

SEPTEMBER 2008

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



## Communities of Color and New Media Use

AIDS.gov Webinar  
September 24, 2008

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



## Welcome!



**Miguel Gomez**

Director of AIDS.gov, Office of HIV/AIDS Policy,  
U.S. Department of Health and Human Services

# UNDERSERVED POPULATIONS & NEW MEDIA USE



## Today's Topic

New media use among communities of color.

# UNDERSERVED POPULATIONS & NEW MEDIA USE



## Today's Speakers



**Fard Johnmar, MA**  
Founder,  
Envision Solutions, LLC



**Alejandro Garcia-Barbon, MIM**  
Senior Technical Advisor,  
IQ Solutions, Inc., and NIDA

AIDS.gov WEBINAR



# UNDERSERVED POPULATIONS & NEW MEDIA USE

“The term **digital divide** refers to the gap between people with, and without, effective access to digital and information technology.”

– Excerpted from Wikipedia\* and adapted by AIDS.gov

\* Excerpted from [http://en.wikipedia.org/wiki/Digital\\_divide](http://en.wikipedia.org/wiki/Digital_divide) on 9/10/08

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE

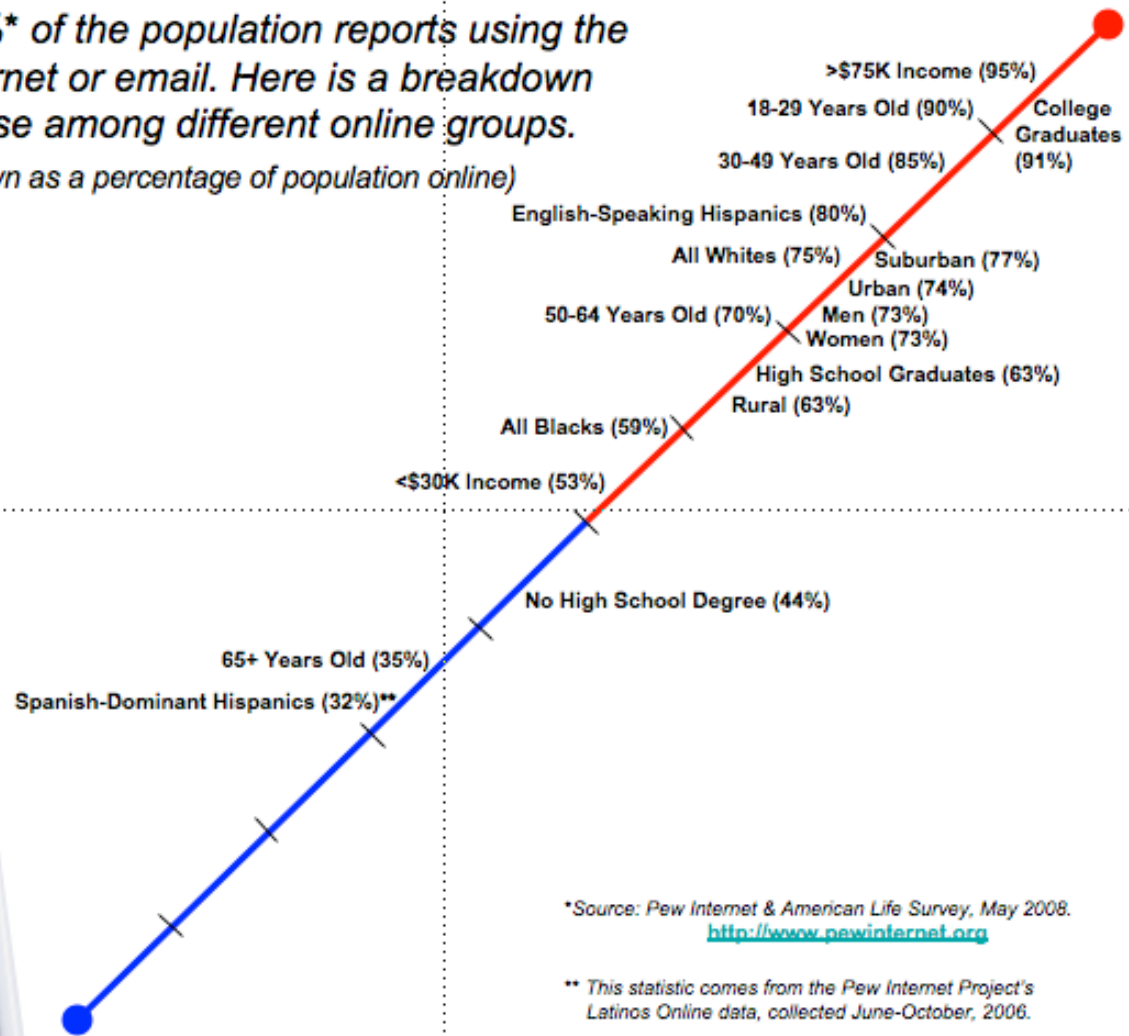


**Fard Johnmar**

*Are communities  
of color using the  
Internet?*



*73%\* of the population reports using the internet or email. Here is a breakdown of use among different online groups. (shown as a percentage of population online)*



\*Source: *Pew Internet & American Life Survey, May 2008.*  
<http://www.pewinternet.org>

\*\* This statistic comes from the *Pew Internet Project's Latinos Online data, collected June-October, 2006.*

SEPTEMBER 2008

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



**Fard Johnmar**

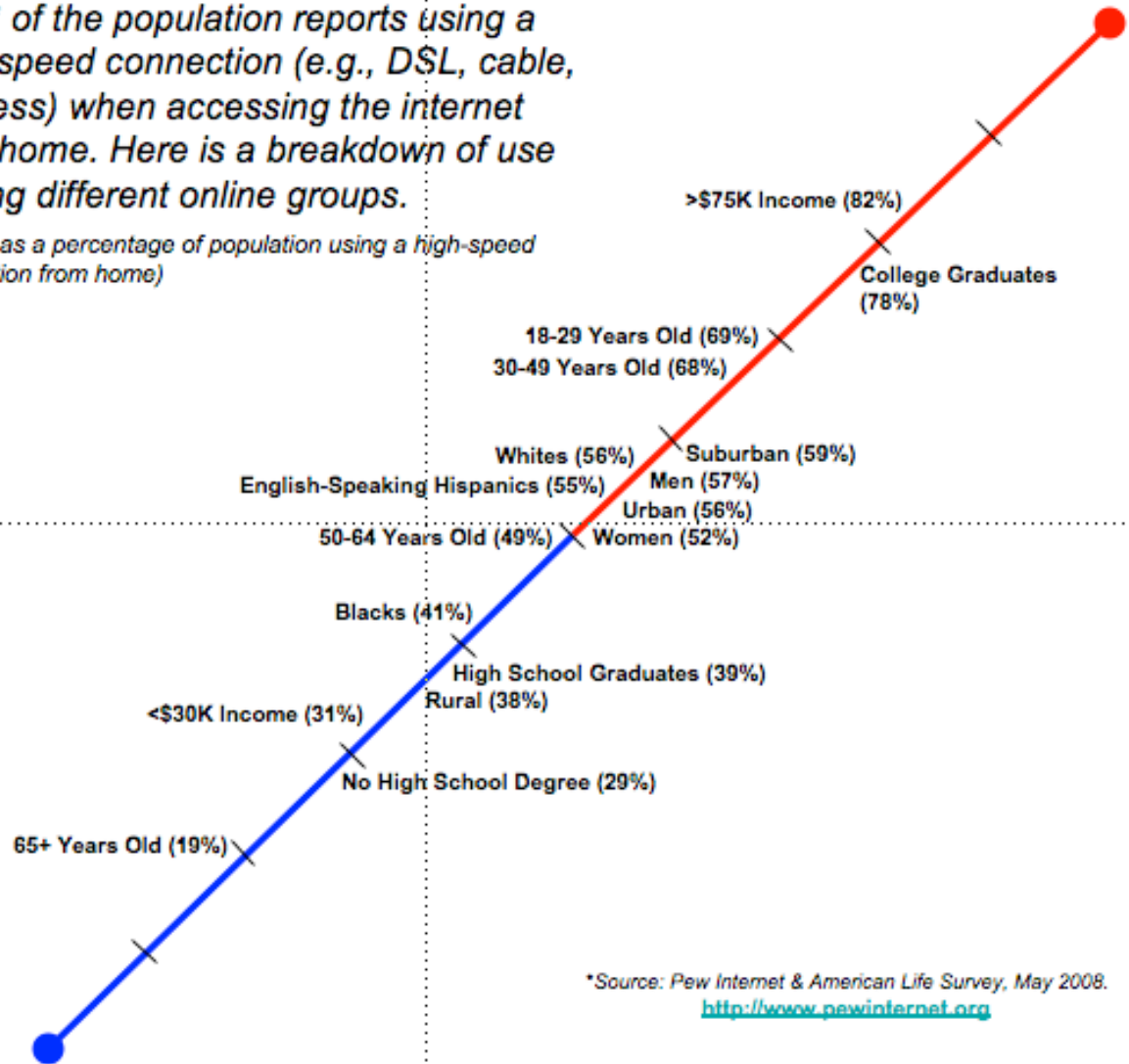
*Is there an economic  
digital divide?*





55%\* of the population reports using a high-speed connection (e.g., DSL, cable, wireless) when accessing the internet from home. Here is a breakdown of use among different online groups.

(shown as a percentage of population using a high-speed connection from home)



\*Source: Pew Internet & American Life Survey, May 2008.  
<http://www.pewinternet.org>

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



**Fard Johnmar**

*How are communities  
of color using new  
media?*

---

## Online Social Networking and Communications Activities of US Internet Users, by Race/Ethnicity, March-April 2007 (% of respondents in each group)

---

	African American	Hispanic	Non-Hispanic white
Reading and writing e-mail	64%	66%	81%
Instant messaging	45%	46%	36%
Visiting social networking sites	33%	32%	20%
Sending greeting cards	29%	31%	26%
Participating in chat rooms	22%	22%	10%

*Note: n=1,038 African American, 766 Hispanic and 901 non-Hispanic white; ages 16+; activities done frequently or occasionally*  
*Source: Yankelovich, "2007/2008 MONITOR Multicultural Marketing Study," provided to eMarketer, September 17, 2007*

---

088693

[www.eMarketer.com](http://www.eMarketer.com)

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE

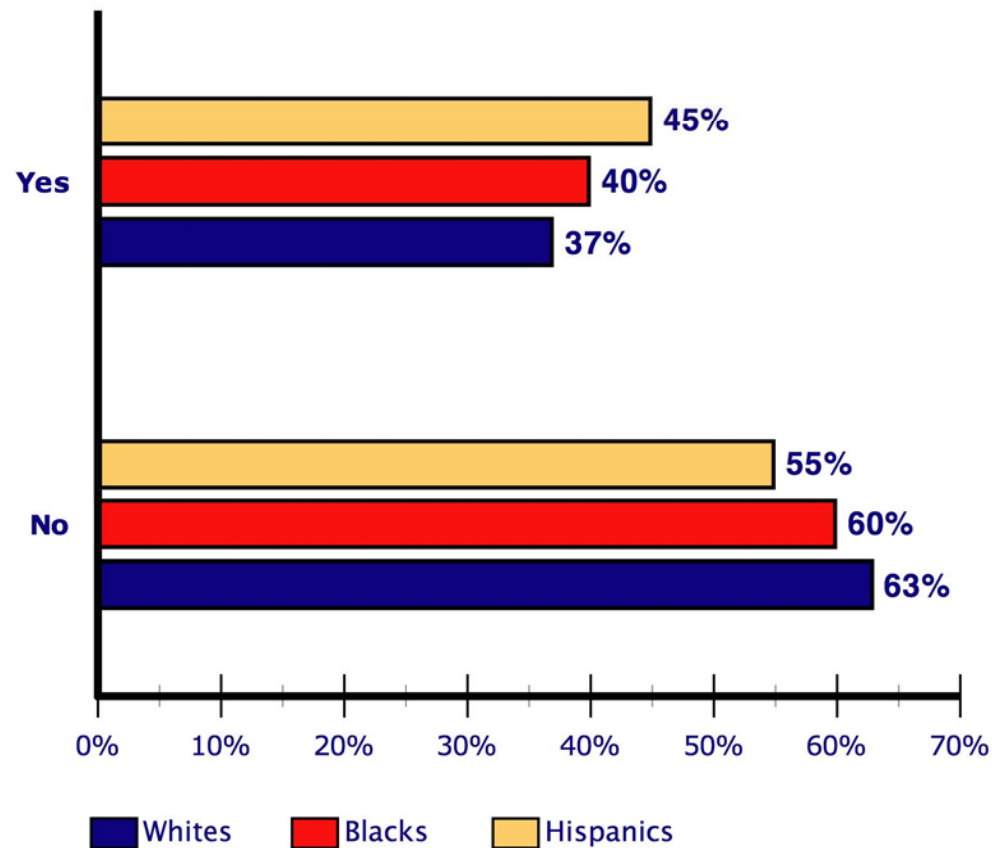


**Fard Johnmar**

*Is the Internet  
influencing medical  
decision-making?*

**Have you ever doubted a medical provider's opinion or diagnosis because it conflicted with information you had read on the Internet?  
(n = 920 US Adults, 18+)**

Source: Envision Solutions, LLC



SEPTEMBER 2008

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



Questions?

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



**Alejandro Garcia-Barbon**

*What is NIDA's  
"Drugs + HIV > Learn  
the Link" Campaign?*

# UNDERSERVED POPULATIONS & NEW MEDIA USE



By their senior year...

- nearly **50 percent** of all high school students will have abused an illicit drug
- more than **70 percent** will have abused alcohol



AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



**Alejandro Garcia-Barbon**

*Who is the Campaign's  
target audiences?*

# drugs + HIV > learn the link

Learn the link between drug abuse and the spread of HIV infection in the United States.

HOME

LEARN THE LINK

SEND THE MESSAGE

ABOUT THE CAMPAIGN

MEDIA CENTER

COLLABORATORS

EN ESPAÑOL



>> VIEW WEBSISODES <<



Using drugs can lead to risky behaviors.

Behaviors associated with drug abuse are one of the largest factors in the spread of HIV infection in the United States.

[Learn more>>](#)

Drugs can change the way the brain works, disrupting the parts of the brain that people use to weigh risks and benefits when making decisions.

[Learn more>>](#)

>> VIEW VIDEOS <<



"After the Party"

learn the link

Check out the links to our latest research findings and news updates, and find out how you can help inform others about the connection between drug abuse and HIV/AIDS.

[Learn more>>](#)



"Text Message"

send the message

Help break the dangerous link between drug use and HIV/AIDS by telling your friends and family about what you've learned.

[Learn more>>](#)

802685 since 9/18/07

[Accessibility](#) | [Privacy](#) | [FOIA \(NIH\)](#) | [Sitemap](#)

**NIDA**  
NATIONAL INSTITUTE  
ON DRUG ABUSE

The National Institute on Drug Abuse (NIDA), is part of the National Institutes of Health (NIH), the principal biomedical and behavioral research agency of the United States Government. NIH is a component of the U.S. Department of Health and Human Services.



<http://hiv.drugabuse.gov>

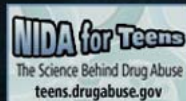
AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE

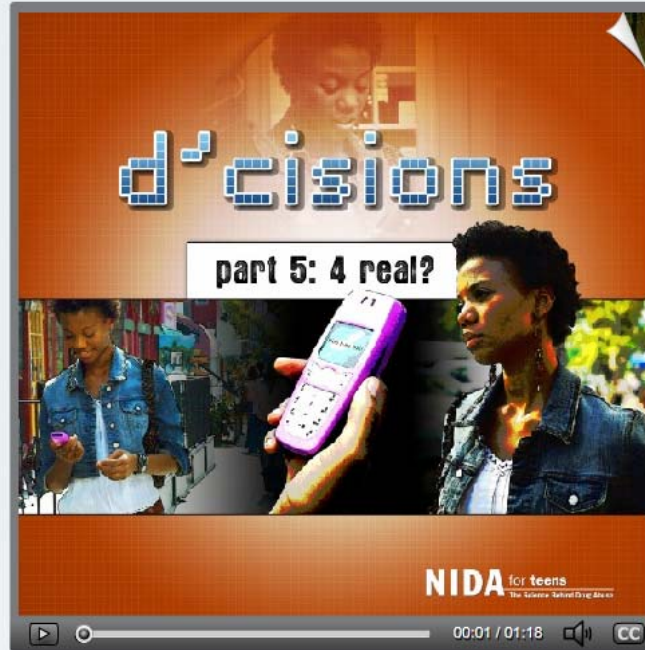


**Alejandro Garcia-Barbon**

*What role does new media  
serve in your campaign?*

[Send the Message](#)[OVERVIEW](#)[WEBISODES](#)[VIDEOS](#)[OTHER CAMPAIGN MATERIALS](#)[Learn More](#)

# WEBISODES > part 5: 4 real?

[html text-only version](#)[open webisode in new window](#)

## >> THE CHARACTERS <<



## >> WHERE R THEY NOW <<



## >> INTRO <<



## >> SHARE WEBISODES <<

To share these Webisodes, click one of the icons below.

[myspace](#)[facebook](#)

Share your feedback on our Webisodes.

SEPTEMBER 2008

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



Questions?

AIDS.gov WEBINAR



# UNDERSERVED POPULATIONS & NEW MEDIA USE

## Contact Information

- **AIDS.gov**
  - Email: [contact@AIDS.gov](mailto:contact@AIDS.gov)
  - Website: [www.AIDS.gov](http://www.AIDS.gov)
  - Blog: <http://blog.AIDS.gov/>
- **Fard Johnmar at Envision Solutions, LLC**
  - Phone: 212.501.6101, ext. 3, Email: [info@envisionsolutionsnow.com](mailto:info@envisionsolutionsnow.com)
  - Website: [www.envisionsolutionsnow.com](http://www.envisionsolutionsnow.com)
- **Alejandro Garcia-Barbon at IQ Solutions, Inc.**
  - Phone: 240-221-4341, Email: [abarbon@iqsolutions.com](mailto:abarbon@iqsolutions.com)
  - Website: <http://hiv.drugabuse.gov/>

SEPTEMBER 2008

AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE



Thank You!



AIDS.gov WEBINAR

# UNDERSERVED POPULATIONS & NEW MEDIA USE

AIDS.GOV

BLOG

A **blog** about using new media  
in the fight against HIV/AIDS

Visit  
AIDS.GOV

Subscribe to this blog

Search this site

Change text size: [A](#) [A](#) [A](#)

## HIV/AIDS Awareness Days

June 24, 2008

---

### Reaching Bloggers for National HIV Testing Day

Last week, AIDS.gov hosted a [Webinar](#) for bloggers in advance of [National HIV Testing Day](#) (on June 27). We reached out to bloggers for this event because so many people today depend on bloggers for their news, information, and opinions.

#### Who participated in the Webinar?

Participants included bloggers who blog about health-related topics and/or those who reach communities infected, affected, or at highest risk for HIV. Several of our Federal colleagues also attended the Webinar. Timothy Harrison from HHS' Office of HIV/AIDS Policy was the moderator, and Dr. Bernie Branson from the CDC, [Dr. Celia Maxwell](#) from Howard University Hospital, and [Mr. Andre Blackman](#) from the [Pulse & Signal Blog](#) presented and answered questions from bloggers.

Timothy Harrison from HHS' Office of HIV/AIDS Policy

Dr. Bernie Branson from the CDC

Dr. Celia Maxwell from Howard University Hospital

Mr. Andre Blackman from the Pulse & Signal Blog

**How can bloggers help promote National HIV Testing Day?**

#### Recent Posts

- We're 6 Months Old: Blogging Part 1
- Second Life (Part 2 of "We Are Living in a Virtual World")
- Reaching Bloggers for National HIV Testing Day
  - 20 students. 6 universities. 8 short videos. 1 cause. National HIV Testing Day Personal Public Service Announcements

#### Categories

- Accessibility/Section 508 (2)
- Blogging (3)
- Conferences (5)
- HIV/AIDS Awareness Days (6)
- Podcasts (1)
- RSS Feeds (1)
- Social Networks (5)

<http://blog.AIDS.gov/>