

Social Networking Strategy (SNS) Service Definitions *(revised 6.24.19)*

Social Networking Strategy (SNS) Service Category 00059

Social Networking Strategy (SNS) is a peer-driven approach to recruitment that involves identifying persons living with HIV or persons who engage in behaviors that put them at risk of HIV infection from the community to serve as “Recruiters.” Recruiters deliver key messages and encourage HIV testing among individuals within their social, sexual, or drug-using networks who are persons who engage in behaviors that put them at risk of HIV infection. These individuals are known as the Recruiter’s Network Associates (NA) and are people with whom the Recruiter has an existing relationship.

SNS Referral Source

SNS – Partner Services: Recruiter was enlisted from Partner Services staff. This referral source requires agency staff to record the client’s unique *SNS Partner Service Number* in AIRS. The SNS Partner Services number can be obtained from the client’s enlistment card (a card given to the client by Partner Services Staff), the referring Partner Services staffer, and/or Central Office NYSDOH staff.

SNS – Agency Client: Recruiter was enlisted from within your agency/organization (e.g., a current client from an existing program or service).

SNS – Intra-agency Referral: Recruiter was enlisted from an outside/partnering organization.

SNS – Other: Recruiter was enlisted from another source.

SNS- Partner Services Outreach: Recruiter was enlisted from Partner Services outreach activities (e.g., health fairs, community meetings)

SNS- Online Recruitment: Recruiter was enlisted through online recruitment (e.g., banner ads, broadcast messaging, and social media engagements)

AIRS Encounter Type: **330 Social Networking Strategy (SNS)**

- All HIV negative SNS Recruiters must be retested for HIV every six months while enrolled as a SNS Recruiter.
- Recruiters will have multiple SNS service encounters throughout their recruiter commitment period.

SNS AIRS Services & Activities Provided Definitions

(1432) SNS Recruiter Eligibility Screening

Conduct a SNS recruiter eligibility screening to determine if the client meets the *inclusion criteria** to be a Recruiter, has access to priority population members, and is willing to recruit Network Associates. Discuss the purpose of SNS, provide an overview of participation as a Recruiter (include the benefits and risks/barriers to participation), and explain incentives. **[Phase 1: Recruiter Enlistment]**

**Inclusion criteria* includes but is not limited to persons who: have access to persons in their personal networks who engage in behaviors that put themselves at risk of HIV infection; are able and willing to recruit personal networks and refer them for HIV testing; feel positive about community-based organization services; are managing their mental health; adherent to confidentiality procedures/protocols; and interact well with peers.

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(1424) Completion of SNS Recruiter Orientation	<p>Orient the client to SNS by providing an overview of the strategy, recruiter expectations, the process for receiving incentives, and the completion of any forms/documentation. [Phase 2: Engagement]</p> <p>The orientation session does not need to be a lengthy encounter (it could be as short as 10 minutes) and the client must understand their role in SNS as a Recruiter is to:</p> <ol style="list-style-type: none"> 1. <i>Identify</i> people in their networks 2. <i>Engage</i> their Network Associates 3. <i>Discuss</i> and recommend HIV testing to Network Associates 4. <i>Escort or refer</i> Network Associates to HIV testing
(995) Rapid HIV Testing	An indication that the Recruiter was tested for HIV in conjunction with this SNS service encounter. An AIRS CTR encounter is required.
(590) Other Testing – STD	Indicates that the Recruiter was tested for syphilis, gonorrhea, and/or chlamydial infection in conjunction with this SNS service encounter. An AIRS primary care encounter is required.
(592) Other Testing – Viral Hepatitis	Indicates that the Recruiter was tested for Hepatitis C in conjunction with this SNS service encounter. An AIRS HCV testing encounter is required.
(1425) Discussion of Identification of Network Associates	Discuss with the Recruiter what members within their social, sexual, or drug-using networks <i>are persons who engage in behaviors that put them at risk of HIV infection</i> and could benefit from an HIV test. Document the names and brief physical descriptions of Network Associates in the recruiter client file. [Phase 2: Engagement]
(1426) Discussion of Network Associate Recruitment Strategy	Develop a plan with the Recruiter to discuss when, where, and how to have a conversation with Network Associates regarding HIV testing, confidentiality, and testing options. Staff must address with the recruiter the method of recruitment of each Network Associate (e.g., phone, email, text, personal message, apps) and how the recruiter will refer or escort Network Associates for HIV testing. [Phase 2: Engagement]
(1430) Incentive Provided – Completion of SNS Recruiter Orientation - Incentive	Provide the Recruiter with an incentive for completing the SNS Recruiter Orientation AFTER the first <i>qualifying</i> Network Associate is tested for HIV.
(1431) Incentive Provided – Eligible Network Associate Tested - Incentive	Provide the Recruiter with an incentive AFTER a <i>qualifying</i> Network Associate is tested for HIV.

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SNS AIRS Program Disenrollment Definitions

SNS Program Disenrollment

Discontinue/terminate service provision when a Recruiter is no longer actively engaged as an SNS recruiter. SNS program disenrollment reason must be documented in the client record and in AIRS.

Ensure that one of the following *Program Closure Reasons* is documented in AIRS.

- 10-Death
- 11-Lost to Follow-up
- 13-Voluntary Withdrawal
- 14-Completed Service [SNS Network Exhausted]
- 16-Non-Compliant with Program/Agency Requirements
- 24-Incarceration
- 41-Client relocated/moved out of area
- 89-Program Terminated
- 99-Other