



CHAT4CHANGE

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CHAT4CHANGE



- Pilot project to promote PrEP uptake among 18-34 y.o. Black and Latinx MSM in CT by having peers engage them on apps like Grindr and Jack'd
 - Demonstration project; not research
 - Theory-informed
 - Involved community in program development
 - Iterative, flexible approach



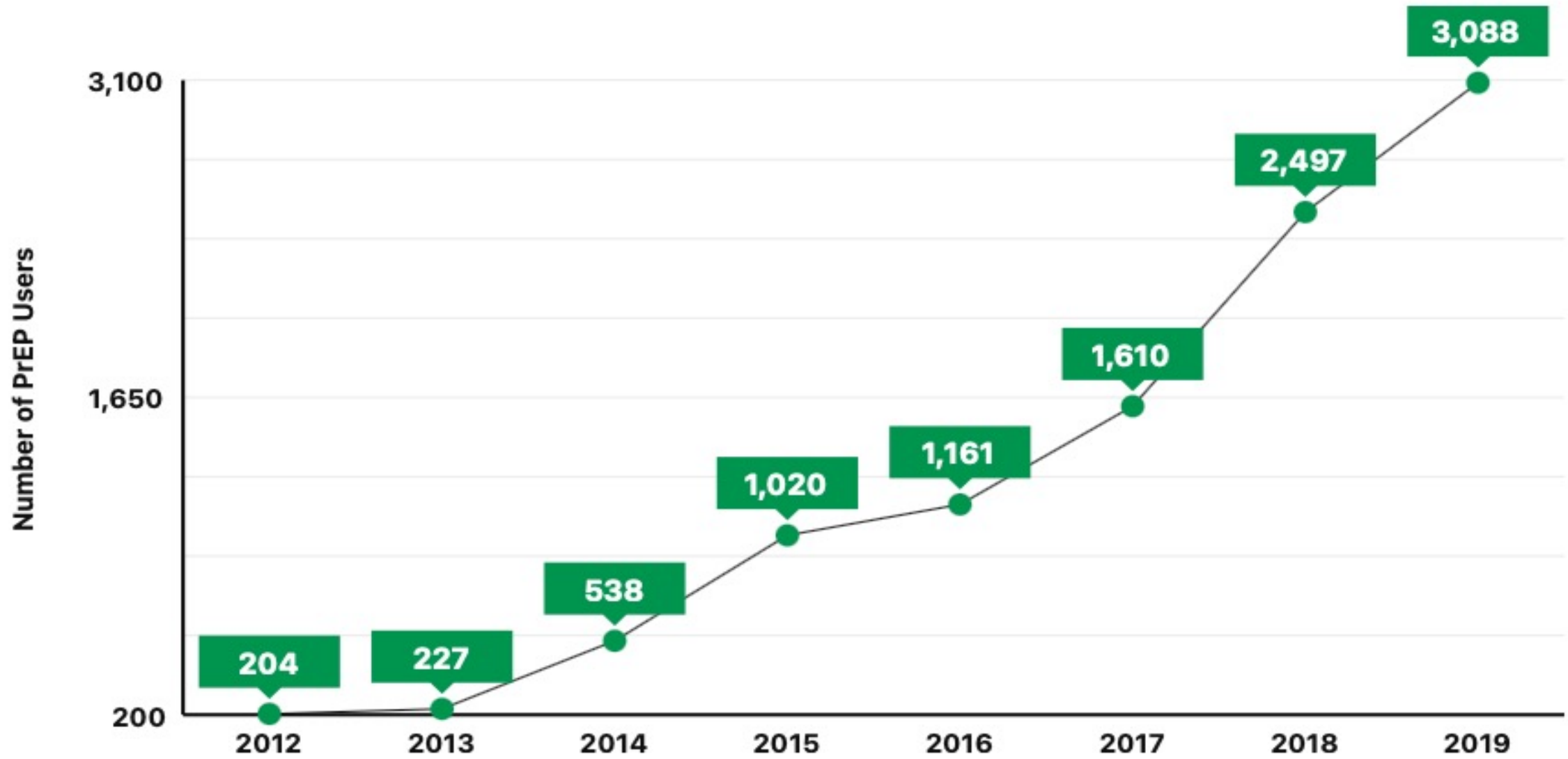
After first hearing about PrEP from a close friend, one workgroup participant said, "I ignored it. But then I was on Grindr and people had been like, oh, well, we can have sex raw because I'm on PrEP. A lot of people started saying that over the years." Curious about "that type of sexual freedom," he went back to his friend to learn more, who suggested he see a clinician. "The doctor informed me more, and I've been taking it [PrEP] ever since then."

C4C Workgroup Participant, 2020

Background/Rationale



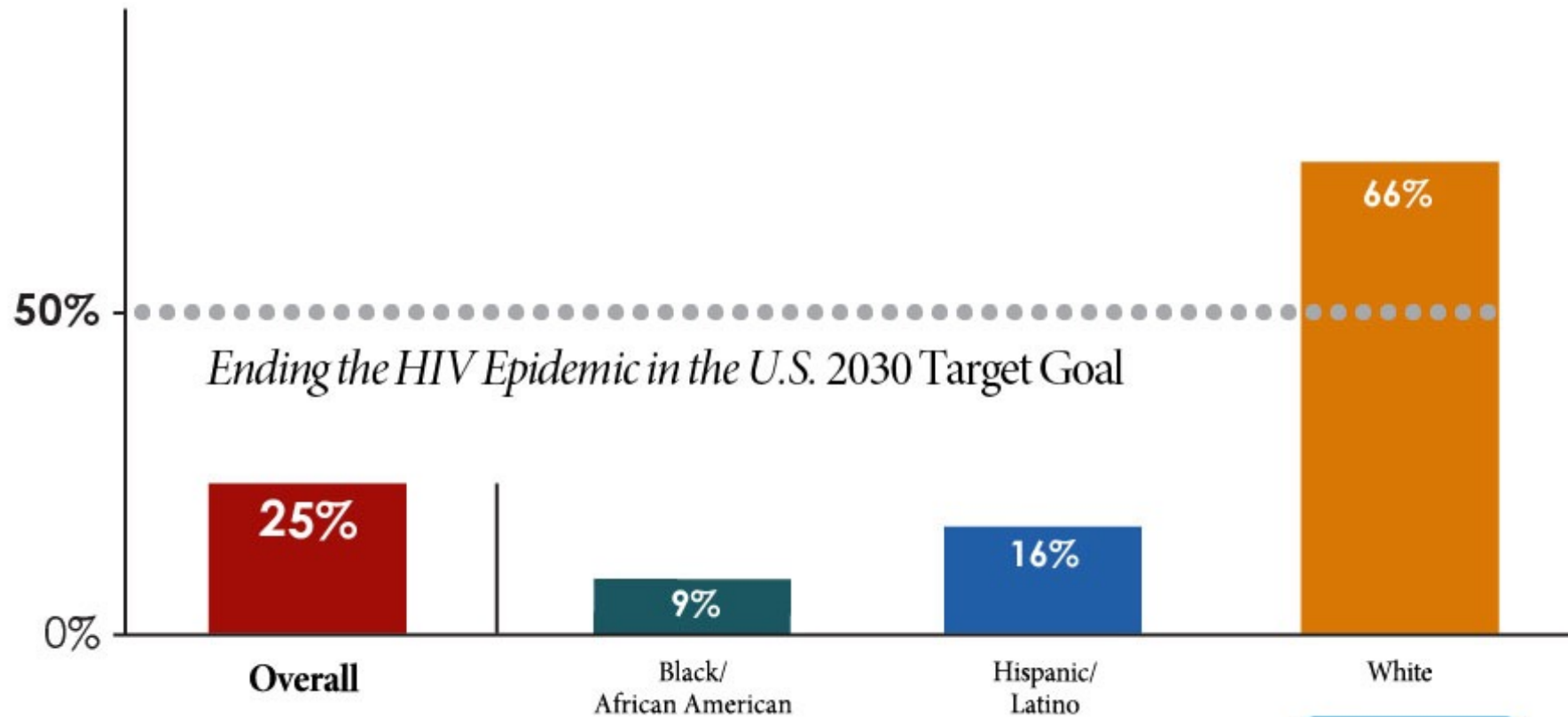
Connecticut Number of PrEP Users, 2012-2019



Source: AIDSvu.org 2022

WHILE 25% OF PEOPLE ELIGIBLE FOR PREP WERE PRESCRIBED IT IN 2020, COVERAGE IS NOT EQUAL

PREP COVERAGE IN THE U.S. BY RACE/ETHNICITY, 2020



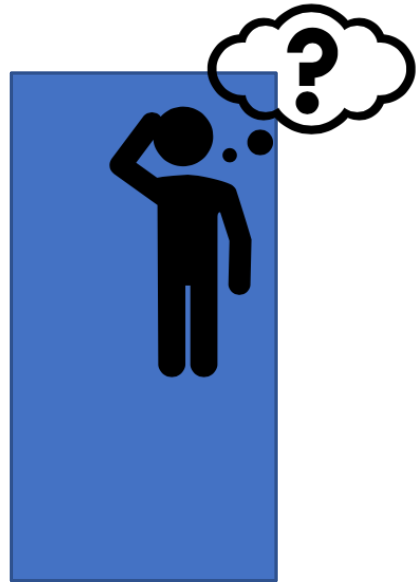
For more information, visit
cdc.gov/nchhstp/newsroom



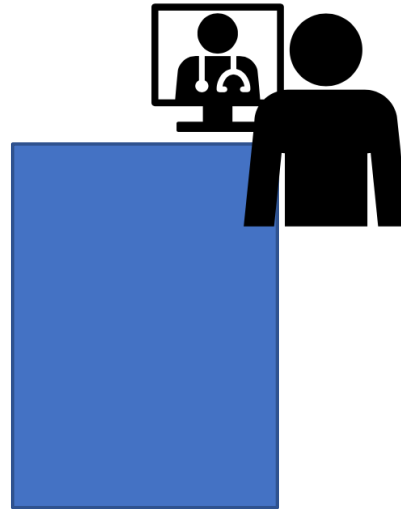
U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

Background/Rationale

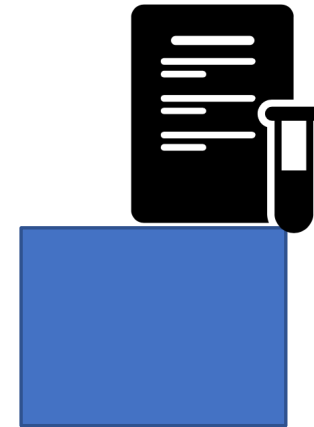
Awareness / Willingness



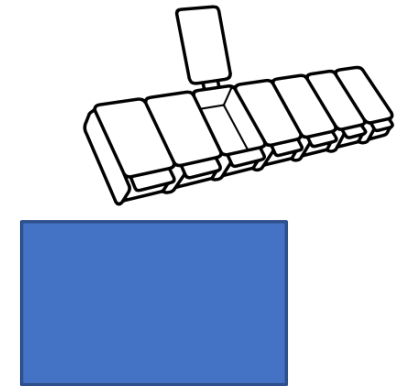
Access to Healthcare



Likely to Receive Rx



Adherence / Efficacy



Background/Rationale

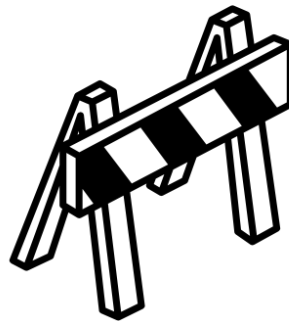
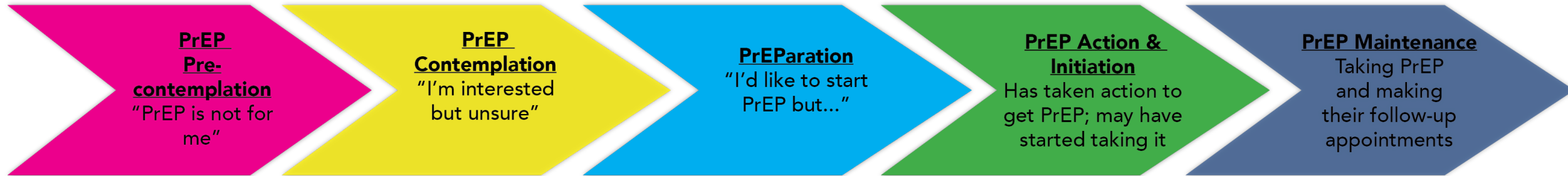
Why “apps”?

- Majority of new HIV+ in CT meeting partners online
- Majority of MSM who used Gay Social Networking (dating) apps used them daily
- Some openness to HIV prevention info on apps

Program Development: Theory

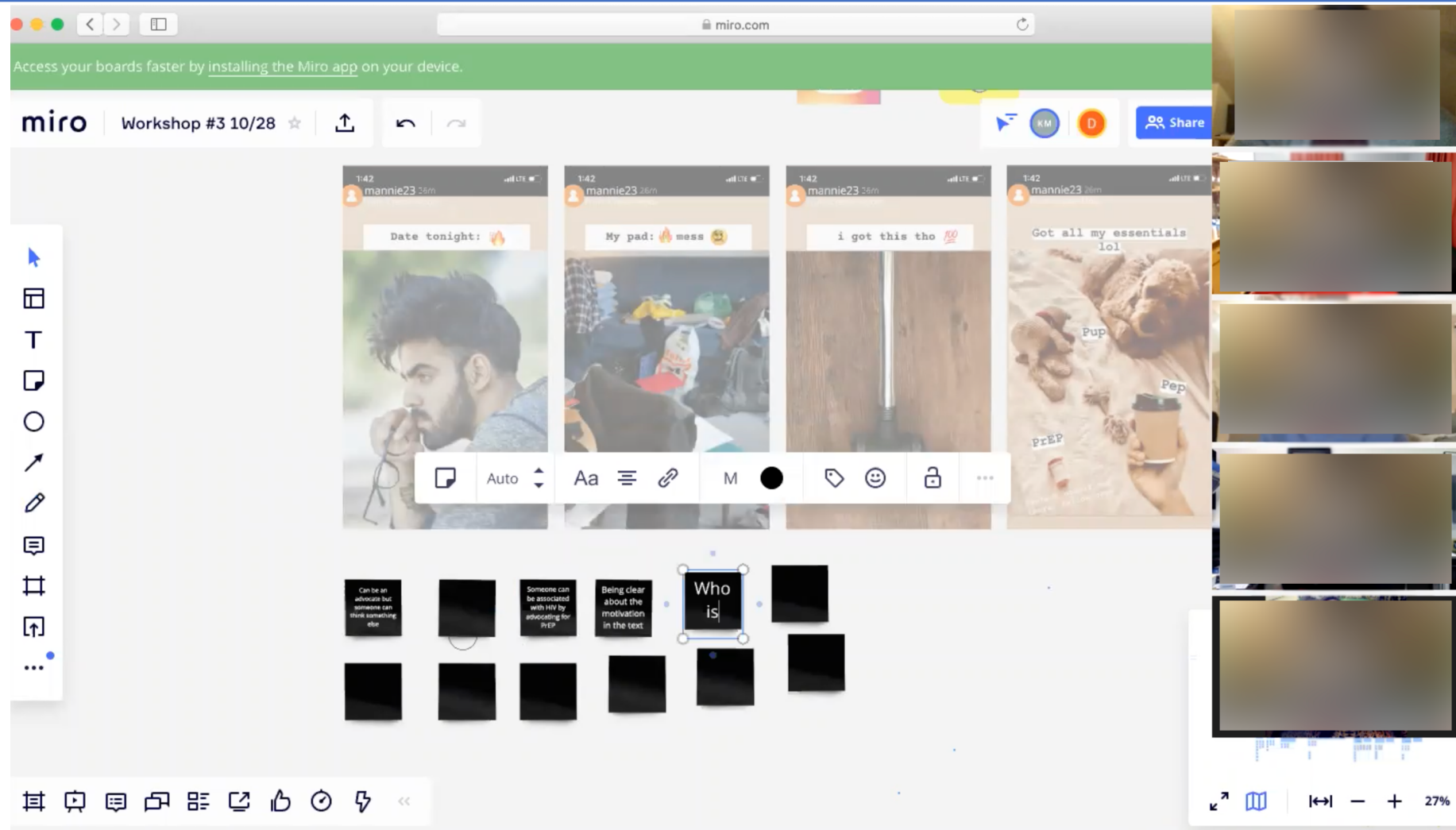
- PrEP Cascade: Awareness/Acceptability
- Motivational PrEP Continuum / Transtheoretical Model (Stages of Change)
- Social cognitive theory: observational learning, reinforcement

Starting PrEP: Stages of Change



Program Development: Workgroup

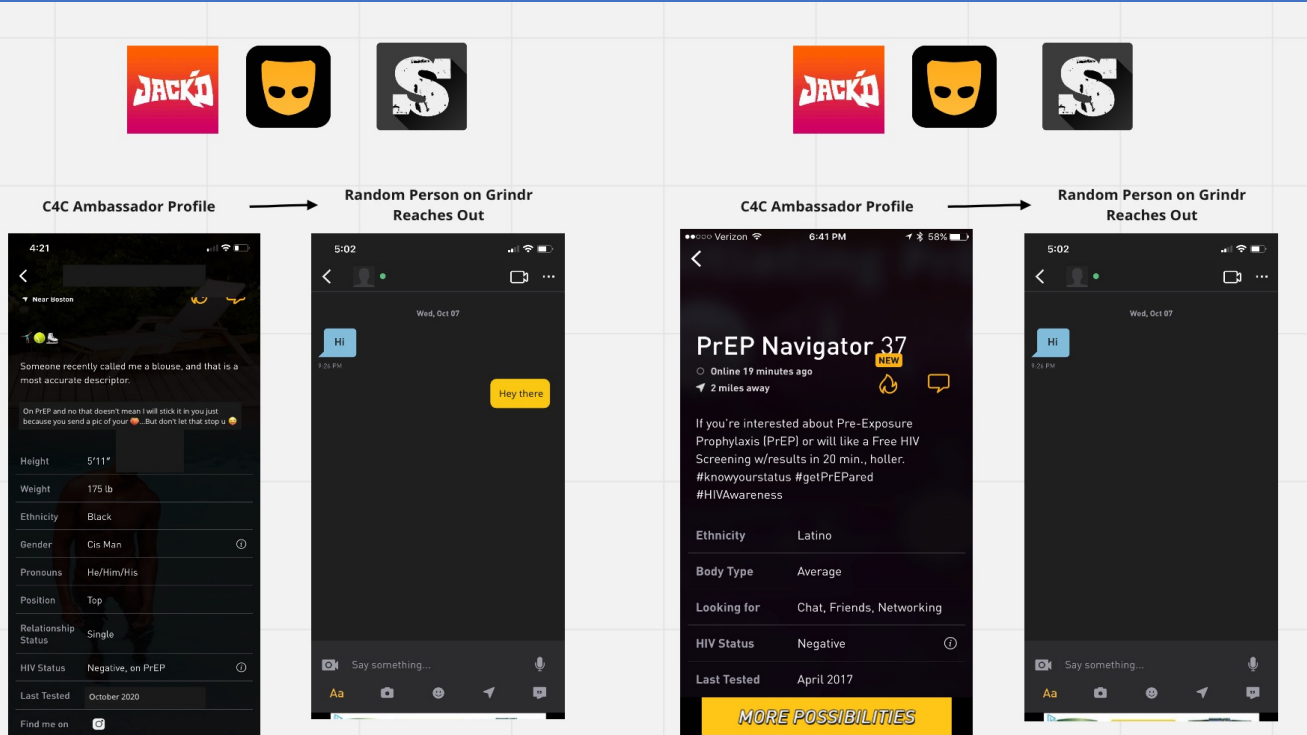
- Virtual Community Engagement



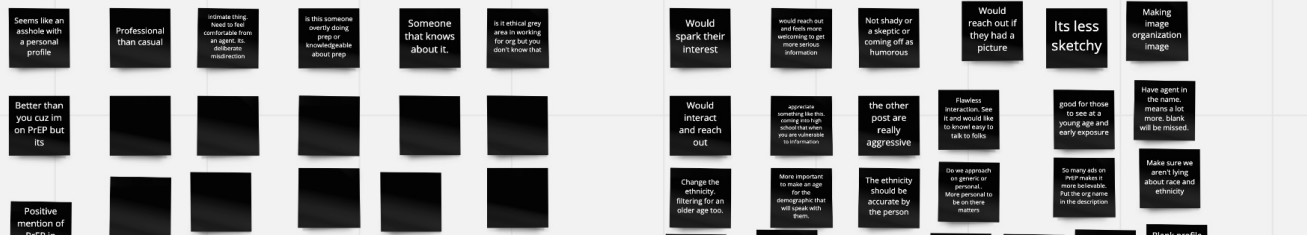
Program Development: Workgroup

- Recruited 13 individuals from around Connecticut
 - 8 Black / 5 Latinx
 - Age range: 18-33
 - 2 transgender male, 1 non-binary
 - 10 gay, 1 queer, 1 bisexual, 1 multiple orient.
 - 6 on PrEP, 3 used PrEP at some point, 1 on ARV

Program Development: Workgroup



- Approaches to peer engagement
- Personal PrEP journeys
- Qualities of a PrEP Ambassador



C4C PrEP Ambassadors

- April – August 2021 implementation phase
- 9 PAs initially, 7 retained
 - 5 Black / 4 Latinx
- Recruited guys who used the apps (mainly through the apps)
- Training about PrEP and some basic motivational interviewing (MI) strategies

C4C PrEP Ambassador Training



Demographics & Lifestyle - GROUP 4, Jaoa by James and Richard

Race/ethnicity:

Age: **Latinx, 21**

Locations (Living situation, where they hang out):

Bridgeport. 1 roommate, 2 bedroom apt. Bars, gym.

Job/occupation:

Construction

Hobbies, how else they spend their time:

Vegan bodybuilder. Single. Health minded.

Social & Sexual Life

Who in their life do they respect or emulate?

AOC. Cool gay best friend, only gay man he trust.

Who influences them, especially around sexual norms?

GBFF.

Are they out, and to whom?

Only his roommate. They're both DL.

How do they typically negotiate safer sex?

#rawislaw

What might interest them about PrEP (what specific benefits do they see in it)?

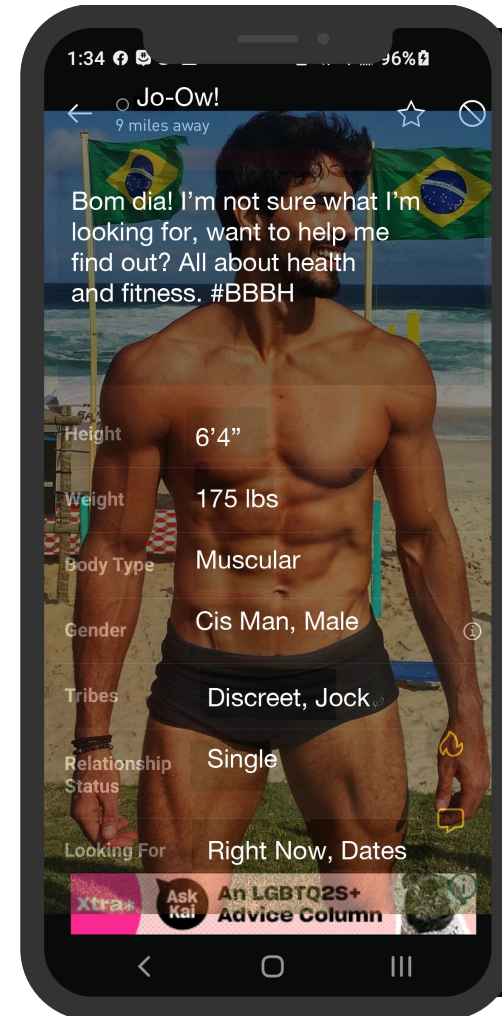
piece of mind, healthy person

What might turn them off about PrEP?

misconceptions about kidney and bones. Doesn't want to put anything in his body

What stage of change is this person at?

pre-contemplation



C4C PrEP Ambassador Engagement

- Be open about personal PrEP use (in profile text, in conversation)
- Look for natural opportunities to talk about PrEP
- Talk to people you think you can connect with
- Ask open-ended questions, build rapport
- Help identify/reflect back individual motivations to PrEP
- Provided HIV risk/PrEP resources



C4C PrEP Ambassadors

8:16

CHAT4CHANGE

PREP AMBASSADOR RESOURCE GUIDE

Chat4Change has created a resource guide for the PrEP Ambassador team and we encourage you to study them, refer for to them during conversations and encourage you to send any suggestions or additional information to the academic team so can continue to build upon the resource guide.

PREP VIDEOS

Click here to access PrEP videos

PREP DECISION-MAKING RESOURCES

Click here to access information on PrEP decision-making resources

PREP BASICS

C4C PROGRAM RESOURCES

Click here to access C4C program resources

HIV PREVENTION

Click here to access HIV prevention resources

C4C PrEP Ambassadors

- Web-based portal to record significant interactions
- 113 chats logged

DEMOGRAPHICS

Chat Status

Nickname **Location**

Ethnicity **Age**







APP USAGE

App Used * **Time of Day**






Date Contacted

STAGES OF CHANGE

Initial SOC

<input type="checkbox"/>  N/A	<input type="checkbox"/>  Precontemplation	<input type="checkbox"/>  Contemplation
<input type="checkbox"/>  Preparation	<input type="checkbox"/>  Action	<input type="checkbox"/>  Maintenance

Current SOC

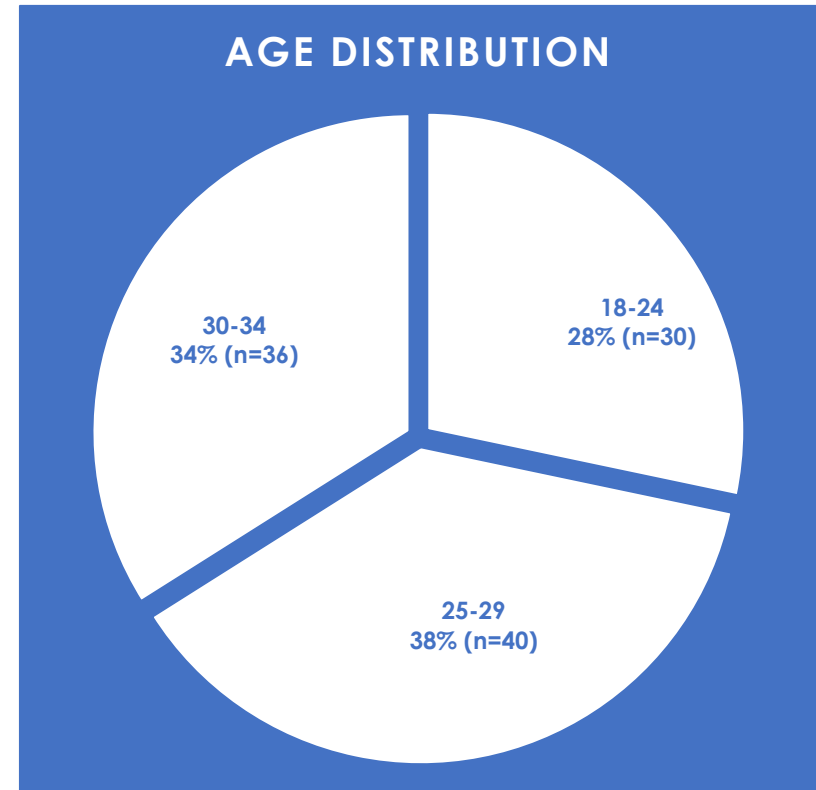
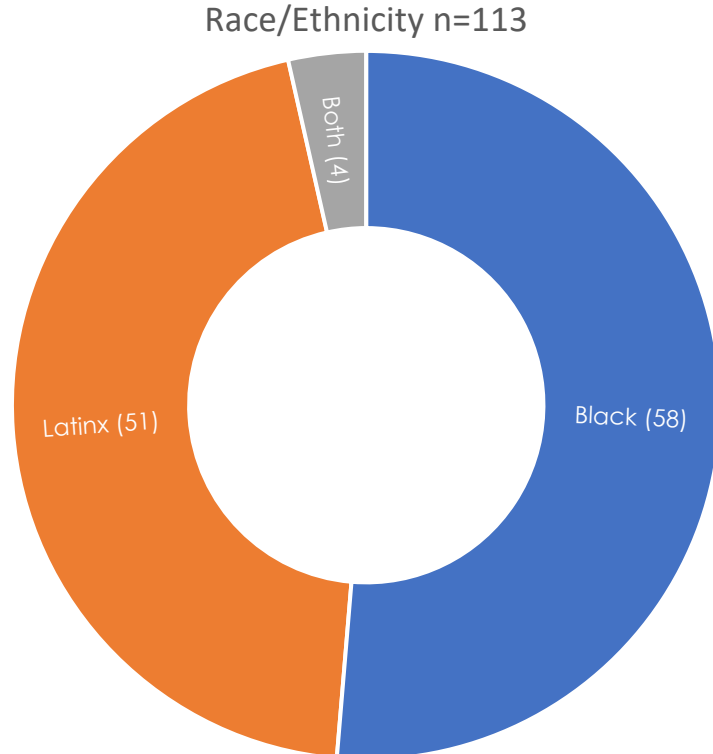
<input type="checkbox"/>  Precontemplation	<input type="checkbox"/>  Contemplation	<input type="checkbox"/>  Preparation	<input type="checkbox"/>  Action	<input type="checkbox"/>  Maintenance
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Referred to an APNH PrEP Navigator

COMMENTS & UPLOADS

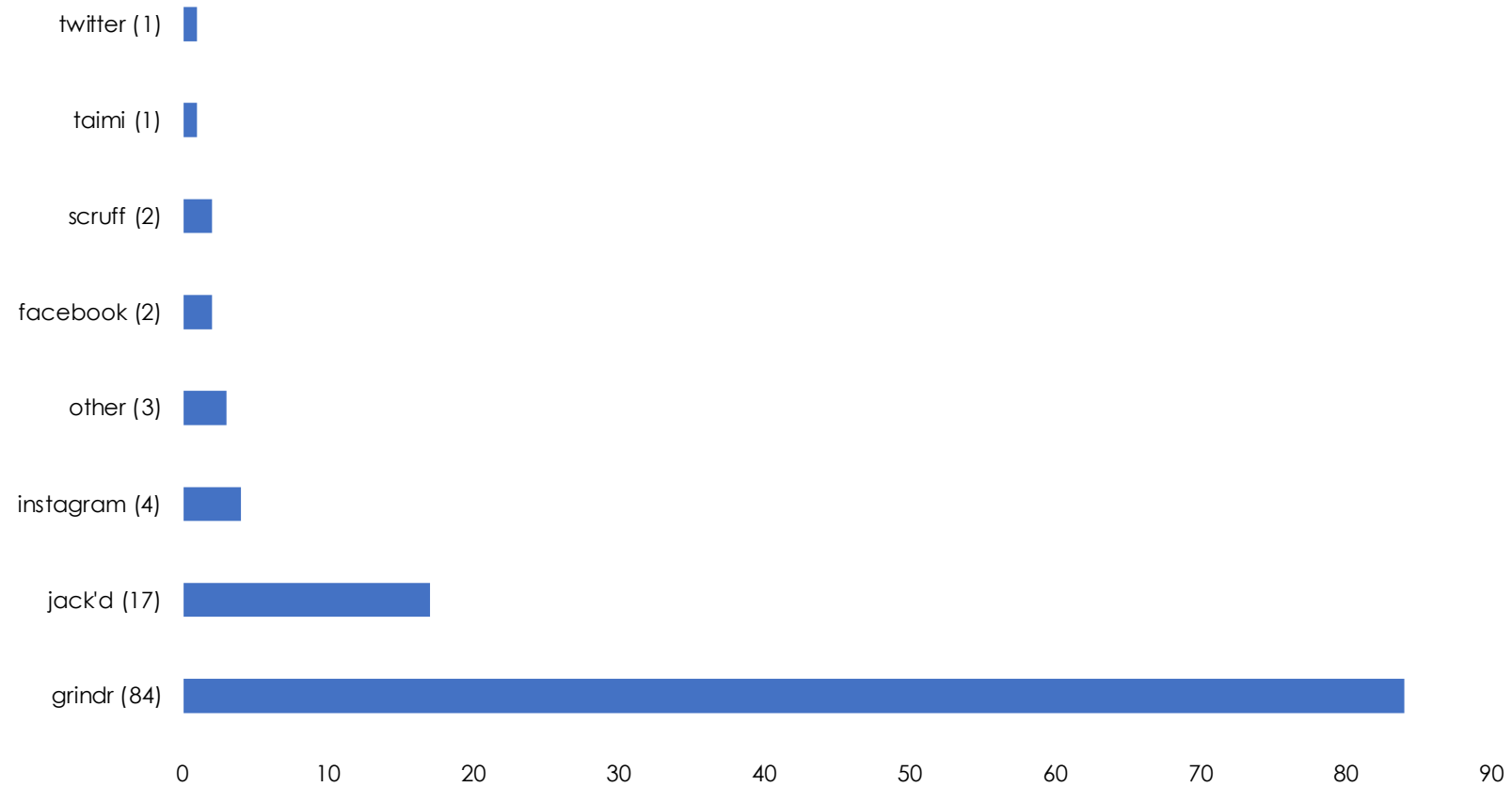
Comments

Chats for Change: Demographics



Chats 4 Change: Platforms

Apps Used



PrEP Ambassadors: Takeaways

- Naturalistic conversations with peers might reach people better than staff doing outreach
 - guys are comfortable talking about sex, condoms/PrEP, bareback sex
 - they reach out to you, rarely had to initiate
- Blurry line between social/sexual life and health promotion might not work for all participants, PAs reported “burnout”
- Could further explore use of MI strategies (e.g. open-ended Q’s)
- Keep engaging people, planting seeds, it’s a process to get people towards PrEP



Team

APNH

Chris Cole
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**Thanks to all our
workgroup members,
focus group
participants, CAB
members, and PrEP
ambassadors**

References

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