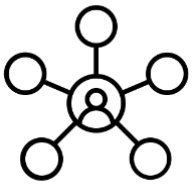


# Enhanced Social Network Strategy

## Basic Overview

### What is Social Network Strategy (SNS)?

Social network strategy (SNS) is an evidence-supported public health intervention **designed by the CDC** to engage people at higher risk of acquiring HIV into health services. SNS builds on the idea that people in the same social networks share mutual trust, health information, and a similar likelihood of acquiring HIV.



SNS enlists people living with HIV or with an increased likelihood of acquiring HIV to **recruit people in their social circles** to HIV testing.



These “**network associates**” may include sex/drug partners, social peers, family members, or individuals in transmission clusters.

### What is Enhanced Social Network Strategy (eSNS)?

Enhanced Social Network Strategy (eSNS) **widens SNS to incorporate referrals to the full continuum of HIV services**. By integrating an additional tool, HIV cluster analysis, to partner services and cluster response, this multipronged approach reconstructs HIV genetic networks to better leverage social network connections and tailor SNS to meet the needs of key local populations.



#### 1. Recruiter Identification

Potential recruiters are enlisted from **social networks of index persons** assigned to a Disease Intervention Specialist (eSNS-DIS).



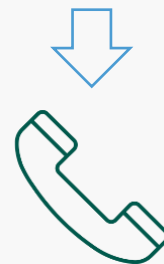
#### 2. Train & Coach Recruiters

A dedicated eSNS team will regularly coach recruiters to engage peers from among their social networks who could benefit from HIV testing and services.



#### 4. Link to Services

Based on testing results (or past HIV diagnosis), network associates are linked to HIV care or preventative services such as PrEP. Interested associates may also then enlist as eSNS recruiters.



#### 3. Refer to HIV Testing, Treatment & Prevention

Recruiters refer network associates to an eSNS-DIS for HIV services - testing, care, and prevention - and receive incentives for each peer who engages in HIV services. Peers are compensated for travel.



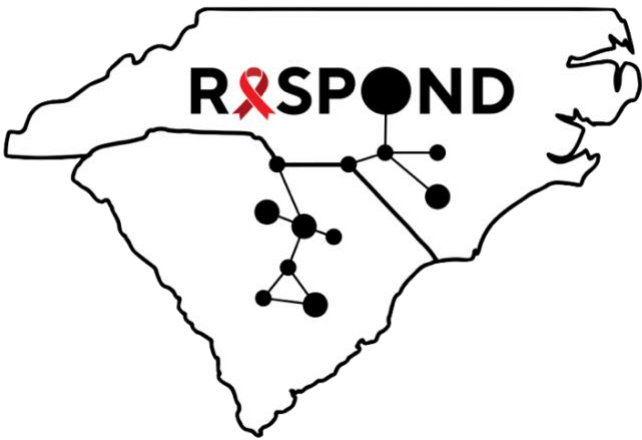
## eSNS Steps

Visit the [Carolinas RESPOND study website](#) to learn more or contact the study team directly

✉ [respond@unc.edu](mailto:respond@unc.edu) 📞 (919) 445-6969

# Enhanced Social Network Strategy

## Carolinas RESPOND Research Study



### Who will participate in eSNS?

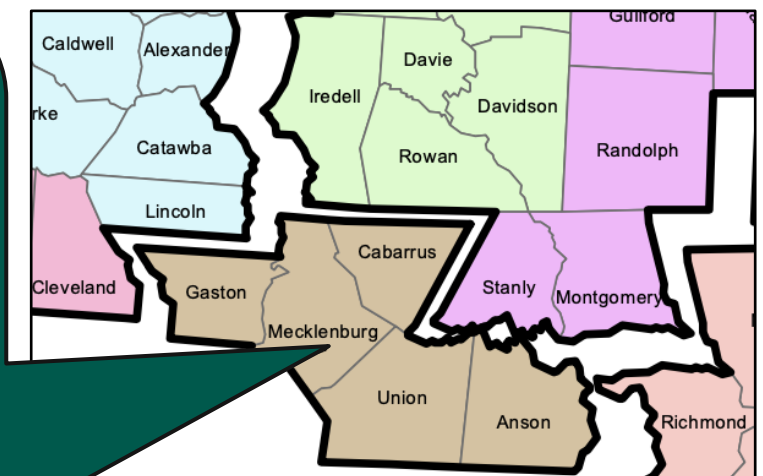
People trained as eSNS recruiters will be Black men who have sex with men or Black women who are transgender living with or at risk of acquiring HIV who are knowledgeable about local HIV services and willing to talk to and refer their peers.



Unlike peer educators or peer advocates, recruiters commit only to a **short-term role for about 4 weeks.**

### Where will the intervention take place and for how long?

Over a 3-year period, eSNS will be implemented in the greater Charlotte region encompassing the North Carolina Division of Public Health Communicable Disease Branch's Region II, which includes **Mecklenburg, Gaston, Cabarrus, Union, and Anson Counties.** Network associates residing in **South Carolina** will be eligible for recruitment and will be linked to local services in collaboration with South Carolina-based field services staff.



### Who is involved?

A dedicated eSNS Team will consist of at least one DIS and an eSNS Coordinator based out of UNC-Charlotte's Academy for Population Health Innovation. Researchers at **UNC-Chapel Hill**, **UNC Charlotte**, and **USC-Columbia** will lead data collection and analysis in collaboration with implementation partners at **NCDHHS** and **SCDHEC**.



### How can I learn more about eSNS and the Carolinas RESPOND research project?

More information about the Carolinas RESPOND Study, an NIH-funded project examining the effectiveness of eSNS compared to routine partner services, can be found on the [NIH's grants reporting website](#), [the study's website](#), or by contacting Dr. Ann Dennis, the study's Principal Investigator, directly at [ann\\_dennis@med.unc.edu](mailto:ann_dennis@med.unc.edu).

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