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Recommended Communication Schedule
The National Library of Medicine® (NLM), a part of the National Institutes of Health (NIH), is the world’s largest medical library with a mission to collect and disseminate trustworthy, reliable health information to health care professionals, researchers, patients, and the public.

The treatment and management of HIV/AIDS continues to evolve with new scientific breakthroughs, treatment discoveries, and management challenges. People living with AIDS and those who care for them have difficulty keeping up with the latest information on HIV/AIDS screening, testing, prevention, treatment, and research. NLM has a wealth of health information resources freely available online to address these needs.

**RECOMMENDATION**

- Develop messaging which emphasizes that NLM is a reliable, trustworthy source for health information.
COURSE DESCRIPTION

HIV/AIDS Information Resources from the National Library of Medicine
Online Course

The HIV/AIDS Information Resources from the National Library of Medicine online course is designed to provide valuable health information resources from NLM and other reliable sources to increase awareness of the abundance of treatment information and educational materials that are available online.

Resources Covered:
- AIDSource
- AIDSinfo®
- ClinicalTrials.gov
- MedlinePlus®
- PubMed®/MEDLINE®
- Public Health Partners

Running Time: About 30 minutes

Course URL: https://oraulearning.org/topclass/enrol.do?PID=167154

RECOMMENDATIONS

- For consistency and clarity in all locations, refer to the offering as an online course.
- Attach an image or screenshot of course with all communications.
- Direct users to course URL.
- Explain users will need to register to access the course.
- Highlight that the course is free.
AUDIENCE

HEALTH CARE PROFESSIONALS

Characteristics
• Physicians
• Clinicians
• Nurse practitioners
• Physician assistants
• Social workers

Key Messages
• Reliable and trustworthy
• Clinical
• Applicable to work

CAREGIVERS

Characteristics
• Family members
• Legal guardians
• Friends

Key Messages
• Easy to understand
• Helpful guidelines

ADVOCATES

Characteristics
• Nonprofit organizations
• Government initiatives
• Health science libraries

Key Messages
• Timely
• Convenient
• Supportive of other audiences

INDIVIDUALS WITH HIV/AIDS

Characteristics
• Men, women, adolescents
• LBGT community
• Specific population groups

Key Messages
• Easy to understand
• Applicable to them
• Treatment guidelines

RECOMMENDATIONS

• Use a variety of communication channels to connect with different audiences.
• Use a variety of messages to appeal to different audiences, keeping in mind that they have different goals and needs.
<table>
<thead>
<tr>
<th>Communication Channel</th>
<th>NLM</th>
<th>AIDSource</th>
<th>AIDSinfo</th>
<th>MedlinePlus</th>
<th>SIS</th>
<th>ACIOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>The world's largest biomedical library that is available on the Internet and is free, easily and quickly accessible, and of the highest quality and reliability.</td>
<td>A portal linking to various resources from NLM, NIH, and other organizations.</td>
<td>A service that offers health care professionals and consumers access to the latest, federally approved HIV/AIDS medical practice guidelines, clinical trials, and other research information.</td>
<td>A consumer health information resource that includes medical topics, information on drugs, a medical encyclopedia, medical dictionaries, and directories of libraries, hospitals, and health care professionals.</td>
<td>Produces information resources covering toxicology, environmental health, HIV/AIDS, outreach to underserved and special populations, drugs and household products, and disaster/ emergency preparedness and response.</td>
<td>NLM provides funding through the HIV/AIDS Community Information Outreach Program (ACIOP) for service organizations to design local programs for improving information access for patients, the affected community, their caregivers, and the general public.</td>
<td></td>
</tr>
</tbody>
</table>

**Web Site / Highlight / Link**

<table>
<thead>
<tr>
<th>NLM</th>
<th>AIDSource</th>
<th>AIDSinfo</th>
<th>MedlinePlus</th>
<th>SIS</th>
<th>ACIOP</th>
</tr>
</thead>
</table>

**Blog / News**

<table>
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<th>AIDSinfo</th>
<th>MedlinePlus</th>
<th>SIS</th>
<th>ACIOP</th>
</tr>
</thead>
</table>

**Facebook**

<table>
<thead>
<tr>
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<th>AIDSinfo</th>
<th>MedlinePlus</th>
<th>SIS</th>
<th>ACIOP</th>
</tr>
</thead>
</table>

**Twitter**

<table>
<thead>
<tr>
<th>NLM</th>
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<th>AIDSinfo</th>
<th>MedlinePlus</th>
<th>SIS</th>
<th>ACIOP</th>
</tr>
</thead>
</table>

**Pinterest**

<table>
<thead>
<tr>
<th>NLM</th>
<th>AIDSource</th>
<th>AIDSinfo</th>
<th>MedlinePlus</th>
<th>SIS</th>
<th>ACIOP</th>
</tr>
</thead>
</table>

**E-mail / Listserv**

- ✔
- ✔
- ✔
WEB SITE / HIGHLIGHT / LINK

This section covers recommendations for featuring the course on a Web site either via a landing page, highlight, or link. The degree of content and details may need to be altered based on available space and requirements of the Web site.

WEB SITE
If NLM is able to list the entire course description and registration details on a Web site landing page, this information would be added during the course rollout and remain posted throughout the lifecycle of the course offering.

Example Text:

**HIV/AIDS Information Resources from the National Library of Medicine Online Course**

**Course Description**
The *HIV/AIDS Information Resources from the National Library of Medicine* online course provides an interactive tour of valuable health information resources from NLM and other reliable sources and gives guided practice to help you become familiar with searching these resources.

**Registration**
This online course is free. To access, enroll at: https://oraulearning.org/topclass/enrol.do?PID=167154

For questions or concerns about this course, please contact (insert name of technical contact).

HIGHLIGHT
Many homepages have a rotating space for features or announcements (example: AIDSSource homepage). The course can be highlighted in this spot, either directing users to the Learning Management System (LMS) or to another landing page. Ideally, the course would be featured as a highlight during the initial rollout and reintroduced during a special HIV/AIDS-related event (example: World AIDS Day).
Example Text:

**NLM Provides Tour of HIV/AIDS Information Resources**

The *HIV/AIDS Information Resources from the National Library of Medicine* free online course provides an interactive tour of health information resources from NLM and other reliable sources and gives guided practice on searching these resources. Read more.

**Link**

Some Web sites and partners may only link to the online course, providing no description or further details (example: AIDSource Training Resources pages). Once the course is added as a link, it would remain throughout the lifecycle of the course offering.

If possible, add the descriptors:

- **Online Course** – to clarify what a user is accessing.
- **Enrollment Required** – to help the user with the next step in the process.

Example Text:

Online Course: HIV/AIDS Information from the National Library of Medicine *enrollment required*

Online Course: HIV/AIDS Information from the NLM *enrollment required*

HIV/AIDS Information from the National Library of Medicine Online Course *enrollment required*

HIV/AIDS Information from the NLM Online Course *enrollment required*
BLOGS / NEWS

Blogs or news sections of Web sites allow for more information about the course, its offering, and NLM’s mission (example: ACIOP Blog). Ideally, the course would be announced during the initial rollout and reintroduced during a special HIV/AIDS-related event (example: World AIDS Day).

Example Text:

**NLM Provides Tour of HIV/AIDS Information Resources**

The treatment and management of HIV/AIDS continues to evolve with new scientific breakthroughs, treatment discoveries, and management challenges. People living with AIDS and those who care for them can have difficulty keeping up with the latest information on HIV/AIDS screening, testing, prevention, treatment, and research. The National Library of Medicine (NLM) has a wealth of free health information resources available online to support people living with HIV/AIDS and those who care for them.

The **HIV/AIDS Information Resources from the National Library of Medicine** online course provides an interactive tour of valuable health information resources from NLM and other reliable sources and gives guided practice to help you become familiar with searching these resources.

This online course is free. To access, enroll at: [https://oraulearning.org/topclass/enrol.do?PID=167154](https://oraulearning.org/topclass/enrol.do?PID=167154)

For questions or concerns about this course, please contact (insert name of technical contact).

Since its founding in 1836, the National Library of Medicine [https://www.nlm.nih.gov](https://www.nlm.nih.gov) has played a pivotal role in translating biomedical research into practice and is a leader in information innovation. NLM is the world’s largest medical library, and millions of scientists, health professionals and the public around the world use NLM services every day.

###
SOCIAL MEDIA (FACEBOOK / TWITTER / PINTEREST)

Social media allows organizations to directly connect with audiences that already have an interest in them (example: MedlinePlus Twitter page), as well as a certain topics via hashtags.

Suggested hashtags:
- #HIV
- #AIDS
- #AIDSource
- #WorldAIDSDay

Use no more than three hashtags per message.

Many social media platforms are in use, but for the purposes of the target audience segments identified for the online course, focus on three main platforms.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Message Type</th>
<th>Repost Type</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Post</td>
<td>Share</td>
<td>All</td>
</tr>
<tr>
<td>Twitter</td>
<td>Tweet</td>
<td>Retweet</td>
<td>All</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Pin</td>
<td>Save (Pin to board)</td>
<td>Caregivers Individuals with HIV/AIDS</td>
</tr>
</tbody>
</table>

Posts/tweets need to be short (under 140 characters) and attention-getting, as users are inundated with messages in their feed. Pinterest pins can be longer, but should get the message across quickly. Include a photo and hyperlink with all posts/tweets/pins.

Posts/tweets/pins need to be made at varying times and days to ensure that followers see the message. Also, change the style of the message to appeal to different audiences and to not appear repetitive.

Use social media several times a month to promote the course and change the style of the message. If an announcement message was posted on a Monday morning, try posting an action message several weeks later on a Thursday afternoon. Also, tie messages to special events and conferences when possible.
Example Messages:

Announcement
• NLM provides tour of #HIV / #AIDS resources with free online course. Enroll: https://oraulearning.org/topclass/enrol.do?PID=167154

Action
• Learn how to do strategic online searches to find #HIV / #AIDS information with NLM free online course. Enroll: https://oraulearning.org/topclass/enrol.do?PID=167154
• Stay on top of the latest #HIV / #AIDS information. Take NLM free online course. Enroll: https://oraulearning.org/topclass/enrol.do?PID=167154

Question
• Having trouble keeping up with the latest #HIV / #AIDS information? Take NLM free online course. Enroll: https://oraulearning.org/topclass/enrol.do?PID=167154

Event/Inspiration
• Knowledge empowers #WorldAIDSDay. Stay on top of #HIV / #AIDS information. Take NLM free online course. Enroll: https://oraulearning.org/topclass/enrol.do?PID=167154
E-MAIL / LISTSERV

Like social media, e-mail / Listservs allow organizations to connect with audiences who already are interested in what they have to offer. Unlike social media, however, e-mails offer more space to expand on the course offering and description. Because people generally have overflowing inboxes, keep e-mail messages direct and attention-getting. The subject line of an e-mail is especially important to encourage someone to open the rest of the message.

Send an e-mail announcement for the initial online course rollout. Send follow-up e-mails sporadically throughout the rest of the year, not overwhelming your audience with e-mails, but encouraging action or tying the message to an event or conference.

Example E-mails:

Announcement

NLM Provides Tour of HIV/AIDS Information Resources
The National Library of Medicine (NLM) has a wealth of free health information resources available online to support people living with HIV/AIDS and those who care for them.

The HIV/AIDS Information Resources from the National Library of Medicine online course provides an interactive tour of valuable health information resources from NLM and other reliable sources and gives guided practice to help you become familiar with searching these resources.

This online course is free. To access, enroll at: https://oraulearning.org/topclass/enrol.do?PID=167154

For questions or concerns about this course, please contact (insert name of technical contact).

Action

Stay on Top of the Latest HIV/AIDS Information
People living with AIDS and those who care for them have difficulty keeping up with the latest information on HIV/AIDS screening, testing, prevention, treatment, and research. The National Library of Medicine (NLM) has a wealth of free health information resources available online to support people living with HIV/AIDS and those who care for them.

The HIV/AIDS Information Resources from the National Library of Medicine online course provides an interactive tour of valuable health information resources from NLM and other reliable sources and gives guided practice to help you become familiar with searching these resources.

This online course is free. To access, enroll at: https://oraulearning.org/topclass/enrol.do?PID=167154

For questions or concerns about this course, please contact (insert name of technical contact).
Conferences

Conferences and other in-person events are opportunities to promote the course to a variety of audience members. Generally, conference attendees visit booths and collect information as they move through the exhibit hall. Give attendees an information sheet or flyer that they can take with them and refer to later.

Describe the course and use an action-oriented title to gain attention and quickly show the value of the course.

NOTE: The course URL may be too complicated to expect a user to type in manually (versus clicking on a link on a Web site). Instead, use a URL that points to the course but is easier to type in (example: SIS Training & Outreach page).

Possible upcoming conferences:
- Association of Nurses in AIDS Care (November)
- National HIV Prevention Conference (December)
- United States Conference on AIDS (September / October)
- Annual Conference on Social Work and HIV/AIDS (May)

Course Description
The HIV/AIDS Information Resources from the National Library of Medicine online course provides an interactive tour of valuable health information resources from NLM and other reliable sources and gives guided practice to help you become familiar with searching these resources.

Resources Covered:
- AIDSinfo – service that offers health care professionals and consumers access to the latest, federally approved HIV/AIDS medical practice guidelines, clinical trials, and other research information.
- ClinicalTrials.gov – a Web-based resource for regularly updated information about federally and privately supported clinical research for a wide range of diseases and conditions.
- MedlinePlus – a consumer health information resource that includes full-text documents on medical topics, information on drugs and supplements, and a variety of helpful tools.
- PubMed/MEDLINE – a Web site which provides access to references for articles published in journals in the fields of medicine and the life sciences.
- Public Health Partners – a collaboration of U.S. government agencies, public health organizations, and health sciences libraries to provide timely, convenient access to selected online public health sources.

Running Time
30 minutes

Registration
This online course is free.

To access, enroll at:

Sample Flyer
EVENTS

HIV/AIDS-related events are an opportunity to reinforce the course offering. Observances of HIV/AIDS Awareness Day focus on a variety of specific populations and occur throughout the year.

Several times through the year, tie the course offering with HIV/AIDS Awareness Day observances. Some observances occur on the same day every year, while others may change the exact date, but occur in the same month or season each year.

**HIV/AIDS Awareness Days Observances**

<table>
<thead>
<tr>
<th>WINTER</th>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
</tr>
</thead>
<tbody>
<tr>
<td>World AIDS Day <em>December 1, 2016</em>*</td>
<td>National Women and Girls HIV/AIDS Awareness Day</td>
<td>HIV Long-Term Survivors Day <em>June 2017</em>*</td>
<td>National HIV/AIDS and Aging Awareness Day</td>
</tr>
<tr>
<td>National Youth HIV &amp; AIDS Awareness Day <em>April 2017</em>*</td>
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<td></td>
<td>National Latinx AIDS Awareness Day</td>
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<tr>
<td>National Transgender HIV Testing Day</td>
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<tr>
<td>HIV Vaccine Awareness Day</td>
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<tr>
<td>National Asian &amp; Pacific Islander HIV/AIDS Awareness Day</td>
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**Suggested Awareness Day Observances to tie in with course promotions**
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</thead>
<tbody>
<tr>
<td>Awareness Day</td>
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</tr>
<tr>
<td>Blog / News</td>
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<td>Social Media</td>
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<tr>
<td>E-mail / Listserv</td>
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<td>✓</td>
</tr>
</tbody>
</table>

**Recommended Communication Schedule**

- **World AIDS Day (12-1)**
- **National Black HIV/AIDS Awareness Day**
- **National Youth HIV & AIDS Awareness Day**
- **HIV Long-Term Survivors Day**
- **National Gay Men’s HIV/AIDS Awareness Day**