



TRACKING YOUR EFFORTS: COMMUNITY ENGAGEMENT

DaShawn Usher
Community Education and Recruitment Manager
New York Blood Center's Project ACHIEVE



The HIV Prevention Trials Network (HPTN) Clinical Research Site (CRS) Work Plan for Community Engagement, Recruitment & Retention

The information collected on this work plan will be used by the FHI 360 Community Engagement Program staff and the clinical research site education staff to assess, plan, and evaluate community engagement, recruitment and retention efforts that will take place at the site in 2016.

New York Blood Center – Project ACHIEVE
Submitted by: DaShawn Usher, Community Education and Recruitment Manager

<p>Objectives</p> <p>These need to be measurable!</p> <p><i>The objectives that you enter into the [insert objective] fields will be carried forward to the summary section.</i></p>	<p>Achieves which goals?</p> <p><i>(Refer to previous page)</i></p>
<p><i>Example: CE staff will give at least ## presentations to CBOs about the HPTN 083 Study during this reporting period.</i></p>	<p>1, 2, 3</p>
<p><i>Example: CE staff will collaborate with two community partner organizations to present a World AIDS Day program for our community.</i></p>	<p>1,2</p>
<p><i>Example: CE or other appropriate site staff will send ## press releases to our media contacts about events throughout the year.</i></p>	<p>1</p>
<p>Ed. Objective 1: CE staff will organize and host a World AIDS Day community awareness event.</p> <p>Total for this CE objective to be achieved is \$5,500.</p>	<p>1, 2, 3</p>
<p>Ed. Objective 2: CE staff will host 1 general community forum.</p> <p>Total for this CE objective to be achieved is \$1,500.</p>	<p>1, 2, 3</p>
<p>Ed. Objective 3: CE staff will give 4 presentations (\$300 a presentation) to CBOs, ASOs, clinicians, businesses, the general community and/or party promoters about HIV prevention research.</p> <p>Total for this CE objective to be achieved is \$1,200.</p>	<p>1, 2</p>
<p>Ed. Objective 4: CE staff will collaborate with at least 2 community partner organizations that serve under-represented populations for future events (\$800 per event NYC HVTU contribution). We will work with organizations that serve marginalized and under-represented populations, such as Women, African Americans, Latinos, LGBT, etc. for joint events, we hope to collaborate on at least 2 events that reach at least 100 people per actual event:</p> <p>Total for this CE objective to be achieved is \$1,600.</p>	<p>1, 2</p>

2016 SEPTEMBER

9.17
SAT

Canoe Luncheon at Clinton Cove Park
BBQ lunch with games and free canoeing by Manhattan Community Boathouse. Complimentary blankets and food will be provided. 11:00 am - 3:00 pm. Located at Clinton Cove Park close to West 56th Street on Pier 96.

9.22
THUR

Trans Day At Sea
Community engagement dinner cruise celebrating Trans Men and Trans Women! FREE FOOD & CRUISE will be provided. Boards at 6:30pm North River Lobster Company
PIER 81 W 41ST STREET.
RSVP Required: TransDayAtSea.eventbrite.com

9.27
TUE

Vaccine-O-Licious at Yotel
Annual community entertainment educational event that raises awareness around current biomedical research.

www.projectachieve.org

PROJECT
achieve

COMMUNITY ENGAGEMENT

Manage Events

All Events

Search for events and attendees



LIVE 2 DRAFT 1 PAST 5

Youth Bowl - LGBT Youth Bowling Event

Sep 8, 2016 5:00 PM



Manage Edit View

11th Annual Vaccine-O-Licious 2015 #VOL2015

May 18, 2015 6:30 PM



Manage Edit View

LOUD: The State of Gay Sex, Love, and HIV

Feb 26, 2015 5:30 PM



Manage Edit View

10th Annual Vaccine-O-Licious 2014 #VOL2014

Jul 8, 2014 6:00 PM



Manage Edit View

VACCINE-O-LICIOUS 2013

May 5, 2013 6:30 PM



Manage Events

All Events

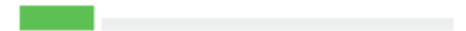
Search for events and attendees



LIVE 2 DRAFT 1 PAST 5

Canoe Luncheon at Clinton Cove Park

Sep 17, 2016 11:00 AM



14 / 80

 Manage  Edit  View

Trans Day at Sea

Sep 22, 2016 6:00 PM



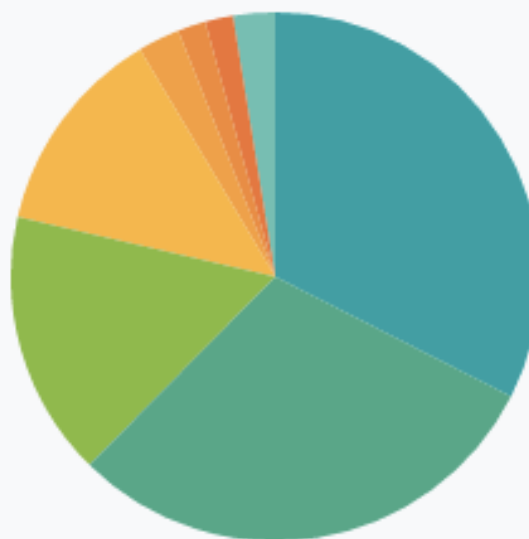
132 / 150

 Manage  Edit  View



Home City	Home State	Age	Gender				
Bronx	NY	25	Cis-Gender Female		NY	27	Transgender Man
Brooklyn	NY	27	Cis-Gender Female		NY	23	Transgender Man
Bronx	NY	42	Cis-Gender Female		NY	28	Transgender Man
Bronx	NY	23	Cis-Gender Female			28	Transgender Man
Bronx	NY	50	Cis-Gender Female			45	Transgender Man
Bronx	NY	23	Cis-Gender Female	New York	NY	28	Transgender Man
	NY	29	Cis-Gender Male			30	Transgender Man
	NY	26	Cis-Gender Male	Jamaica	NY	26	Transgender Man
Bronx	NY	26	Cis-Gender Male		NY	33	Transgender Man
	NY	32	Cis-Gender Male	Brooklyn	NY	31	Transgender Man
New York	NY	23	Cis-Gender Male		NY	29	Transgender Man
Bronx	NY	31	Cis-Gender Male		NY	28	Transgender Man
New York	NY	27	Cis-Gender Male	Des moines	IA	40	Transgender Man
	NY	27	Cis-Gender Male	Bronx,ny	NY	18	Transgender Man
Staten islar	NY	28	Cis-Gender Male	Philadelphi	PA	39	Transgender Man
Bronx	NY	25	Cis-Gender Male		NY	26	Transgender Man
Brooklyn	NY	23	Cis-Gender Male	bronx	NY	46	Transgender Man
	NY	24	Cis-Gender Male	NYC	NY	37	Transgender Man
		21	Cis-Gender Male	New york	NY	59	Transgender Man
Bronx	NY	25	Cis-Gender Male		NY	25	Transgender Woman
New York	NY	18	Cis-Gender Male	Bronx	NY	25	Transgender Woman
Bronx	NY	19	Cis-Gender Male		NY	25	Transgender Woman
Brooklyn	NY	21	Cis-Gender Male	Irvington	NJ	22	Transgender Woman
Brooklyn	NY	23	Cis-Gender Male	Brooklyn	NY	31	Transgender Woman
	NY	25	Cis-Gender Male	New York	NY	19	Transgender Woman
		28	Cis-Gender Male	New york	NY	38	Transgender Woman
bronx	NY	23	Cis-Gender Male		NY	29	Transgender Woman
	NY	35	Cis-Gender Male			34	Transgender Woman
bronx	NY	46	Cis-Gender Male	Brooklyn	NY	31	Transgender Woman
	NY	31	Cis-Gender Male	bronx	NY	21	Transgender Woman
Bronx	NY	26	Cis-Gender Male	brooklyn	NY	22	Transgender Woman
Brooklyn	NY	48	Transgender Man		NY	41	Transgender Woman
	NY	30	Transgender Man	new york	NY	65	Transgender Woman
NY	NY	21	Transgender Man		NY	18	Transgender Woman
Bronx	NY	29	Transgender Man		NY	31	Transgender Woman
NY	NY	21	Transgender Man	Brooklyn	NY	25	Transgender Woman
brooklyn	NY	31	Transgender Man	Brooklyn	NY	24	Transgender Woman
					NY	25	Transgender Woman

Traffic from Promotional Tools

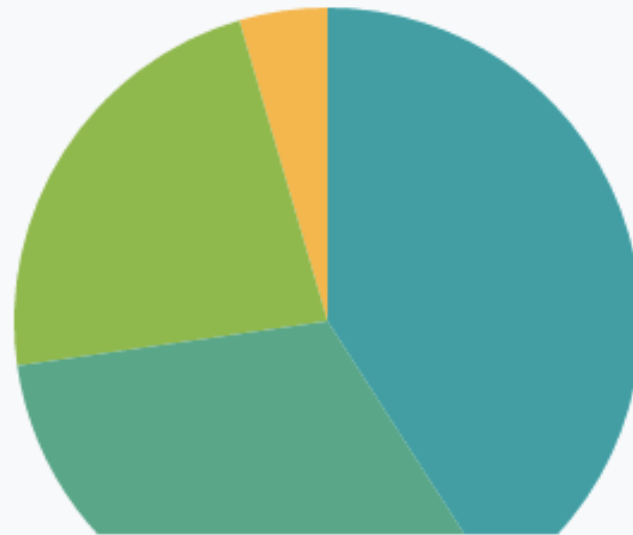


- | | |
|----------------------------|-------------------------------|
| Eventbrite Cross-Promotion | Twitter Share Tools |
| Facebook Share Tools | Eventbrite Search & Directory |
| Eventbrite Homepage | iOS App |
| Eventbrite API | Other |

Visits



Traffic from Promotional Tools



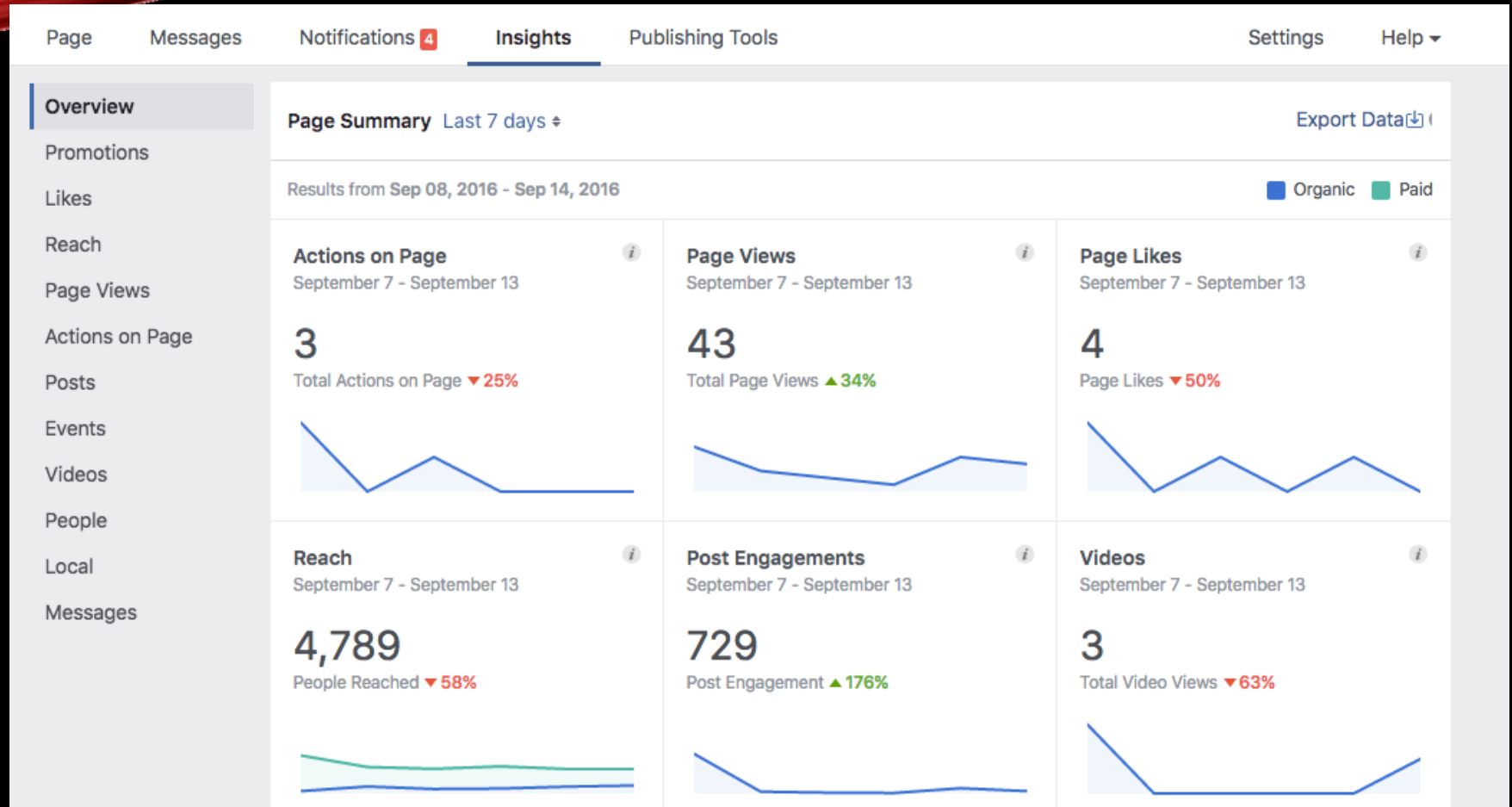
Facebook Share Tools
Eventbrite Search & Directory

Eventbrite Cross-Promotion
Eventbrite Homepage

Tickets sold



FACEBOOK INSIGHTS



Overview

Promotions

Timeline

Reach

Page Views

Actions on Page

Posts

Events

Videos

People

Local

Messages

Daily data is recorded in the Pacific time zone.

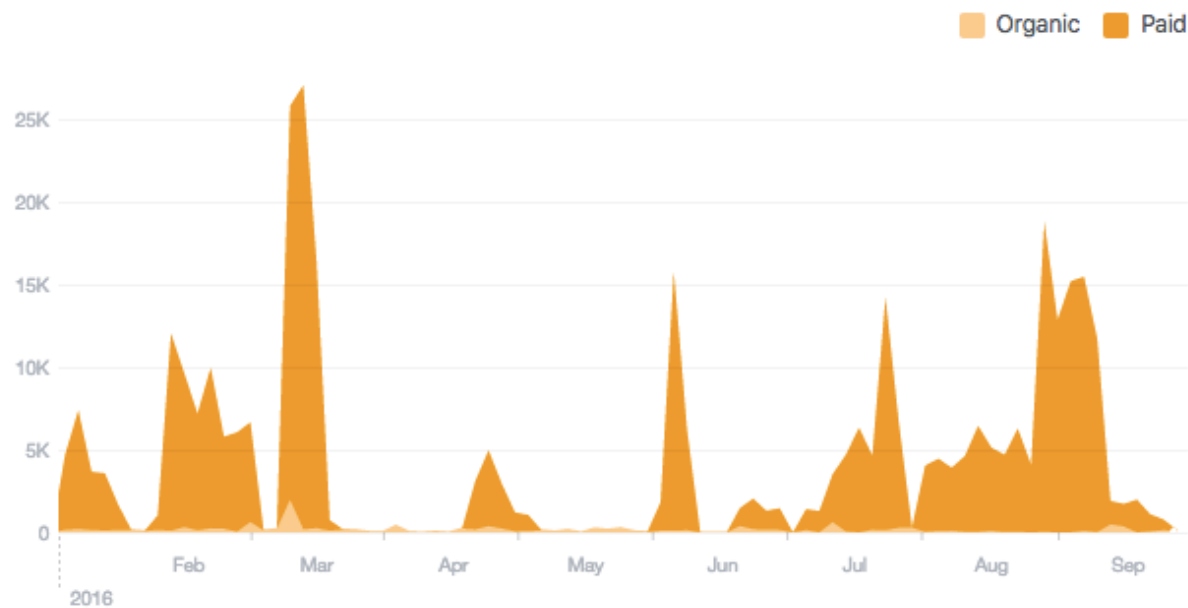
1W 1M 1Q



Start: 1/1/2016
End: 9/14/2016

Post Reach

The number of people your posts were served to.



BENCHMARK
Compare your average performance over time.






















Organic

Paid

- Overview
- Promotions
- Likes
- Reach
- Page Views
- Actions on Page
- Posts**
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All Posts Published

Reach: Organic / Paid
Post Clicks
Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
09/12/2016 2:02 pm	 Project Achieve			0	8 0	Boost Post
09/12/2016 1:54 pm	 Want to go Canoeing this Saturd ay? Sign up below for this free e			360	13 6	Boost Post
09/12/2016 12:56 pm	 We Are Orlando! On this 3 mont h Anniversary of the Pulse49 we			34	2 1	Boost Post
09/12/2016 12:47 pm	 Come out and celebrate who you are!!! RSVP Required Transdaya			13	0 0	Boost Post
09/08/2016 9:53 pm	 Come out and celebrate who you are!!! RSVP Required Transdaya			265	18 4	Boost Post
09/07/2016 12:14 pm	 Build TRUST in your friendship			35	0 0	Boost Post
09/01/2016 9:41 pm	 Project ACHIEVE is doing a rese arch study to test a new method f			4.5K	34 20	<div> \$118.26 Left </div> <div> Boosted: \$81.74 </div>

Overview

Promotions

Likes

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Your Fans

People Reached

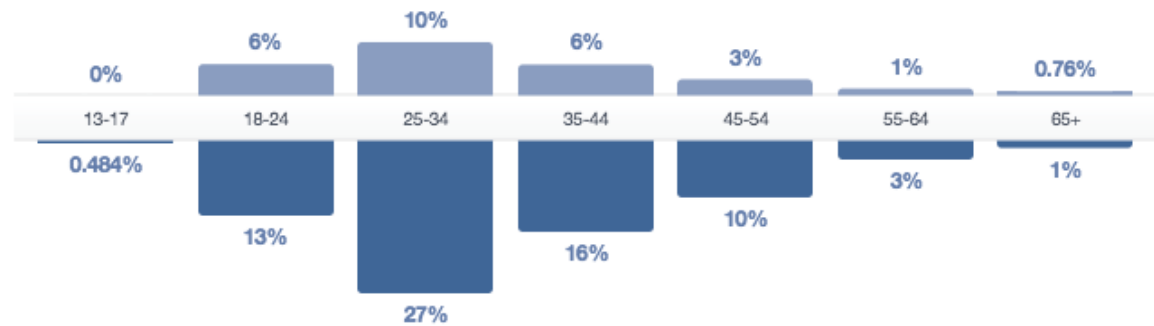
People Engaged

The people who like your Page

Women

26%
Your Fans

Men

72%
Your Fans

Country

Your Fans

United States of America

1,339

Mexico

7

Brazil

6

Puerto Rico

5

Indonesia

5

Algeria

4

City

Your Fans

New York, NY

753

Bronx, NY

32

Jersey City, NJ

27

Brooklyn, NY

27

Newark, NJ

21

Yonkers, NY

12

Language

Your Fans

English (US)

1,278

English (UK)

49

Spanish

49

Spanish (Spain)

21

French (France)

14

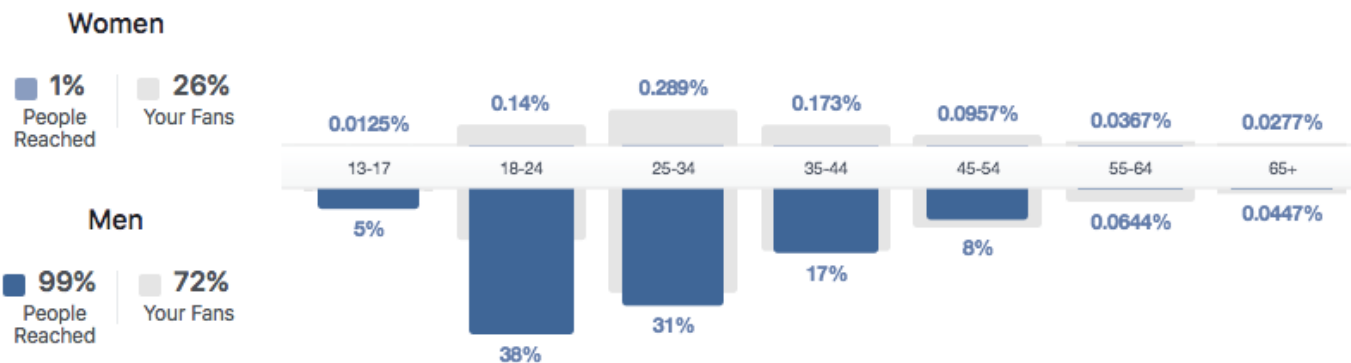
Arabic

8

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Your Fans People Reached People Engaged

The number of people your post was served to in the past 28 days.

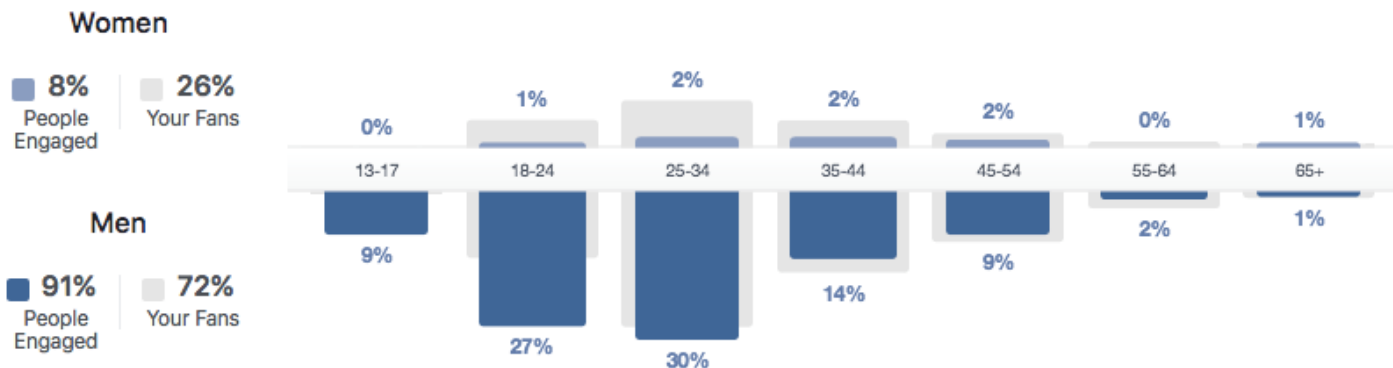


Country	People Reached	City	People Reached	Language	People Reached
United States of America	106,473	New York, NY	70,997	English (US)	74,913
Mexico	493	Newark, NJ	4,035	Spanish	22,124
Dominican Republic	405	Jersey City, NJ	2,165	Spanish (Spain)	6,097
Indonesia	282	Brooklyn, NY	1,897	English (UK)	2,436
Algeria	209	Elizabeth, NJ	1,314	French (France)	1,974
Georgia	173	Bronx, NY	1,295	Arabic	1,005

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Your Fans People Reached People Engaged

The people who have liked, commented on, or shared your posts or engaged with your Page in the past 28 days.



Country	People Engaged	City	People Engaged	Language	People Engaged
United States of America	179	New York, NY	128	English (US)	145
Australia	1	Newark, NJ	7	Spanish	23
Lebanon	1	Bronx, NY	6	Spanish (Spain)	8
Italy	1	Elizabeth, NJ	2	Italian	2
Romania	1	Harrison, NJ	2	French (France)	2
Costa Rica	1	Brooklyn, NY	2	English (UK)	1

RECRUITMENT

← → ↻ www.surveymzmo.com/s3/2733118/AMPnyc ☆ 🌐 ⋮

Project ACHIEVE and Columbia University Medical Center are looking for volunteers to participate in HIV prevention research. We are working to develop a vaccine and other new ways to prevent HIV.

We are looking for people who are: HIV- negative, 18-50 years old and healthy (for example, do not have diabetes, have not been in the hospital for asthma in the last year, do not have cancer (excluding skin cancer), and if a woman, are not planning on having children in the next year).

Click "**Next**" to answer a few questions and see if you are eligible to come in for an initial visit. If you are eligible and interested, you will then be asked to provide information so we can contact you to schedule an appointment. At the initial visit, you will find out more about HIV prevention research and start the process to see if you are eligible for a study. At each visit, you will receive compensation for your time.

Next

0%

Email Campaigns and Source Tracking

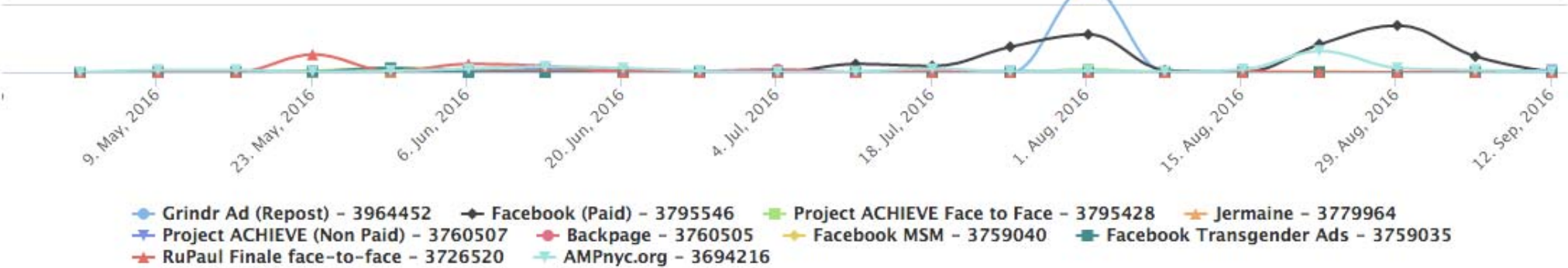
Create New Tracking Link

Restore

search



Response Activity



Name ▲

Status

Date Created

Responses

AMPnyc.org

Active





















4 Months Ago

85

Share ▼



RECRUITMENT

Name ▲	Status	Date Created	Responses	
Facebook Transgender Ads	Active	4 Months Ago	7	Share ▼  
Grindr	Active	3 Months Ago	0	Share ▼  
Grindr Ad (Repost)	Active	2 Months Ago	124	Share ▼  
Instagram (Paid)	Active	3 Months Ago	0	Share ▼  
Jermaine	Active	4 Months Ago	9	Share ▼  
Mermaid Parade	Active	3 Months Ago	0	Share ▼  
Project ACHIEVE (Non Paid)	Active	4 Months Ago	13	Share ▼  
Project ACHIEVE Face to Face	Active	3 Months Ago	7	Share ▼  
RuPaul Finale face-to-face	Active	4 Months Ago	48	Share ▼  
Scruff	Active	3 Months Ago	0	Share ▼  

<

1

2

3

>

FACEBOOK PAID ADS



Q & A

