

Personalized Audience Engagement:

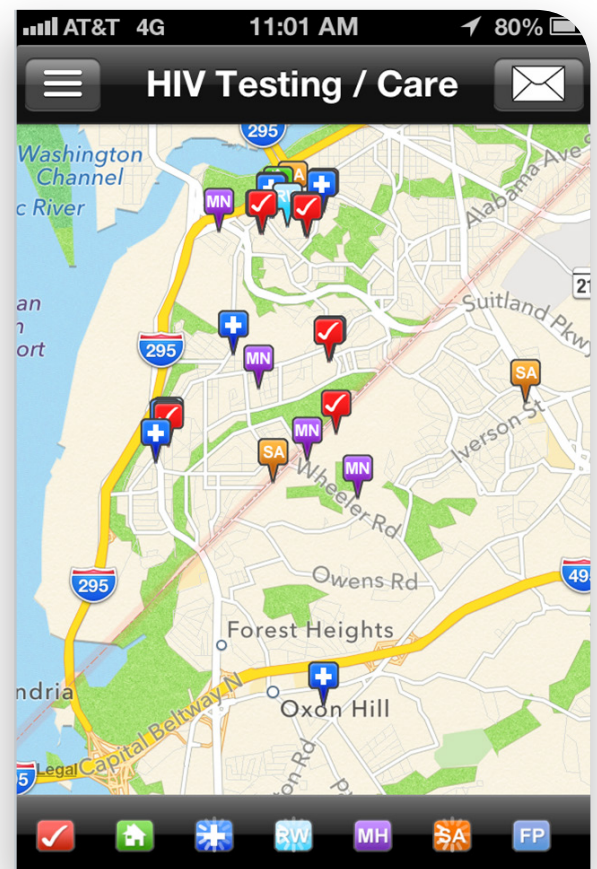
Providing Critical HIV Information through Mobile Devices with AIDS.gov

According to the Centers for Disease Control and Prevention, about 50,000 people are infected with HIV each year, one-in-four of whom is 13-to-24 years old. The greatest number of infections occurs among gay and bisexual youth, and nearly half of all new infections among youth occur in African-American males. Yet, most youth don't seek HIV testing: About 60% of youth with HIV do not know they are infected and therefore do not receive treatment. Those who do not know their status can also unknowingly pass HIV to others.

Critical Information Now Available Through Mobile Phones

AIDS.gov aims to increase access to HIV information in order to decrease HIV infection rates, increase HIV testing, and increase early access to care among communities of color and others at greatest risk of HIV in the United States.

AIDS.gov reaches target audiences by making HIV and AIDS information accessible in ways that appeal to them and are convenient. Nearly every (96%) young adult (18-24 year olds) in the U.S. owns a cell phone and 85% of all adults own a cell phone. With the nearly ubiquitous nature of cell phones and high rates of texting and mobile web access, cell phones are a powerful information-sharing tool.



JSI leads AIDS.gov's communication activities, in partnership with a team of federal government offices, contractors, and consultants, using emerging and traditional communication channels to further the reach of federal HIV programs, policies and resources related to HIV prevention, testing, and treatment.

AIDS.gov Shares Information Through:

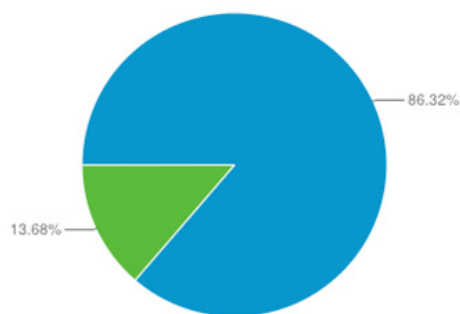
- **Blog Posts and New Media:** Through the AIDS.gov blog (<http://blog.aids.gov>) and new media channels including Twitter, Facebook, and YouTube, AIDS.gov shares critical information including updates related to HIV and AIDS federal policy, research, and new media in the HIV community.
- **Responsive Design Website:** AIDS.gov was among the first full-scale federal websites launched using responsive design, enabling it to be viewed on any device, anytime, anywhere. Responsive web is one of the modern tools and technologies that the Digital Government Strategy instructs federal agencies to use. The AIDS.gov website includes resources on HIV prevention, treatment, care, policy, events, and more.
- **HIV/AIDS Testing Sites and Care Services Mobile Locator:** The Locator is a first-of-its-kind, location-based search tool that allows anyone to search for HIV-related services near his/her current location (based on ZIP code, address, city, or geolocation from an IP address or mobile device). Services and sites located include:

[HIV testing](#)
[Housing assistance](#)
[Health centers](#)
[Ryan White Care services](#)
[Mental health](#)
[Substance abuse](#)
[Family planning](#)

The Locator uses open data from federal agencies to allow simultaneous searches of many service-provider databases. Results are displayed on a Google map, and display the provider's contact information, which services they provide, and directions. The Locator can be accessed online (via <http://locator.AIDS.gov>, a widget, and a Facebook app) or mobile device (via the mobile web and a new iPhone/iPad app, available for free at the iTunes store).

Results

The AIDS.gov mobile site launched in May 2011. Since that time, traffic on AIDS.gov from both computers and mobile devices reached 2,040,000 visits. During the same period, the mobile site hosted 278,995 visits, or 14% of all web traffic.



Visits to AIDS.gov through a stationary desktop or laptop versus mobile device

On average, visitors to the mobile site view it for 2 minutes. The number of visits to the Locator (<http://locator.aids.gov>) has reached 166,000 since June 2010.

Looking forward, the AIDS.gov team views the Federal Digital Strategy as an opportunity to improve federal communication about HIV, expand collective reach, and ultimately better serve the public with HIV prevention, care, and treatment.