

Information Access Category 3: Resource Development and Dissemination

HIV/AIDS Community Information Outreach Program



U.S. National Library of Medicine



Resource Development and Dissemination

- Develop, design and disseminate quality and accurate health educational or informational materials using NLM HIV/AIDS information resources
- Resources developed may include but are not limited to:
 - web-based videos and educational modules
 - social media outreach, text messages or email messaging
 - culturally and/or language specific fact sheets
 - user guides or other products tailored to intended audiences to meet the needs of an organization's clients or communities



Project Examples

- Culturally and linguistically appropriate messages
- Culturally competent and age-appropriate HIV/AIDS and PrEP information in multiple languages
- Social media outreach promoting HIV/AIDS-related resources such as factsheets, infographics and training courses and online workbooks



Measures

- Resource (Development)
 - Needs assessment for intended audience
 - Resource materials created (cultural specific)
 - Resource materials utilized / sustained / maintained / updated
 - Utilization of consultants/contractual relationships to develop resources
- Resource (Dissemination)
 - Web site analytics and social media metrics
 - Number of resources created and distributed

