

PACT Indicators and Outcomes

CATEGORY A: Digital and Social Media

Activity 1: Disseminate CDC’s *Let’s Stop HIV Together* campaign materials and messages via digital and social media communication channels.

Outputs:

- Completed communication plan
- Monthly data (including, but not limited to, content of social media post(s), number and type of social media engagement [i.e. number of likes, shares, URL clicks, and comments] by post, reach [i.e. number of impressions of digital advertising], etc.)
 - Data submission via the Metrics Database and/or via Microsoft Excel spreadsheets

Outcomes:

- Increased exposure to CDC’s *Let’s Stop HIV Together* campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers (Total number of impressions, comprehensive summary of location, target audience and duration of digital advertisements)
- Increased HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers (Inquiries regarding HIV prevention services through CDC resource widgets and electronic resources promoted through digital media advertisements and social media, etc.)

CATEGORY A: Activity 1

Disseminate CDC’s *Let’s Stop HIV Together* campaign materials and messages via digital and social media communication channels.

Outcome: Increased exposure to CDC’s *Let’s Stop HIV Together* campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Digital Advertising	<ul style="list-style-type: none"> ● Number of HIV-related digital ad placements ● Number of generated impressions from each HIV-related digital ad placement ● Number of clicks from each HIV-related digital ad placement ● Cost of each HIV-related digital ad placement 	<ul style="list-style-type: none"> ● A minimum of 140 per year ● N/A ● N/A ● N/A 	Average click-through rate (CTR) = 0.05

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Digital Articles	<ul style="list-style-type: none"> ● Number of digital articles (e.g., blogs) ● Number of engagements/ views per digital article (including likes, shares, comments) 	<ul style="list-style-type: none"> ● A minimum of 4 per year ● N/A 	Average number of engagements/views per digital article
Email Blasts	<ul style="list-style-type: none"> ● Number of HIV-related email communications ● Number of people reached through each HIV-related email communication (i.e., number of emails delivered and number of opens) ● Number of clicks on each HIV-related email communication 	<ul style="list-style-type: none"> ● A minimum of 20 per year ● N/A ● N/A 	<ul style="list-style-type: none"> ● Average open rate ● Average percentage of handle email blasts that are HIV-related
Social Media	<ul style="list-style-type: none"> ● Number of HIV-related social media posts on any social media platform ● Number of engagements per tweet (likes, retweets, comments, URL clicks) ● Number of engagements per Facebook post (likes, shares, comments, URL clicks) ● Number of engagements per Instagram post (likes, comments, sent as DM, bookmarked) ● Number of engagements per social media post on other platforms (likes, shares, comments) 	<ul style="list-style-type: none"> ● A minimum of 145 total per year ● N/A ● N/A ● N/A ● N/A 	<ul style="list-style-type: none"> ● Average engagement rate per month by platform ● Average percentage of handle posts per platform that are HIV-related
Social Media Events (include Facebook Live, Twitter Chats, etc.)	<ul style="list-style-type: none"> ● Number of social media events ● Number of attendees at social media events ● Number of engagements at social media events (including likes and comments) 	<ul style="list-style-type: none"> ● A minimum of 12 per year ● N/A ● N/A 	Average engagement rate per social media event

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Social Media Marketing	<ul style="list-style-type: none"> ● Number of HIV-related ad placements on social media ● Number of generated impressions from each HIV-related ad placements on social media ● Number of clicks from each HIV-related ad placements on social media ● Cost of each HIV-related ad placements on social media 	<ul style="list-style-type: none"> ● A minimum of 140 per year ● N/A ● N/A ● N/A 	Average CTR = 0.05

Outcome: Increased HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Zip Code Searches	Number of zip codes searches through CDC resource widgets placed on your organization's website	N/A	

Activity 2: Leverage partners, and networks to expand the reach of CDC's *Let's Stop HIV Together* campaign materials and messages.

Outputs:

- Completed communication plan
- Number of established Partnership Agreements
- Efforts to leverage or establish partnerships (number of partner meetings, calls, consultations)
- Monthly data (including, but not limited to, number of partners engaged, metrics for social and digital media activities with partners, etc.)
 - Data submission via the Metrics Database and/or via Microsoft Excel spreadsheets

Outcomes:

- Increased partner engagement with CDC's *Let's Stop HIV Together* materials and messages (total number of Partnership Agreements signed, total number of partner meetings, calls, and consultations)
- Increased HIV-related communication among engaged partners and networks (total number and types of activities, number of engagements, etc.)

CATEGORY A: Activity 2

Leverage partners, and networks to expand the reach of CDC’s *Let’s Stop HIV Together* campaign materials and messages.

Outcome: Increased partner engagement with CDC’s *Let’s Stop HIV Together* materials and messages

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Partner Engagement	<ul style="list-style-type: none"> ● Established Partnership Agreements with other organizations ● Meeting notes, communication (electronic and print), and other evidence of engagement ● Number of meetings with partners (also provide dates, number of attendees, and purpose of each meeting) 	<ul style="list-style-type: none"> ● A minimum of 20 per year ● A minimum of 20 partners per year ● No minimum (may vary based on number of meetings needed to support ongoing communication with partners) 	<ul style="list-style-type: none"> ● Fidelity to Partnership Agreement – Activities resulting from Partnership Agreements with other organization (e.g., collaborative events, re-posting of social media content, etc. and associated metrics) ● Number of partners engaged
Materials Dissemination	Number of <i>Together</i> campaign materials requested and disseminated through partnerships (e.g., partnership meetings)	A minimum of 5,000 per year	

Outcome: Increased HIV-related communication among engaged partners and networks

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Partner Activities: Social Media	Number of HIV-related social media posts with partners	150 across all platforms per year	Average engagement rate per month by platform
Partner Activities: Email Blasts	<ul style="list-style-type: none"> ● Number of HIV-related email communications through partners ● Number of people reached through HIV-related email communications through partners (i.e., number of emails delivered and number of opens) ● Number of clicks on each HIV-related email communication through partners 	<ul style="list-style-type: none"> ● A minimum of 20 per year ● N/A ● N/A 	Average open rate
Partner Activities: Digital Articles	<ul style="list-style-type: none"> ● Number of digital articles (e.g., blogs) ● Number of engagements/ views per digital article (including likes, shares, comments) 	<ul style="list-style-type: none"> ● A minimum of 5 per year ● N/A 	Average number of engagements/views per digital article
Partner Activities: Social Media	Number of HIV-related social media posts with partners	A minimum of 50 across all platforms per year	Average engagement rate per month by platform
Partner Activities: Zip Code Searches	Number of zip codes searches through CDC resource widgets placed on websites of partners	N/A	

CATEGORY B: Events

Activity 1: Disseminate CDC’s *Let’s Stop HIV Together* materials and messages at in-person and virtual events.

Outputs:

- Completed events plan
- Monthly data (including, but not limited to, number of events, number of event attendees, number of materials distributed by event, etc.)
 - Data submission via the Metrics Database and/or via Microsoft Excel spreadsheets

Outcomes:

- Increased exposure to CDC’s *Let’s Stop HIV Together* campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers (Total

number of materials distributed by event, etc.)

- Increased HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers (Total number of events held, total number of visitors or participants per event, etc.)

CATEGORY B: Activity 1

Disseminate CDC’s *Let’s Stop HIV Together* materials and messages at in-person and virtual events.

Outcome: Increased exposure to CDC’s *Let’s Stop HIV Together* campaign materials and messages among people disproportionately affected by HIV, people with HIV, and health care providers

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Events: In-person	<ul style="list-style-type: none"> ● Number of in-person events with HIV messaging (including event type and location) ● Number of attendees per in-person event ● Number of engagements with attendees per in-person event 	<ul style="list-style-type: none"> ● A minimum of 10 events per year ● N/A ● N/A 	Average event engagement rates: 0.5
Events: Virtual	<ul style="list-style-type: none"> ● Number of virtual events with HIV messaging (including event platform) ● Number of attendees per virtual event ● Number of engagements with attendees per virtual event 	<ul style="list-style-type: none"> ● A minimum of 10 events per year ● N/A ● N/A 	Average event engagement rates: 0.5
Materials Dissemination	Number of <i>Together</i> campaign materials requested and disseminated through in-person events	A minimum of 5,000 per year	

Outcome: Increased HIV-related information seeking behaviors among people disproportionately affected by HIV, people with HIV, and health care providers

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Zip Code Searches	Number of zip code searches for HIV prevention services through CDC resource widgets placed on your organization’s website	N/A	

Activity 2: Leverage partners and networks to expand the reach and dissemination of CDC's *Let's Stop HIV Together* materials and messages at in-person and virtual events.

Outputs:

- Completed events plan
- Number of established Partnership Agreements

- Efforts to leverage or establish partnerships (i.e., number of partner meetings, calls, consultations)
- Monthly data (including, but not limited to, number of partners engaged, metrics for events with partners, etc.)
 - Data submission via the Metrics Database and/or via Microsoft Excel spreadsheets

Outcomes:

- Increased partner engagement with CDC’s *Let’s Stop HIV Together* materials and messages (Total number of materials requested)
- Increased cross-community support for HIV prevention, testing, and referral strategies (Number of materials requested within communities, inquiries regarding HIV prevention services through CDC resource widgets and electronic resources promoted community events, etc.)

CATEGORY B: Activity 2

Leverage partners and networks to expand the reach and dissemination of CDC’s *Let’s Stop HIV Together* materials and messages at in-person and virtual events.

Outcome: Increased partner engagement with CDC’s *Let’s Stop HIV Together* materials and messages

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Partner Engagement	<ul style="list-style-type: none"> ● Established Partnership Agreements with other organizations ● Meeting notes, communication (electronic and print), and other evidence of engagement ● Number of meetings with partners (also provide dates, number of attendees, and purpose of each meeting) 	<ul style="list-style-type: none"> ● A minimum of 20 per year ● A minimum of 20 partners per year ● N/A 	<ul style="list-style-type: none"> ● Fidelity to Partnership Agreements – Activities resulting from Partnership Agreements with other organization (e.g., collaborative events, re-posting of social media content, etc. and associated metrics) ● Number of partners engaged
Materials Dissemination	Name, description, and quantity of materials requested	A minimum of 5,000 per year	Number of <i>Together</i> campaign materials requested and disseminated through partnerships (e.g., partnership meetings)

Outcome: Increased cross-community support for HIV prevention, testing and referral strategies

Domain	Deliverables/Metrics	Minimum Targets	Indicators
Partner Activities: In-Person Events	<ul style="list-style-type: none"> ● Number of in-person events with HIV messaging conducted in collaboration with partners (including event type and location) ● Number of attendees per in- person event conducted in collaboration with partners ● Number of engagements with attendees per in-person event conducted in collaboration with partners 	<ul style="list-style-type: none"> ● A minimum of 10 events per year ● N/A ● N/A 	
Partner Activities: Virtual Events	<ul style="list-style-type: none"> ● Number of virtual events with HIV messaging (including event platform) ● Number of attendees per virtual event ● Number of engagements with attendees per virtual event 	<ul style="list-style-type: none"> ● A minimum of 10 events per year ● N/A ● N/A 	
Partner Activities: Materials Dissemination	<ul style="list-style-type: none"> ● Number of <i>Together</i> campaign materials requested and disseminated through in-person events conducted in collaboration with partners ● Number of <i>Together</i> campaign materials requested and disseminated to other organizations and communities 	<ul style="list-style-type: none"> ● A minimum of 2,500 per year ● A minimum of 2,500 per year 	
Partner Activities: Zip Code Searches	Number of zip codes searches through CDC resource widgets placed on websites of partners	N/A	

****Partner outcomes will be counted toward recipient outcomes.***