

A photograph of a person with long, thick, brown dreadlocks, seen from the back and side. They are holding a black smartphone with both hands, looking at the screen. The person is wearing a white top and a pearl necklace. The background is a textured, greyish-brown wall.

Partnering with Dating Apps to Promote Sexual Health

Yale, March 3, 2022
Jen Hecht

BHOC

BHOC Goals

01

Build self-sustaining features into apps that promote both healthy and informed choices, and reduce stigma

02

Coordinate and improve advertising and messaging

03

Coordinate interactions between public health and dating apps

BHOCpartners.org

BHOC Public Health Partners



BHOC Website and App Partners



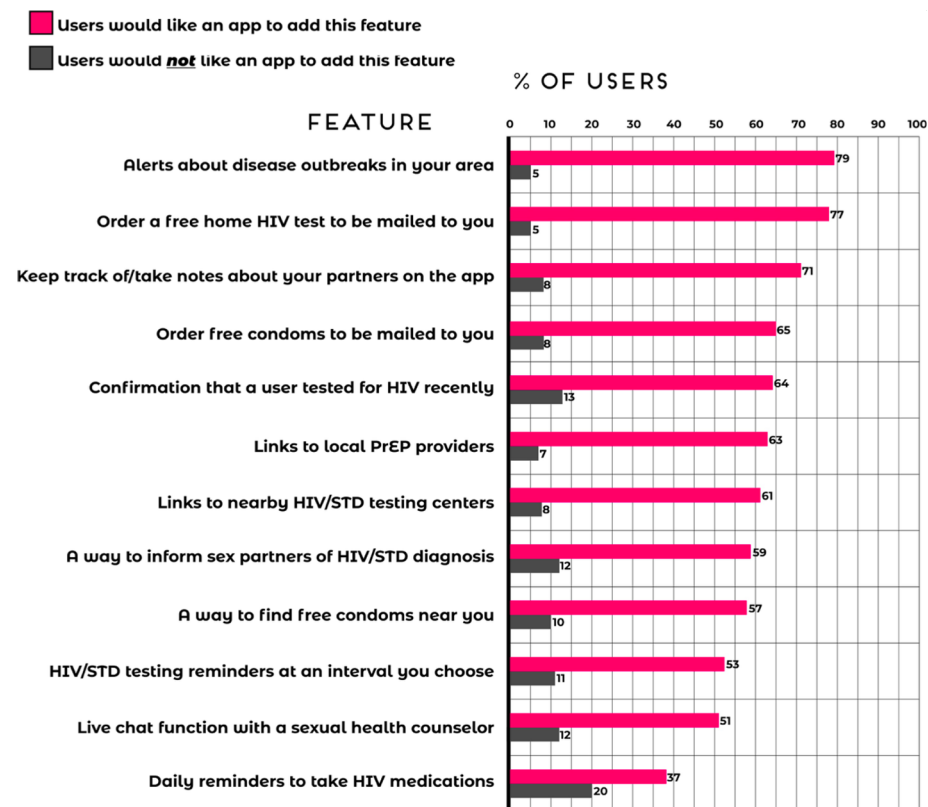
HORNET



Stakeholder input & feedback



Users support sexual health strategies



Major Initiatives



TAKEMEHOME

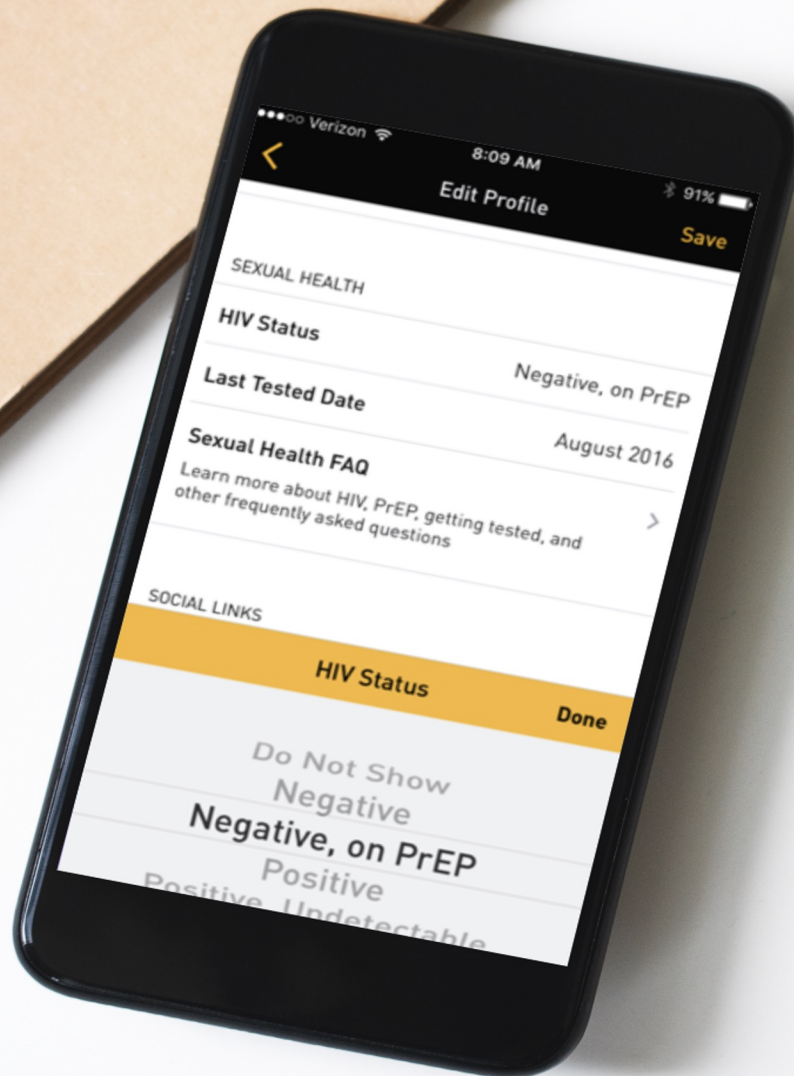


**Working with apps
on new features**

**Sending free HIV &
STI home tests**

**Supporting online
anti-stigma efforts**

**Providing
anonymous partner
notification
services**

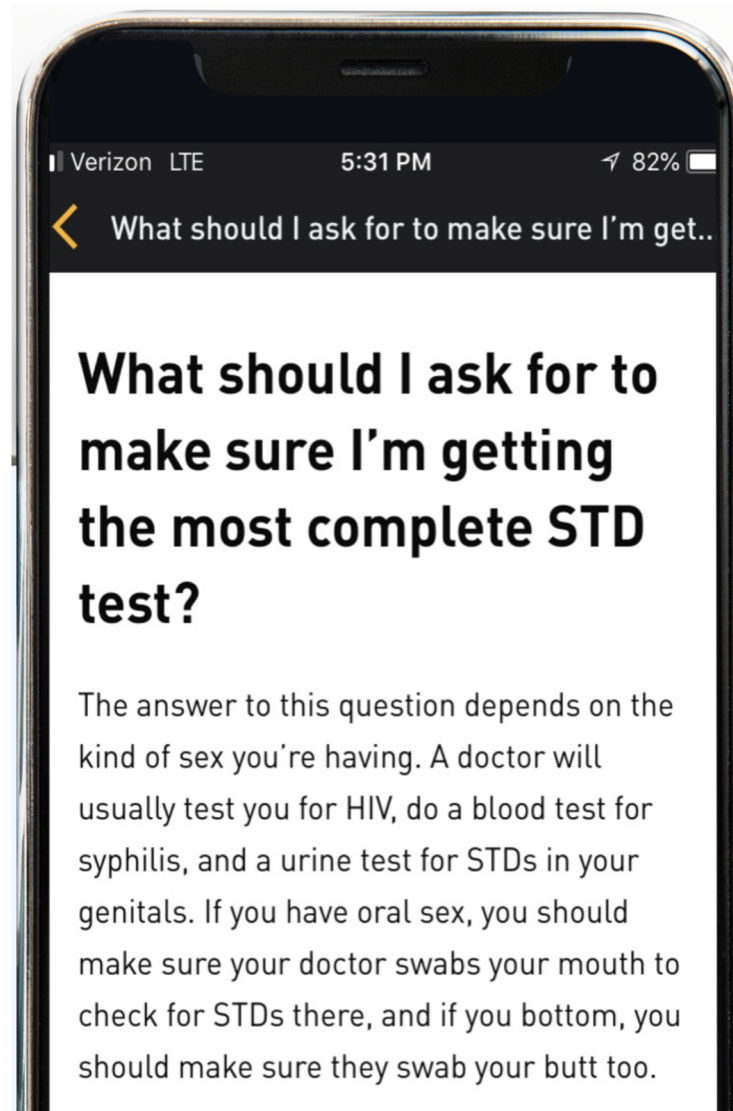


App owners have incorporated many structural features

SITE	CONDOMS	PrEP USE	UNDETECTABLE	HIV STATUS	TEST REMINDERS
Adam4Adam	✓	✓	✓	✓	✓
Daddyhunt	✓	✓	✓	✓	✓
Grindr		✓	✓	✓	✓
GROWLr	✓	✓	✓	✓	
Hornet		✓	✓	✓	✓
Scruff	✓	✓	✓	✓	



16.1 million unique users visited Grindr's Sexual Health Resource Center since it launched in November, 2016.





TAKEMEHOME

Building a Home Testing Platform



EMORY
ROLLINS
SCHOOL OF
PUBLIC
HEALTH

Background: Why build this platform?

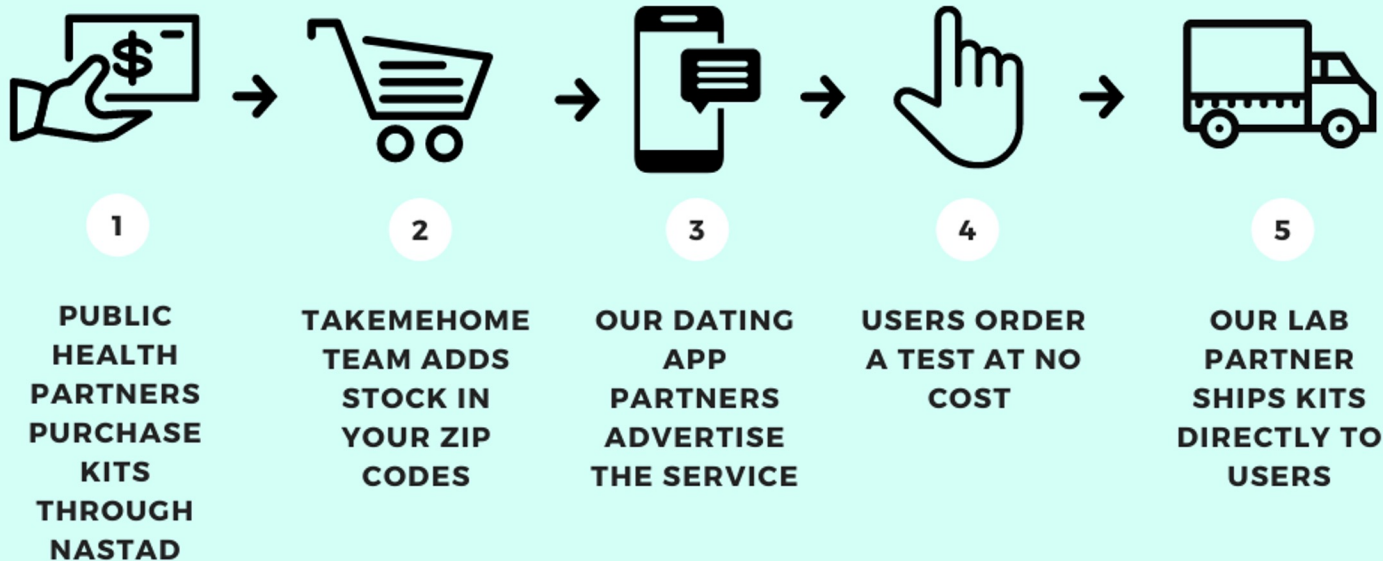
22% of MSM who use dating apps reported that they had NEVER tested for HIV.

77% of app users reported that they wanted to be able to order a home HIV test through a dating app

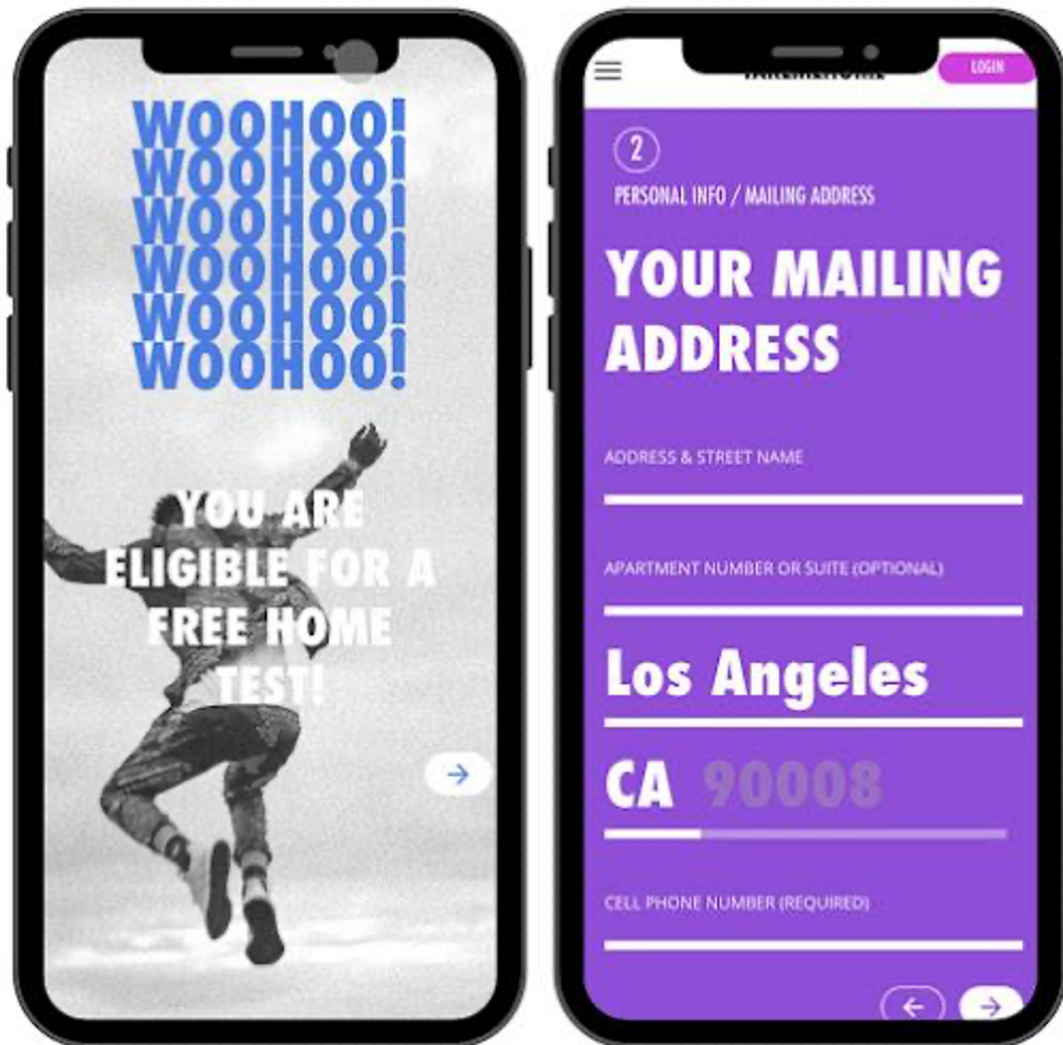


TAKEMEHOME

Testing that meets you where you are. Literally.



TAKEMEHOME.ORG

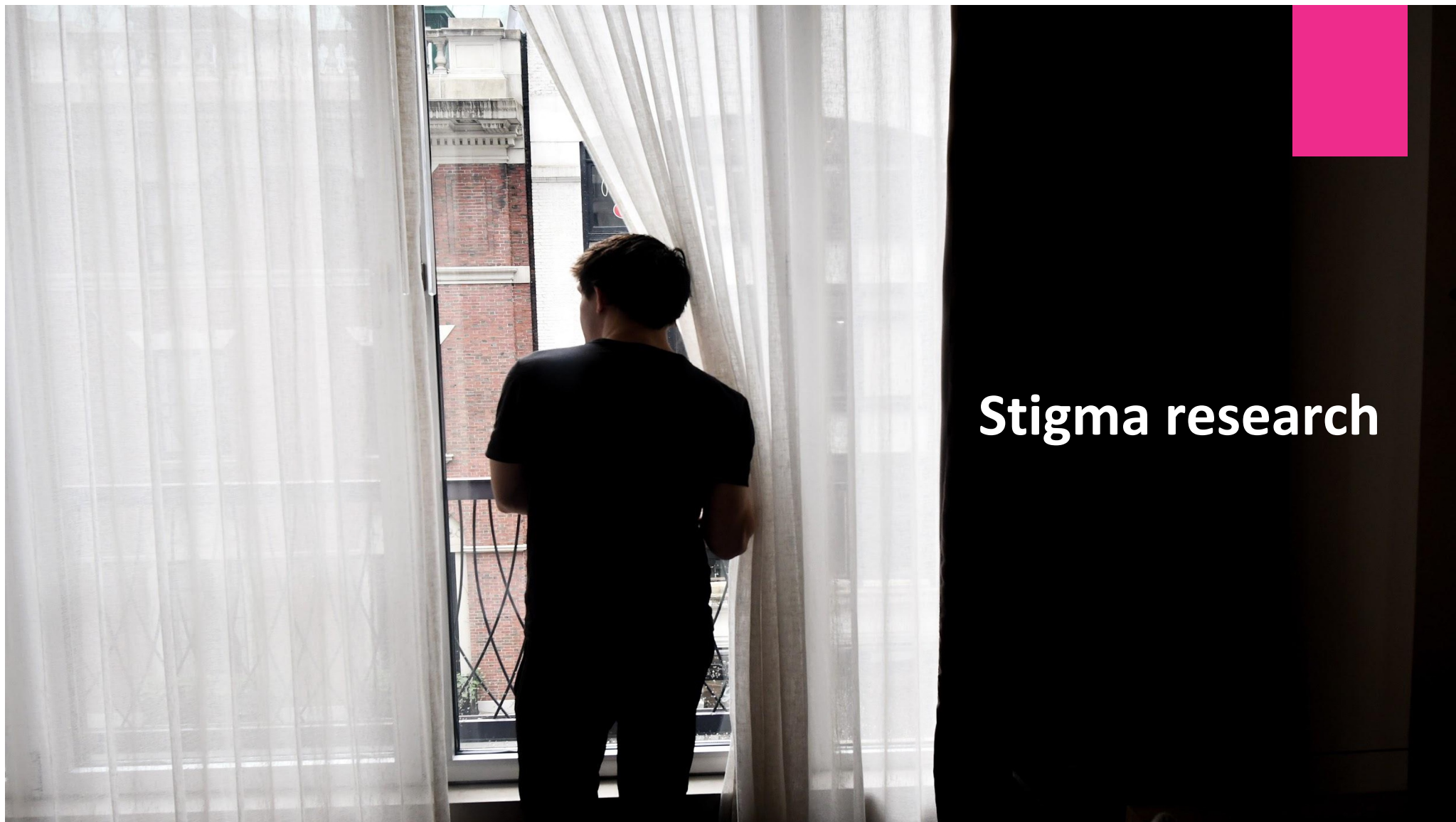


Watch: [How to order a test](#)

Highlights from HIV oral kit program

- Over 12,000 kits mailed to date
- Within two years increased from 4 to 24 health jurisdictions
- $\frac{1}{3}$ of users had never tested before
- Positive user feedback
- New cases identified through surveillance matches





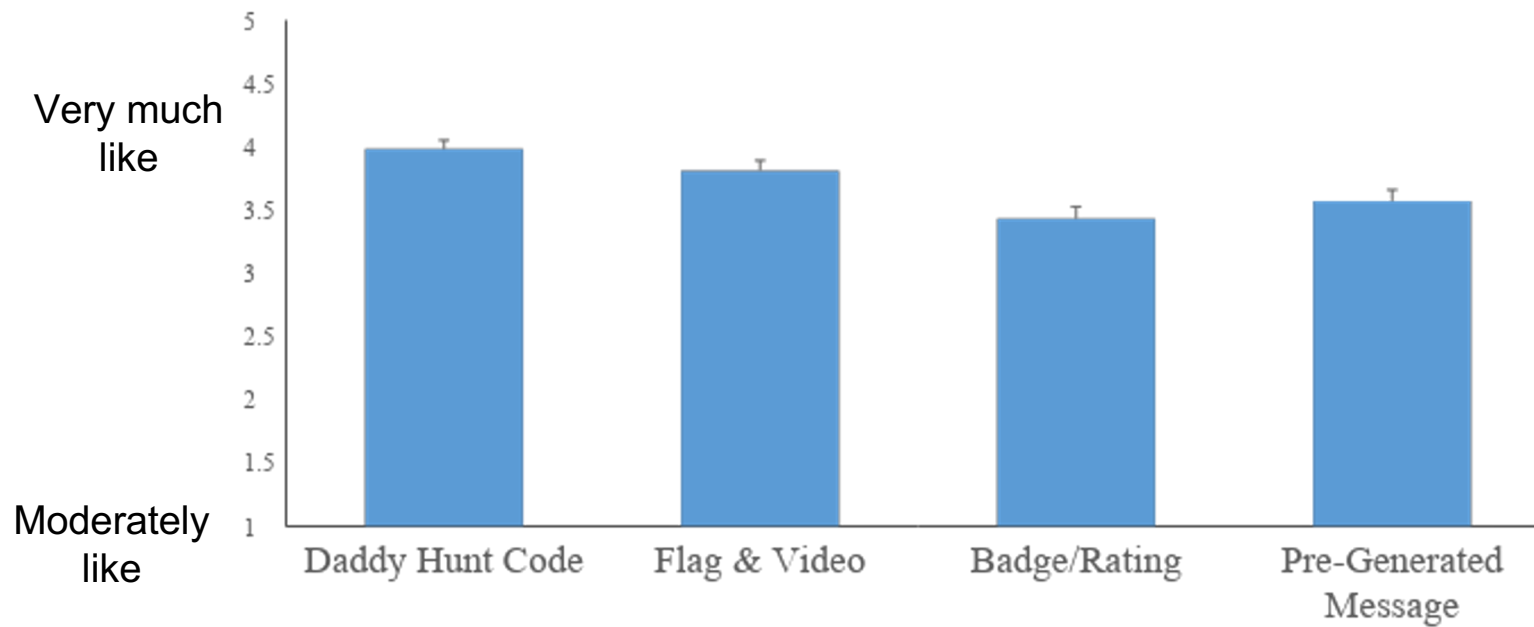
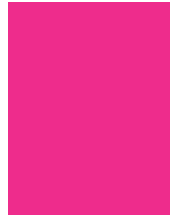
Stigma research

Testing stigma interventions with Yale



- **Code of ethics:** Requires users to read and agree to rules before they can join.
- **Flagging and Educational Video:** Uses a system to identify when people are rude, abusive, or engage in otherwise unacceptable behavior towards other users on the app.
- **Badge/Rating System:** Rewards users who are respectful and polite towards other app users.
- **Pre-Generated Messages:** Provides the user an option to send a pre-generated "No Thank You" message to other users who contact them

How much would you like to have this feature on this app?



Giving dating app users a more positive experience

NiceAF is a first-ever team effort of dating apps and sites working with [Building Healthy Online Communities](#), a consortium of HIV and STD organizations. Together, we're all committed to making our online communities more welcoming with the NiceAF.org campaign.

Participating Apps



DADDYHUNT

dudesnude



MANHUNT

POZ
personals

SCRUFF

Overview



5,500 APP USERS

shared their stories about using dating apps & sites



20 ANTI-STIGMA FEATURES

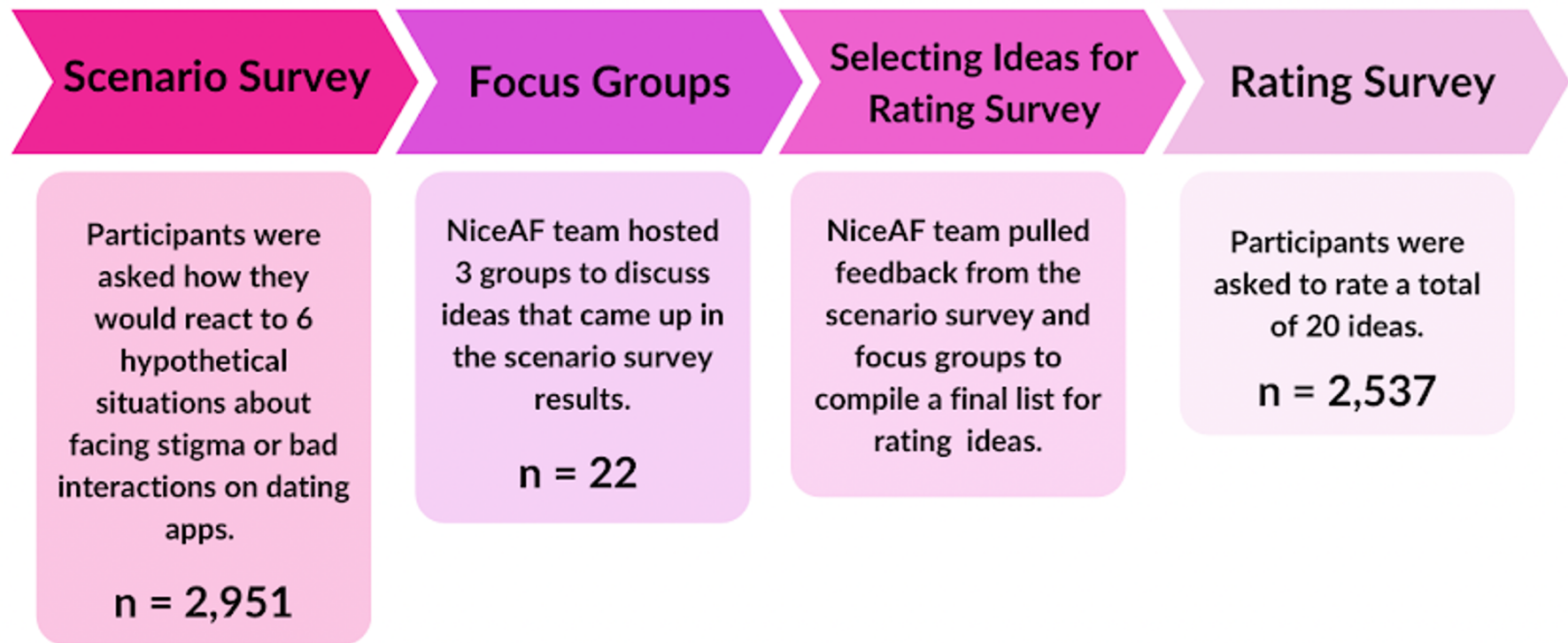
were ranked by dating app & site users



9 DATING PLATFORMS

signed on to the campaign to improve for their users

Methodology

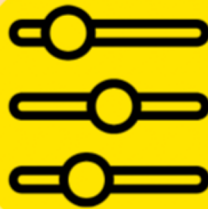


Results: Major themes from users

Center insights and needs of **historically-marginalized users**



Give users more
customization



Expand **filtering**
functionality



Facilitate clear
communication
between users



Support
emotional and
physical **safety**

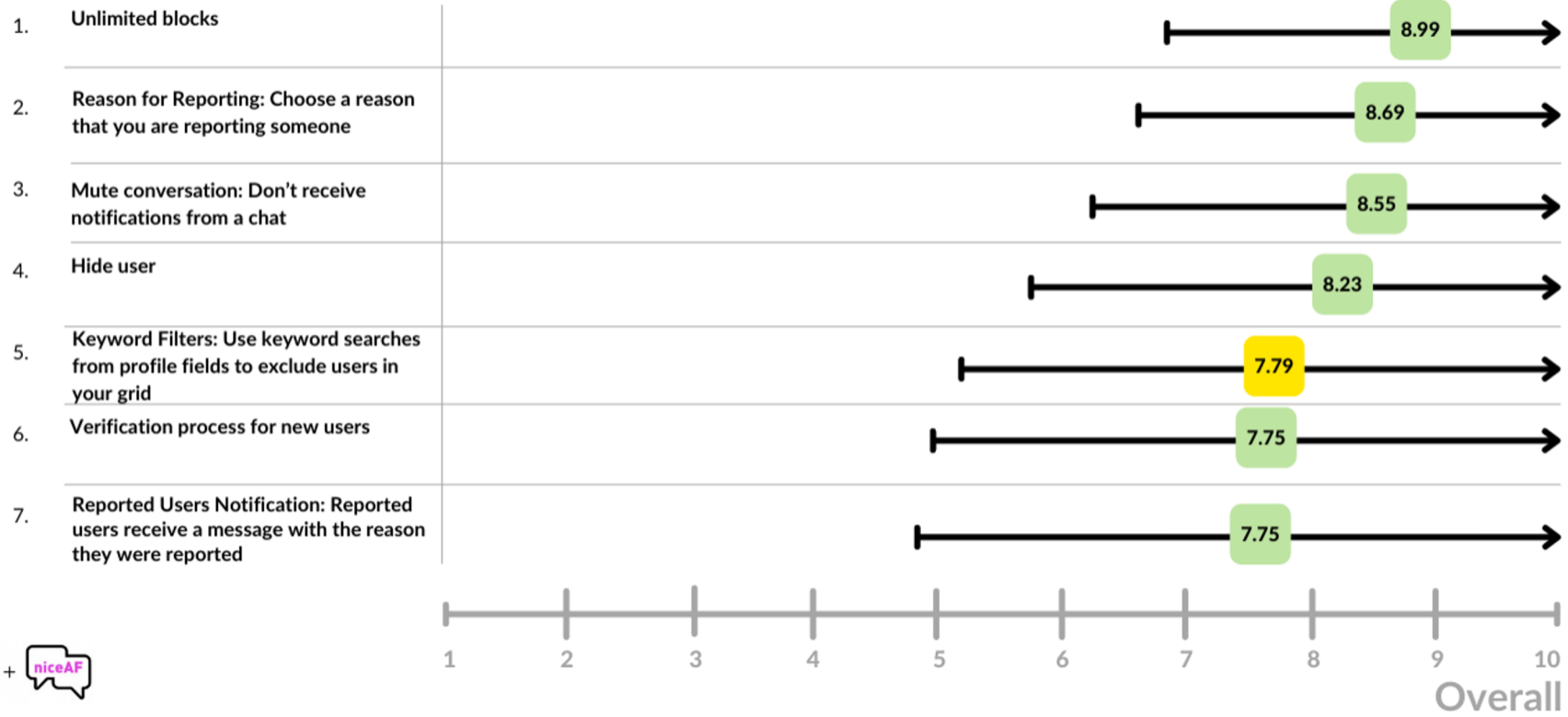
Results: Overall [by rank]

Customization

Communication

Filtering

Safety





Questions



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