Technology and Innovative Strategies to Reach Gay Men and MSM

Stephan Adelson

Responding to Resurgent HIV/STI Incidence Among MSM in CT: Effective HIV Prevention Interventions for Gay Men
Yale University, Center for Interdisciplinary Research on AIDS, Cromwell, CT, June 4, 2010
Internet Access Stabilizes

% with Internet Access From Any Location

2010
2009
2008
2007
2006
2005
2004
2003
2002
2001
2000

Pew = 74%, Neilson = 76%

Base: Total Population 12+

Webster, T., The Edison Research/Arbitron Internet and Multimedia Study, April 29, 2010
Six In Seven Homes With Internet Access Have Broadband

% Who Have Broadband vs Dial-Up Internet Access at Home

Base: Access the Internet From Home

American Recovery and Reinvestment Act (09)
$7.2 billion to expand broadband access

Webster, T., The Edison Research/Arbitron Internet and Multimedia Study, April 29, 2010
More Than Six in Ten Homes with Internet Access Have a Wi-Fi Network

“Do you have a wireless network setup (also known as a Wi-Fi Network) in your home?”

- Have Wi-Fi at Home: 62%
- Do Not Have Wi-Fi at Home: 38%

Wireless portability

Laptops (hardware is often the determinant)

Base: Access the Internet from Home
Digital Divide Narrows With Mobile Internet Access

US Teens (14-17) Who Go Online via Mobile Phone  (Sep 2009, n=800)

- Blacks: 45%
- Hispanic: 35%
- Whites: 20%

Internet Access and Health Seeking Behavior

- 81% of adults reporting no chronic disease go online
  - 66% gather health info online

- 62% of adults living with one or more chronic diseases go online
  - 51% have looked online for health topics:
    - Disease specific info
    - Medical procedures
    - Prescriptions or OTC drugs
    - Health insurance

Impact of Health Resources Online

Having a chronic disease significantly increases an internet user’s likelihood to **Blog or participate in online health discussions** and increases the probability that what they learn will be **shared with peers**.

Health Information found online has an impact

• 16% of e-patients living with chronic disease say their most recent inquiry had a major impact. (11% who report no chronic disease)
• 41% say it had a minor impact.

Word of mouth, web 2.0, social interaction, - no matter the term - when information and experience is provided by peers (trust) the information is more likely to have an impact.


* Webster, T., The Edison Research/Arbitron Internet and Multimedia Study, April 29, 2010
Having a chronic disease increases the likelihood that an internet user will share what they know and learn from peers through blogging and online discussions.
Web 2.0 is...

a second generation in Web history based on communities and services, such as social networks, blogs, wikis, etc. that encourage collaboration...

the Web becomes a platform, as opposed to the desktop.

where customers improve applications

Extracted from the first MediaLive Web 2.0 Conference opening remarks by John Battelle and Tim O'Reilly, 2004
Compelling Places to be

- Social Environments
- Virtual Worlds
- Mirrored World
- Augmented World
A Place for tools

It's just a swab or finger prick to know your HIV status.

Sign up and you'll receive your anonymous e-mail reminder every 3 months from Little Prick! You know little pricks never forget...and now you won't too!
Survey Monkey/ ASK

All the power. None of the hassle.
Create smart, professional surveys without breaking a sweat.
- No downloads. No instruction manuals. Just open your browser & go!
- Choose from dozens of expertly crafted survey templates and question types.
- Match the design to your website with just a few clicks.

What can SurveyMonkey do for you?
SurveyMonkey can do just about anything, according to our customers. Here's just a few examples of what SurveyMonkey can offer you.

Satisfied Customers
Over 4 million people use SurveyMonkey, including 100% of the Fortune 100. Here’s what a few of them have to say.

“With SurveyMonkey, I can literally create a survey in 5 minutes and receive hundreds of submissions in the same day.”
Get it (and them) Together
Connect the team/Involve the target!

Features

- Messaging via group online or email
- Photo album (100GB)
- File storage (100MB): any format
- Folders, text labels
- Polls (multiple choice)
- Databases (up to 10 tables)
- Member list, profiles
- Calendar with scheduling, events

Administration Owner.Managers tools

- Invite: to invite more members by email.
- Management of members
- Management of messages
- Edit the group homepage, display, text etc.
- Member, Picture, Post, approval

Available everywhere, to everyone in group, ANYTIME, storage of info, tools for communication
Social Media is....(not new)

interconnected, interactive, digital, and ever-emerging communication tools that express thoughts, concepts, feelings, and ideas though words, images, sounds, interactivity, and art that influence social and behavioral norms.

Stephan Adelson
Social Media Landscape
LifeStreaming

Aol Lifestream...

All your social network updates in one place.
Comment, like and update your Facebook, MySpace and Twitter status. Learn more >

iPhone
Download from the iTunes app store.

Android
Download from the Android Market or scan the barcode.

Mac & PC
GET IT NOW!

AIM with Lifestream!
Chat with your AIM and Facebook friends and get your updates in one big Lifestream all from AIM.
Social Network Sites

Social networking sites (SNS) are web-based services that allow individuals to construct a profile within a closed system, create a list of other users and then view and traverse their list of connections and those made by others within the system.
User Generated Content

User generated content refers to various kinds of media content, publicly available, produced by end-users.
Facebook

- more than:
  - 400 Million active users (US pop = 307)
  - 25 Billion bits of content shared monthly
  - 550,000 applications

- 50% login daily (100 million mobile)

- fastest growing demographic = over 35yo

Fact Check: HPV

www.hpvfactcheck.org

- HPV quiz
- Resources
- Action items

No wall posts, page activity, or active engagement

It takes effort – the rewards can equal the effort
Facebook Memberships

Profile:
  Individuals

Page:
  Local business
  Brand, product, or organization
  Artist, band, or public figure

Community Page:
  Cause or topic, if popular, becomes ‘community property’

Group:
  Topic based (Pages are Fan based)

Events
Facebook Advertising

- Design the graphic
- Select the target population
- Set your daily budget
- Schedule the ad
- Set your bid for costs per (FB says .46-.60 per)
  - Per 1000 impressions
  - Per click

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</tr>
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<td>Daily Budget:</td>
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<td>Duration:</td>
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Please review your ad for accuracy. Change Ad.

New Photography Website
Perfect for amateurs and pros. We have tips and advice, as well as great deals on cameras and other equipment. Visit our site today!

http://www.fbexample.com
Facebook Connect

involver social marketing experiences

Application Gallery

RSS Feed
Simply grab your RSS Feed and Involver syndicates your posts into the News Feed on your Facebook Page. Involver Pro users can syndicate these posts into status updates, along with other benefits.

YouTube Channel
Pitch your YouTube content to your Facebook Page instantly. So no worrying about republishing links of videos Involver Pro users can repeat upload videos, along with other benefits.

Flickr
Like Button
The Like button lets users share pages from your site back to their Facebook profile with one click.

Photo Gallery
Present your photos in a unique and stunning carousel format. Select a format, upload content yourself, or pull photos instantly from your Facebook albums or Flickr account.

Slides
Allow your fans to view shareable presentations on your page, for instant viewing from your fans, no downloads required.

Promotion Gallery
Promote your other Facebook Pages with an easy setup and manage Promotion Gallery for Pages.

Like Button
The Like button lets users share pages from your site back to their Facebook profile with one click.

Recommendations
The Recommendations plugin gives users personalized suggestions for pages on your site they might like.

Login with Faces
The Login with Faces plugin shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.

Comments
The Comments plugin lets users comment on any piece of content on your site.

Activity Feed
The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.

Like Box
The Like box enables users to like your Facebook Page and view it's stream directly from your website.

Facepile
The Facepile plugin shows profile pictures of the user's friends who have already signed up for your site.

Live Stream
The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.
MySpace

• 113 million monthly active users
• 70 million unique users in the US

comScore, March 2010
House of Latex

Formed in 1989

2009 Ball included nearly 5000 attendees

40+ volunteers

20 Organizations

Costs about $50,000
House and Ball Events

First ball was 1865 at the Hamilton Lodge in Harlem

House
• family structure of African American and Latino gay and transgendered people
• appointed ‘Father’ and ‘Mother’ leads the ‘children’
• most houses now named after designers: Dior, Givenchy, Chanel...

Balls
Events for spectators and houses competing for trophies, prize money and community recognition in categories (vogueing, runway, realness, body, face....)

2007 Ball Attendee Survey

- 15% (n=358) planned on taking an HIV test at the ball
  - People who are connected to the House and Ball community are more likely to test at an event than those who are not
  - Those who are of the ages 18 – 24 are more likely to test for HIV at the HOL Ball
- 81% reported that they had been tested at least once in their life
Kiki Events

Keys to success:

• Understanding the community

• Providing what they want

• Using appropriate and popular tools

25 or under and must have attended a workshop or been tested (HIV, Syphilis, Hep C)
MyBallroomLife

Forum

Luna Show (Youtube)

Ask Dominique Show

YouTube Chanel
Volunteer Peer Educators “shawams”

courageous, honest and responsible youth stepping up to share their stories about how they deal with issues related to HIV in their lives.

I’m 20 and I’m not a junior farmer queen and I’m not taking hormones at this time. I’m a unicorn queen up in drag. I’m fun living as a boy and getting up in them for balls. Who knows one day I may want to become a farm queen. You can say I’m a Diva!

I’ve been with my boyfriend on and off for 3 years. We split together now and I’m used to being with my boyfriend all the time. He’s a wonderful person and he’s everything that I could want right now in my life.

Because we now fun. I’m the bottom in the relationship. We lost the fun in the beginning because we weren’t sure of our status, but after a while we went and got tested together. Once we got the results in and made sure we were negative, we decided not to use condoms.

Snow was 18, my partner has always told me to use condoms, I gave them to him and I made sure I used them all the time. That’s why I was nervous those first few times my boyfriend and I didn’t use protection. It was something that I wasn’t used to doing and when he came inside me it was something new to me. It’s scary but I feel so comfortable with him now and I know him so much that it feels right. It’s not like we’re just fucking, we’re making love.

I feel like I shouldn’t get used to not using condoms because things can happen and that scares me a whole lot. I plan to start using condoms again because I recently found out a friend of mine is HIV positive. I’m going to give the condoms to my man, he’s a nice guy and he understands. If he doesn’t want me, he won’t give me his fluids, and if I’m positive, he won’t leave me or try to give my trust but guys are going to be guys because the temptation is always there.

I love being unique. I like getting up in drag for kicks once in a while and I walk comme femme at pride functions. I’m 18 years old from Brooklyn and I live at home with my mom.

A while back a friend of mine caught gonorrhea from getting head that got me scared...so I took cues. I mean sex got its risks and I still think that’s just head is less risky than fucking but after that I started thinking that I should use condoms even when giving or getting head.

Believe me that it’s not easy. The times I’ve tried to use condoms, I meet guys who say “I don’t want to use it, it feels better without it.” I even told a guy that I had just had my tongue pierced and I needed to use condoms.

But the last time I had sex, I met a cute at the barry. We talked for a while and then I took him back to my place. We started to make out and I went down on him. It made me feel bad and dirty to know that I did not use a condom that time, who knows how many people he’s been with.

From now on, I may beat around the bush but I will end up using condoms. If I slip up I’ll keep telling myself that I should use condoms.
Duplication / Networking Through SNS

FATHER JOSHUA NINJA PRESENTS

Prevention Ball
September 25, 2009

Ball will start 9pm sharp finish 2am

Entrance Fee: $20 all night
HIV/AIDS tested reduce entrance fee: $10 (doors open at 5pm)
Four Tables to the first Four House to sell me and pay upfront $75
D.J. Chip Chap Ninja all the way from NYC
1st Commentator: Kevin Journian Zion
2nd Commentator: Chocolate Ninja all the way from Orlando, Florida

Contact: Father Joshua Ninja PA Chapter
Tel: 866.468.8315 • email: joshuaninja@aol.com
www.myspace.com/joshuaninja2008

18 & up
28 N. 10TH ST., ALLENTOWN, PA 18103

Big Percentage of the money will be donated for a good cause to a Non-Profit

REACH LA


caste final
THE FINAL ACT

SUNDAY, JULY 25th, 2009
® SAM ART CENTER
4875 WEST PICO BLVD LA CA 90005
Tickets are $20. Tables are $200
Ball starts promptly at 9:00PM • No admittance after 11:00PM
Doors open at 8:00PM • www.reach-la.com • info@reach-la.com

DJ'S: LEGENDARY JACO MIZRAHI
BIG TOP BEATS: D.J. BEN XTRAVAGANZA
WARNING
ADULTS ONLY
# Evolution of MSM Websites and Hooking-up Online

<table>
<thead>
<tr>
<th>Chat rooms</th>
<th>Profiles</th>
</tr>
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<tbody>
<tr>
<td>AOL</td>
<td>GAY.COM</td>
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## Adult Personals

<table>
<thead>
<tr>
<th>Website</th>
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<tbody>
<tr>
<td>GAYTUBE</td>
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<tr>
<td>ADAM4ADAM</td>
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<tr>
<td>recon</td>
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<tr>
<td>MEN4NOW.COM</td>
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<td>connexion</td>
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<tr>
<td>BGC Live.com</td>
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<tr>
<td>craigslist</td>
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<tr>
<td>BEARWWW.COM</td>
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<tr>
<td>Just Guys</td>
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<tr>
<td>GayFriendFinder.com</td>
</tr>
<tr>
<td>OUTPERSONALS.com</td>
</tr>
<tr>
<td>m4m-WORLD.COM</td>
</tr>
<tr>
<td>DaddyLover.com</td>
</tr>
<tr>
<td>mENJAM</td>
</tr>
<tr>
<td>BIGMUSCLE</td>
</tr>
</tbody>
</table>

Phone lines / Bulletin Boards / Personal Ads
# Dating/Niche/Hook-up Sites

## Internet Dating Rankings - U.S.A.

### Experian Hitwise

- **Hitwise ~ 3/10**
  1. PlentyofFish
  2. Singlesnet
  3. Match
  4. Yahoo Personals
  5. Zoosk
  6. Adam4Adam

### comScore

- **comScore ~ 3/10 / Unique Visitors (000)**
  1. eHarmony (4,497)
  2. Match (3,499)
  3. PlentyofFish (2,987)
  4. Yahoo Personals (2,589)
  5. Singlesnet (2,543)
  6. Mate1 (2,303)

## Niche Dating U.S.A. Rankings

- **Religious Personals, Hitwise ~ 3/10**
  1. ChristianMingle
  2. CatholicMatch
  3. ChristianCafe

- **Black Personals, Hitwise ~ 3/10**
  1. Black People Meet
  2. Black Singles
  3. BlackChristianPeopleMeet

- **Asian Personals, Hitwise ~ 3/10**
  1. Chnlove
  2. Shaadi
  3. Asian People Meet

- **Gay Personals, Hitwise ~ 3/10**
  1. Adam4Adam
  2. ManHunt.net
  3. OutPersonals

- **Sugar Daddy, Hitwise ~ 3/10**
  1. SugarDaddyForMe
  2. SugarDaddie

- **Latin Personals, Hitwise ~ 3/10**
  1. LatinAmericanCupid
  2. AmoLatina
  3. Amigos

- **BB Personals, Hitwise ~ 3/10**
  1. BBPeopleMeet.com

## Adult Dating U.S.A. Rankings

### Ranking.com ~ 5/09

- 1. Adult Friend Finder
- 2. Fling
- 3. Mate1
- 4. Sex Search

## Free Dating Site U.S.A. Rankings

- **Hitwise ~ 3/10**
  1. PlentyofFish
  2. Adam4Adam
  3. DateHookup.com
  4. OKcupid
  5. WooMe

## Infidelity Dating Site Rankings

- **Compete.com ~ 3/10 / Unique Visitors (000)**
  1. LonelyCheatingWives (832)
  2. Ashley Madison (725)
  3. AffairsClub (339)
  4. Desperate-Wife (171)
  5. LonelyWivesAffairs (128)

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Whats Next? mashups

Dating/SN and Webcams

Thousands of cams online worldwide

40 - 80 thousand viewers, 1,200-2,000 cams

Str8, Bicurious, Gay, lines blur, networks connect
Xtube
Dating/SN/ and Amateur Porn

8 million members
80,000 – 160,000 online
Sexual Health Promotion
(SafeIsSexy profile)

Safer sex images, condom instructions, STD education

PSA created by MT viewed 2938 times in less than 72 hours.

Currently 5632 views since October 09
Gay, Bi, Curious, and MSM

• Can messaging crafted for gay men, reach men who have sex with men (MSM)?

• Considerations:
  – Is it possible for a man to enjoy sex with a man and be heterosexual and/or ‘straight’?
  – If a man that has sex with men defines his sexual orientation as heterosexual, what impact will messaging drafted for homosexuals have?

• How are bisexuals portrayed, represented, and reached through campaigns?

• Should the trend be to remove labels and speak of behaviors, be inclusive of a variety of sexual behaviors and infections?
Levels of Belonging

**Lurkers**

>60% of users

Attracted not connected

**Friends**

Connected with acquaintances

No deep sense of belonging

**Core**

<20% of users

Deeply connected, source of information and

@ Valdiskrebs  http://orgnet.com/community.html
Core Users

They are very involved and are embedded in the center of the core.

• invested in the success of the community
• will stay long term
• make efforts to build the community
• represent less than 20% of most on-line groups

They see a win-win for themselves and the group – better connectivity will help the individual and the group simultaneously.
Keys to Engagement

• BE in the ‘core’ group (act as if, until a reality)
• Seek out non-traditional partners
• Capitalize on peer-based efforts, use your network
  
  friendship-driven participation (those known)
  interest-driven (those with common interest) participation (meetup, socialweb.net,

• Integrate online/offline efforts
  – Brand your message and the messenger(s)
• Provide information through multiple (all) platforms
• Embrace change, take risks, and experiment
  – Try online tools (start slow, internal, and expand what works)
Video Sharing

- 72% of 18-29s watch videos online
- 20% of 18-29s have posted a video of themselves online

Every minute, 24 hours of video is uploaded to YouTube.

Attracts 81.6% of the total US Internet audience

Youtube for Health Information

Search results within YouTube:

- 77,000 results for H1N1
- 71,400 results for HIV
- 6,180 results for HPV
- 1,830 results for Syphilis
- 124,000 results for Gaga

Email notification when new content has been added.
Public Health and YouTube
• Video-interviews with gay, bi, and trans community members, asking their opinions on a wide range of topics about gay life

• Grant from Public Health – Seattle & King County (WA)

• Popular Opinion Leader (POL) and Mpowerment models / influenced by Contextual Leadership

“...by discussing and thinking about relevant community and health issues, MSM will be empowered to make healthier decisions and have healthier behaviors.”
GCTV logic model

Outreach to engage MSM in project

Film screening and community forums

MSM engage in discussing and thinking about relevant issues

Increased awareness of connections between various issues (body image, racism, etc.) and safer sex behaviors
Decreased sense of isolation
Increased awareness of community norms
Increased knowledge of prevention information
Increased access to & use of counseling and testing services

Safer sex behaviors among MSM
59% believed that a gay man’s feelings about aging could impact his decisions about practicing safer sex.

68% agreed or strongly agreed that the film illustrated a link between drug/alcohol abuse and HIV risk.

• 73% of survey respondents agreed or strongly agreed that GCTV files helped them to consider options different than their own.

• 69% agreed or strongly agreed that their own opinions about the gay community are similar to those opinions presented in the films.
Blogging (web-log)

Personal Blogs

Corporate / Organizational Blogs

By:
- Genre
- Media type
- Device (Mobile, PC, Mac)

Blogs come in many platforms, types and metrics.

Blogging and SNS for bloggers
The average blogger is:
Male (51%)
over 35 (58%)
College Educated (74%)
Employed full time (52%)

43% of the 100 top bloggers post
new blogs 10 times a day or more

While blogging by teens drops, blogging by online adults over 30 was
11% 2009, an increase from 7% in 2006

Blogging Statistics


A., Social Media and Young Adults, Pew Internet & American Life, Feb, 2010, Accessed May 28, 2010

Lenhart,
Document Through Blogging
Re-use Content

Key = provide information readers want through multiple channels several times a day

Broadcast > Post Video > Blog > Update > Tweet
Posterous

*is the dead simple place to post everything. just email us.*

**step 1** Create an account
Skip it! No setup or signup

**step 2** Email anything to post@posterous.com
Attach photos, video, MP3’s, and files

**step 3** See the site you made
We reply instantly with your new posterous at
http://yourname.posterous.com

“Quickest and easiest setup I’ve ever seen.” —Huffington Post

Try it now by emailing post@posterous.com from

[Gmail](#) [Windows Live Hotmail](#) [Yahoo! Mail](#) [AOL Mail](#)

—or any other mail program. Posterous works wherever you have email.

Email post@posterous.com »
Posterous Blog Example

Sadelson’s Posterous

Sexual Risk Reduction and Public Health

April 27, 2010

After years of promoting blogging as a communication tool and training others in the use of blogs I have finally decided to blog myself. Maybe that should have come first, maybe not...maybe it should never have happened but here it is none the less...

I have experienced some real frustrations in my various careers, busboy, hospitality, religious life, webmaster, etc., but no frustration has been quite as intense or long lasting as the frustrations I have experienced in working within public health. The most acute frustration I experience is in regards to the continued increases in HIV within MSM and how much effort, time, and money is wasted (yes, wasted) on the many programs that are doomed to fail before they even begin simply because they are created by public health.

Yes, this is yet another conversation about messaging, but not a conversation about the inability of public health to use ‘population specific’ images such as naked men or messages that use explicit languages (sex sells, we all know that) rather, this is a conversation about risk reduction, condoms and the failure of public health to understand and communicate with gay men and men that choose to have sex with men, self-identified as ‘gay’ or not.

What does it mean when an HIV-negative man seroconverts? Simply stated, it means that their individual risk reduction strategy (and I propose that every sexually active man has one, even if it is to bareback only) has failed. Why has their

Easy to use
Simple interface
Email creates blog post
Do Blogs Create Peer Influencers Virally?

Reading content posted by friends and other influencers may change thoughts and result in behavioral change.

Person to person referral (viral marketing) is the most productive form of marketing (trust, respect, entertain).
• Currently funded through 2011 by the Chicago Department of Public Health targeted to Gay/MSM

• A collaborative project: AIDS Foundation of Chicago, Test Positive Aware Network, Howard Brown Health Center, and the Center on Halsted
Reaching Broadly & Community Activism
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<tr>
<td>Unique Visitors</td>
<td>13,197</td>
<td>35,084</td>
</tr>
<tr>
<td>Page Views</td>
<td>33,360</td>
<td>84,539</td>
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1/2009 to 8/2009
• Assets-based social marketing campaign gay.bi.trans men's health. Launched in March 2009.

• Invites gay.bi.trans men to share their methods for staying healthy, featured every week.

How is Javier Arellano Healthy?

There are many things that I do to stay healthy. But with specific regard to my sexual health, when I have sexual relations I always use a condom, and moreover I have tried to limit my number of sexual partners (even though I don’t always succeed in doing so...!).

For some time I have had a stable relationship with a boy; a couple of months ago we realized that we were not taking care of ourselves and that sometimes we didn’t use protection; and so we decided to take HIV*, HPV and syphilis detection tests, but we also agreed to use condoms if we had sexual relations with other people... Maybe this is not a formula that works for every pair, or for every person, but for me it did work!

*Three and six months later we tested again for HIV.
• Multiple award winning show
• Over 40,000 downloads per week.
• World’s most downloaded GLBT podcast all categories (iTunes).

<table>
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<tr>
<th>Forum</th>
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<td>7,003</td>
<td>x 47</td>
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<tr>
<td>Forum 2 (Sex on Superhighway)</td>
<td>95</td>
<td>9,946</td>
<td>x 104</td>
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<tr>
<td>Forum 3 (Let’s Take a Glass)</td>
<td>81</td>
<td>7,777</td>
<td>x 96</td>
</tr>
<tr>
<td>Forum 4 (Tunnel of Love)</td>
<td>122</td>
<td>10,177</td>
<td>x 83</td>
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Lifelube Lessons

• Collaboration between public/private benefits all and finding non-traditional partners breathes new life into old practices

• Repurpose/reuse - promote through all available means

• Web 2.0 technologies offer inexpensive, widely-used, dynamic platforms to deliver messages and interact with target audiences in relevant ways

• Health messaging can be exciting

• It takes effort!
Today, May 19, is National Asian and Pacific Islander HIV/AIDS Awareness Day

Guest post by Dr. Howard Koh, Assistant Secretary for Health, Health and Human Serv
(cross-posted from the ONAP blog on May 18 2010)

"Saving face can’t make you safe. Talk about HIV" is the theme for tomorrow’s sixth annual observance of National Asian Pacific Islander HIV/AIDS Awareness Day. I am an Asian American who has seen the stigma and silence around HIV community, so this theme and the day itself have particular meaning for me. On this important occasion, I want to acknowledge all the communities and organizations across the country working to break that silence and address the impact of HIV on the diverse set of people who make up our nation’s Asian American and Pacific Islander (AAPI) communities.

The number of HIV/AIDS cases among AAPIs may be higher than reported because of underreporting or misclassification of Asian Americans and other Pacific Islanders. Many AAPIs in the United States experience cultural, economic and language barriers that contribute to discrimination and make HIV prevention, care, and treatment efforts even more challenging.

Follow Us On...
Who Owns a Cell Phone?

91% of the total US population own a cell phone

22.7% of all US households are wireless only homes.

CITA International Association for the Wireless Telecommunications Industry, December 2009

Full market penetration around 2013
Mobile > Desktop Internet (5 years)
iPhone/iTouch/iPad – Changing The Game

iPhone OS held a 46% share of all mobile operating systems and a 47% share of all smartphone devices in March  

(AdMob, 2010)

**Six days** after the new 3Gs iPhone was released, Youtube experienced a 400% increase in mobile uploads.

On an average an iPhone user spends 45% of his on-device time making voice calls

Within 28 days of its launch, Apple’s iPad has overtaken the record breaking sale if iPhone by crossing 1 million mark.

Twitter

Greater than those with Internet access (84%)
Twitter Use

Not exactly blogging, texting, or status updating but similar to all three

“Micro blogging”
140 characters or less (mobile element)

- Breaking news
- Marketing
- Grassroots organizing
- Thought ticklers (linked)
- Ask questions, get answers quickly
- Status integration

Webster, T., Twitter Usage in America 2010, The Edison Research/Arbitron Internet and Multimedia Study, April 29, 2010
Twitter Users Are Tech Users

If given the choice to lose TV or the Internet, 4 out of 5 Twitter users would lose TV.

Marketing and Business use cases for Twitter far exceed similar usage for social networking web sites in general.

Webster, T., The Edison Research/Arbitron Internet and Multimedia Study, April 29, 2010
Twitter Timelines: Where your Tweet Lives
More Than Tweets the Eye
(Social Listening)
Text Message: RealTalkDC
Collaboration / Promotion

DC Parks & Recreation: testing & entertainment on Friday nights in rec. centers

- 20,000 mini-brochures distributed at events and in safer-sex kits
- 10,000 palm cards
- 5,000 flyers
- 1,493 texted REALtalkDC June – December 08.
Indicators of Success

- More youth get tested when promoted through Washington area Metro
- Youth who get tested reported seeing campaign materials around city
- DC youth who get tested for HIV link their decision to get tested to REALtalkDC
- Previously unidentified HIV+ youth are identified and connected to prevention services and care
- People text REALtalkDC for HIV testing and sexual health information
Mobile Trends

- Text
  - more frequent, starting younger
- Location based apps
  - What/who is around me
- Video/entertainment
  - How I want it, when I want it
- User Generated content continues to grow
  - Mobolgging
  - Wikipedia
  - Vidoes/photos
- Micro-content is...
  - Easy to digest
  - Limited (hardware)
  - Varied/Scattered/unfocused
Mobile: Thoughts for the Future

- Wireless access is increasing as are the number of wireless homes
- Wireless hardware is becoming more affordable and ‘web friendly’
- Health seeking behavior on the Internet is increasing and has an affect on decisions and behavior.
- Younger users prefer text over email and text more than email prior to employment
- Younger Blacks, Hispanics, access the Internet through mobile devices, reducing the Internet ‘digital divide’. 
Livecasting
150 in-person participants and approximately 58 individuals viewing the livecast through uStream in groups at remote locations or individually. Remote groups included those areas that were unable to travel to the Cleveland event; Columbus AIDS Taskforce, Cincinnati Health Department, Akron American Red Cross, and a location in Toledo. 
The number of online viewers represented added nearly 40% to the in-person participation.
Internet Interventions in Online Communities

- Internet-based Partner Services
- Health Communication
- Internet Outreach
Internet-based Partner Services (IPS)

Internet-based Partner Notification uses internet locating information (e.g. e-mail and/or website screen names) to notify partners of individuals who have been diagnosed with an infection.
tracing a syphilis outbreak through cyberspace

In this study, meeting sexual partners through the Internet was associated with acquisition of syphilis among gay men.

(Klausner, J, et.al. JAMA, July 26, 2000)
Evidence of promising Internet-based efforts (IPS and Outreach)

4 infectious syphilis cases (early 2004) yielded 46 partners

24 (52%) responded to online partner notification

“I asked questions regarding symptoms of disease and general knowledge of them. They were very helpful and always have had responses back within 24 hours.”
the internet encouraged to be used as a venue for health promotion

“Given the continued high rates of multiple STD among MSM, it is particularly important to focus online disease-prevention and health-promotion efforts on this population.”

Dear Colleague,

2005

“Adapting current disease control and health-promotion activities to the Internet environment is a critical step for public health agencies.”
National Guidelines for Internet-Based STD and HIV Prevention
New York State Internet Guidelines

New York State Department of Health
Guidelines for Internet-based Partner Services

New York State Department of Health
Guidelines for Internet Outreach
NYS IPS timeline

- 2003 CDC Internet meeting
- AIDS Institute / Lay of the Land Document
- Workgroup formed
- Survey 1
- First Draft of IPS Protocol
- IPS Protocol Approved
- 2004
- Dedicated Server online
- Pilot Program start (early Syphilis)
- Survey 2
- 2005
- Statewide training
- 2006
- Gay men/MSM training
- 2007
- Start of Statewide Guidelines
- 2008
- Regional offices online
- 2009
- Guidelines approved
- Release of NCSD National Guidelines
NYS DOH IPS profiles have been created on many websites....
Statewide Survey Conclusions

• 45% of surveyed agencies are conducting a variety of Internet Interventions
• 23% of these agencies have received training
• Although 67.2% of these agencies have policies on internet access only 16.4% have policies on conducting internet interventions
• Guidance regarding effective internet interventions is needed.
• Training regarding internet interventions is needed.
Outreach

What are the challenges?

What are the benefits to internet outreach vs street outreach?

How does the community respond?

Does the information provided change behavior and reduce the chance of infection?

How do we ensure the long term sustainability of internet outreach?

How can we prove that internet outreach is cost effective (if it is)?
Adam4Adam
Partner Services and Outreach
Main Page

Internet Interventions

This Wiki is a project of Stephan Adelson, Adelson Consulting Services, and has been built as a free public service to keep the National Guidelines for Internet-based STD and HIV Prevention current and act as a repository for protocols and other documentation to support Internet Interventions focused on sexual health and disease intervention.

To submit guidelines, protocols, procedures, or other resources for this wiki please contact:
Stephan Adelson [1]
817-953-9366

To edit information within this wiki please create an account and log in [2].

National Guidelines for Internet-based STD and HIV Prevention: Accessing the Power of the Internet for Public Health

- Part 1 Executive Summary
- Part 2 Guidelines for Internet-based Partner Services
- Part 3 Guidelines for Internet Outreach
- Part 4 Health Communication

A presentation regarding the National Guidelines for Internet-based STD/HIV Prevention [3]
A podcast interview conducted by Rachel Kachur on behalf of the STD and Internet Center of Excellence, regarding sexual health, the Internet, and Public Health [4]
A presentation by Rachel Kachur and Stephan Adelson regarding IPS [5]

Project area specific information:

Interstate Communication Control Record (ICCR) Out of Jurisdiction information for project areas within the United States
International Communication Control Record Out of Jurisdiction information for International Locations
DCFuKIT.org

Graphic messages intended to reach those ‘at risk’

Washington D.C. based all volunteer safer sex advocacy group and distributor of the free safer sex kit
Find Kits

PG-13 Alternative Kits and Site ToolK!T
Using Free Tools

www.effectsgenerator.com
Hooking Up Online
Men Consuming Men
Thoughts on Profiles as Prevention

Can education that focuses on ‘best practices’ for profile creation and interpretation be a good use of time and resources?
Possible Goals and Tasks

Help men become well educated ‘consumers’

- Review profile text
  - Discuss what HIV status means and does not mean
- Review ‘intos’ and stats
  - Discuss the ‘fantasy’ aspect of profiles
- Effective sexual health and behavioral communication online and translating that to in-person

- Focus on sexual risk reduction strategies

Condom Only ← Bare Only

- Help men establish behavioral ‘bottom lines’ that is sustainable and expressed clearly online and when meeting offline
Questions to Ask?

How do we hold ourselves and each other accountable to our established ‘bottom line’? Can we do this through text in a profile? What would that profile look like?

What is the difference between meeting online and when we meet face to face?

Under what conditions do we ‘give in’ or pressure another?

What ‘risk reduction strategies’ do we use in our own lives? How do we feel after we have employed our risk reduction strategies?

What about feelings of connection and belonging to our gay brothers, our community at large, men in general? Do these feelings of connection or disconnection contribute to our sexual practices?

If gay relationships start with sex, how do we find love safely?
Sample Profiles: clean, safe, D&D free a must

Is that you?

What does D&D mean?

BiMarried top = safer?

Masculine Guy Looking for a Buddy

Bimarried guy looking for a local bud to hang with. Clean safe d&d free a must. 5'8" 175# gl masc. Prefer younger guys...

<table>
<thead>
<tr>
<th>Age:</th>
<th>46</th>
</tr>
</thead>
<tbody>
<tr>
<td>Position:</td>
<td>Top</td>
</tr>
<tr>
<td>Height:</td>
<td>5'8&quot;</td>
</tr>
<tr>
<td>Build:</td>
<td>Average</td>
</tr>
<tr>
<td>Ethnicity:</td>
<td>White</td>
</tr>
<tr>
<td>Hair:</td>
<td>Dark Brown</td>
</tr>
<tr>
<td>Eyes:</td>
<td>Hazel</td>
</tr>
<tr>
<td>Cock:</td>
<td>6&quot; x 5&quot;</td>
</tr>
<tr>
<td>Circumcised:</td>
<td>Circumcised</td>
</tr>
<tr>
<td>Availability:</td>
<td>Weekdays</td>
</tr>
<tr>
<td>Place:</td>
<td>Ask Me</td>
</tr>
<tr>
<td>HIV Status:</td>
<td>Negative</td>
</tr>
</tbody>
</table>

Intos: Sucking, 1 on 1, Jerking Off, Nipple Play, Friends, Kissing, Safer Only, Dad / Son, Married Men, No Strings, Straight/Bi
**very oral here**

Where are all the tops? Seems like MH is all bottoms north of the city, what's up with that? Looking for an LTR but I do have needs too! Say hi don't be shy.

**HIV-tested 9/24/09**

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond District</td>
<td></td>
</tr>
</tbody>
</table>

| Age     | 40       |
| Position| Bottom/Versatile |
| Height  | 6'0"     |
| Build   | Slim     |
| Ethnicity| White    |
| Hair    | Dark Blond |
| Eyes    | Hazel    |
| Cock    | 7.5" x?  |
| Circumcised | Circumcised |
| Availability | Try Me |
| Place   | My Place |
| HIV Status | Negative |

Intos
- Sucking, Fucking, 1 on 1
- Group Sex, Jerking Off
- Voyeurism, Role Playing
- Exhibition, Rimming, Fuck Buddy, LTR, Friends, Dating
- Kissing, Safer Only, No PNP
- Jockstraps, Webcamming, Married Men, Massage, Porn, Straight/Bi
looking to take poz loads...

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Off the Bike Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age:</td>
<td>47</td>
</tr>
<tr>
<td>Position:</td>
<td>Bottom</td>
</tr>
<tr>
<td>Height:</td>
<td>5'8&quot;</td>
</tr>
<tr>
<td>Build:</td>
<td>Heavy Set</td>
</tr>
<tr>
<td>Ethnicity:</td>
<td>White</td>
</tr>
<tr>
<td>Hair:</td>
<td>Dark Brown</td>
</tr>
<tr>
<td>Eyes:</td>
<td>Grey</td>
</tr>
<tr>
<td>Circumcised:</td>
<td>Ask Me</td>
</tr>
<tr>
<td>Availability:</td>
<td>Try Me</td>
</tr>
<tr>
<td>Place:</td>
<td>Ask Me</td>
</tr>
<tr>
<td>HIV Status:</td>
<td>Don't Know</td>
</tr>
<tr>
<td>Intos</td>
<td>Sucking, Fucking, 1 on 1, Group Sex, Watersports, Pig Play, Nipple Play, Rimming, Porn, Rough</td>
</tr>
</tbody>
</table>

Even if the behavior is not considered ‘safe’, the disclosure is important regardless of how you “feel”
seek blindfolded boys for anonymous raw fun

vers top seekin bottoms/vers btms for adventurous bareback fucking in boston area scene: i walk in u are blindfolded on bed.
maybe even cover your whole face but mouth. i strip and come over to u tease your cock, ass and whole body, we suck then fuck. u lay on the bed tired and unseeing i get dressed and leave
might switch it up sometimes always love to shoot in a hot hole/sometimes want that hot cum splashing my insides in 58" 170 u be decent don’t have to be a model
i must travel, try to stay in boston area bb pigs can never be sure of our status but do have a general idea so i am looking for likely-NEG guys peace boys

| Age: | 26 |
| Position: | Top/Versatile |
| Height: | 5'8" |
| Build: | Average |
| Ethnicity: | Ask Me |
| Hair: | Ask Me |
| Eyes: | Ask Me |
| Cock: | 7.5" x ? |
| Circumcised: | Ask Me |
| Availability: | Try Me |
| Place: | Your Place |
| HIV Status: | Don’t Know |
| Intos: | Sucking, Fucking, 1 on 1, Jerking Off, Leather, S&M, Bondage, Watersports, Pig Play, Role Playing, Nipple Play, Rimming, Fuck Buddy, Kissing, No PNP, Jockstraps, Married Men, No Strings, Rough, Straight/Bi |
if safety is not a concern for you do not contact me....

Defines what “Safe” means to him.
The Non-sexual Needs of Men that Motivate them to Engage in High-Risk Sexual Practices with Other Men
"In periods when I need sex ...it is a little like having to fill a void and often the sex I have during these periods is empty because it doesn't produce the pleasure which I was hoping for ....afterwards is when you feel empty, you get the bad vibe.” (INT1 – 28 years old) [29]
Heat of the Moment

"Man, I've done it. What's more, it sounds like a contradiction, it sounds like a contradiction because I'll tell you something, I've done it on occasions ... It's one thing having done it, and another thing always doing it." (INT3 – 28 years old)

"[It happens] when you are really turned on and on top of that you really like the guy, and he offers himself, you just want to penetrate him [...] sometimes you get the urge and you say, let's go." (INT7 – 34 years old) [26]
Loneliness

"I would prefer a partner more than going out and fucking around [...] so I go out and say to myself ‘let's see if my boyfriend is out tonight, or maybe he has stayed at home'... But I think that the more people I meet, the more chance I have of meeting the person who could be the one for me." (INT19 – 35 years old)
"When I have had sexual relations without a condom it has been because I have felt very connected to that person ... connected in the sense of affection, a lot of affection." (INT4 – 27 years old)

"Skin feels skin, or you feel the person, it feels as though you're not inside a ... that is to say, there is no material separating one skin from the other ... Well, I feel more for the person, I get that feeling." (INT16 – 37 years old)
Sexual Risk Reduction Strategies

- Negotiated safety
- Serosorting (?)
- Dipping
- Ejaculating outside the anus
- Internal and external cleaning after sex
- Assessing viral load
- Strategic positioning
- Reducing the number of sex partners
the society for the advancement of sexual health (SASH)
Criteria for Sexual Compulsive Disorder

- Loss of control
- Compulsive behavior
- Failed efforts to stop
- Loss of time
- Inability to fulfill obligations
- Continuation of behavior despite negative consequences
- Escalation
- Personal and/or professional losses
- Withdrawal
Social Networks Strategy (SNS)

SNS is: a recruitment strategy for reaching and providing counseling, testing, and referral services to persons who are unaware of their HIV infection by using existing social networks.

“..accomplished by enlisting newly and previously diagnosed HIV-positive and high-risk HIV negative recruiters on an ongoing basis and providing HIV CTR to people in their networks.”
Why SNS?

It is believed that people in a social network often share the same behaviors and risks for a disease – recruiting HIV+ men
Why the Internet?

The Internet and its online communities offer pseudo anonymity and convenience.

Adult communities offer MSM that are concerned about their anonymity the convenience of meeting online to facilitate sexual encounters.

Convenience also plays a significant role in the success of online communities.

Adult online communities are pre-existing social networks.
SNS is based on....

• Relationships
• Trust (The Social Network Strategy builds on the existing trust among the members of a social network)
• Recruiters believing in the service AND the service provider
• Recruiters believing they are helping their friends and associates
• Appreciation for the recruiters time/efforts (incentive)
Core Phases of the Social Network Strategy for CTR

1) Recruiter enlistment
2) Engagement of recruiters (orientation, interviewing, and coaching)
3) Recruitment of network associates: the recruiters talk with the members of their social network and refer or direct them to testing services
4) Counseling, Testing, and Referral (CTR).
How can Social Network Strategies be applied to Web 2.0 technologies?

• Social Networking Sites (Broader reach)
  – FaceBook, MySpace
• Hook-up Sites (Risk Environment)
  – Adam4Adam, Manhunt, BGCLive
• Blogging/MicroBlogging (Viral, ‘peer referral’)
• Video/Photo Sharing (Greater emotional impact)
• Email (easier to be honest, communicate more effectively, larger reach?)
SNS for sexual health pros

STDPreventionOnline.org

In Focus
A New Year for STDPO

Happy New Year to all! STD Prevention Online has been in existence for a little over two years and there are now over 2,500 subscribed members. Feedback continues to be very positive, but as with other professional networking sites, the success of the site is largely dependent on the activities of its members. So, once again, we encourage you to upload your resources, form working groups, and blog your blogs. We are very much looking forward to yet another successful year for STDPO!

Login
Forgot Password?
Join Now
Learn More

Featured Blog
Video on STDs – featuring some of our own


Learn More

Featured Resource
Youth Social Marketing Toolkit

A new online resource for youth providers on how to develop low-budget social marketing campaigns on sexual and reproductive health:

http://www.stdhstoolkit.org/ toolkit_home.html This web-based toolkit provides information on how to define the problem, create social marketing messages with priority populations, distribute messages cost-effectively and evaluate your social marketing campaign. The tool was developed by The California Family Health Council (CFHC) and the Calif

Learn More

Announcements
2010 National STD Prevention Conference

The biennial National STD Prevention Conference will be held from March 8-11, 2010 in Atlanta, Georgia. This is the largest STD prevention conference of its kind in the US, bringing together over 1,000 delegates representing...

Posted on January 06, 2010
contact: STDConf@cdc.gov

Learn More

STD News

Man Who Have Sex with Man

ILLINOIS: Group Focuses on Relatives of HIV-Positive People

NEW YORK: Open Wides Dentists Now Offer Quick HIV Tests

NEW JERSEY: Carrying an Important Message: HIV-Positive Men Turn

Learn More

What’s New
STDPO PM Report - Friday January 9, 2010

Please see below news articles from January 7-8, 2010.

January 8, 2010
HIV-Positive Foreigners Enter US After Ban Lifted (AP) http://www2.wnct.com
inct/news/world/article/hiv-positive_foreigners_enter_us_after_ban_lifted
Technology to go...

• What is your technology plan?
• Can any of these technologies be used internally to help manage communication and data flow?
• Understand the needs and popular tools used by your target audience
• Use the tool because the tool can get the job done right, **not just because the tool is available**
• Look at what programs show promise and what tools can enhanced existing programs FIRST
• Look for existing tools that meet your needs
• Reuse, repurpose, what's yours and others (give credit where credit is due)
• Engage communities as peers and partners
• Don’t start if you don’t have the time to invest
Make Contact

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617-953-9366