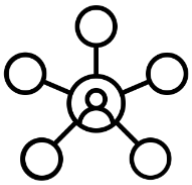


# Enhanced Social Network Strategy

## 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).



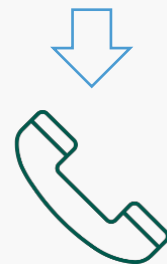
#### 2. Train & Coach Recruiters

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

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