



Impact of Adam's Love Online-to-Offline (O2O) model in monitoring and evaluation of HIV prevention cascade among men who have sex with men (MSM)

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Background

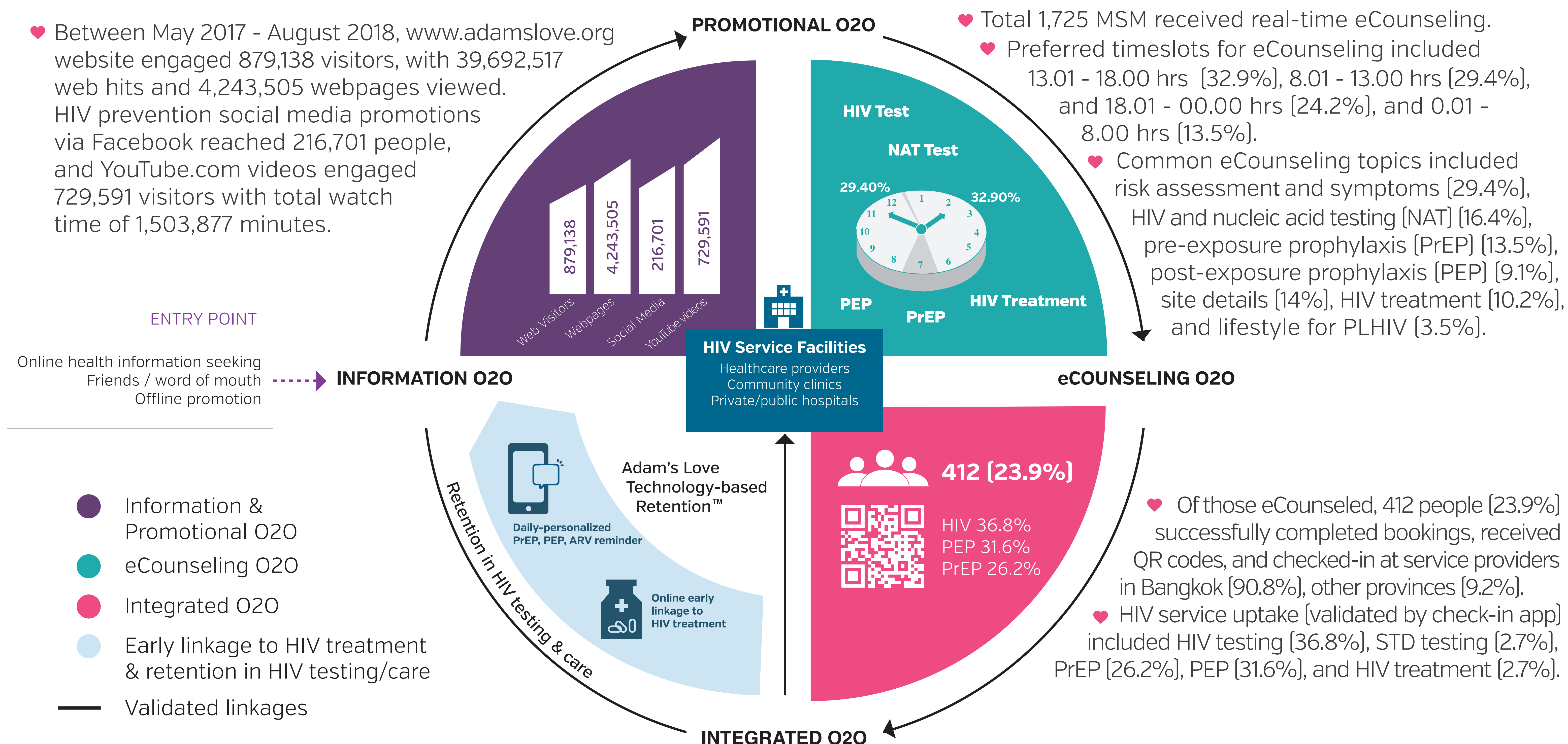
Despite technological advances, online interventions and service delivery models lack appropriate tools in monitoring key-populations through HIV prevention cascades, critical to measuring programmatic success.

Methods

Adam's Love leveraged its novel Online-to-Offline [O2O] model to track and monitor individuals including online reach, engagement, participation in eCounseling, linkages, and offline service uptake. The integrated model O2O included edutainment website, tailored social media promotions, real-time eCounseling and risk assessment support on Adam's Love platforms (i.e. social media and instant messaging applications), an online site- and service-specific booking system, e-ticket and QR code confirmation emails, auto-reminders one day prior to the check-in date and a real-time monitoring app feature to track individuals successfully linked to sites.

Results

♥ Between May 2017 - August 2018, www.adamslove.org website engaged 879,138 visitors, with 39,692,517 web hits and 4,243,505 webpages viewed. HIV prevention social media promotions via Facebook reached 216,701 people, and YouTube.com videos engaged 729,591 visitors with total watch time of 1,503,877 minutes.



Conclusions

Adam's Love O2O model helped fill significant programmatic gaps representing immense opportunities in tracking individuals through HIV cascades, and is ideal model for stigmatized populations and for scaling-up biomedical interventions.

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