

## 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.



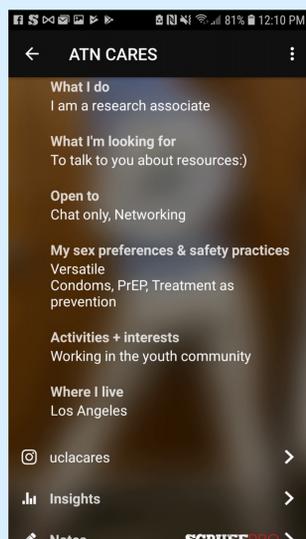
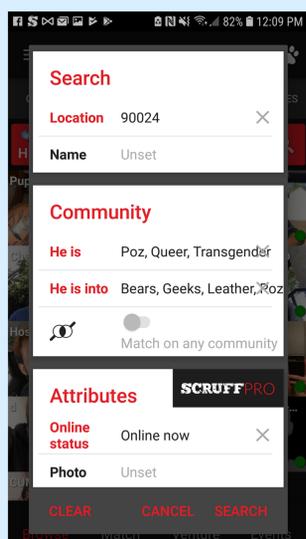
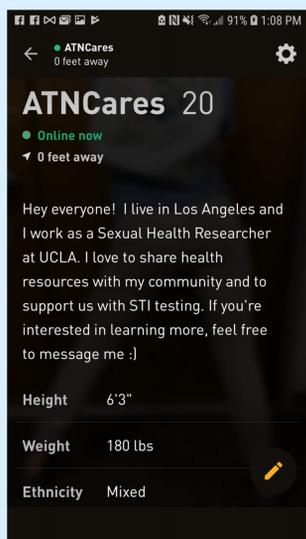
**1 in 4 new HIV infections occurs in youth ages 13 to 24 years**

### 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.

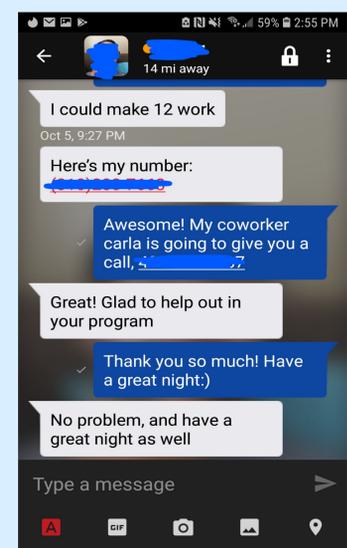
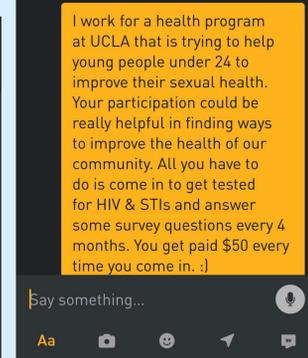
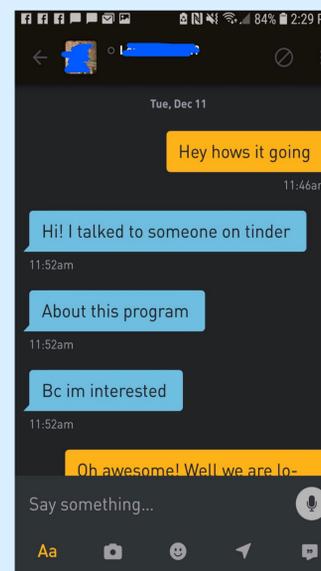
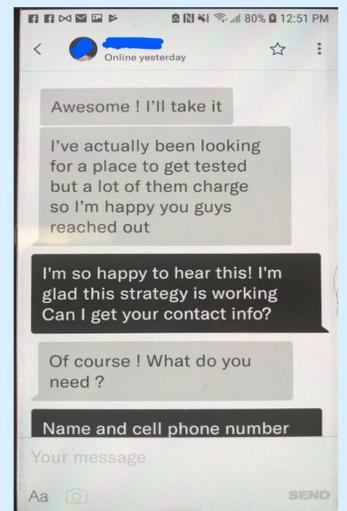
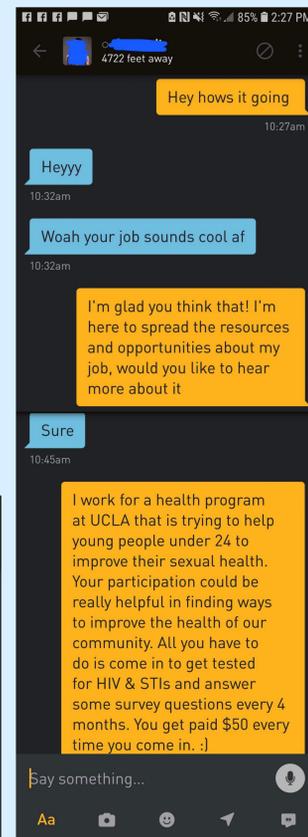
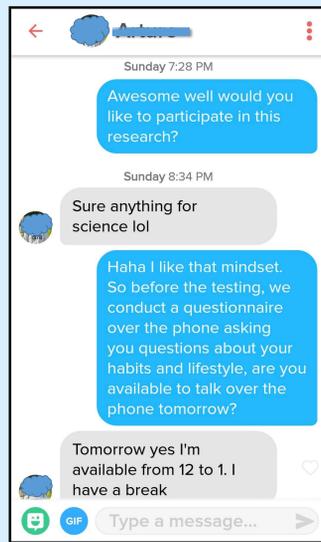
## METHODS

- 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.
- 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:



## RESULTS

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



## 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.
- 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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