

"Linking MSM to Prevention Messages through Dating Sites"

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AIDS Arms, Inc.
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Objectives

- By the end of the presentation participants will:
 - Learn methods to disseminate prevention messages to MSM who seek dates/hookups through online applications.
 - Be provided with information on how to setup profiles on various sites and applications.
 - Receive guidance on tailoring messages and outreach efforts for subpopulations of MSM.

“Ladies Looking”

- <https://www.youtube.com/watch?v=d7xBP7zAzbo>

Why online outreach?

- Hunter College Center for HIV Educational Studies & Training (CHEST) study
 - Sampled 1,300 users
 - 1 in 10 men had never had an HIV test
 - 1/3rd listed their status as HIV negative
 - 1/3rd who had never tested engaged in anal sex without a condom in the past 3 months
- Los Angeles LGBT Center study
 - Men who uses online apps to find partners are at increased risk for gonorrhea and chlamydia

The DIFFA Project

- Project funded by Design Industries Foundation Fighting AIDS-Dallas
- Priority population
 - High-risk youth (MSM 18-24)
 - Prevention with Positives (18-24 PLWHA, newly arriving to Dallas or newly infected)
- Outreach using dating/hookup websites and location based networking applications
 - Obtain at least 100 profile views by priority population.
 - Announce and hold at least 12 social meetings and events which are announced through Meetup.com and facilitated by AIDS Arms, Inc.'s – the HIVE.

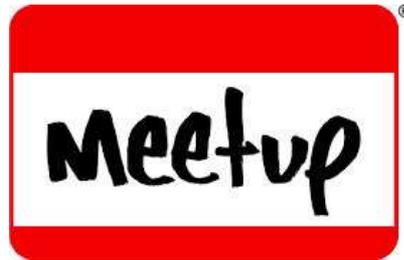
Where do I begin?

- Develop necessary procedures to ensure that policy is followed and security is maintained.
- Define your priority population.
- Determine which applications/sites you want to use.
 - Conduct informal community assessment
- Obtain necessary tools
 - Tablets
 - Photos
 - Profile subscriptions

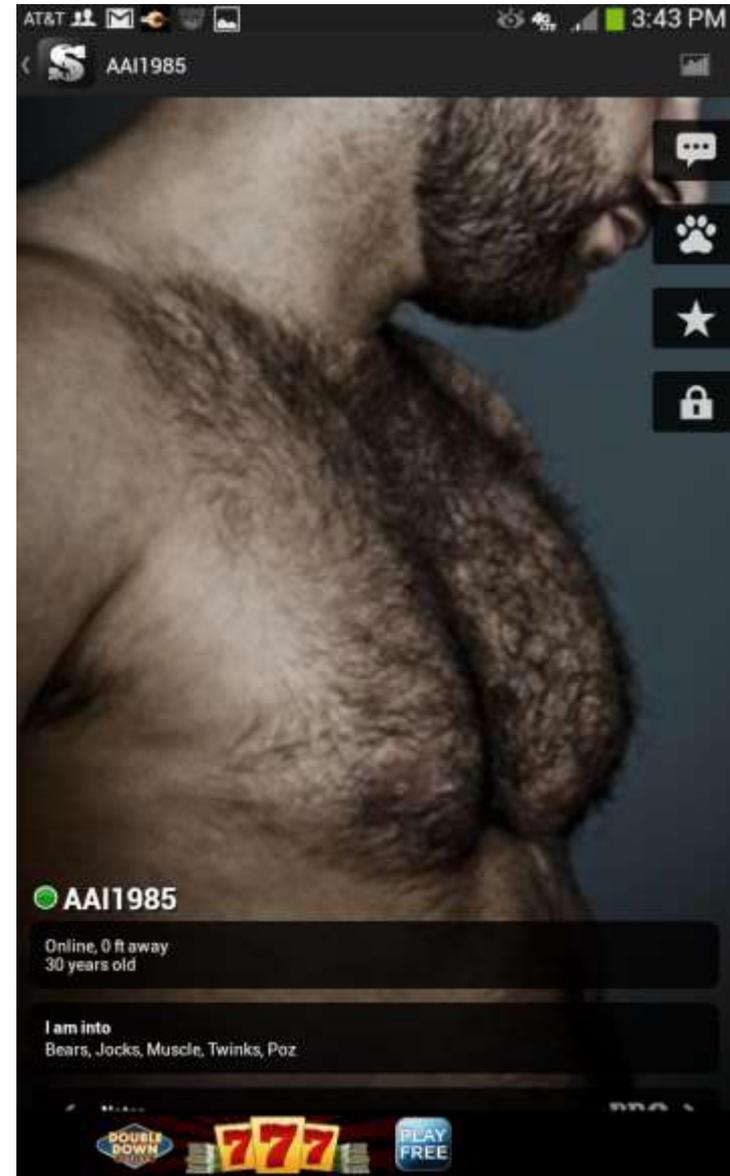
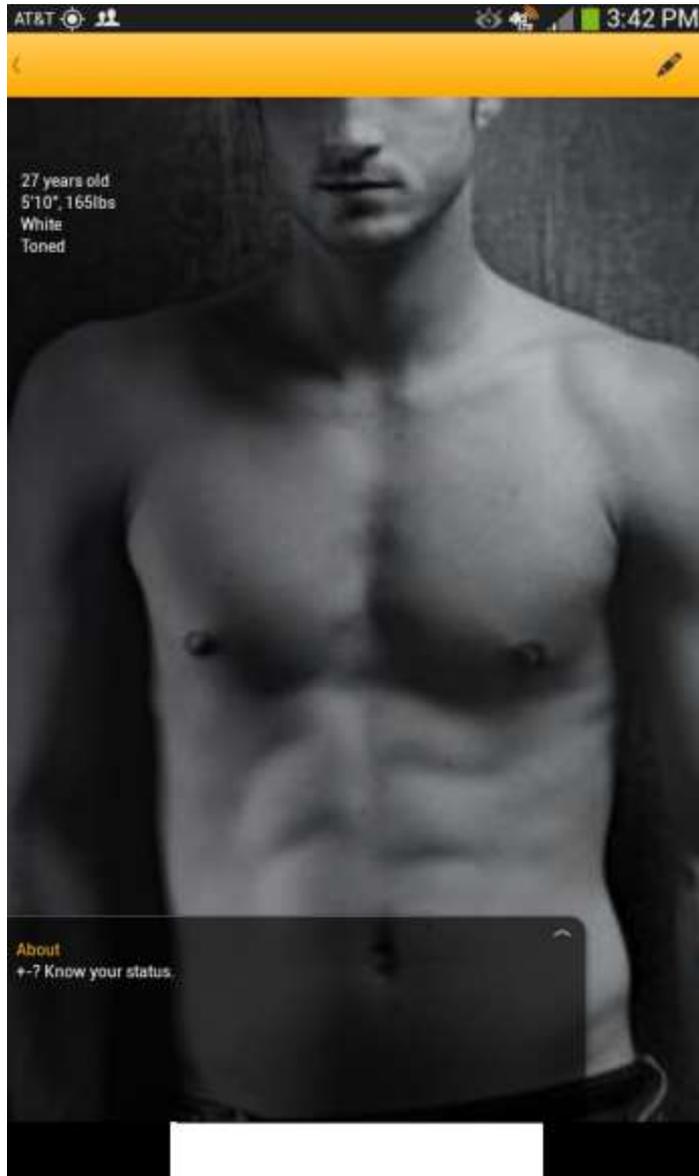
The DIFFA Project

- Sites and apps currently used by AIDS Arms, Inc.:

- Grindr
- Jack'd
- Scruff
- A4A
- Growlr
- Meet Up



Our Profiles



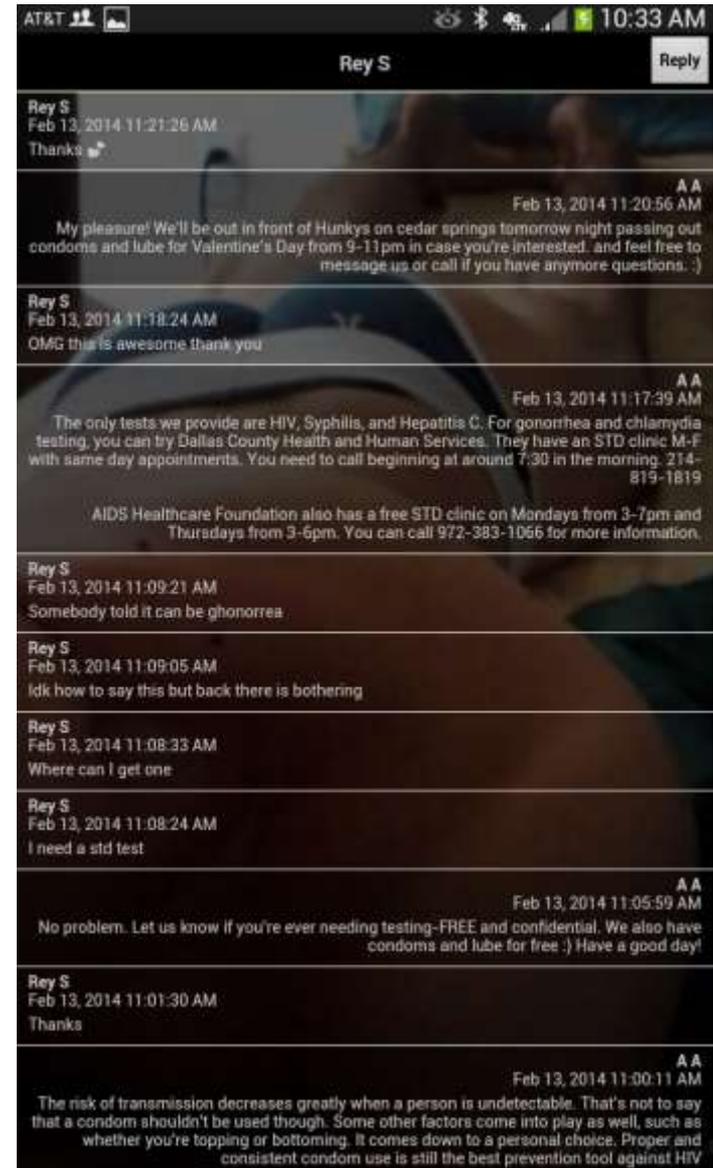
Messaging

- How you approach your audience may vary from app to app
- Per user guidelines, we **do not** directly message individuals
- Once a message is received, staff provides a scripted standard reply:
 - “Hi there, I work for AIDS Arms and I’m just here to answer any questions you may have about HIV, testing or safe sex. Hope you’re having a great day!”
- Knowledgeable and flexible staff is critical to effective implementation of the program.
 - Wide range of topics
 - Expect the unexpected

Messaging

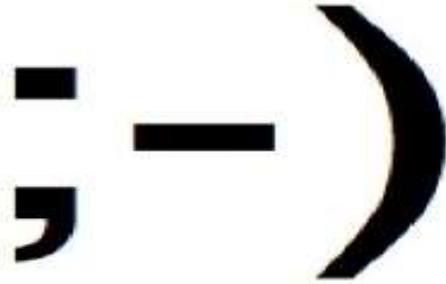


Messaging



Messaging

- Users are provided with a link to more information.
 - Opens as a PDF with links to our testing calendar, YouTube videos, CDC information, and information on incentives.



HIV testing...just like being online:
free, fast, and easy!

- Know your HIV status
- FREE confidential HIV, Syphilis & Hepatitis C tests
- Walk-in, no appointment or ID needed
- Stock up on condoms & lube



AIDS Arms, Inc
219 Sunset Ave
Suite 116-A
Dallas, TX 75208
M-F 8:30am-12pm, 1pm-4:30pm
Call to confirm times 214-521-5191



Did we meet online? Bring your chat code* when you test. We've got something special for **you!**



Still interested in learning more about sex?
Wanna watch some videos?

Find other places we'll be testing out in the community.

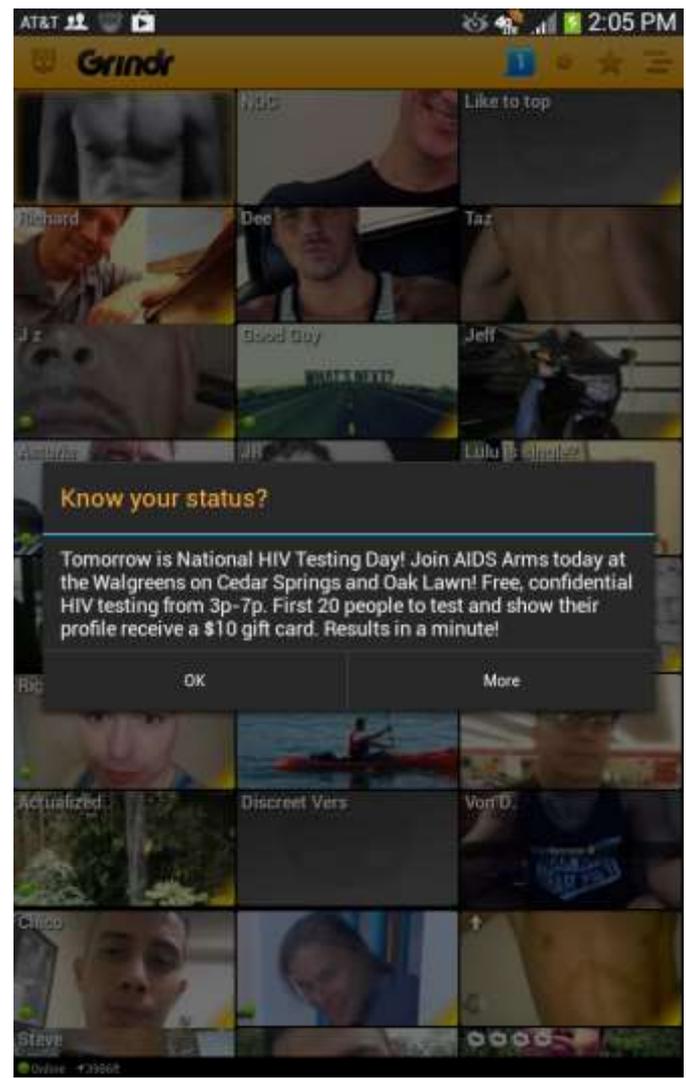
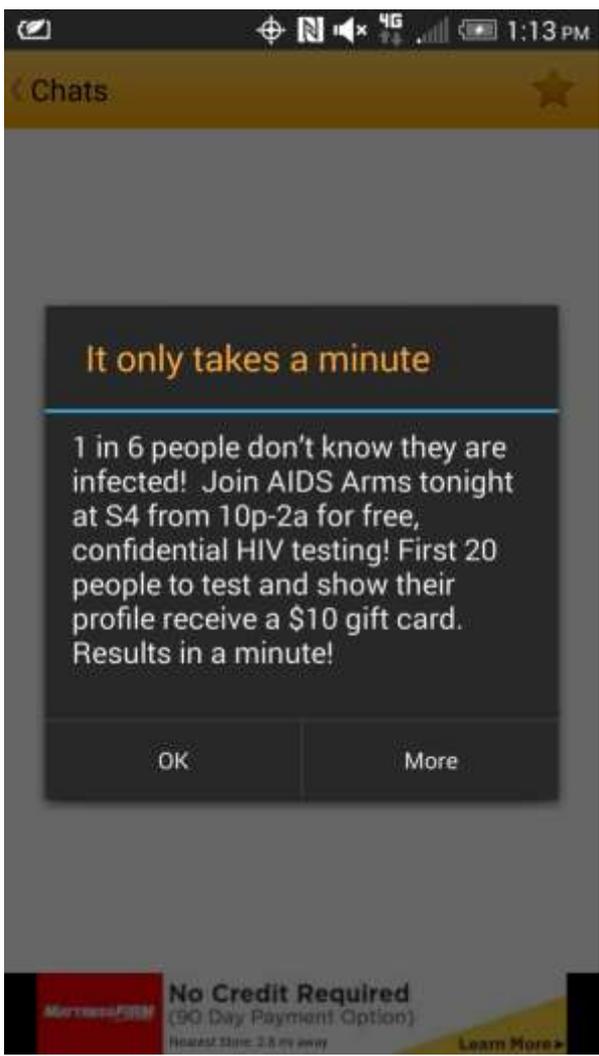
Nice chatting with you. Hope to see you soon.

*Your chat code = "**Got2Know**"

Incentives and Advertising

- Any user that comes in for testing via referral from an app is eligible for a \$10 gift card.
- AIDS Arms, Inc. is also able to advertise specific testing events on Grindr

Incentives and Advertising



The DIFFA Project

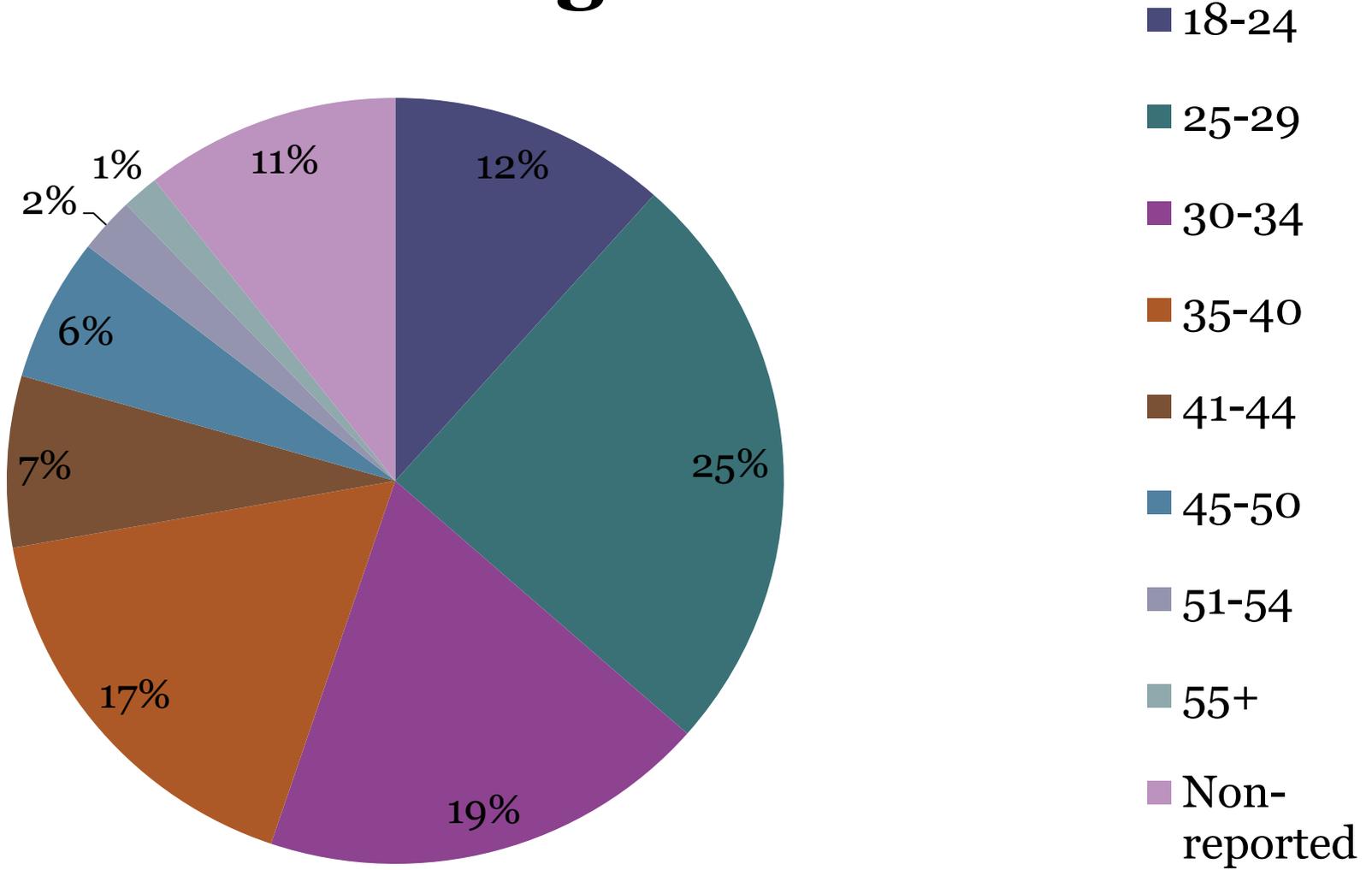
Preliminary Results

February 2014 – July 2014

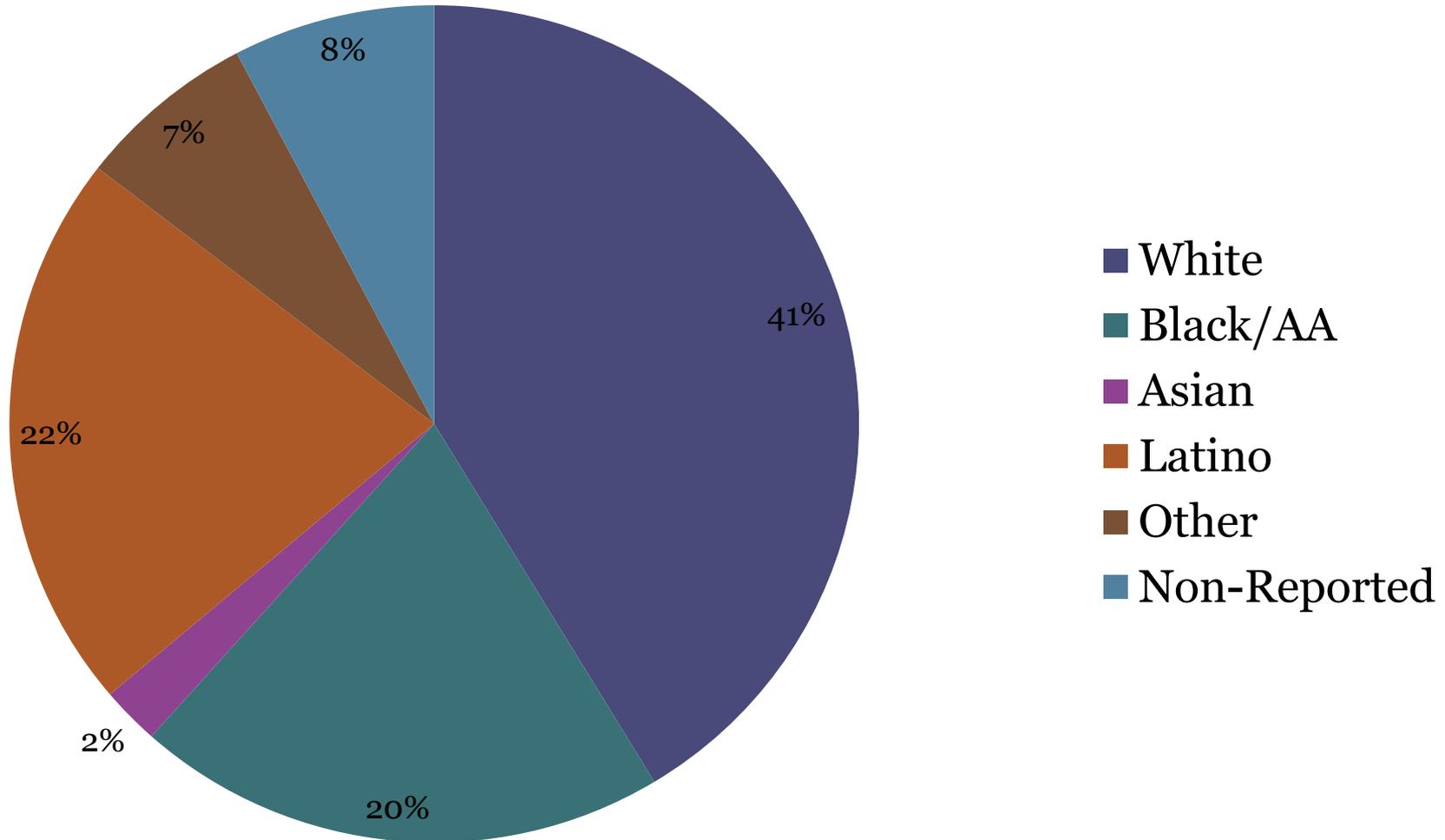
Results

- Total messages: 1884
 - Responses: 695 (37%)
- 19 individuals tested
- 1 new positive identified

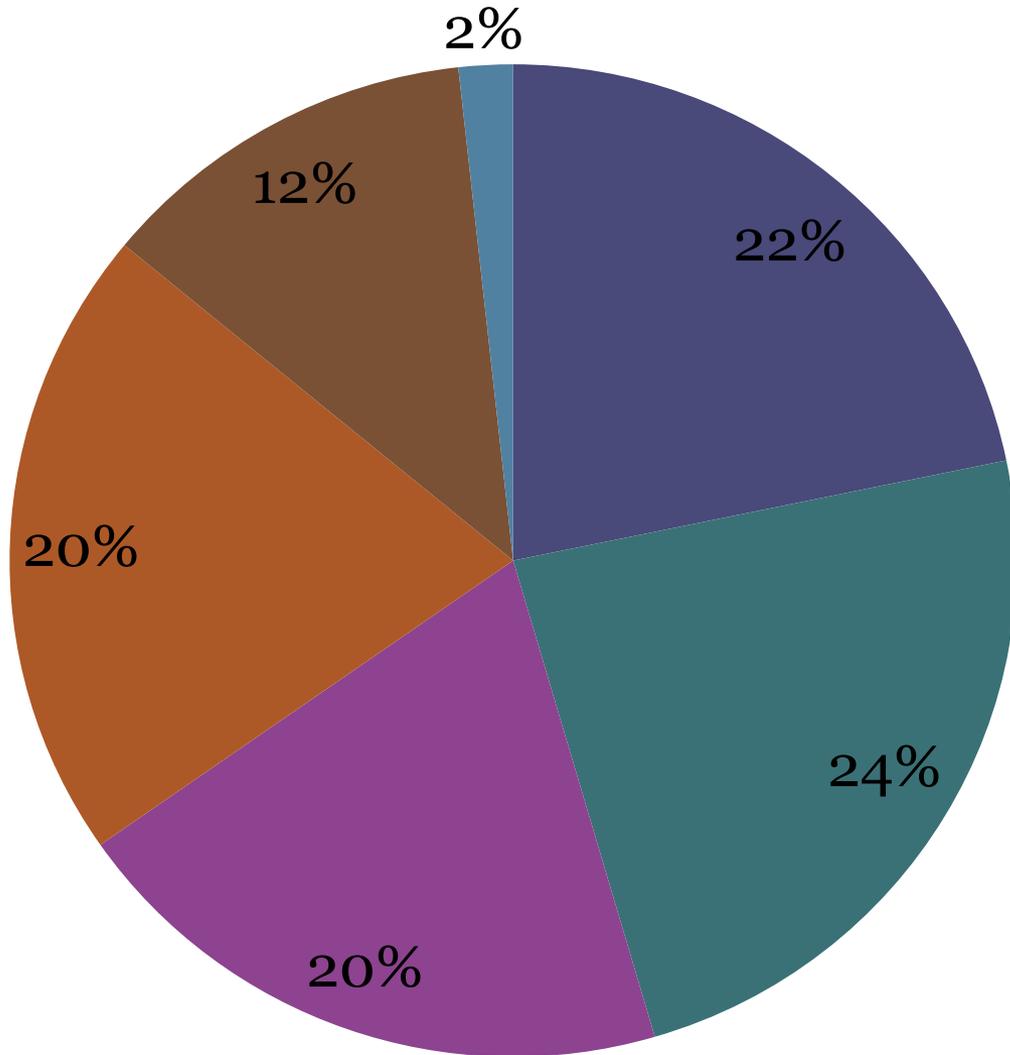
Age



Race/Ethnicity

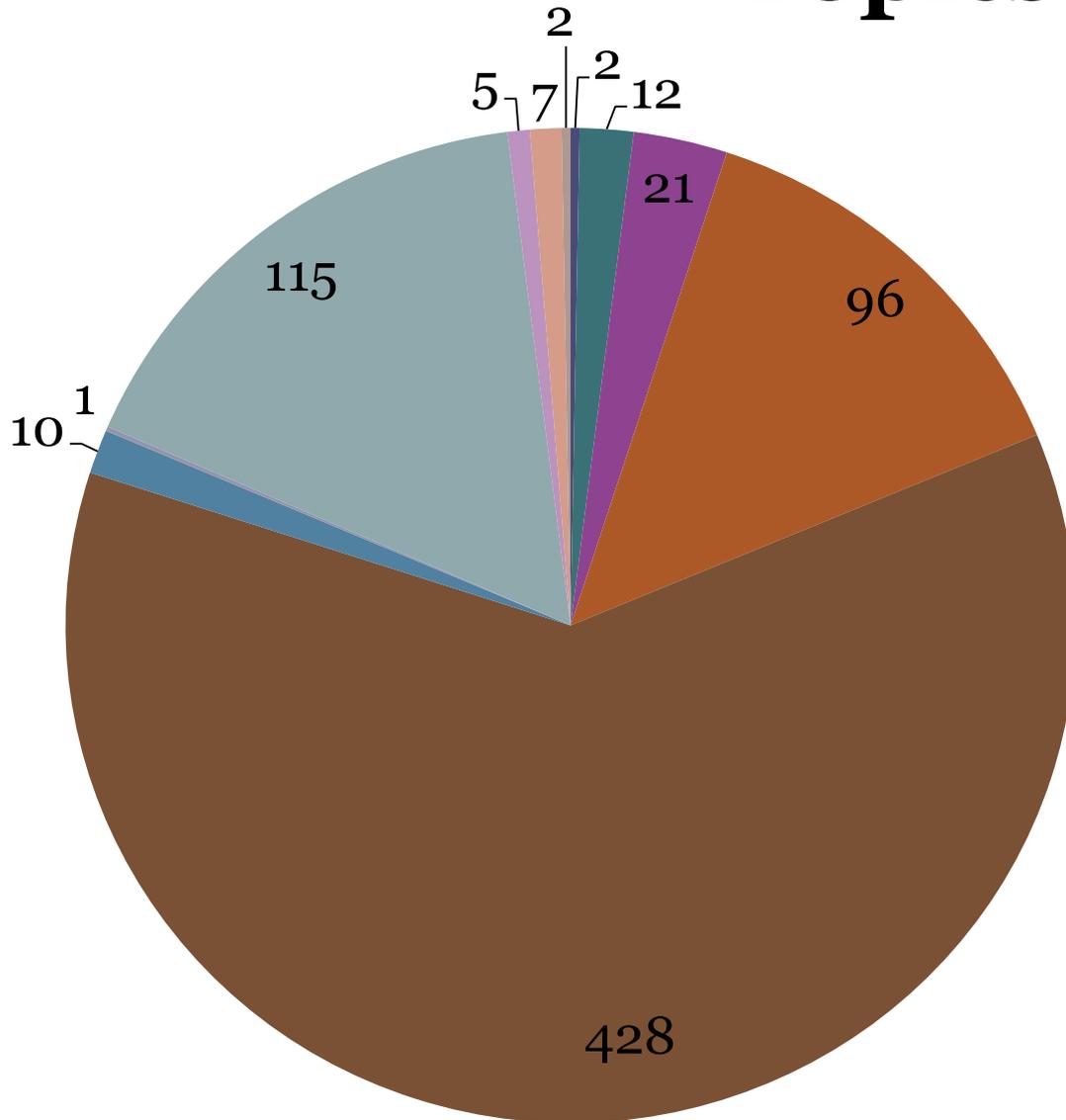


Time of Day



- 8:00am-12:00pm
- 12:00pm-4:00pm
- 4:00pm-8:00pm
- 8:00pm-12:00am
- 12:00am-4:00am
- 4:00am-8:00am

Topics



- Home tests
- Symptoms
- Oral Sex and HIV
- Testing @ AAI
- Thanks for the support
- Prep
- No questions but will add profile as a fav.
- Replied with ok, or conversation ender without questions
- Barebacking
- Sex with someone that is positive/undetectable
- Trouble affording HIV meds

Contact Information

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AIDS Arms, Inc.

214-521-5191



A very special thank you to DIFFA-Dallas for their support and funding of AIDS Arms' DIFFA Project!

“Ladies Looking”

- <https://www.youtube.com/watch?v=cbUa1mFM-LM>

Questions?

