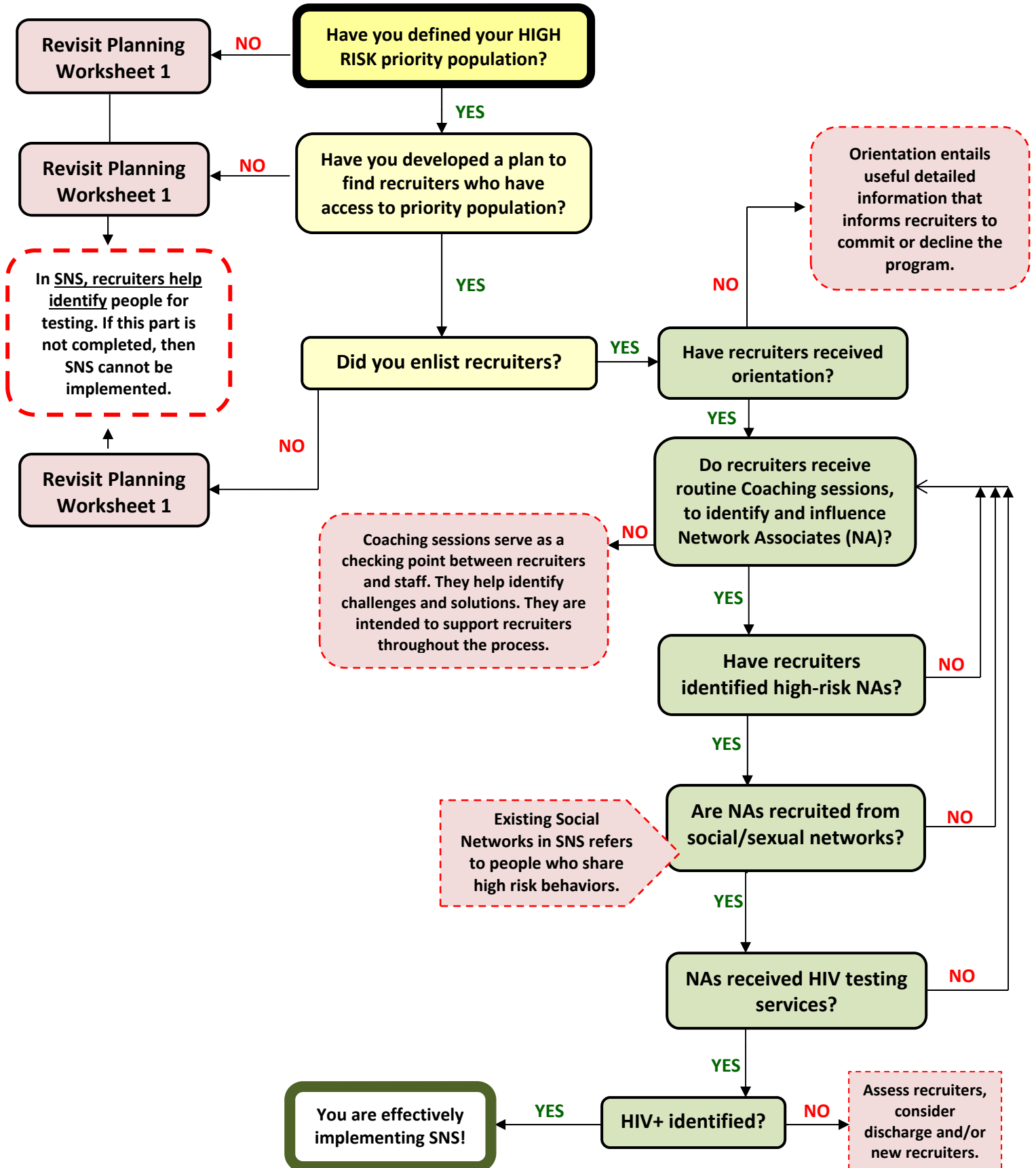




# Quality Assurance Evaluation Tool for Social Network Strategy (SNS)



# Quality Assurance Evaluation Tool for Social Network Strategy (SNS)

## The Tool:

### PLANNING:

Defining your program's high risk population is the first step in the development of a recruitment plan that incorporates targeted testing and the Social Network Strategy (SNS).

#### **POPULATION SEGMENTATION IS KEY!**

We recommend engaging in a brainstorming exercise with the goal of narrowing down your priority (target) population into smaller segments based on the predisposing characteristics including demographics, attitudes, beliefs, knowledge, values, needs, and enabling resources that might be placing these different segments of the population at-risk of HIV. Having smaller, well-defined segments of the population you are to reach will help with the development of a targeted recruitment and testing strategy/plan.

### SNS TRAINING

The SNS manual provides resources and tools that are helpful in the development of an SNS recruitment strategy. The manual also defines key concepts, e.g. SNS social networks; information, and guidance on the elements and steps that are part of this public health strategy, such as the role of orientation session, and coaching sessions. Hence, this color means you are to refer to the manual and or training you received on SNS.

### IMPLEMENTING SNS

In this "Quality Assurance Evaluation Tool for SNS," key steps that are directly linked to the effective implementation of this public health strategy are color coded as follows:

- **Red (SNS Training)**: illustrates essential SNS components and concepts and when to refer to the manual and tools. **Getting trained on SNS is the first and most important step!**
- **Yellow (Planning)**: illustrates the second most important step to implementing SNS; defining and recruiting your priority population.
- **Green**: asks questions related to the implementation of SNS. Responses to each question – either YES or NO – prompts you to the next step to follow, facilitating the quick monitoring of your SNS strategy.



Developed by: Hope Zewou, MPH  
CBA Specialist and SNS Trainer.

For Capacity Building Assistance on SNS, please contact **HANDS UNITED** at [cbadivision@latinoaids.org](mailto:cbadivision@latinoaids.org)