



# Differentiated Service Delivery for Key Populations

Virtual Meeting: August 25-26 and 30-31, 2021

## Using social networks to improve HIV testing and linkage

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HIV Learning Network  
The CQUIN Project for Differentiated Service Delivery



# Overview of presentation

- Brief description of social network strategy (SNS)
- How SNS fits into existing KP programs
- SNS successes in PEPFAR
- SNS best practices
- Resources

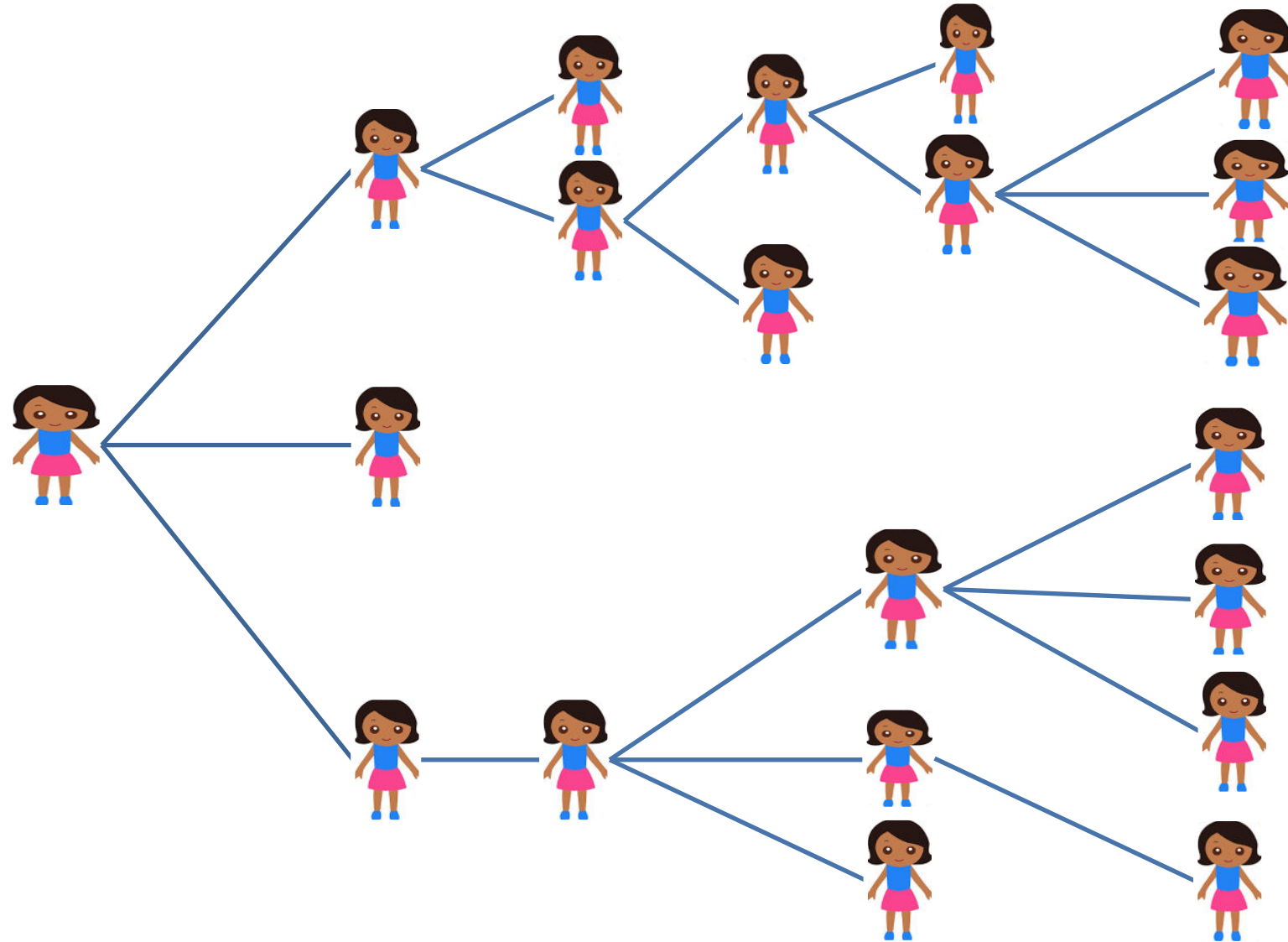


# What is social network strategy (SNS)?

A **recruitment strategy** for reaching and providing HIV counseling, testing, and referral services (HTS) to persons who are **unaware** of their HIV infection by using social network connections to **locate individuals at the highest risk for HIV**

SNS can be particularly useful in finding **key populations** and others who are at risk for HIV but have not had easy access to HTS

# Recruitment Through Coupons/Vouchers



# SNS concept basics

**Underlying assumption** – People in the same social network share similar risk behaviors for HIV

**Overall strategy** – Enlist HIV-positive and high-risk, HIV-negative persons (recruiters) to identify individuals from their social, sexual, and drug-using networks (network members) for HTS

**Tactic** – Use monetary or non-monetary incentives to encourage testing and recruitment of network members

# Evidence-based Strategy

## Peer referral for HIV case-finding among men who have sex with men

Matthew R. Golden<sup>a,b</sup>, Thomas L. Gift<sup>c</sup>, Devon D. Brewer<sup>b</sup>,  
Mark Fleming<sup>b</sup>, Matthew Hogben<sup>c</sup>, Janet S. St. Lawrence<sup>c</sup>,  
Hanne Thiede<sup>b</sup> and H. Hunter Pebody<sup>a,b</sup>

## Piloting a Social Networks Strategy to Increase HIV Testing and Counseling Among Men Who Have Sex with Men in Greater Accra and Ashanti Region, Ghana

Philippe Girault<sup>1</sup> · Kimberly Green<sup>1</sup> · Nana Fosua Clement<sup>1</sup> ·  
Yussif Ahmed Abdul Rahman<sup>1</sup> · Bashiru Adams<sup>1</sup> ·  
Samuel Wambugu<sup>1,2</sup>

| RESEARCH AND PRACTICE |

## Accessing Social Networks With High Rates of Undiagnosed HIV Infection: The Social Networks Demonstration Project

ORIGINAL PAPER

| Lisa W. Kimbrough, MS, Holly E. Fisher, PhD, Kenneth T. Jones, MSW, Wayne Johnson, MPH, Seki

## Using Social Networks to Reach Black MSM for HIV and Linkage to Care

Vincent Fuqua · Yea-Hung Chen · Tracey Packer ·  
Teri Dowling · Theresa O. Ick · Binh Nguyen ·  
Grant N. Colfax · H. Fisher Raymond

## A Pilot Intervention to Increase Condom Use and HIV Testing and Counseling Among Men Who Have Sex With Men in Anhui, China

Hongbo Zhang, MD, MS,\* Zunyou Wu, MD, PhD,† Yingjun Zheng, MD, MS,† Jun Wang, MD,\*  
Junli Zhu, MS,\* and Juan Xu, MD, MS†



# How SNS fits into KP programs

## Two ways to find recruiters/seeds:



- Start with someone diagnosed at an HTS or other site (MAT, ART, etc.)



- Identify a peer in the community with characteristics that facilitate recruitment of social network members

# SNS works in many situations

- Have implemented with many KP types:
  - Examples: Sex workers, MSM, PWID, Transgender people
- Trainings and implementation (in-person and virtual):
  - Kenya, Tanzania, South Africa, Zambia, Malawi, Thailand
- Especially during Covid:
  - Eases pressure on group gatherings for HTS (e.g., outreach/moonlight testing)



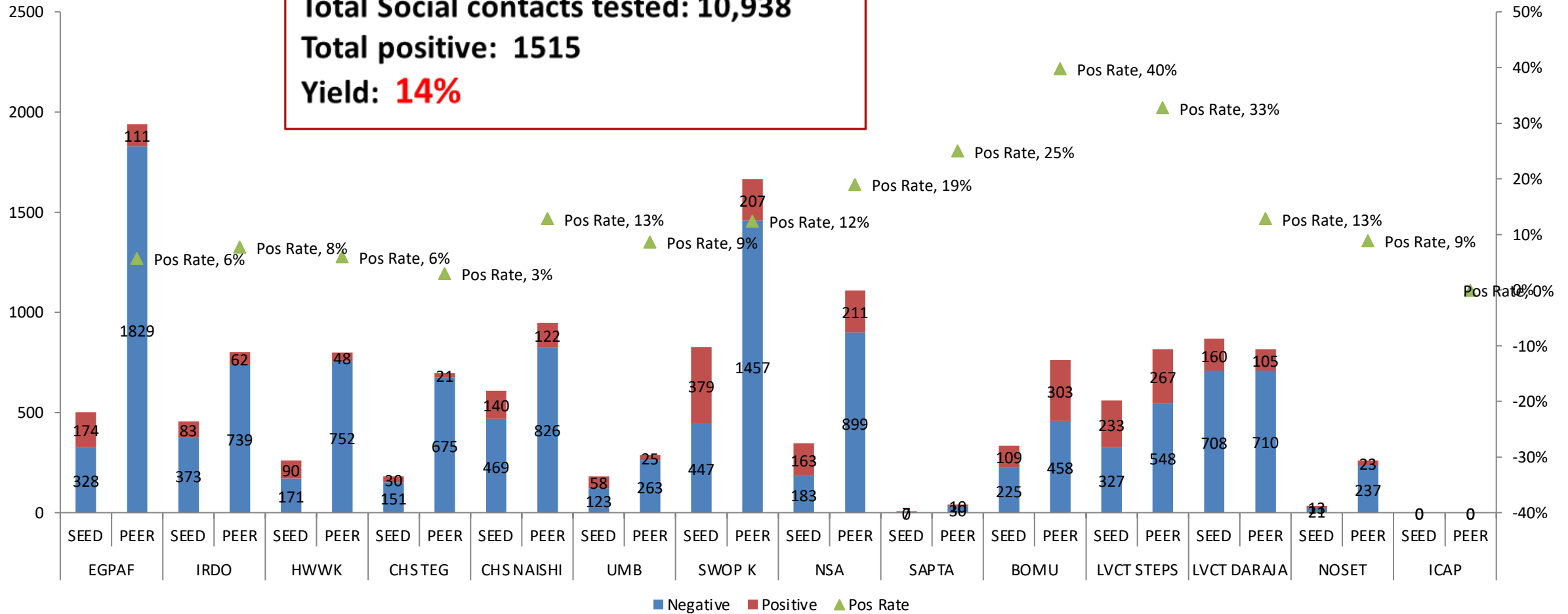
# Photo Coupons to Recruit Network Members

- Participants take photo of each paper coupon using cell phone
- Participants send photo to network members (via text, What's App, email, etc.)
- Network members present photo coupon upon testing



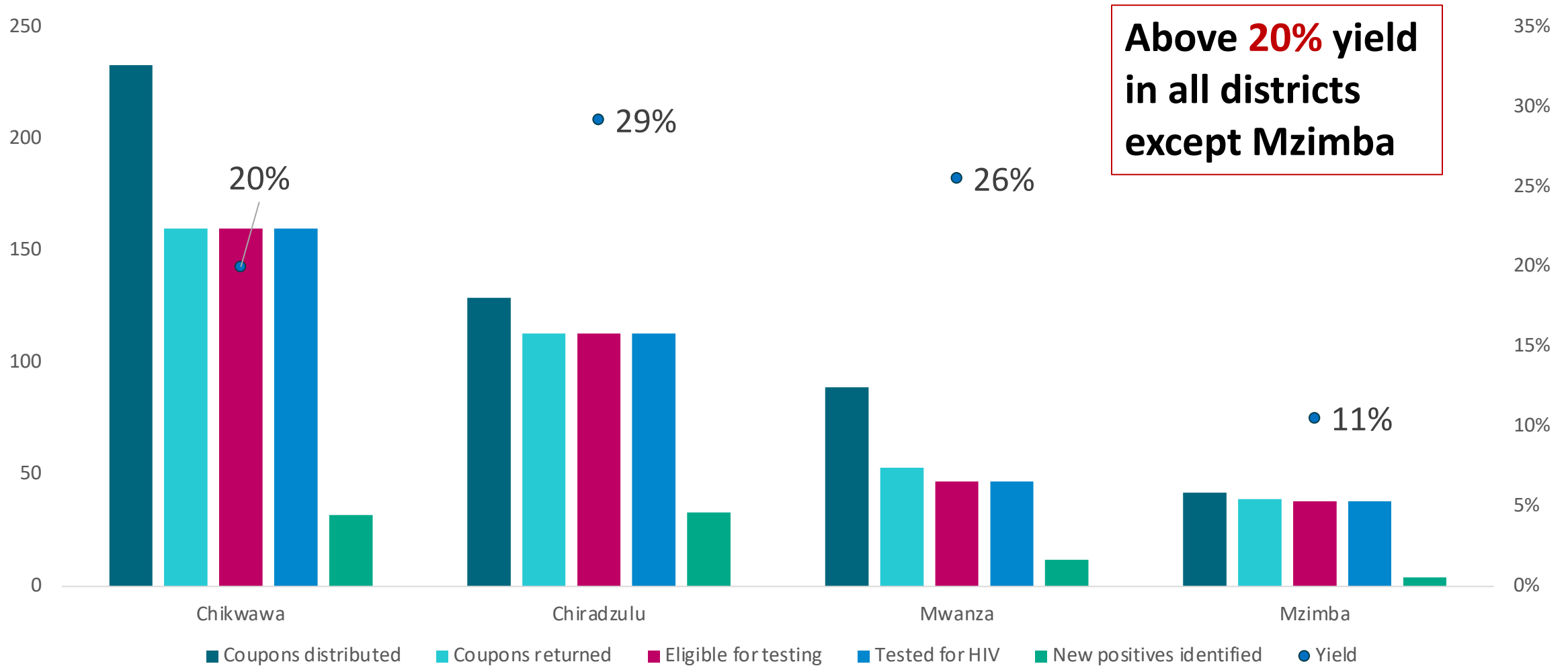
# KENYA: SNS yield by KP Implementing partners

**Total Seeds: 5165**  
**Total Social contacts tested: 10,938**  
**Total positive: 1515**  
**Yield: 14%**



# MALAWI: SNS yield per district for MSM

## March 2019-June 2021



# Keys to SNS success

- Initial virtual training and trouble shooting
- Constant monitoring of SNS referrals and coupons
- Consult local KPs about incentives
- Work with KP groups to develop coupons
- Be flexible to include KP with previous HIV diagnosis
- Extends index testing for some KPs
  - Female sex workers, MSM

# Resources by request

- Materials to implement SNS
- Pre-recorded training modules
- CDC Prevention Branch Deeper Dive presentation in September 2021
- SOPs, coupons, etc. from multiple countries



**Social Network Strategy**  
A Tool for Peer-Driven HIV Testing  
Virtual Training

CDC Key Populations Team

The graphic features a dark blue background with a light blue vertical bar on the left. The title 'Social Network Strategy' is in large white font, followed by the subtitle 'A Tool for Peer-Driven HIV Testing' and the underlined text 'Virtual Training'. Below this, the text 'CDC Key Populations Team' is centered. To the right, there is a network diagram consisting of numerous light blue circular icons representing people, connected by thin lines to form a complex web. A circular arrow icon is positioned above the text 'CDC Key Populations Team'.

# Thank you!

- Contact Trista Bingham at [tub9@cdc.gov](mailto:tub9@cdc.gov) for links to materials