

Incorporating Dating Application Strategies to Recruit Youth at Risk or Living with HIV (ATN CARES Project)

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NIH

OVERVIEW

HIV Among Youth

- HIV among youth is a significant and increasing problem.
- Young gay, bisexual, and other men who have sex with men represent 63% of new HIV infections.
- More than half of adolescent MSM report having condomless sex in the past 12 months and one-third of MSM use gay dating applications to meet sexual partners.
- Internet sex-seekers have more frequent anal intercourse, more previously diagnosed sexual transmitted infections, and are twice as more likely to engage sexual encounters without a condom.

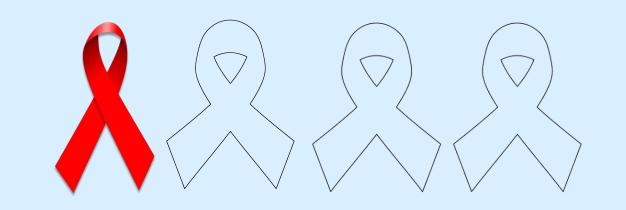
OF THE 39,782 HIV DIAGNOSES IN 2016:

- 134 youth have been screened and 120 have been enrolled into the study through social media recruitment between LA and NOLA.
- It's estimated that one participant is screened per 4-5 hours of time spent
- There have been roughly 300 connections made on each dating app
- Benefits of social media recruitment include:
 - Less time/costs associated with recruitment When using the dating apps, staff are not required to drive to various recruitment sites.
 - Providing a greater reach Field staff are limited to the number of youth visiting the sites, while recruitment with the app can have up to 30 messages/matches in the 4-5 hour timeslot.

RESULTS



21% OF ALL NEW HIV DIAGNOSES IN THE US WERE AMONG YOUTH



1 in 4 new HIV infections occurs in youth ages 13 to 24 years

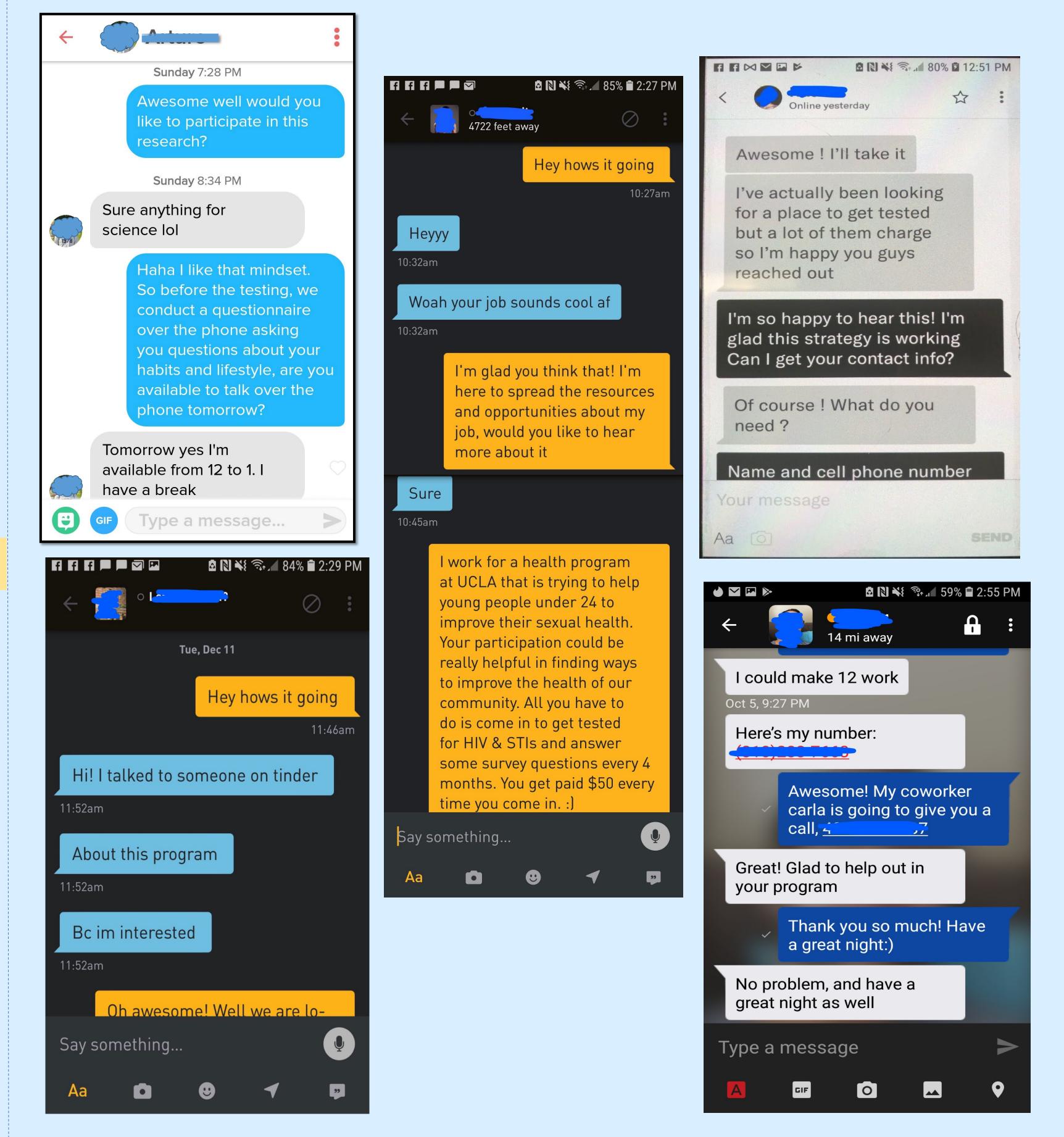
Recruitment Efforts

- The ability to recruit youth at risk and living with HIV is imperative to developing effective interventions.
- Current recruitment efforts for the ATN CARES projects (ATN 148 & 149) include in-person recruitment by field interviewers based in various community organizations serving homeless, incarcerated, and LGBT youth in Los Angeles and New Orleans.
- Traditional recruitment methods alienate youth who are not seeking services at participating community organizations.

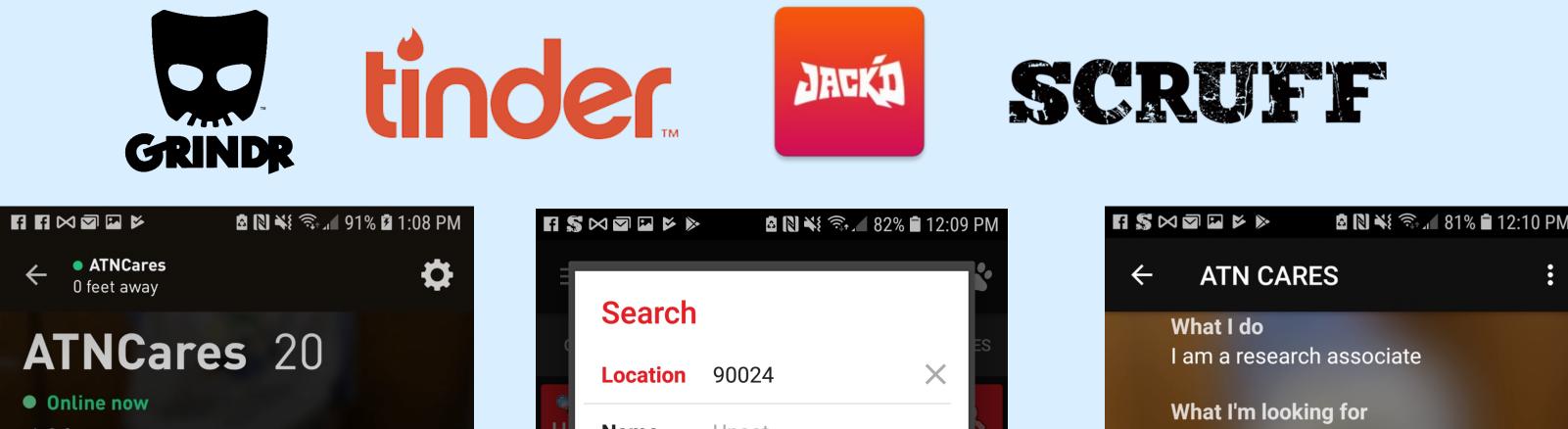
METHODS

In an attempt to diversify recruitment strategies, the CARES team has incorporated social media recruitment to reach youth outside community based organizations.
Recruitment staff have created profiles on 4 dating apps under the name *ATN CARES*.
Staff are able to filter potential matches by age range, location, sexual orientation, gender, etc.

 Participant convenience – Youth are able to respond to messages, ask questions, and set up a screening appointment at any time.



- An average of 10 hours/week is spent recruiting through the apps.
- Interested youth are presented information about the project and invited to be screened for eligibility.
- Screening is conducted over the phone, and if eligible, participants are enrolled in-person.
- Dating apps currently used in the study include:



CONCLUSIONS

- The addition of social media/dating apps opens up new opportunities to recruit hard-to-reach populations, homeless youth, and youth who do not seek medical/health services.
- Recruitment staff are able to connect with more youth in a short period of time as they're not limited to one recruitment site.

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		Pup	
Hey everyo	ne! I live in Los Angeles and	A Ros	(
I work as a Sexual Health Researcher			
at UCLA. I love to share health			H
resources	with my community and to		
support us	with STI testing. If you're		
interested in learning more, feel free		Hos	
to message	e me :)		
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Weight	180 lbs		5
		CUN	F
Ethnicity	Mixed		
		Вг	

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	He is into	Bears, Geeks, Leather, Roz	
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	To talk to you about resources:)	
	Open to Chat only, Networking	
	My sex preferences & safety practices Versatile Condoms, PrEP, Treatment as prevention	6
	Activities + interests Working in the youth community	
	Where I live Los Angeles	
Ō	uclacares	>
h	Insights	>
ø	Notes SCRUFFPRO	>

- A high percentage of participants do not respond to the initial message sent by staff, however, among the 20-30 connections made, on average 1 individual responds.
- This method would best be used in conjunction with in-person recruitment and referrals, specifically during seasons/times where recruitment sites are receiving less visitors.
- Limitations include:
 - Participant preference for in-person engagement and communication vs. through dating apps.
 - Temporary/permanent suspension of dating profiles due to dating app community guidelines.

ACKNOWLEDGMENTS

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