



THE AIDS INSTITUTE

# New Media & TechLink

A News Service of The AIDS Institute

## In This Issue

### Project Overview

### E-Learning Trainings

### Poll Survey

### Using Technology

### Resources

### Feedback

## The AIDS Institute

### Program and Administrative Office

17 Davis  
Boulevard  
Suite 403

Tampa, FL 33606

813.258.5929

Fax: 813.258.5939

### National Policy Office

1705 DeSales  
Street NW

## Introduction

Volume 1



### Dear Subscriber,

Welcome to The AIDS Institute's **New Media & TechLink** - an E-newsletter developed out of our new media and technology strategy for "Reaching Aging Adults living with or at risk of HIV". We encourage you to read further and learn more about how The AIDS Institute is aligning with the Digital Government Strategy to ensure that the use of technology makes a real difference in people's lives. TAI will use New Media & TechLink as a platform to provide new media training opportunities, education, resources, information, and technology capacity building support targeting adults over 50 living with HIV or at risk of HIV infection. TAI seeks to accomplish an increased online and mobile technology usage and enhanced collaboration among targeted older adult users.

Washington, DC  
20036  
202.835.8373  
Fax: 202.835.8368

Email:  
[info@TheAIDSInstitute.org](mailto:info@TheAIDSInstitute.org)

Website  
[www.TheAIDSInstitute.org](http://www.TheAIDSInstitute.org)



THE AIDS INSTITUTE

### Social Media Links

Like us on Facebook

Follow us on Twitter

View our profile on LinkedIn

View our videos on YouTube

### Join Our List

Join Our Mailing List

Share this Newsletter

Forward to a Friend

## Project Overview

### Reaching Aging Adults Living with or at Risk of HIV-A New Media and Technology Strategy

Goal one of the project is the following:

Increase new media knowledge and skills of tools and technologies

Objective 1

- Host 4 New Media and Technology E-learning training sessions.

Objective 2

- Develop and distribute 4 New Media and TechLink E-newsletters.

Objective 3

- Distribute education information and print ready resources to partners and direct database contacts.

Goal two includes the following:

Increase online and mobile technology usage.

Objective 1

- Create a centralized web portal on TAI's existing older adults and HIV/AIDS webpage ([www.NHAAAD.org](http://www.NHAAAD.org)) for future access.

Objective 2

- Post new media and technology resource links and educational materials from E-learning trainings, E-newsletters or other capacity building support activities.

## E-Learning Trainings

The following is the schedule of E-learning (EL) trainings. Please register for each session separately using the links provided.

REGISTER HERE FOR E-LEARNING SESSION #2  
August 20, 2013 at 1PM (ET)

REGISTER HERE FOR E-LEARNING SESSION #3  
September 3, 2013 at 1PM (ET)

REGISTER HERE FOR E-LEARNING SESSION #4  
September 17, 2013 at 1PM (ET)

## Poll Survey

The AIDS Institute is conducting a poll survey that will help to identify topics and content for future E-learning sessions and the New Media & Techlink E-Newsletter. We value your feedback and encourage you to complete the survey

Please click on the link below to participate in this important survey.

### **[The AIDS Institute's New Media & Technology Survey](#)**

## **Using Technology**

The use of new media and technology tools is very attractive and gleans user interest from all ages. However, success in using technology is often based on the user's attitude. If a user is not willing or able to understand a new media or technology strategy, it makes the learning process much more difficult.

According to Pew Research Center, young adults are more likely than older adults to use social media. However, with the increased demand and need for learning new technologies, older adults are becoming more interested in accessing health related information online and increasing the use of mobile technologies. Pew Internet & American Life Project reported that 91% of American adults have a cell phone and 56% of American adults have a smart phone. Further data suggests 85% of US adults use the internet and 72% report having looked online for health information. The AIDS Institute's initiative to reach older adult users will help eliminate barriers in understanding and learning the effectiveness of new media and technology while also increasing their individual use of these tools.

To learn more about new media and technology use, visit [Pew Internet & American Life Project](#) and the [Pew Research Center](#).

## **Resources**

Utilizing technology can help connect people, increase collaborations and create content to help communicate messages about HIV/AIDS.

AIDS.gov has a wealth of information available including:

[How to use New Media](#)

[Getting started](#)

[New Media tools](#)

Digital Government Strategy:

[Digital Government: Building a 21st Century Platform to Better Serve the American People](#)

## **Newsletter Feedback**

Please let us know what you think of our New Media & Techlink E-newsletter. Please send your feedback to:  
[Media@TheAIDSinstitute.org](mailto:Media@TheAIDSinstitute.org).



Sincerely,

Michael Ruppal, Executive Director  
The AIDS Institute

[Forward email](#)



This email was sent to [bverrette@theaidsinstitute.org](mailto:bverrette@theaidsinstitute.org) by [media@theaidsinstitute.org](mailto:media@theaidsinstitute.org) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).  
The AIDS Institute | Policy Office | 2000 S Street NW | Washington | DC | 20009