

Social media and people with HIV: work in progress. Results from an italian survey.

A. Donti¹, M. Boni¹, M. M. Daglio¹, A. P. Cavazzuti¹, G. Fattori²

¹Marketing Sociale Onlus. ²Social Marketing-Compass University of Bologna



You Tube

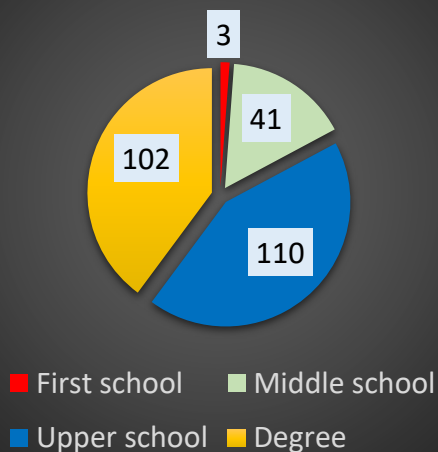


- ❑ Italian Survey on Internet use in the setting of HIV
- ❑ 27 multiple choice questions
- ❑ Time range : 3 months (Dec.2016 - Feb.2017)
- ❑ Promoted by MKTS - Onlus
- ❑ Collaboration with NADIR (Patient/Community Advocacy Group)
- ❑ Distributed through websites, newsletters, Facebook, twitter, involving NADIR, as well as other P/CAG: ANLAIDS, ARCOBALENO AIDS, ASA, ASSOCIAZIONE COMUNITÀ EMMAUS, ASSOCIAZIONE INSIEME, CICA, CNCA, LILA, CIRCOLO MARIO MIELI, PLUS.

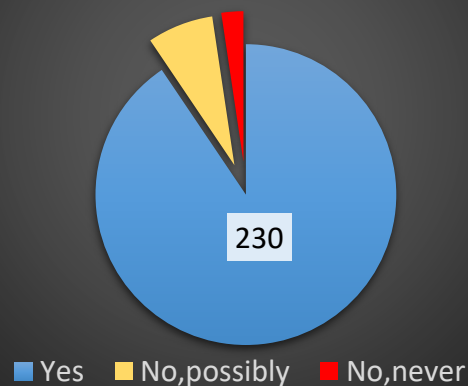
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255 responders ; males 77.7% ; mainly between 41 and 60 years old (61.7%)

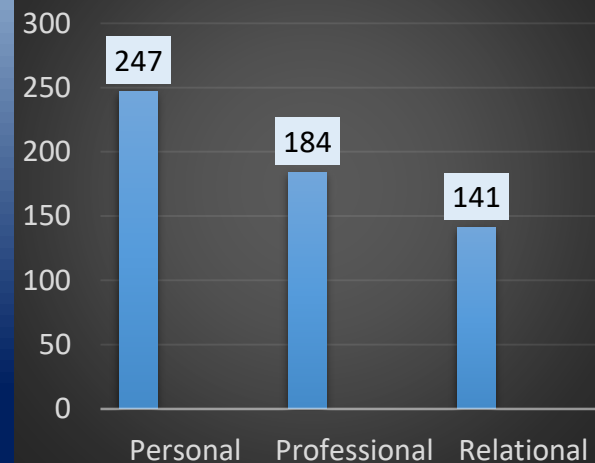
Education level



Social media profile



Internet use



RESULTS



Communicating with the HIV physician or community



Speaking with the HIV physician



Willing for new tools: mobile app 71.2% & online counselling service 79.5%



28%



CONCLUSIONS

- ❑ Currently, the majority of patients with HIV do not use the social media to keep in touch with their physician or community
- ❑ Going to the outpatient clinic or speaking on the telephone are still the favourite means of communication
- ❑ HIV patients are willing to have *new communication tools* such as dedicated mobile app/online counselling service which *deserve to be actively implemented*

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Dott.ssa A. Donti has nothing to disclose



RESULTS

Despite a substantial use of social media for personal and professional purpose, PLWH:

- ❑ 65% believed unnecessary/useless the use of social media for interacting
- ❑ 45% do not use internet for communicating with other PLWH
- ❑ 90% never use Blogs, Forum and social networks to communicate with their physician in infectious disease
- ❑ Email, SMS, WhatsApp are little used
- ❑ 28% preferred «the traditional phone»
- ❑ Of note, it is viewed favourably the possibility of having :
 - A mobile application - dedicated to the communication with the specialist and/or the clinical centre (71,2%);
 - An on line counselling service (79,5%)