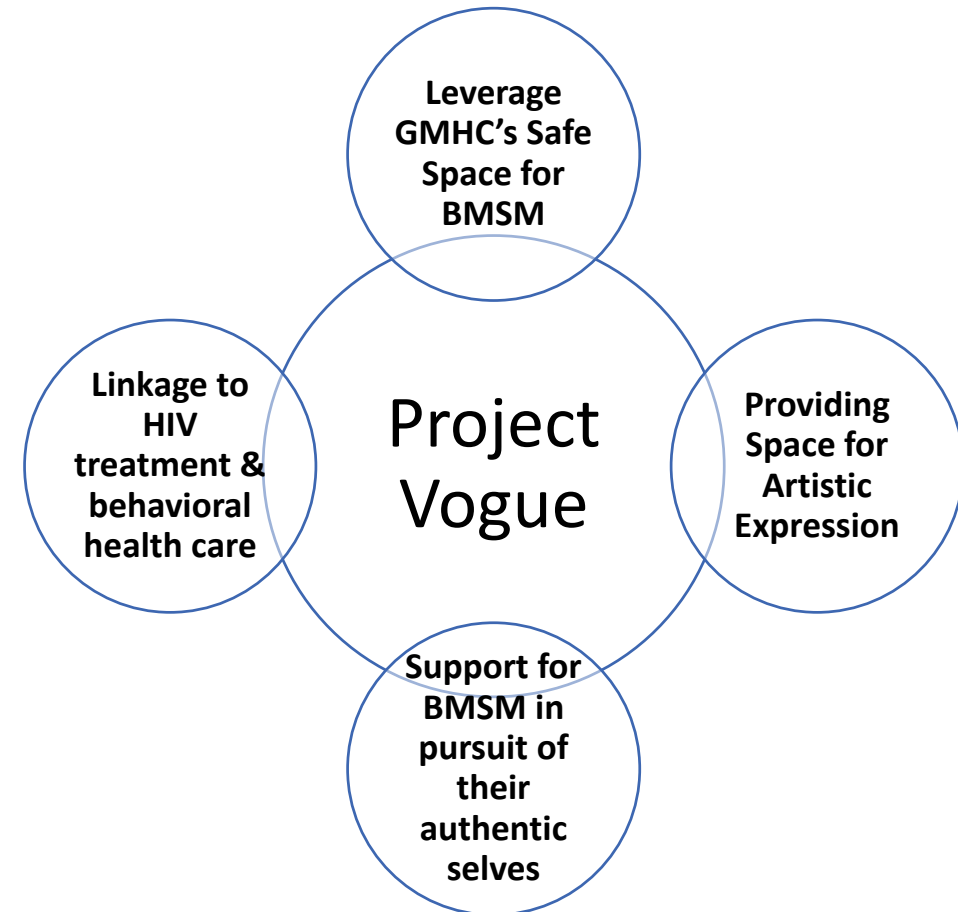Gay Men's Health Crisis Inc.

New York City

Presenter: Armstrong Tingwane,M.Phil.

# Project Vogue: Overview

- Target Population:  Black MSM, between the ages of 18 and 45

- Intervention Core Components:
  - Comprehensive needs assessment completed as part of GMHC's centralized intake process
  - Individual Counseling Sessions
  - Creation of Individualized Action Plans
  - HIV Navigation Services
  - Linkage to medical, social, mental health, and substance use services
  - Bi-weekly Empowerment Groups
  - Weekly House & Ball Sessions
  - Weekly Art & Wellness services

**Project Vogue**

- Leverage GMHC's Safe Space for BMSM
- Linkage to HIV treatment & behavioral health care
- Providing Space for Artistic Expression
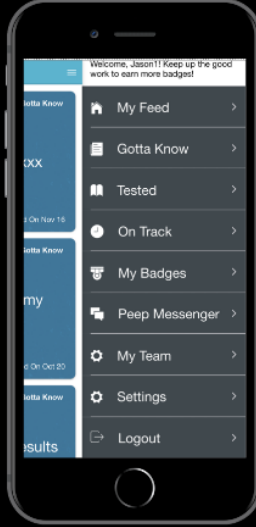- Support for BMSM in pursuit of their authentic selves

# Get! Mobile App

- Partnership between GMHC and  NY State DOH-AIDS Institute

- Expansion of their **Y Get It?** Project into Project Vogue

- Consists of a HIPAA-compliant mobile application, **GET!**, developed by Mount Sinai's AppLab to aid in engaging, linking, and retaining young people into health care services.

# Innovation

- Integrate use of the mobile app into our Model of Care to support HIV Navigation Services

- Possible adaptation of their educational and empowerment graphic serial called *Tested*.



Get! is a mobile app for helping HIV+ young people stay engaged in care

- Medication Adherance Messages & Tracking
- Appointment Scheduling
- Educational Materials
- Secure Personal Messaging

# Project Vogue M.O.C

30 YEARS
VIRTUAL
2020 NATIONAL
RYAN WHITE
CONFERENCE ON
HIV CARE & TREATMENT

| Core Element: Intake/Enrollment: Completion of the GMHC intake & a comprehensive Risk Reduction Assessment | Core Element: Individual Counselling Session # 1: (at enrollment) Getting to know each other Develop & agree an individual action plan | Core Element: Individual Counselling Session #2: (at 6 months) Review of the overall progress of the action plan components Re-assessment | Core Element: Individual Counselling Sessions #3: (at 12 months) Final review of the clients care service action plan Develop an exit strategy Wrap-up |

**Core Element :**
HIV Navigation Services:
Continuous Implementation of the Action ( service) plan

**Non-Core Elements:**
Bi-Weekly Empowerment Groups
Weekly House & Ball Sessions
Vogue Classes
Art & Wellness activities

# Get! Mobile App: Key functions:

- Staff-to-Client and Client-to-Client engagement through individual or group chat functions:
  - ➢ Implement individualized action plans
  - ➢ Mutual support group sessions/conversations
  - ➢ Consumer Advisory Board activities

- A secure and easy way to share and transmit medical data

- Track key milestones, and appointment reminders for medical and Behavioral Health services

# Implementation Status:

- **Still in early stages:**

  - Integration process with AIDS Institute started in June 2020.
  - Currently developing content and the rollout plan.

# Implementation Status: Next Steps:

- Training of GMHC staff on use of the mobile app platform
- Test roll out with a few clients and Consumer Advisory Board of Project Vogue (usability, user experience, acceptance of each key function)
- Adjust functionality - based on feedback from users
- Conduct full launch/roll-out

# Get! Mobile App

**Potential Benefits:**

- Enhanced client retention into care due to:

➢Seamless virtual engagement with clients

➢Personalized linkages, and navigation support by peers to their clients

➢Minimizing possible travel barriers (clients)

- Increases Peer effectiveness

- The app can be expanded to other programs in the agency; beyond Project Vogue Clients

# Get! Mobile App

**Potential Challenges:**

- Cost - can be prohibitive, for initial acquisition of the app

- Sustainability

- Consumer acceptance on the benefits and use of the app can go either way

- Competition with other chat platforms online

- Separation of work time and personal time by project staff

- Client Confidentiality( HIPPA Compliance)