



Social Networks Testing

A Community-Based Strategy for Identifying Persons with Undiagnosed HIV Infection

Monitoring and Evaluation Guide



TABLE OF CONTENTS

OVERVIEW 3

SECTION ONE: PROGRAM MONITORING 5

 Part 1: Monitoring program implementation and management 5

 Part 2: Monitoring processes 6

 Part 3: Monitoring program performance 20

 Part 4: Monitoring achievement of goals and objectives 22

 Program goals 22

 Process objectives 22

 Outcome objectives 23

 Part 5: Vignettes 24

SECTION TWO: PROGRAM EVALUATION 25

OVERVIEW

Background

Available evidence suggests that the majority of new HIV infections in the United States originate from HIV-infected persons who are not yet aware of their infection. Therefore, it is a national priority to help HIV-infected persons learn that they are infected and link them to medical, prevention, and other services. CDC currently funds health departments and community-based organizations (CBOs) to conduct HIV counseling, testing, and referral (CTR) in a variety of settings. The prevalence of positive tests in these sites is highly variable, but is often very low, suggesting a need for more efficient CTR strategies that will reach persons not currently being reached with other strategies.

One strategy for reaching and providing HIV CTR to persons with undiagnosed HIV infection is the social networks testing strategy. This strategy is based on the notion that individuals are linked together to form large social networks, which often serve as a route to spread infectious diseases- but which can also serve as a route for delivering disease prevention services. Enlisting HIV-positive or high-risk HIV-negative members of social networks to encourage *their* network associates to be tested for HIV can provide an efficient and effective route for accessing individuals who are infected with HIV (or who are at high risk for infection). These individuals can then be linked to appropriate medical and prevention services.

Proper monitoring and evaluation of a social networks testing program is important for ensuring the specified program objectives are met and, also, that the program is implemented as planned.

Definitions

“Monitoring” refers to the simple description, counting, and tracking of processes or events, without in-depth analysis or comparisons. Monitoring is important for assessing if something is being done, if it is being done as intended, if it is being done where and when intended, and if it is being done as much as intended. In particular, monitoring is useful for assessing adherence to and changes in policies, procedures, and protocols and progress toward achieving objectives.

“Evaluation” refers to in-depth analysis and comparisons that answer questions such as “Is it effective?” or “Why is it effective?” Evaluation is important when determining how to make a program work better.

Descriptions and benefits of program monitoring and evaluation

A monitoring and evaluation plan should be based on a detailed implementation plan and a flow diagram. The implementation plan includes all procedures and protocols required for program implementation. The flow diagram is an illustration of each phase of the program, including the sequence in which program activities should occur. It may also be desirable to create a logic model that includes program activities, program outputs, short-term outcomes, intermediate-term outcomes, and long-term impacts. Each of these resources are used to identify

questions that should be addressed through monitoring and evaluation. These questions, in turn, identify different types of data, specific data elements, and potential sources of data that are needed for effective monitoring and evaluation. This information can also be used to develop data collection instruments.

The primary purposes for monitoring and evaluating a social networks testing program are to:

- Monitor project processes and performance in an ongoing manner
- Allow program managers to continuously improve processes and performance and, thus, ensure objectives are being met
- Ensure that the program is implemented within the desired time frame
- Determine whether the project goals have been achieved (at the end of the program)

Purpose of this document

This document describes the procedures that should be used to monitor and evaluate a social networks testing program. This document should be used as a basis for creating site-specific monitoring and evaluation plans.

Part 2: Monitoring processes

The second domain addressed by the plan is *monitoring of key program processes*. The social networks program includes four phases:

- Recruiter Enlistment
- Engagement (Orientation, Interview, and Coaching)
- Recruitment of Network Associates
- Counseling, Testing, and Referral (CTR)

Each phase consists of a sequence of steps or processes. For example, key processes in the Recruiter Enlistment phase are to identify potential recruiters, screen potential recruiters for eligibility, and contact potential recruiters to invite them to participate. Your agency's implementation plan and flow diagram should identify the key processes in your program and describe how your agency initially plans to accomplish each process. (See Figures 1 and 2 in this section for an example high-level flow diagram and an example detailed flow diagram.)

Process monitoring should involve a periodic review of program processes, such that successes and barriers encountered during program implementation may be identified. By conducting regular monitoring of program processes, your agency will be able to make continuous improvements to the social networks testing program where needed. Processes should be monitored by reviewing qualitative data collected via: input from advisory groups in the target population, notes of outreach and project coordinator staff, meeting minutes, weekly activity reports, and/or interviews with staff. Successes experienced, barriers encountered, and solutions to address any barriers associated with each process should be documented. Program processes and any qualitative data collected relevant to each process should be documented in the *Social Networks Testing Monitoring and Evaluation Plan Template*.

Key processes for each phase are listed below. Additional processes critical to your program may be added within each phase. Processes within a given phase may be reorganized as needed to better represent your program. All processes should be represented in the flow diagram.

Recruiter Enlistment Phase
1. Identify potential recruiters (both initially and on ongoing basis)
2. Screen potential recruiters for eligibility
3. Contact eligible recruiters and invite them to participate in project

Engagement Phase
1. Orient recruiters, explain recruitment strategy, provide PCRS information
2. Elicit information about network associates
3. Develop a plan for recruiting network associates and arrange follow-up with recruiters
4. Coach recruiters to recruit and refer network associates

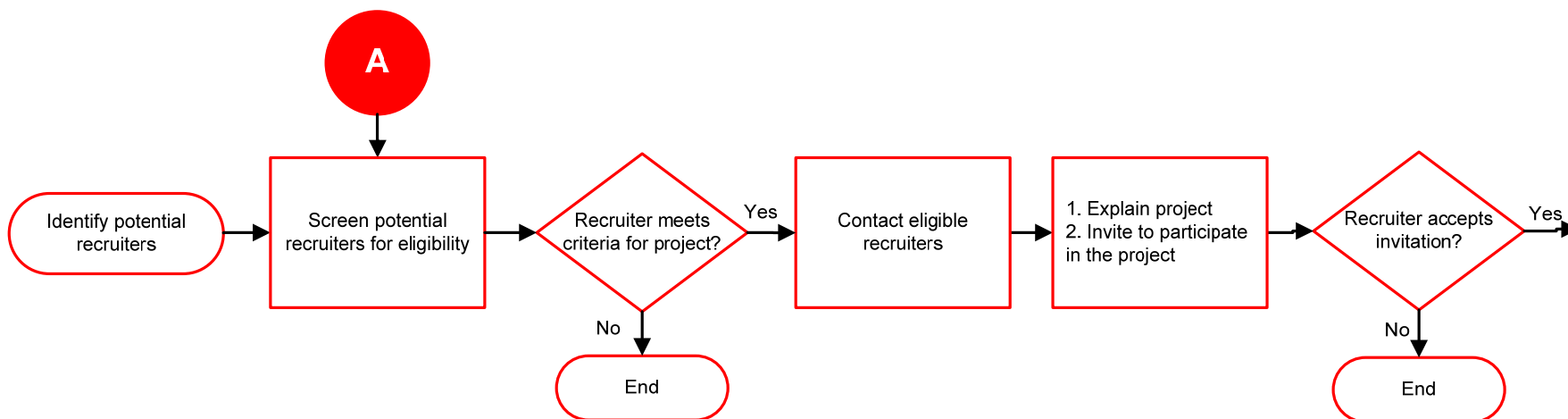


FIGURE 2-Recruiter Enlistment Phase

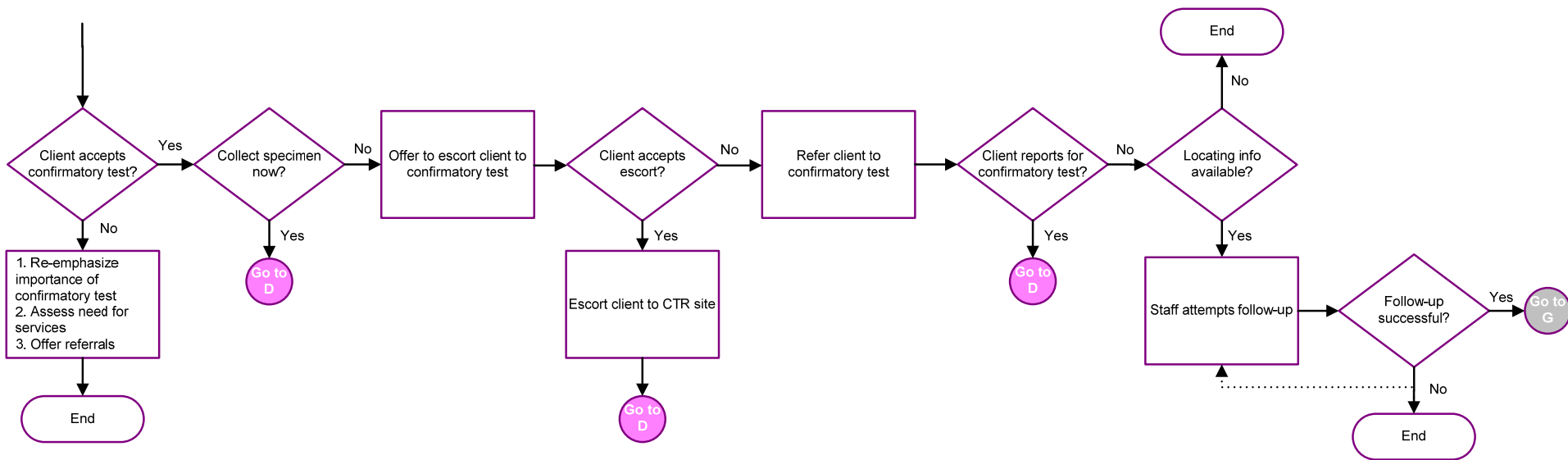


FIGURE 7-Counseling, Testing, and Referral Phase (Confirmatory Test Referral for Rapid Test)

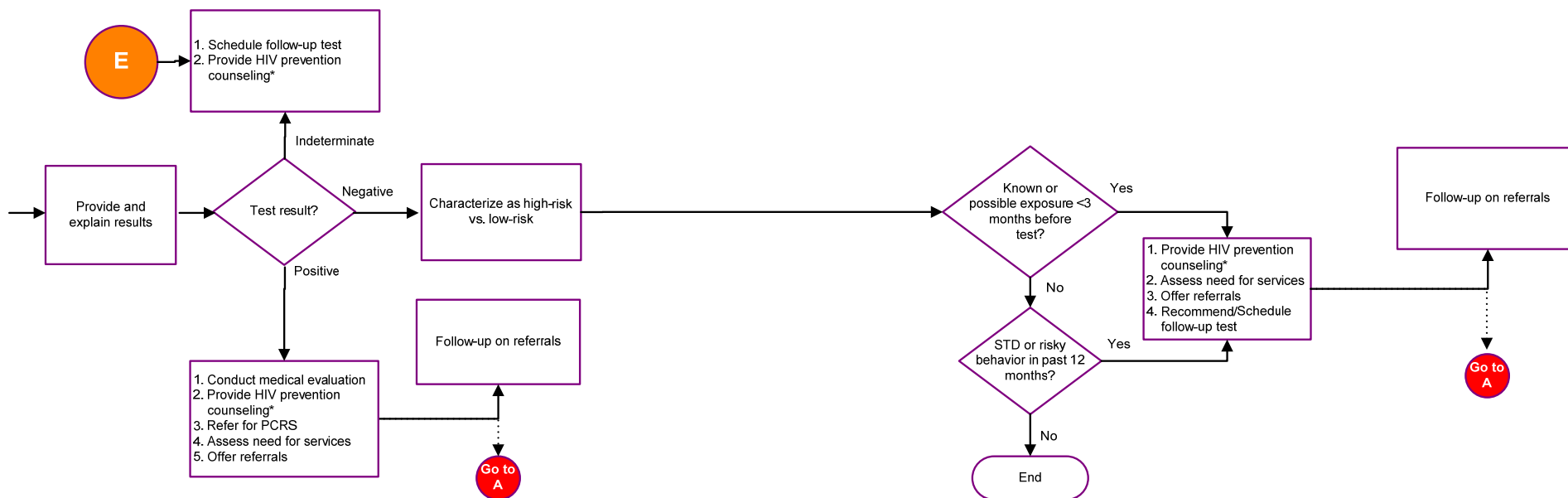


FIGURE 11-Counseling, Testing, and Referral Phase (Characterizing Client as High-risk or Low-risk for Standard Test)

Engagement Phase	
Performance Measures:	Data Source:
risk category, and HIV status of recruiters who continued past orientation.	
4. Number of network associates identified by or elicited from recruiters. (This figure represents total number of network associates elicited from all recruiters combined, not necessarily the total number of unique individuals elicited.)	Participant Data Form
5. Number of network associates for whom full names were elicited from recruiters.	Participant Data Form
6. Number of network associates for whom only partial names were elicited.	Participant Data Form
7. Number of network associates elicited who were anonymous.	Participant Data Form

Recruitment of Network Associates Phase	
Performance Measures:	Data Source:
1. Number of network associates successfully contacted and offered HIV CTR.	Participant Data Form
2. Demographics (age group, gender, race and ethnicity), HIV risk category, and HIV status of network associates who are successfully recruited.	Participant Data Form

Counseling, Testing, and Referral Phase	
Performance Measures:	Data Source:
1. Number of network associates contacted who received HIV CTR.	Participant Data Form
2. Number of tested network associates who test positive.	Participant Data Form
3. Number of network associates testing positive who receive their test results.	Participant Data Form
4. Number of network associates testing positive who are successfully referred for medical evaluation and treatment.	Participant Data Form
5. Number of network associates testing positive who are successfully referred for PCRS.	Participant Data Form
6. Number of network associates testing positive who are successfully referred for HIV prevention services.	Participant Data Form
3. Number of tested network associates who test negative.	Participant Data Form
4. Number of network associates testing negative who are high-risk.	Participant Data Form
5. Number of network associates testing negative who receive their test results.	Participant Data Form
6. Number of network associates testing negative who are	Participant Data Form

objectives, projected and actual target numbers for these objectives, and qualitative data collected relevant to each objective should be documented in the *Social Networks Testing Monitoring and Evaluation Plan Template*.

Example process objectives are provided below.

Recruiter Enlistment Phase (Example)
1. Screen 30 Hispanic potential recruiters each quarter.
2. Enlist 15 Hispanic HIV-positive recruiters each quarter.

Engagement Phase (Example)
1. Ensure 8 Hispanic recruiters in MSM risk group continue with program past orientation each quarter.
2. Interview 15 recruiters each quarter.

Recruitment Phase (Example)
1. Identify and successfully contact 100 network associates each quarter.
2. Successfully recruit 50 Hispanic network associates for testing each quarter.

Counseling, Testing, and Referral Phase (Example)
1. Provide test results to 80% of network associates tested in Quarter 1.
2. Provide test results to 90% of network associates tested in Quarter 2.

Outcome objectives

The primary outcomes for a social networks testing program should be:

- HIV-positive persons not previously aware of their infection will be identified and linked to medical, prevention, and other services
- HIV-negative persons at high risk for becoming infected with HIV will be identified and linked to prevention and other services

Outcome objectives are measurable targets that are specifically based on these general outcomes. Outcome objectives are relevant only to the CTR phase. Objectives related to other phases are,

by definition, process objectives. Outcome objectives, projected and actual target numbers for these objectives, and qualitative data collected relevant to each objective should be documented in the *Social Networks Testing Monitoring and Evaluation Plan Template*.

The outcome objectives for a social networks testing program should be:

Outcome Objectives
1. [Number] HIV-positive persons, previously not aware of their infection, will be identified by [Date]
2. [Number] or [Percentage] newly identified HIV-positive persons will be successfully linked to appropriate services by [Date]
3. [Number] high-risk HIV-negative persons will be identified by [Date]
4. [Number] or [Percentage] high-risk HIV-negative persons identified will be successfully linked to appropriate services by [Date]

Part 5: Vignettes

Often during implementation of new programs, situations arise that offer valuable insights into the actual experience of developing and implementing such a testing program. For example, a provider's experience with a particular recruiter or network associate may illustrate a particular success or problem that may exist with the program. Although your site-specific monitoring and evaluation plan will include the collection of substantial amounts of quantitative and qualitative data, it may not capture the special significance or richness of certain events. This kind of lesson may best be described in the form of a "story" or vignette.

Vignettes can be documented in the *Social Networks Testing Monitoring and Evaluation Plan Template*. Vignettes can serve as valuable learning tools for discussion at staff meetings.

SECTION TWO: PROGRAM EVALUATION

Program managers may want to conduct a program evaluation to assess the effectiveness of the Social Networks Testing program activities and to compare the relative effectiveness of different staff members and approaches. If significant differences are identified through program evaluation, further quantitative and qualitative investigation could be conducted to identify potential explanations for the differences. This information could then be applied toward improving program performance.

Examples of evaluation questions and comparisons that may be of value to your program are provided below. An evaluation plan specific to your program should be documented in the *Social Networks Testing Monitoring and Evaluation Plan Template*.

Program Evaluation
1. Overall yield (in terms of newly identified HIV-positive persons and high-risk negative persons identified) of the Social Networks Testing program compared to: a. other CTR activities conducted by your agency b. other CTR activities conducted by other agencies in the same jurisdiction c. PCRS in the same jurisdiction
2. Cost-effectiveness of Social Networks Testing strategy
3. Effectiveness of Social Networks Testing program in reaching and providing CTR to persons not being reached via other strategies
4. Effectiveness of Social Networks Testing program in reaching and providing CTR to the target population
5. Relative yield of interviewing by different interviewers in terms of number of network associates elicited
6. Relative yield of recruitment by different recruiters in terms of number of network associates located and tested
7. Relative yield of different recruiters in terms of number of newly identified HIV-positive and high-risk negative persons identified
8. Relative yield of HIV-positive recruiters and high-risk HIV-negative recruiters in terms of number of newly identified HIV-positive and high-risk negative persons identified
9. Relative proportions of HIV-positive and high-risk HIV-positive network associates successfully linked to medical services, PCRS, and HIV prevention services via the Social Networks Testing program compared with other CTR activities conducted by your agency
10. Relative effectiveness of Social Networks approach for different subpopulations or demographic groups