



Leveraging Social Network Applications for Evaluating Changes in PrEP Outcomes

Los Angeles County Department Of Public Health
Division of HIV and STD Programs



Objectives

- **Objective 1:** To update our estimates of key PrEP outcomes for MSM and TGP
 - Aware of PrEP
 - Willing to use PrEP
 - Currently using PrEP
- **Objective 2:** To assess the reach and response to our PrEP Protectors Campaign
 - Did the target population see our campaign ad?
 - Did the campaign lead to action?





Recruitment

Advantages to survey recruitment via app-based advertisement

- Access to at-risk population
 - Men who meet partners through social networks have been shown to be likely to engage in unprotected anal intercourse¹
- Access to men who may not appear in venue
 - Men who have sex with other men, but do not identify as gay or bisexual are known to use social networks²
- Timely
 - Can quickly assess rapidly changing knowledge and access to PrEP
 - Can recruit a large number of participants quickly
- Cost
 - Staffing time greatly reduced compared with venue-based survey
 - Cost per HIV negative respondent ~ \$15

¹Winetrobe H, Rice E, Bauermeister J, Petering R, Holloways IW. Associations of unprotected anal intercourse with Grindr-met partners among Grindr-using young men who have sex with men in Los Angeles; *AIDS Care*. 2014;26(10):1303-8.

²Lemke, R, Weber M. That Man Behind the Curtain: Investigating the Sexual Online Dating Behavior of Men Who Have Sex With Men but Hide Their Same-Sex Sexual Attraction in Offline Surroundings. *J Homosex*. 2016 Oct 18. [Epub ahead of print]



Recruitment Strategy

- Identify the right app platforms using
 - STD surveillance data
 - key informants
- Outreach to app administrators for
 - costs
 - type of ads/specs
 - rules
- Reserve ad space ahead of time
 - Ran our ads over a 10 day period
 - Baseline April 2016 before PrEP campaign launched
 - Follow up September 2016



Apps

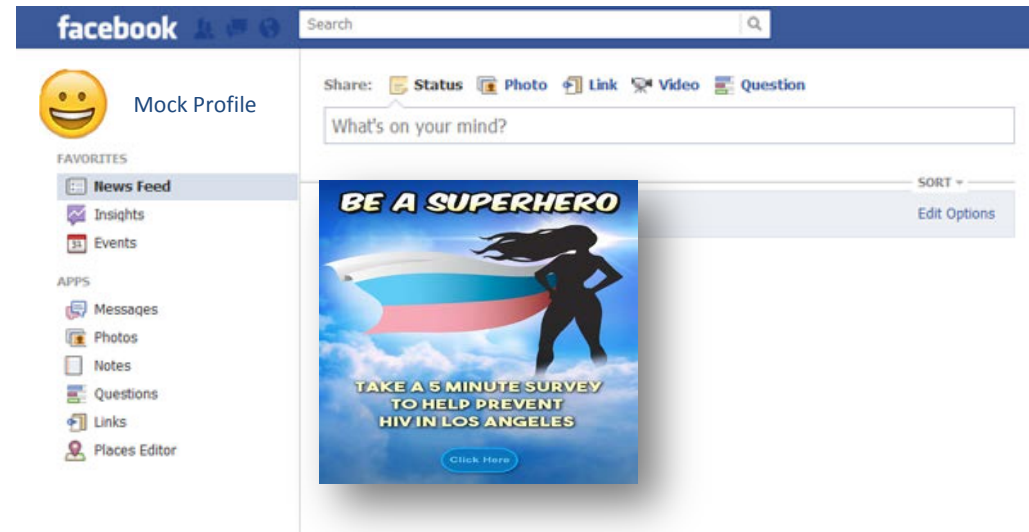
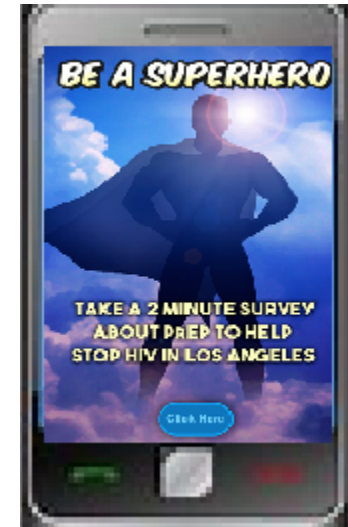
- Changes from baseline to follow up
 - Add Facebook
 - Increase Spanish ads

- Baseline Survey April 2016
 - Grindr (English and Spanish)
 - Scruff
 - Hornet
 - Krave
 - Black Gay Chat
 - Growler
- Follow Up Survey Sept 2016
 - Grindr (English and Spanish)
 - Scruff
 - Hornet
 - Krave (English and Spanish)
 - Black Gay Chat
 - FB (English and Spanish)

Ad Types



- On Screen Ads (11% of responses)
 - Banner Ads
 - Full Page Ads
- Direct Messages (89% of responses)
 - Email
 - Pop Up Messages
- Facebook Feed (0%)





facebook

Mock Profile

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

What's on your mind?

News Feed

BE A SUPERHERO

**TAKE A 5 MINUTE SURVEY
TO HELP PREVENT
HIV IN LOS ANGELES**

[Click Here](#)

SORT +
Edit Options



Survey Logistics

- Housed on Survey Monkey
 - Considerations:
 - Low Cost
 - Limited programming capabilities
 - Customer support
- Main Survey:
 - 18-question survey: prep outcomes, demographics and risk
 - Any LAC resident was eligible
 - No Incentive
 - Screener for campaign evaluation
- Campaign Evaluation:
 - HIV negative MSM (Black and Latino only) and TGP not on PrEP
 - 12 questions
 - \$10 incentive



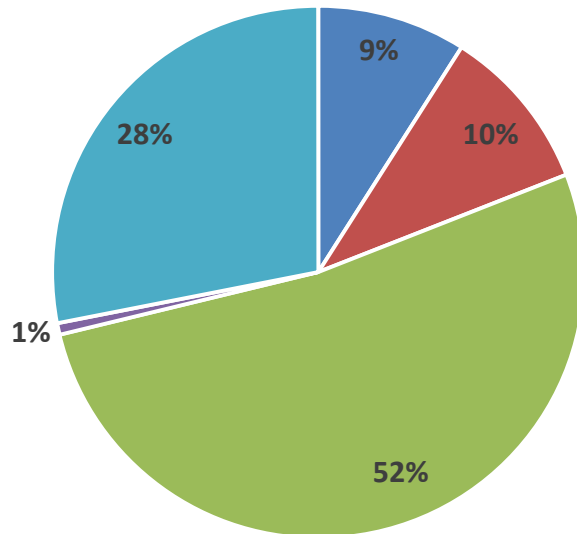
Demographics of Sample at follow up

1183 LAC Residents

- Median age 34.6 years (range 12-74 years)
- Gender Identity:
 - 97% Male
 - 1% Female
 - 2% Transgender/Gender Non Conforming
- Sexual Orientation:
 - 82% Gay
 - 15% Bisexual
 - 1.6% Straight
 - 0.3% Lesbian
- 13% HIV positive (compared to baseline 4.5%)

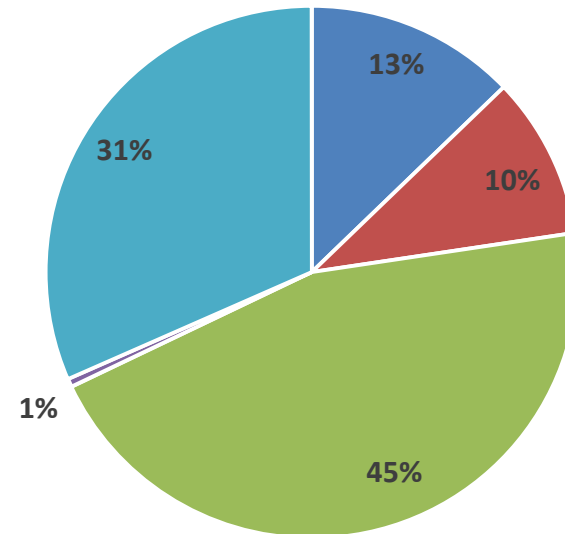
Racial Ethnic Composition of our Study Sample compared to LAC Population

Study Population



■ A/PI ■ Black ■ Latino ■ American Indian ■ White

LAC Population



■ A/PI ■ Black ■ Latino ■ American Indian ■ White

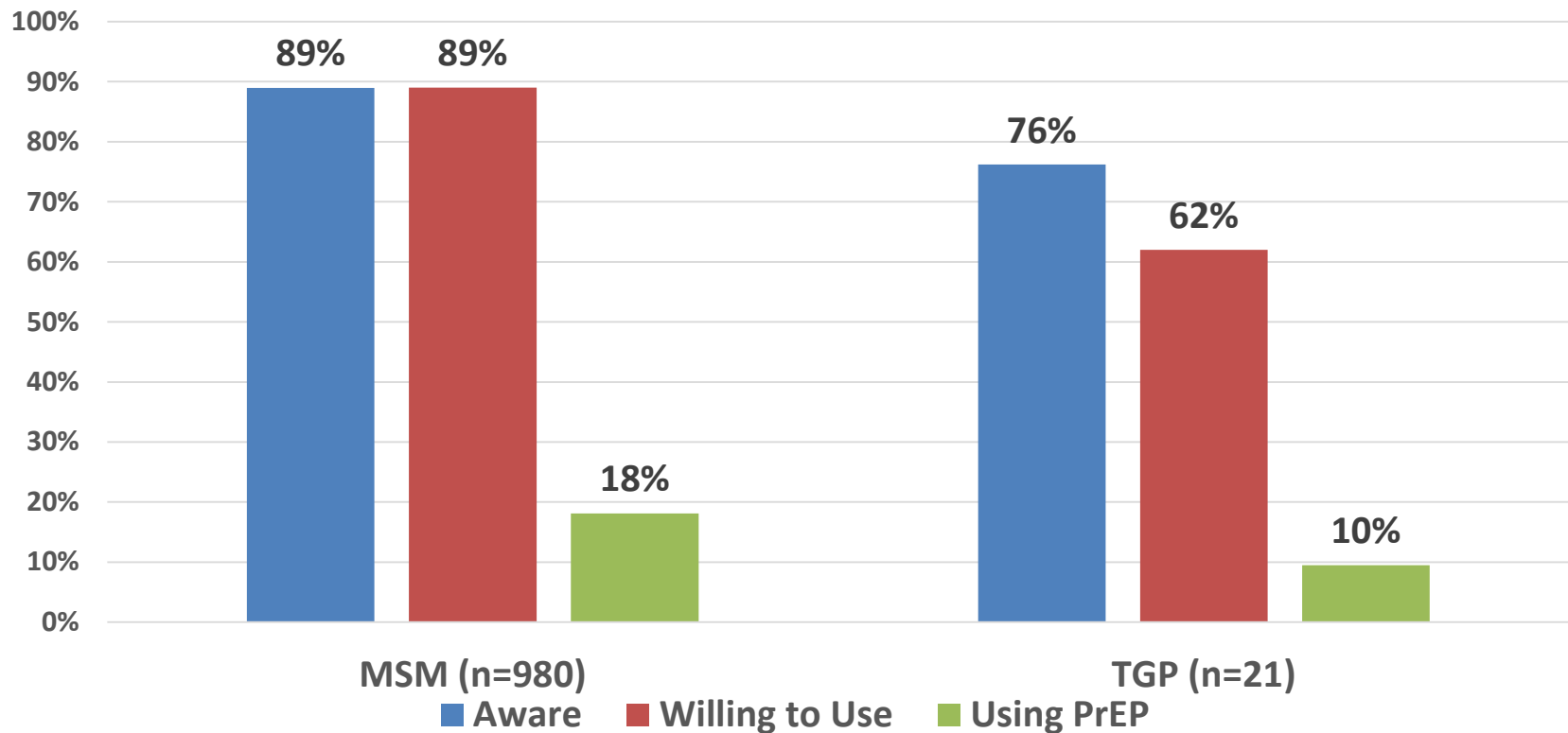


Core PrEP Outcome Measures

- Modified existing PrEP measures for our purposes
- Survey provided PrEP definition followed by:
 - Before today, had you ever heard of PrEP?
 - If it was available to you, would you be willing to take PrEP daily?
 - In the past 12 months, have you taken PrEP daily for a period of at least 1-month?

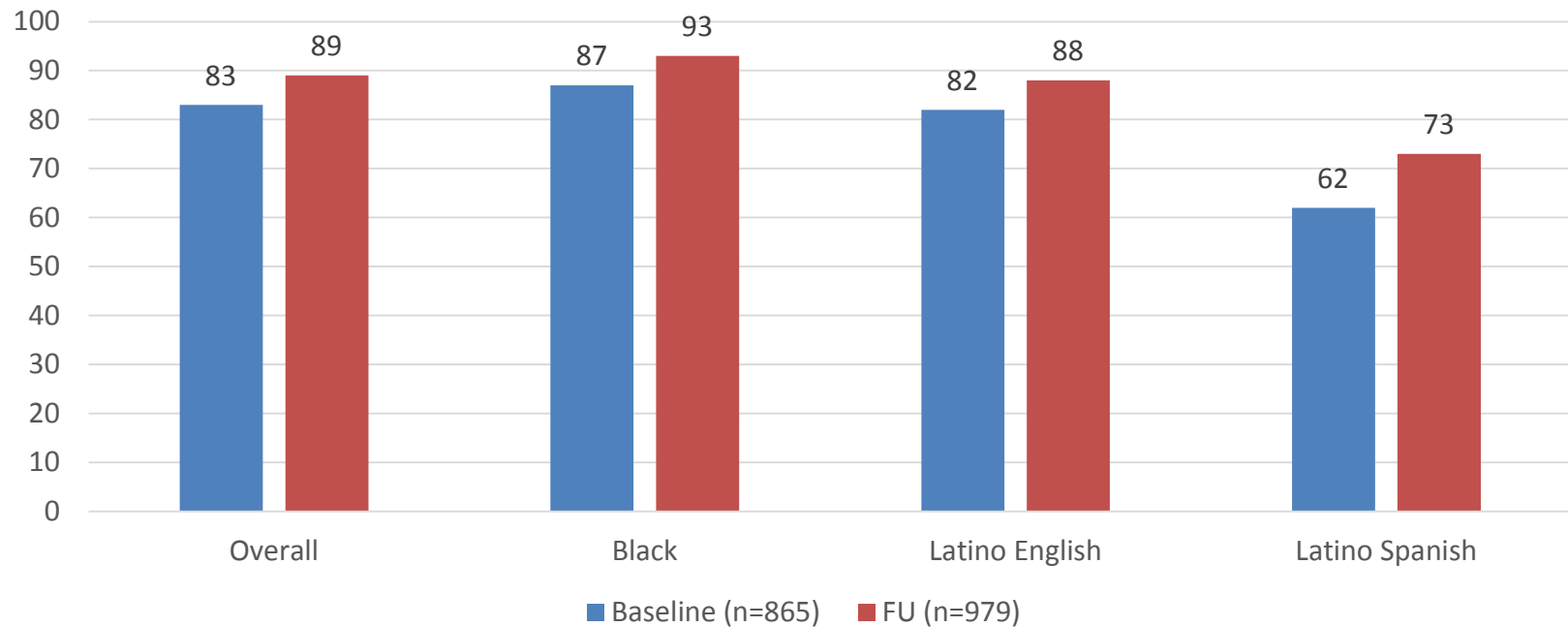


PrEP Awareness, Willingness to Use and Current Use, HIV negative, LAC respondents





Change in PrEP Awareness Among Pride Target Groups, HIV Negative MSM



Before today, had you ever seen this image?

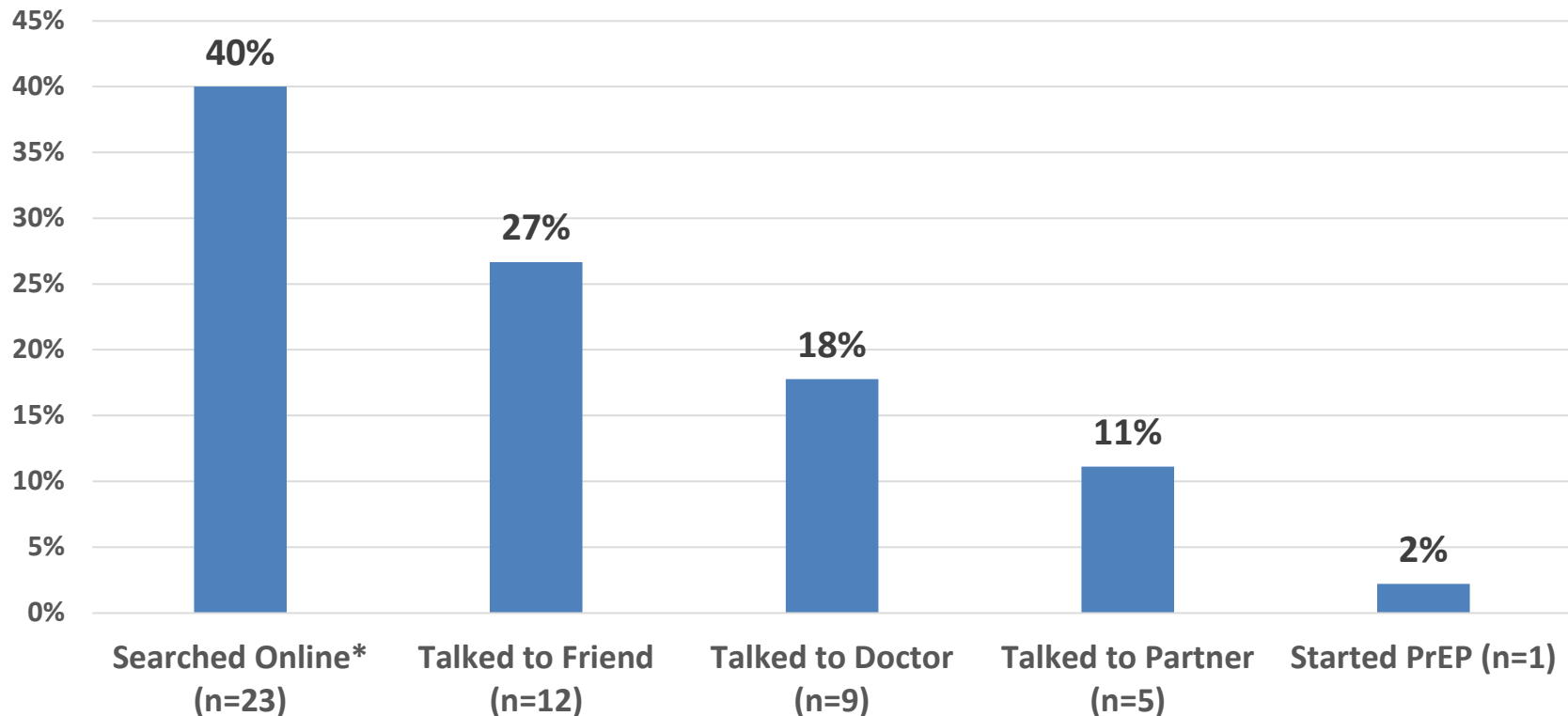


- Campaign was seen by
 - 24% of Black and Latino MSM
 - 7% of TGP



After seeing the PrEP Protectors ad, did you take any steps to learn more about PrEP?

44% of HIV negative MSM with ≥ 1 UAI partner who saw PrEP Protectors ad before survey took action to learn more about PrEP



*5 (22%) respondents who searched online reported visiting GetPrEPLA.com

Validation of Online Approach

- Data compared to 2014 NHBS data and 2016 Pride survey
 - Expected increased from 2014, but consistent trends for high awareness, and willingness to use compared with actual use.
 - Online survey may be biased towards inflated outcomes.

	Baseline	Follow Up	Pride (2016)	NHBS (2014)
PrEP Aware	771 (84.2%)	1025 (88.8%)	182 (79.8%)	295 (63.0%)
Willing to Use	689 (88.6%)	879 (90.5%)	48 (77.4%)	237 (58.3%)
Current Use	228 (25.4%)	197 (17.3%)	36 (15.7%)	13 (2.8%)

– Similar patterns between groups

- For example, PrEP awareness lowest among Latinos with a notable gap between Latinos responding in English compared with Spanish.

	Baseline	Follow Up	Pride (2016)	NHBS (2014)
PrEP Aware	771 (84.2)	1025 (88.8%)	182 (79.8%)	295 (63.0%)
Black	75 (90.4%)	89 (93.7%)	48 (77.4%)	53 (67%)
Latino (English)	243 (84.1%)	428 (88.3%)	67 (76.7%)	88 (54.0%)
Latino (Spanish)	67 (61.5%)	76 (72.4%)		12 (42.9%)
White	297 (96.7%)	311 (92.8%)	43 (81.1%)	105 (76.1%)



Lessons Learned

- App administrators are difficult to contact, but willing to help
- No incentive is needed if survey is short
- Worth investing in more sophisticated software
 - If complex stemming into a secondary survey is desired
 - To validate residence
 - To issue gift cards
- Successful recruitment of TGP requires a unique recruitment strategy
 - Working with TGP community



Pride Evaluation Team Contact Information:

Sonali Kulkarni, MD, MPH

Medical Director

Skulkarni@ph.lacounty.gov

Ryan Murphy, PhD, MPH

Epidemiologist

Rmurphy@ph.lacounty.gov

Leo Moore, MD, MSHPM

Associate Medical Director

Lmoore@ph.lacounty.gov

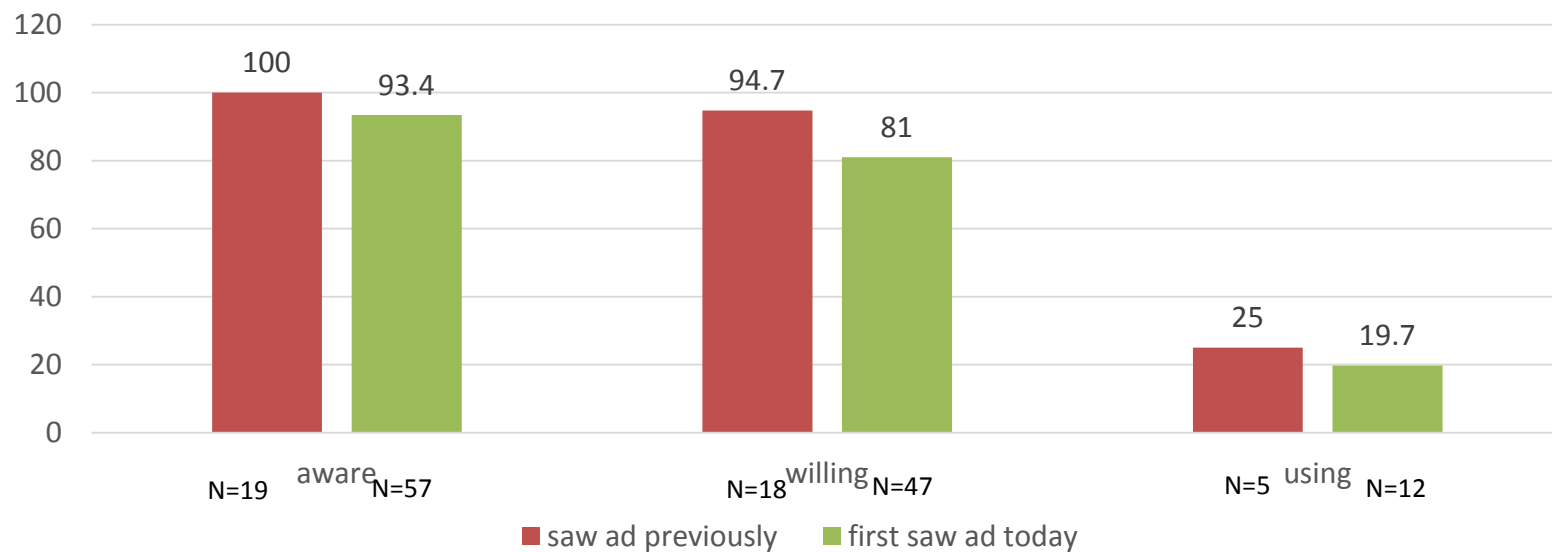
Shoshanna Nakelsky, MPH

Epidemiologist

Snakelsky@ph.lacounty.gov

PrEP Outcomes among Black MSM by Exposure to PrEP Protectors Ad Campaign

- 23.5% of Black HIV- MSM had seen PrEP Ad

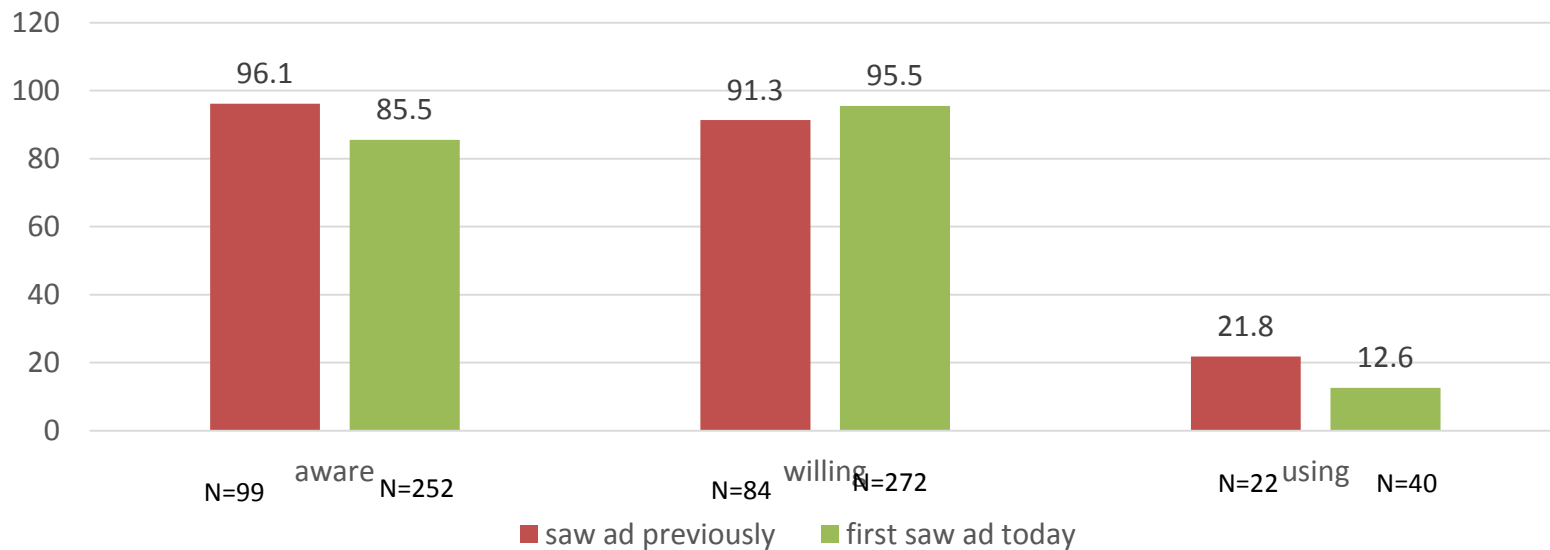


*No significant difference in PrEP outcomes for Black MSM



PrEP Outcomes among Latino (English) MSM by Exposure to PrEP Protectors Ad Campaign*

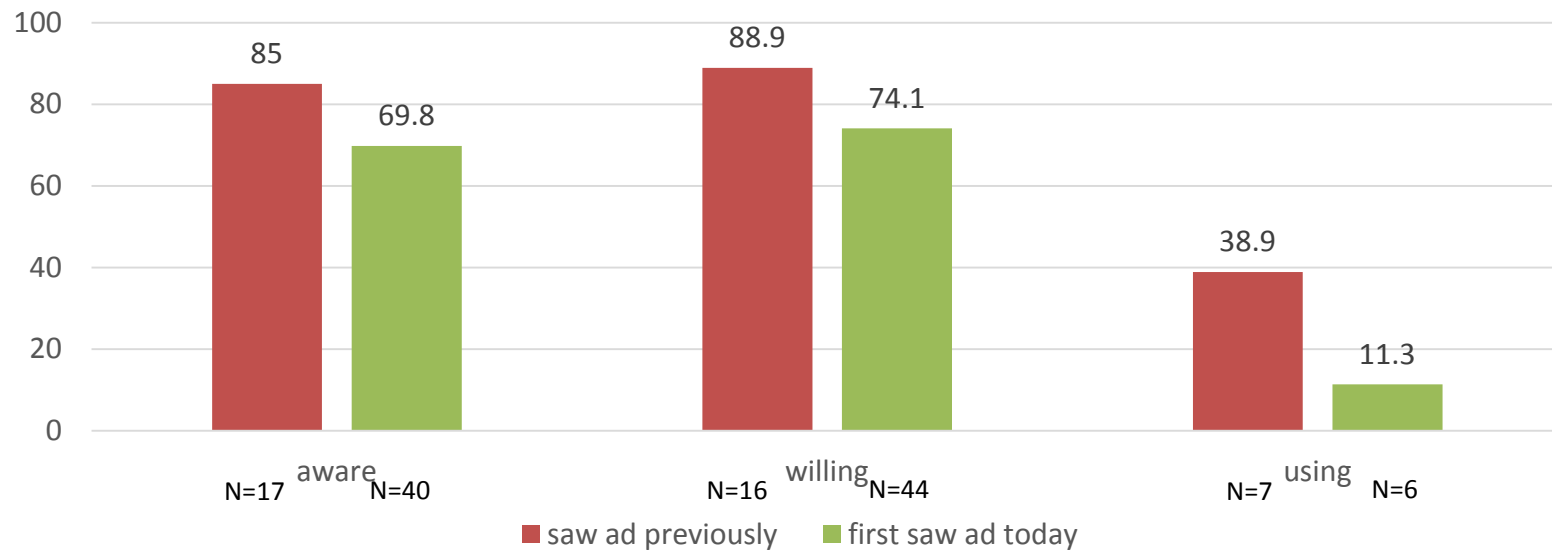
- 24% of Latino HIV- MSM had seen PrEP Ad



*Latino MSM (responding in English) who reported seeing PrEP Protectors campaign were significantly more likely to be aware of PrEP and using PrEP than those MSM unfamiliar with the campaign (p<.03)

PrEP Outcomes among Latino (Spanish) MSM by Exposure to PrEP Protectors Ad Campaign*

- 23.8% of Latino HIV- MSM had seen PrEP Ad



*Latino MSM (responding in Spanish) who reported seeing PrEP Protectors campaign were significantly more likely to have used PrEP in the past year than those MSM unfamiliar with the campaign (p<.006)