- Option to hold in-person Positive Peers events in their region.
- Key Health Partners will also be provided aggregate data on app users in their region collected through the evaluation of the Positive Peers app. Include in this data are variables regarding HIV stigma, resiliency, health outcomes like retention and viral suppression rates, substance use, incarceration, attitudes towards and usage patterns of technology and social media, and much more over time.
- In the near future, Key Health Partners will also have regional access to a dashboard through which they can send push notifications (within parameters set in the Positive Peers protocols) to individual, specific groups of, or all patients in their region.

Positive Peers Training & Implementation Assistance

The Positive Peers app is easy to use and integrate into services for young people living with HIV. As a Key Health Partner you will receive all you need to comfortably use Positive Peers and help educate your patients to do the same. Included in the training documents and assistance you'll receive is:

- The Positive Peers In-App Communication Protocol
- Positive Peers Persona / Style Guide
- Video and print tutorials on the Positive Peers App and how to use all it's functions
- "How To" Guides on how to use various administrator functions available to you as a Key Health Partner
- Contact Information for members of the Cleveland Positive Peers Team with guidance on who to contact for what type of requests/questions

We are committed to helping you make Positive Peers a successful component of your region's Ryan White and other wrap-around services for YPLWH. Our team is happy to field questions and calls from our Key Health Partners to aid with the implementation of the app. At your request, a member of our staff can provide in-person training and support. In addition to training and guidance, the Positive Peers Cleveland Team will handle all social media recruitment and marketing of the Positive Peers app on behalf of our Key Health Partners.

As with all mobile applications, Positive Peers is a living platform that must and will continue to evolve as technology advances to meet the needs of an ever-changing population of young people. As Key Health Partners, you will have regular opportunities to guide the development of Positive Peers with your creative input and feedback. We will regularly convene a Key Health Partner input conference call / webinar made up of Key Health Partner admins and other staff members to discuss the ongoing development and improvement of the Positive Peers application and it's related content. Similarly, we will recruit and convene a national advisory board of app users for the same purposes.

Positive Peers Recruitment & Community Education Strategies

As a Key Partner, you are encouraged to share Positive Peers branded social media content on your organization’s own social media platforms. You are not required to create content or contribute to Positive Peers’ social media presence or website. You are invited to contribute to the creation of Positive Peers’ public-facing blog content or private Tales of Triumph, however this is not an expectation or requirement.

The marketing for Positive Peers is informed by the CAB and led by the social media and marketing experts at Blue Star Design. The PPA social media strategy is essential to build brand awareness and to the intervention’s recruitment efforts as well as stigma reduction goals. It is reflected both indirectly (i.e., electronic and online media) and directly (i.e., personal contact) in the intervention’s marketing and engagement strategies [10]. This is why Key Partners are expected to help disseminate Positive Peers content via their own social media platforms, as it will benefit both your local community and help you recruit your patients into the intervention.

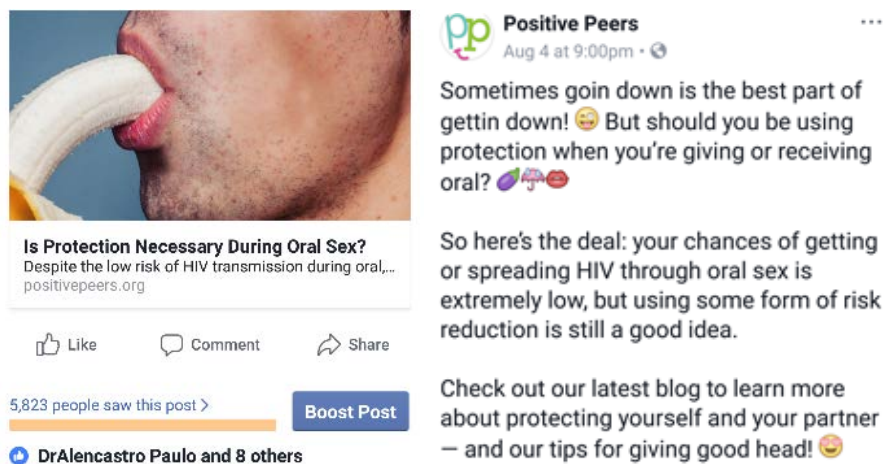
The general tone for indirect strategies includes the use of inclusive imagery, mindful and easily understood posts, frequent use of emojis and other graphic elements, and a consistently positive (i.e., optimistic) messages across multiple digital platforms, including: Twitter, Facebook, Instagram, YouTube, and the Positive Peers’ website blog. Digital outreach examples are provided below. See Appendix A for further details about our social media posting protocol.

Digital Outreach Platforms

Twitter – Continuously generated blogs, videos, and announcements are posted on Twitter. Positive Peers tweets 20-40 times a week and, as of the end of 2019 there are 861 followers.



Facebook - Positive Peers’ Facebook page plays a significant role in defining Positive Peers’ public persona, and facilitates community education. Current blogs, videos, and other content are disseminated via Facebook 1-2 times a week.



Instagram - Instagram is a superb tool for communicating a simple message through visual storytelling. Positive Peers posts on Instagram 1-2 times per week. More than the other social media platform, Instagram has been an effective dissemination tool. As of the end of 2019, there are 764 followers, 561 posts, and 52% of followers are in the target age range (under 35 years old).



Positive Peers Website & Blog - The Positive Peers website is the central component of the public-facing side of the intervention and is where the “web-based app” is housed. On positivepeers.org, people can learn about Positive Peers, complete screening, and if eligible, enroll to use the app. People can also read, watch and listen to blogs and select *Tales of Triumph*, and peruse a curated directory of resources for HIV-related holistic care. The Positive Peers website functions as the hub of all education and marketing efforts. Facebook, Twitter, Instagram, and other digital and print ads consistently refer interested parties back to the website for further information and enrollment into the PPA.

Print Outreach Materials

As a Key Health Partner, you will have access to the following print materials to aid you in your recruitment and community education efforts.

Condom Stickers – Condom messaging has a known presence in sex-positive, LGBT-affirming establishments in urban areas. In collaboration with the CAB, we’ve designed and distributed condoms to popular, LGBT friendly bars, organizations, and stores.

Avatar Pins. Avatar pins reflect the cartoon avatars available in the app. Pins are available in a wide range of skin, hair, and eye colors.

Power Banks. These are sleek and small and can recharge a dying phone battery without an outlet. Power banks are branded with the Positive Peers logo.

Palm Cards. Positive Peers palm cards are a cardstock facsimile of a cell phone. Palm cards can be distributed to individuals in clinic, social work and case management meetings, local health fairs, and LGBT events (e.g., Pride parade). They are useful referral tools that enabled potentially eligible participants to enroll.



In-Clinic Posters. Positive Peers posters are educational and flashy. They are designed to be placed within clinic settings, social work offices, and at local partner agencies, community based organizations and AIDS Service Organizations. Please see examples of the posters in the appendices (*Appendices F, G & H*) for more details.

Procedures / Protocols

Positive Peers uses the following protocols and procedures :

- **In-App Posting Protocol.** Guidelines for staff on when, how (phone, chat, etc.) and what they communicated about with app users in the PPA. *Appendix B*
- **Social Media Posting Protocol.** Guidelines that establish the Positive Peers persona and a protocol for what, when, and how to communicate with app users and the greater public via social media. *Appendix A*
- **User Guide - Do's and Don'ts.** The do's and don'ts are meant to be a reference for participants to inform them about what things to do to get the most out of the app and establishes the rules of behavior on the app. This document is part of the virtual enrollment process. *Appendix C*
- **Privacy Policy.** This document is the privacy policy that all app users agree to when they download the app from the Google Play or Apple Store. *Appendix D*

Getting to Know the Positive Peers Cleveland Team

The Cleveland Positive Peers team at the MetroHealth System, along with their partners at Blue Star and Blackbird, will be responsible for the continued management and development of the Positive Peers Intervention. It is not expected or necessary for Key Health Partners to hire new staff, however it will require some time from current staff to implement the Positive Peers intervention. Below is a brief overview of the agencies, roles, and staff that make up the Positive Peers Cleveland Team.

MetroHealth System - The MetroHealth System is one of the largest, most comprehensive health care providers in Northeast Ohio, serving the medical needs of Greater Cleveland since 1837. The Medical Center continues to be the only Level I trauma center in Northeast Ohio, and also supports a neonatal intensive care unit, regional burn unit and three specialized rehabilitation units. As the county hospital, MetroHealth serves a widely diverse patient population; patients from all socio-economic levels, ethnic/cultural groups and very specific population groups such as lesbian, gay, bisexual and transgender (LGBT) community, patients with substance dependence issues, patients with mental health issues and patients who are incarcerated. The Positive Peers team at MetroHealth is comprised of Ann Avery, MD, Chair of Infectious Disease; Jennifer McMillen Smith, LISW-S, Coordinator of Metro's Support services; Steven Lewis, MPH, MBA, data manager; and a part-time Positive Peers Administrator.



Blue Star Design - Blue Star is a creative agency offering creative, digital, content – with plenty of experience in healthcare, technology, and manufacturing, and education for mid-enterprise level organizations. Blue Star creates and manages digital and print content, marketing, social media, branding, and other design needs on behalf of the Positive Peers. They often attend CAB meetings, recorded audio blogs, make beautiful photographs for the Tales of Triumph, and have assisted with implementing patient feedback (such as graciously hosting in-person parties for our participants). The Blue Star team is led by Julia Briggs, the CEO and co-owner of Blue Star Design.



Blackbird Digital - Blackbird combines award-winning web design, acute knowledge of technology, and marketing savvy to help organizations succeed in today's digital world. They created the Positive Peers app and website and continue to handle the further development and management Positive Peers. The technology experts at Blackbird provide bug fixes, as needed, and work with the MetroHealth team to prioritize and implement quarterly upgrades and enhancements to the app. The team at Blackbird is led by Pat Walsh, CEO and owner of Blackbird Digital; and Cory Hughart, the developer extraordinaire who continues to be the person most responsible for the performance and functionalities of the app and website. They continue to provide additional support to the evaluation of the project with monthly submissions of backend data collected via Google Analytics as well as a database they built to more accurately track activity (app activity).



Kent State University College of Public Health – Kent State University (KSU) is a premier state university located in Kent, Ohio, about 40 miles southeast of Cleveland. KSU is committed to high quality collaborative research and ranks alongside other leading universities designated as high-activity research institutions by the Carnegie Foundation. Mary M. Step, PhD, Associate Professor in the College of Public Health leads our intervention's research and outcome

evaluation activity and is the Co-PI on the project with Ann Avery, MD. Dr. Step's research reflects various clinical communication processes including clinician-patient communication, medical decision making, cancer prevention, and health-related social media. Dr. Step leads bi-weekly research meetings to coordinate the continued evaluation of the Positive Peers intervention.



Monitoring and Evaluation

Evaluation Results to Date

The evaluation of Positive Peers is ongoing, but as of the end of 2019, the most exciting outcome is that Positive Peers users were **more than three times more likely to achieve sustained viral suppression** than a matched cohort of similar YPLWH who did not enroll in Positive Peers. This suggests that Positive Peers can be a powerful tool to help **End the HIV Epidemic** for two of the biggest risk groups, both targeted by Positive Peers: 13-24 year olds and MSM of color.

Three themes emerged from qualitative interview data that provide insight on the Positive Peers user experience: **discrimination, community and altruism**. Most participants viewed themselves as **outside the boundaries** of mainstream society, and also as **targets of discrimination** and social exclusion because of an LGBTQ identity. The most frequent observation within the transcripts points to the **importance of a community** for YPLWH. The desire for a strong community was common, but frequent engagement relies on the community to be a safe space, defined by feelings of inclusion and security. Many participants described Positive Peers as a non-discriminatory community consisting of people with similar experiences. One participant said, *“I feel more comfortable because I feel there’s, like, an understanding. Like, people get it in Positive Peers and the general public doesn’t.”*

Finally, a theme of **altruism** also emerged from the interviews. Positive Peers users described a strong motivation to: 1) Provide *social support* to other PLHIV, and 2) *Educate* the broader society about HIV. As an example of this, one person said, *“I understand if it’s an issue going on where they really just need someone to talk to. Also, there were occasions I’ve been one of the people that they were able to come and talk to.”*

In another case, a response was, *“I’ve got to get more information for myself so I can help other people. Personally, I just want to learn more about it, so I can teach more about it.”* It was common for people to describe the Positive Peers community as a spring board for altruism once they become comfortable. Participants often purposed altruism to decrease stigma by informing the public about HIV or to help other PLHIV manage and cope with their illness.

Plan for On-Going Evaluation

Positive Peers Cleveland staff will be collecting data from all app users through a series of brief surveys administered using the virtual portal at baseline, 3, 6, and 12 months. The surveys are constructed using evidence-based, peer-reviewed scales aimed at aiding our understanding of young people’s use of and attitudes towards mobile technology, social networking and perceptions of stigma and isolation, barriers to care, substance use, health habits and outcomes, and how these holistic areas of HIV-related care are impacted specifically by the Positive Peers intervention. Additionally, our evaluation team will be conducting one-on-one qualitative interviews with select participants in each region. Key Health Partners will have access to all of the data collected in their geographic region. There may be opportunities for

collaboration on dissemination projects such as conference presentations, posters, and journal publications.

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Appendices

Protocols / Policies / Forms

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Appendix A

Social Media Posting Protocol

For Authorized Staff, App Administrators, and Third Party Partners

With an unwavering commitment to our community, MetroHealth welcomes the opportunity to care for patients from all walks of life. We believe that diversity of patients and staff enriches our environment and gives us an informed world view. Our patients deserve nothing short of the best care available. To this end, The MetroHealth System continues to be a leader in cutting edge research, innovative services, and the use of technology to improve our community's health outcomes such as Positive Peers.

Social media, as it pertains to this document, is defined as any medium or forum such as a web site, blog, Facebook™, Instagram™, Twitter™, an online group discussion, message board, chat, or any other medium or forum that allows a participant to share ideas, comments, views, activities, events, and interests within the participant's individual networks. Specifically, this policy refers to the social media associated with Positive Peers.

All individuals who post and have administrative access to Positive Peers social media platforms must first be approved by the Principle Investigator, Project Manager, and/or Project Coordinator. Third party team members on the Positive Peers project, specifically Kent State University, Blue Star Design, and Blackbird, are held to the same social media posting protocols stated in this document. This is in keeping with the cooperative nature of this project.

Social Media Posting Protocol

A note about Positive Peers online persona

- 1. Be professional:** It is important that posts convey a positive, engaging attitude. Conduct in the online social media space reflects upon The MetroHealth System (MHS), Positive Peers, and its partners and funders.
- 2. Be respectful:** Avoid using unprofessional, disagreeable or offensive online personas. Don't use ethnic slurs, personal insults, or obscenity, or engage in any conduct that would not be acceptable at MHS or other professional workplaces. Be sensitive to topics that may be considered objectionable or inflammatory—such as racial socio-economic or gender-based remarks. Always demonstrate respect for others' points of view, even when they're not offering the same in return.
- 3. Maintain confidentiality and privacy:** Do not share confidential or proprietary information about MHS, its patients, employees, other users of the Positive Peers app, or vendors. Do not share private information about individuals that is covered under HIPAA and MHS privacy and security regulations.

4. Respect third party content: Be careful of copyrights, trademarks, rights of publicity, and rights of privacy in your posting. If you are knowingly using other parties' content, make certain that they are credited for it in your post and that they approve of you utilizing their content. When in doubt, contact MHS's Risk Assessment Team.

5. Always let the subject matter experts respond and add value: If you come across aggressive, argumentative posts or questions on subject matter outside of your expertise it may be tempting to respond but you should not do so. Positive Peers, MHS, and its partners have a capable and knowledgeable staff ready to assist, refer such issues to them when needed and in the appropriate manner. Review the Positive Peers Communication Flow Chart to learn more about how and who to refer issues to.

6. When in doubt, do not post: As an individual who is authorized to post on behalf of MHS, it is imperative that you make every effort possible to confirm that your posts are accurate and not misleading. If there is a question, hold the post until you can confirm its accuracy. Exercise sound judgment and common sense, and if there is any doubt, do not post it.

7. Know that the Internet is permanent: Once information is published online, it is essentially part of a permanent record, even if "removed or deleted" later.

8. Keep your personal views separate: Always remember you are posting on behalf of MHS, Positive Peers, its partners, and funders. When posting, it is important to uphold and reflect MHS's mission and values.

Code of Conduct

MHS's Code of Conduct requires us to conduct activities in accordance with the highest ethical standards and the law in order to ensure that patient care and administrative operations are conducted in an environment which supports ethical decision making, protects patient and direct care provider rights and ensures optimum quality of care in accordance with applicable laws and regulations.

Violations of Protocol

Any employee who violates this social media protocol may be subject to disciplinary action up to and including termination. Assigned volunteers and third parties who violate this policy may be subject to denial of access to MHS's social media platforms and termination of certain privileges.

MHS Rights: MHS reserves the right to remove any posted comment or withdraw administrative rights for any individual who is authorized to post on behalf of MHS at its sole discretion. In addition, MHS reserves the right to suspend, modify, or withdraw this social media posting protocol at any time.

Appendix B

In-App Posting Protocol

Post Expectations and Guide For App Administrator(s)

In-App Protocol

Positive Peers is a private, community driven app meant to empower young people living with HIV (YPLWH) to overcome stigma, end feelings of isolation, and achieve better health outcomes. The app administrator plays a critical role in fostering and protecting a safe space for all users to connect regardless of their race, sexual orientation, sex and gender identity, socio-economic status, religion, and other protected parts of an individual's identity. To this end, the app administrator(s) is held to a high standard of ethical conduct regarding their interactions with app users. This standard of ethical conduct is clearly set out in the Positive Peers' Social Media Posting Protocol and is applicable to all in-app posts and other types of human-to-human interactions within the app.

Posting Duties & Expectations

Push Notifications

- **Inspirational Sayings:** The administrator is expected to push an approved inspirational saying once daily at a set time and in accordance with the schedule of inspirational posts previously agreed upon by the Positive Peers Team.
- **Reminders:** Outside of automated reminders, the app administrator is expected to push a number of reminders.
 - The administrator is expected to push a reminder that health scores reset on Sunday to each new user the Monday after their enrollment date.
 - The administrator is expected to push reminders of upcoming data collection appointments. These will be sent at least 1 week prior to their appointment and again within 24 hours of their expected arrival.

My Community Posts

- **Announcements:** New blogs, resources, and exciting community events will be rolled out on a regular basis. It is the duty of the app administrator to announce new resources and events to the Positive Peers community via a post on the My Community tab. The language of the post will reflect the language used in the social media post regarding the blog, resource, or event. The time and date of these posts will change but should be consistent with the announcement and availability of the new resource and/or event on Positive Peers' website and other social media platforms.
- **Highlights:** Positive Peers has a wealth of information available to users from Tales of Triumph to cheeky yet informative videos. With so much available, it is the role of the

administrator to highlight certain resources on a once a week basis. The day and time may vary, but is to be agreed upon by the Positive Peers team. The resource to be highlighted in a given week will be decided upon by the clinical and social media teams and scheduled in advance so as to sync the pushed highlight with posts on Positive Peers social media platforms outside of the app.

- **Responses:** Lively community discussions are expected and encouraged within the My Community component of the Positive Peers App (PPA). From time to time, posts on the My Community page may require a response by the app administrator. This can be:
 - Answering a question posed by a user
 - Correcting misinformation about HIV and/or other health topics
 - Or removing an inappropriate/offensive post or comment.

All of these situations will require a well-crafted, non-judgmental, and professional response by the app administrator. If the app administrator feels unsure or unable to respond properly, they should consult with the project manager or other appropriate Positive Peers team members.

Direct Messaging

- **Welcome Message:** First impressions matter, especially when the objective is to build a diverse, supportive, and positive community that promotes healthy behaviors. One of the simplest and most effective ways to get off on the right foot is to genuinely welcome each new member to the Positive Peers community. To this end, the administrator is responsible for sending a personalized welcome message to each new member within 24 hours of their enrollment in the app. The message should have a flare of personalization (such as a nod to a TV show the user expressed liking) along with a tip or highlight about Positive Peers.
- **Inquiry / Issue / Social Support Response:** It is likely that at some point a user may have a question or issue pop up that they direct message (private chat) the administrator within the app to have addressed. Given the nature of the interaction, it is the administrator's duty to respond within a 24 hour period (weekdays only). If the administrator is unable to address the question or concern themselves then they should refer to the Communication Flow Chart to ensure they refer the matter to the appropriate Positive Peers team member.

Appendix C

The Do's & Don'ts

How To Make The Most Of The App

Do's

To ensure the best experience for you and others here are a few things we encourage you to do and do often:

1. Log in every day

Logging in every day earns you and the community more *health score* points as well and keeps you fresh with all the latest news, funny posts, and inspiring stories. Plus, your new friends will appreciate seeing your avatar's beautiful smiling face on a daily basis 😊

2. Keep track

Positive Peers has several built-in tools to help you quickly and efficiently manage your health. Keeping track of your exercise, medication adherence, meetings / appointments, and other support and social events through positive Peers is easy and fun. It just so happens to score you some more health points too, giving you a little something to share in *my community* as encouragement to others! You're just awesome, what can we say.

3. Go post crazy!

Have an important question you've been itching to ask? An inspiring story you've been dying to share? Or how about a burning desire to geek-out over the latest episode of your favorite TV show? These are all great reasons to post in *my community*. Whether you're on a quest for knowledge or just want a chance to chit-chat with others about your love of Beyonce, the *my community* is the place to go to scratch that itch. Who knows, perhaps you'll make a new friend to chat and catch a movie with!

4. Get inspired

Positive Peers' *resource* page can connect you to an ever growing world of inspiring, funny, and informative videos and blogs. This perfect blend of hilarious yet accurate content will keep you well informed about topics such as living with HIV, relationships and intimacy, and good nutrition and exercise. It's also home to Tales of Triumph, a collection of personal success stories by members of the Positive Peers community. Read up, check back often for boat loads of new content, and get inspired!

Don'ts

Positive Peers is a safe and supportive community where people encourage, inspire, and respect one another. It's a place for shared laughter and shared humanity. As such, here are a few things you should avoid:

1. Bullying

Bullying will not be tolerated, period. We are a community in which there is a great respect for the dignity, privacy, and humanity of every individual. Please avoid intimidating, or using hurtful and offensive language.

2. Harassment / Stalking

Nobody likes being harassed. Part of what makes our community such a comfortable and welcoming place is the warm, friendly, and respectful attitudes of fellow community members. As such, please avoid any aggressive behavior, intimidation, and/or unwanted advances.

3. Partner Seeking

The Positive Peers app is not the right place to actively seek a new date, sex partner, or significant other. While we encourage you to be compassionate, friendly, and social, there will be no toleration of partner seeking within Positive Peers community.

Note: Josh Kratz, the application administrator, will be monitoring use of the Positive Peers app, engaging with users, and replying to inquiries/issues from the hours of 8am – 4:30pm Monday through Friday.

* Exceptions include vacation days and holidays (*Christmas, Thanksgiving, Labor Day, Independence Day, Memorial Day, and New Years Day*)

Note: Any violation of the above will result in discipline, including but not limited to removal from the Positive Peers community. Should you witness or being made uncomfortable by any of the above, please contact the app administrator within the app itself, or at positivepeers@metrohealth.org.

Appendix D

Positive Peers Privacy Policy.

Positive Peers is a private social media application (hereinafter the “Application”) being developed by The MetroHealth System (“MetroHealth”) Compass Services Program, in collaboration with Blue Star Design and Blackbird. The Application is intended for youth and young adults living with HIV and will feature information, social networking and self-management tools to support HIV-related, holistic care. Currently, the Application is only available to MetroHealth patients.

We have tremendous respect for our user’s privacy. We know that people wish to keep their personal information confidential. Consequently, we are providing this Privacy Policy to you so that you understand how we use the information you provide.

Use of Your Personal Information.

The privacy of your personal information is very important to us. By downloading the Application you agree that Positive Peers may collect certain information from your use of the Application to assist in Positive Peers-related research efforts. Positive Peers may use your personal information to contact and correspond with you, to facilitate and enhance your use of the Application, to provide you with information and services requested through the Application or Web Site, and as otherwise permitted by law. Positive Peers may develop a confidential user profile for you, which will be used to facilitate your use of the Application. Positive Peers may keep a record of all communications with you.

Additionally, Positive Peers will use and disclose your protected health information in accordance with MetroHealth’s [Notice of Privacy Practices](#). Positive Peers will maintain your protected health information in confidence and will not disclose it to any unaffiliated third party unless you authorize that person/entity to receive your health information or the intended use or the disclosure is permitted by law.

Please review the MetroHealth [Notice of Privacy Practices](#) and the Positive Peers Informed Consent form for a further explanation of how, when, and why we use and disclose your personal information.

Positive Peers may also collect and receive the following information via its Web Site or the Application:

- **Account creation information.** Users provide information such as an email address and password to create an account.
- **Application usage information.** The Application may store details regarding your use of the Application, including administrative and support communications with us, your communications with other users, links and features of the Application you interact with, and what third party integrations you use (if any are made available).

- **Device information.** We may collect information about the device you are using the Application on, including what type of device it is, what operating system you are using, device settings, application IDs, unique device identifiers, and crash data. Whether we collect some or all of this information often depends on what type of device you are using and its settings.
- **Geo-location information.** Precise GPS location from mobile devices may be collected in accordance with permissions that you set. WiFi and IP addresses received from your browser or device may be used to determine approximate location.
- **Log data.** When you use the Web Site or Application, we may record information, including information that your browser sends whenever you visit a website or the Application sends when you are using it. This log data may include your Internet Protocol address, the address of the web page you visited before using the Web Site, your browser type and settings, the date and time of your use of the Web Site or Application, information about your browser configuration and plug-ins, language preferences, and cookie data.
- **Google Analytics.** Both the Web Site and Application use Google Analytics features for internal Positive Peers program use only. The information collected will not be sold or shared outside of any program partners, and will only be used to improve your experience. You may opt-out [here](#).

“Cookies.”

We collect information about our Web Site visitors using “cookies” that are saved to your computer’s hard drive through the features of your web browser. These cookies allow you to take full advantage of our Web Site. Cookies are never associated with specific personal identities. You can discontinue the use of cookies at any time by disabling the cookies feature on your web browser. We do not store cookies.

Third Parties.

If you leave the Positive Peers Web Site or Application via a link to a third party Web Site or application, you understand and agree the other third parties’ use of information they collect from you is governed by their privacy policies, and Positive Peer’s use of such information is governed by this Privacy Policy.

Data Security/Integrity.

Positive Peers has technological and operational security functions in place to protect personally identifiable information from loss, misuse, alteration or destruction. The data you may provide via the Application or our Web Site is shared only with authorized employees of MetroHealth, and on a limited basis, with partners of MetroHealth or Positive Peers who supply information management services or program partner services, and any third parties in association with such. Access to your information is limited by need, and those who have access to the data have agreed to maintain the confidentiality of such information. In addition, we may disclose personally identifiable information as may be required by subpoena, search warrant, or other legal process.

Children's information.

The Application is not directed to children under age 13 and only MetroHealth patients age 13 or older may enroll to use the Application. If you learn that a child under 13 is using the Application or has provided us with personal information, please contact us at positivepeers@metrohealth.org.

Accountability.

All electronic messages sent and received within Positive Peers that contain your personal health information are subject to state and federal laws governing the security and confidentiality of medical records. Furthermore, we will comply with Government guidelines, or laws, regarding protection of your privacy both now and in the future.

Privacy Policy Changes.

Positive Peers may change this Privacy Policy as needed. If changes to the policy are made, please note that it may take up to 30 business days before new privacy practices are implemented. Check this page periodically if you would like to monitor changes.

Questions.

If you have any questions regarding our Privacy Policy, please contact us at positivepeers@metrohealth.org.

Appendix E

Positive peers Intervention Typology Table

FEATURES	DESCRIPTION
<p>COMMUNICATION</p>	<p>FORMS OF COMMUNICATION</p> <ul style="list-style-type: none"> • <u>TEXT MESSAGING</u>: 1:1 interaction via text between service provider (intervention staff, medical provider) & participant • <u>EMAIL</u>: 1:1 interaction via email between service provider (intervention staff, medical provider) & participant • <u>PHONE/CALL</u>: 1:1 interaction via phone call(s) between service provider (intervention staff, medical provider) & participant • <u>SOCIAL MEDIA POST/REPLY</u>: Public interaction initiated by participant or interested individual or by intervention staff (social media specialist or project coordinator) on one of our social media platforms (Facebook, Instagram, Twitter, etc.) This can take the form of a post, mention, tweet, or comment/reply. Anyone can join interaction. Social media specialist, project coordinator, and project director responsible for responding to interactions initiated by persons outside the intervention staff (when needed) • <u>SOCIAL MEDIA MESSAGE</u>: 1:1 interaction between participant/interested person and intervention staff via private message feature of social media platform (e.g. Facebook Messenger). Initiated by participant/interested individual • <u>My Community</u>: In-app interaction between participants or between participant and Project Coordinator. Visible to and joinable by all app users. This can take the form of a post and/or reply. At this time, the PPA does not support the sending of GIFs, MEMEs, or picture/video files. This functionality may be introduced in the future. • <u>Chat</u>: Private, in-app, 1:1 private interaction between participants or a participant and Project coordinator. Functions much like Facebook Messenger. At this time, the PPA does not support the sending of GIFs, MEMEs, or picture/video files. This functionality may be introduced in the future. Note: participants who are under 18 can only private chat with other users under 18.

FEATURES

DESCRIPTION

EDUCATION

METHODS OF EDUCATION

INFORMATION

INFORMATION DISSEMINATION METHODS

GAMING

GAMIFICATION OF POSITIVE PEERS

- IN-PERSON: Either a 1:1 or group setting between participants and intervention staff. Occurs every month at Young People’s support group, any time at other MH events, or during social work or physician appointments. Also happens for each enrollment and follow-up appointment for the PPA specifically

- TALES OF TRIUMPH: Personal stories by young MetroHealth patients living with HIV told to provide inspiration, sympathy, life skills, and hope
- PLUS-SIDE BLOG: Our award winning blog features well written, easily digestible, and picture heavy content on relevant topics related and unrelated to HIV. Our CAB helps guide our staff in preparing our blog/vlog topics and graphics
- TEA-TALK: Tea-Talk is an audio summary of our most important and popular blogs. It is meant to help those for whom it’s a challenge to read or would feel more comfortable with auditory learning. This is a direct result of our CAB’s role in the PPA
- INTERVENTION STAFF TO PARTICIPANT: Our staff interact with participants 1:1 and in group settings through various platforms with the purpose of supporting, education, and skill building with app users
- PARTICIPANT TO PARTICIPANT: Our participants interact with each other in 1:1 and group settings via different platforms to help support, educate, and build skills with one another

- PUSH NOTIFICATIONS: Discreet but publically viewable notification sent directly to the lock screen of a user’s mobile device. This could for numerous purposes: event/appt. reminder, medication reminder, new private message, or an approved daily inspirational phrase sent from project coordinator to every PPA user
- PAPER MAIL: Occasionally, we mail letters to participant’s homes to invite them to various PPA or HIV community related events such as CAB meetings, ice cream socials, retreats, etc.

FEATURES	DESCRIPTION
	<ul style="list-style-type: none"> • <u>The Wellness tracker:</u> Allows users to track their medication adherence, exercise sessions, lab values, U=U status, doctor appointments, group attendance, blog reading, and social engagement in the app in an in-depth and intuitive way. Some of the tracking is manual, and other variables are tracked automatically on behalf of the user. The user always has the option to override the automatically tracked variables. In one, simple tab, users can see the results of these healthy weekly and daily habits. The tab allows them to compete with themselves and others over time. Users receive increasingly more meaningful badges and incentives with monetary value for their continued healthy habits tracked in the Positive Peers app.
REMINDERS	<p>TYPES OF REMINDERS</p> <ul style="list-style-type: none"> • <u>MEDICAL APPOINTMENTS:</u> The PPA pushes reminders right to a user’s lock-screen for any medical appointment the user inputs into the app • <u>OTHER HOSPITAL APPOINTMENTS:</u> The PPA pushes reminders right to a user’s lock-screen for any non-medical appointments the user inputs into the app. This category is typically used for support groups, social work visits, mental health visits, or any other visits with hospital staff that are non-medical • <u>MEDICATION ADHERENCE:</u> The PPA pushes 1 to 2 reminders daily to a user’s lock-screen to remind them it’s time to “stop and pop” their med(s). The time and number of times daily a reminder is sent is set by the user • <u>MISC. APPOINTMENT/EVENT:</u> The PPA gives users a customizable calendar meaning they can schedule misc. events for things ranging from “B-day Drinks for Lakita” to “MetroHealth Spiritual Retreat. Like the other events, scheduling these events will automatically set up a short series of push reminders to a user’s lock screen. Unlike the other appointments/events, misc. events can be scheduled for everyone by the Project Coordinator
SELF-MONITORING / TRACKING	<p>POSITIVE PEERS SELF-MONITORING FEATURES</p> <ul style="list-style-type: none"> • <u>CALENDAR:</u> The calendar feature not only sends push notification reminders for upcoming events/appointments, it also lets you visually

FEATURES	DESCRIPTION
	<p>monitor upcoming events both on the Calendar and My Health tabs</p> <ul style="list-style-type: none"> • <u>VIRAL LOAD / CD4:</u> Users can input and update their viral load and CD4 counts on the My Health tab as they choose. These numbers are the user’s responsibility and choice to input and update as lab results are made available, they are not connected to MetroHealth’s EMR for the privacy of the patient • <u>MEDICATION ADHERENCE:</u> Everyday a patient receives at least one medication reminder. If the patient confirms they have taken their medication(s) the fact that they’ve taken it is visible on their My Health tab. This helps patients remember if they have or have not yet taken their medication(s) on any particular day • <u>MENTAL HEALTH:</u> Patients are able to check in on their mental health once a day by answering how they are feeling with a simple “Okay,” “Great,” or “Not so good” • <u>EXERCISE:</u> Patients can track each day whether or not they have exercised. There are no stipulations on the type or duration of exercise, this is left entirely to the patient to define for themselves • <u>HEALTH SCORE:</u> All of the self-monitoring/tracking features above affect the health score. For examples, the more frequently the patient confirms taking their medication, exercising, and checking that they feel “great” the higher their overall health score will be. A higher health score is reflective of a better over-all wellness for the patient.
<p>SKILLS BUILDING</p>	<p>SKILL BUILDING FEATURES</p> <ul style="list-style-type: none"> • <u>PLUS-SIDE BLOG:</u> The primary purpose of the Positive Peers blog/vlog is to educate users and the public about HIV and other related health and life-skills topics. Most of our blogs and videos include tips, suggestions, and best practices for people to manage and better their health, sex, and life regardless of their HIV status. We also have blogs which inform readers of advocacy initiatives around HIV and HIV criminalization and how best to get involved in a meaningful way that fits them and their schedule.

FEATURES	DESCRIPTION
SOCIAL SUPPORT/NETWORKING	SOCIAL SUPPORT/NETWORKING FEATURES <ul style="list-style-type: none"> • <u>MY COMMUNITY</u>: In-app interaction between participants or between participant and Project Coordinator. Visible to and joinable by all app users. This can take the form of a post and/or reply. At this time, the PPA does not support the sending of GIFs, MEMEs, or picture/video files. This functionality may be introduced in the future. • <u>CHAT</u>: Private, in-app, 1:1 interaction between participants or a participant and Project coordinator. Functions much like Facebook Messenger. At this time, the PPA does not support the sending of GIFs, MEMEs, or picture/video files. This functionality may be introduced in the future. Note: participants who are under 18 can only private chat with other users under 18.

Appendix F



First time getting medical care for HIV? It only takes **3 VISITS** to begin your journey to wellness.

- 1** Today = 40 minute visit.
Meet your physician and our friendly nurses and social workers. Ask us questions and learn how to live a long, healthy life with an HIV diagnosis. Go for your baseline blood draw.
- 2** In about 4 weeks = 20 minute visit.
Come back to discuss your labs with your physician. Get your antiretroviral prescription(s). Start treatment.
- 3** In 4 to 6 weeks = 20 minute visit.
Get a blood draw. And a short conversation about how meds are working for you.

Afterwards, your doctor visits will be every 3-4 months. Remember to get blood drawn 2 weeks prior to each visit. Eventually, your visits will be only 2 times a year.

Have questions? Contact:
Jennifer McMillen Smith, LISW-S
216-778-4051




Ask about Positive Peers, an app for young people living with HIV. Earn rewards for participating. Enroll today at positivepeers.org or call Joshua Kratz, MA at 216-778-8137.



GET SOCIAL:     @PositiveInCLE

This publication was made possible by a grant from the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), HIV/AIDS Bureau's Special Project of National Significance Program. It's contents are solely the responsibility of the authors and do not necessarily represent the official views of the government.

Appendix G



So you got your first 30 day supply & started HIV meds... Here are **3 STEPS** to making sure you always have meds on hand.

1

When you have a 10 day supply left:
Call your pharmacy and request they complete your refill.

2

When the pharmacy says you don't have any refills:
Call the MetroHealth ID Clinic at 216-778-8305.
Leave message with:
Name of meds that need refilled and your pharmacy's name, address and phone #.

HIV meds must be consistently taken to effectively suppress the virus.

TAKE EVERY DOSE, EVERY DAY.

We are here to help you stay healthy, just call!

3

When something goes wrong with your insurance or you can't afford the co-pay:
Call your social worker right away. There are programs to available for help.


Not sure who your social worker is or how to reach them?
Call (216) 778-5551 (the main social work #) and ask for your doctor's social worker. It's easy.

Have questions? Contact:
Jennifer McMillen Smith, LISW-S
216-778-4051


M MetroHealth

This publication was made possible by a grant from the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), HIV/AIDS Bureau's Special Project of National Significance Program. It's contents are solely the responsibility of the authors and do not necessarily represent the official views of the government.

Ask about **Positive Peers**, an app for young people living with HIV. Earn rewards for participating. Enroll today at positivepeers.org or call Joshua Kratz, MA at 216-778-8137.

GET SOCIAL:     

Appendix H



3 FACTS
we love about
U = U
(Undetectable = Untransmittable)

1 If you take your meds every single day as your doctor says, your viral load becomes incredibly small, like **undetectable** small.

2 Scientists are certain that if your viral load is **undetectable** and has been for six months or more, **you cannot transmit HIV during sex.**
*Condoms are still recommended to prevent other sexually transmitted infections.

3 When your viral load is undetectably small, you get to live a long, healthy life; protect your partner; and stop the spread of the virus.


If you're living with HIV but not getting treatment, U=U is a compelling reason to see a doctor and start meds!
It's healthy for you and it protects your partner.

Have questions? Contact:
Jen McMillen Smith, LISW-S
216-778-4051

MH MetroHealth

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Appendix I





Evidence-based. People-proven.

Our community is **3.2x** more likely to achieve sustained viral suppression.

Become a Positive Peers Key Health Partner

Positive Peers is a private peer-led support app helping **end the epidemic** for the especially vulnerable populations of 13-34 year-olds and MSM of color.

Positive Peers offers on-demand help for reducing stigma, eliminating isolation, and increasing viral suppression. Registration is required to gain access to the app to ensure the safety and privacy of all users. Users apply online via our easy enrollment system and web-upload of eligibility documents.

Key Health Partner Benefits Include:

Admin access

Up to 4 professionals of your choice will gain access to interact directly with users in your geo-location, creating the potential for outreach or Early Intervention Services to those newly diagnosed or lost to care.

- Post and reply to all Positive Peers users within the community forum
- Send private chats to all Positive Peers users
- Send push notifications to your regional users

Provide regional content for your community

Curate a regional calendar for local events, add your community resources, and post additional success stories about your local YPLWH in Tales of Triumph.

Get local, aggregate data

Take advantage of baseline 3, 6, and 12-month data surveys. Get data about local YPLWH in areas such as substance abuse, self-efficacy, incarceration history, and stigma.

Take advantage of promotional materials

Spread awareness of the app within your community with posters, marketing handouts, promotional pins, and stickers we provide.

Receive training

Guidebooks are provided and, upon request, a MetroHealth staff person will conduct on-site training to ensure bringing Positive Peers to your area is as easy as possible.

Give input on new features

Your local app users and healthcare professionals can join Cleveland's YPLWH Community Advisory Board to provide feedback and spark new ideas.

If your organization is applying for **End The Epidemic** funds, consider partnering with Positive Peers. Our innovative app helps YPLWH sustain viral suppression, a key goal of the "Treat Pillar" to end the epidemic.

Your entire Ryan White Part A region benefits from admin access to Positive Peers. Not just one clinic, ASO, or hospital—your entire region.

HRSA encourages the use of innovative initiatives and has already put its support behind a significant social media effort, which includes Positive Peers.

To inquire about this innovative program, contact our Principal Investigator, Ann K. Avery, MD at aavery@metrohealth.org

positivepeers.org