

Online Soap Operas, Virtual Clubs, and Hundreds of Text Messages: Innovations in eHealth Approaches to HIV Prevention

Brian Mustanski, Ph.D.

 @SexualContinuum





IMPACT

The LGBT Health and Development Program



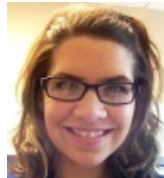
IMPACT | The LGBT Health & Development Program

Our mission is to conduct translational research that improves the health of sexual minority people and to increase understanding of the development of sexual orientation and gender identity. We seek to develop the capacity of the LGBT community to conduct health research and translate research findings into practical interventions.

www.impactprogram.org



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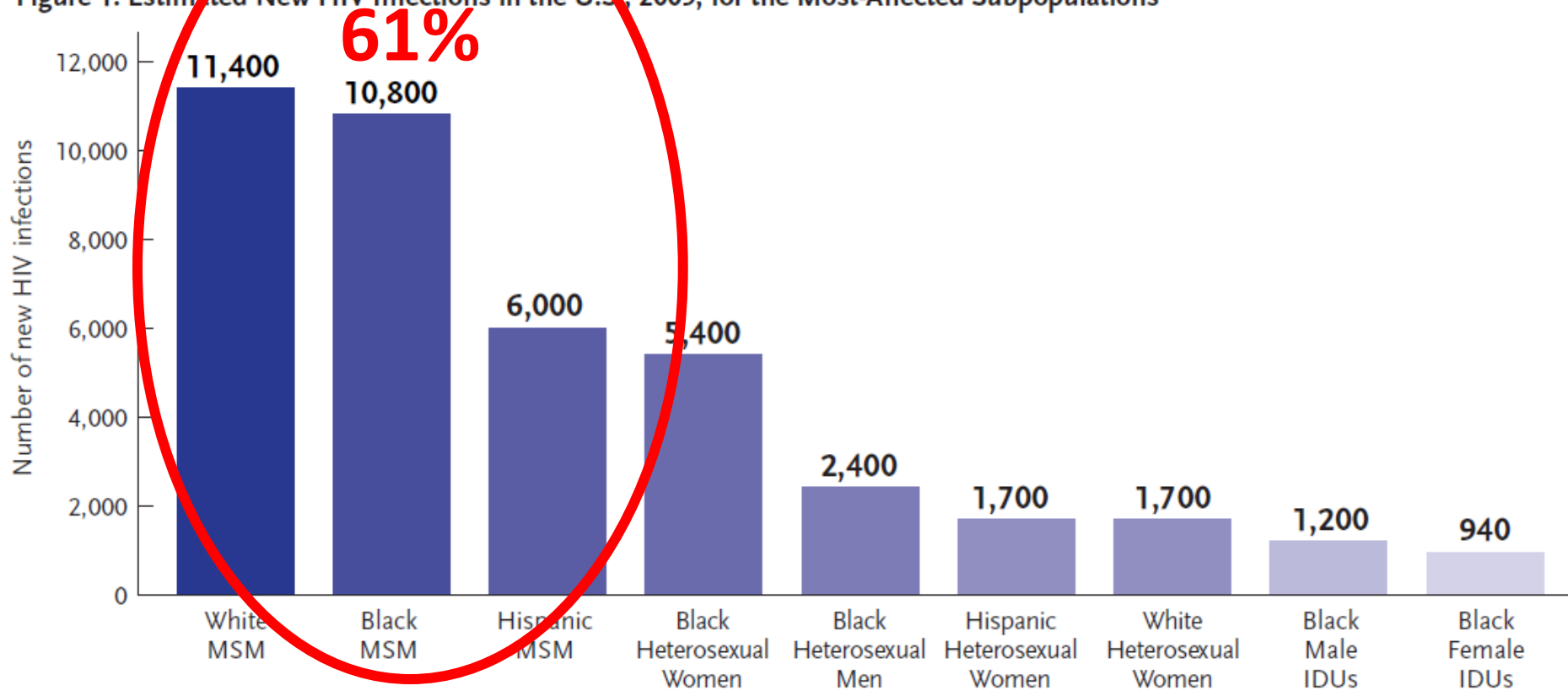


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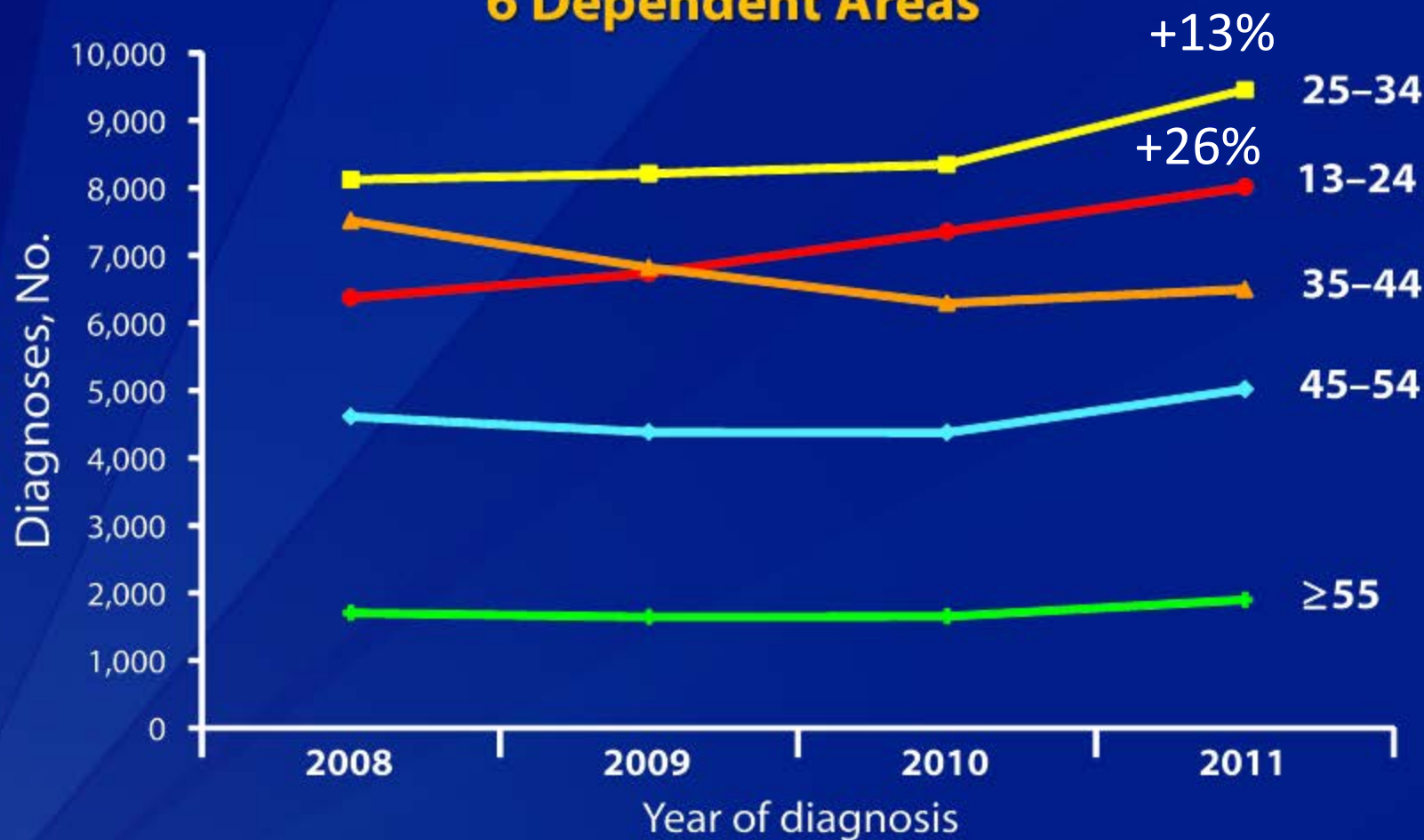
US HIV/AIDS Epidemiology

Figure 1: Estimated New HIV Infections in the U.S., 2009, for the Most-Affected Subpopulations



*The term men who have sex with men is used in CDC surveillance systems because it indicates the behaviors that transmit HIV infection, rather than how individuals self-identify in terms of their sexuality.

Diagnoses of HIV Infection among Men Who Have Sex with Men, by Age Group, 2008–2011—United States and 6 Dependent Areas



Note. Data include persons with a diagnosis of HIV infection regardless of stage of disease at diagnosis. All displayed data have been statistically adjusted to account for reporting delays and missing transmission category, but not for incomplete reporting. Data on men who have sex with men do not include men with HIV infection attributed to male-to-male sexual contact and injection drug use.



Why use the internet or mobile technology to reach young gay and bisexual men?



Early prevention:

In 1998, a large (N = 6,872) online survey found that the majority of LGBT youth were “coming out” online before doing so in the “real” world (!OutProud!).

Unique prevention:

Reach youth directly with messages and education not possible in traditional settings due to policies (e.g., “no promo homo”).

Quick overview of three interventions



HAVE FUN. STAY SAFE.

KEEP IT UP



R34MH079714:

*Internet-Based HIV/STI Prevention for
Young MSM Receiving HIV Testing*



- Purpose: Develop and pilot test an online HIV/STI prevention program for YMSM that recently tested HIV negative?
 - > Why target this group?
 - Prevalence
 - Lack of prevention programs
 - Testing is an under-utilized opportunity for prevention
 - Accessing a diverse sample
 - High Internet access and acceptability of sexual content and health information
- Development process
 - Qualitative interviews with diverse YMSM
 - Co-creation of content with diverse YMSM
 - Constant feedback from community-based testing staff
 - Focus on important contexts with health behavior change principals embedded within these contexts.

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Pilot RCT



- Sample
 - 102 YMSM ages 18-24 (M = 21). 75% racial/ethnic minorities.
 - Recruited by clinic staff upon receiving an HIV negative test result.
- Design
 - Followed to 3-months post-intervention
 - Compared to an active HIV knowledge control arm
- Outcomes
 - Very high acceptability ratings. *“This is the future of gay sex ed.”*
 - Most completed it at home. Most often in private settings.
 - No adverse events.
 - Both arms showed increase in HIV knowledge
 - KIU! arm had 44% lower rate of unprotected anal sex at 3-months relative to control arm ($p < .05$).
 - Trends for relative decreases in condom errors and failures

Mustanski et al., (In Press). *AIDS & Behavior*

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1R01DA035145: Efficacy of Internet-based HIV Prevention



PI: Mustanski

HUNTER
The City University of New York



Co-I: Parsons



EMORY
ROLLINS
SCHOOL OF
PUBLIC
HEALTH



Co-I: Sullivan

- RCT in Chicago, New York, and Atlanta
- 1 year of follow-up data. N = 750
- Self-report and STI (urethral and rectal mail-based testing) outcomes.
 - Secondary outcomes of reduced unprotected sex after drug use, condom errors, and repeat testing
- Funded NIDA R01, with a NIDA supplement and CDC support to add rectal STIs



Guy2Guy



- **1R01MH096660-01A1 (Mustanski/Ybarra)** *Harnessing the power of text messaging to invigorate AMSM HIV preventive behavior*
- Text message-based HIV prevention program for gay/bisexual adolescent males (ages 14-18).
 - Will receive 5-7 text messages every day for 6 weeks.
 - Access to Text Buddy to practice content and gain support
 - G2Genie to ask questions
- Developed through online focus groups (completed), a Youth Advisory Council, and Beta testing.
- Once intervention is developed we will perform a pilot RCT to establish feasibility, acceptability, and preliminary evidence of efficacy.

Cell phone use

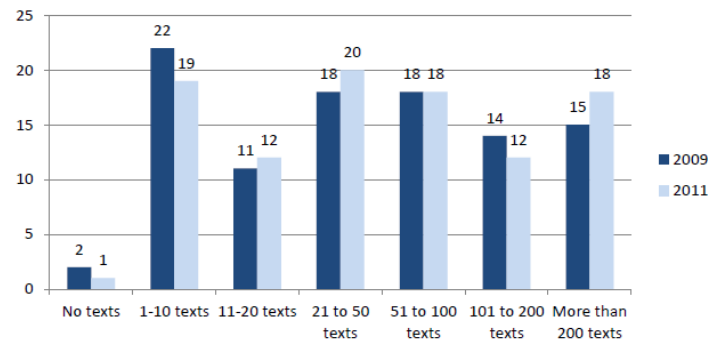
Teen Gadget Ownership

	The percent of all teens ages 12-17 who own each of the following devices	Survey month/year
Cell phone	78	Sept. 2012
Smartphone	37	Sept. 2012
Desktop or laptop computer	80	Sept. 2012
Tablet	23	Sept. 2012

Sources: Pew Research Center's Internet & American Life Project Teens and Privacy Management Survey, July 26-September 30, 2012. N=802 teens ages 12-17. Margin of error is +/- 4.5 percentage points for results based on all teens.

How many texts do teens send and receive on an average day?

% of teen cell owners who text



Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

Median among 14-17 year olds in 2011 = 100



Pew Internet
Pew Internet & American Life Project

a project of the
Pew Research Center



Online sexual health education for LGBT youth

- Funded by Scholars award from the William T Grant Foundation.
- Informed by our mixed methods research on sexual health of LGBT youth.
 - Sexual health is more than just the absence of disease, but also includes sexual self-acceptance, as well as the possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence. (WHO, 2004).
 - Designed for LGBT youth **currently in a same-sex relationship, but delivered to individuals.**
- See some content at the QSE page on www.impactprogram.org



Module 1: Understanding Sexual Orientation and Self-Acceptance

0% 100%

ED will now introduce some concepts like gender, sexual identity, and sexual orientation. Press play to watch the video. When the video is done playing, rate the video and click Next to continue.

Module 1

00:22

☆☆☆☆☆

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

<< Previous Next >>

0% 100%

Press play to watch a diverse group of people talk about their sexual identity in the Dyke March Diaries. When the video is done playing, rate the video and click Next to continue.

This website is for health education purposes only and is not meant to be a substitute for care from a health professional.

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You might be wondering, "How do you know you're gay?" Press play to watch Dr. Chivers tell you more about that. When the video is done playing, rate the video and click Next to continue.

Dr. Meredith Chivers: How do you know if you're gay?
from IMPACT Program

How do you know you're gay?
Dr. Meredith Chivers
April 2012

01:24

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Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

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Coming out





Module 1: Quiz

Which of the following is true regarding transgender people?

- All transgender people identify as men or women
- It's okay to use any pronoun when talking to a transgender person
- **Gender is not always binary and people have many different gender identities**
- In order to be transgender you must have a sex change operation

What did people say was great about the LGBT community?

- It's like a second family
- Friends can be supportive when biological family isn't
- People within the community are generally likeable and accepting
- **All of the above**

What would be a good way to start a conversation in coming out to your parents?

- **"I think I might be falling in love with a man"**
- Yell "Mom, I'm gay!" and run out of the room
- "I'm sexually attracted to men"
- In the middle of a fight say "I'm gay and there's nothing you can do about it!"

What would be a good way to start a conversation in coming out to your parents?

- **"I think I might be falling in love with a woman"**
- Yell "Mom, I'm gay!" and run out of the room
- "I'm sexually attracted to women"
- In the middle of a fight say "I'm gay and there's nothing you can do about it!"

What is a good tip for coming out to your parents?

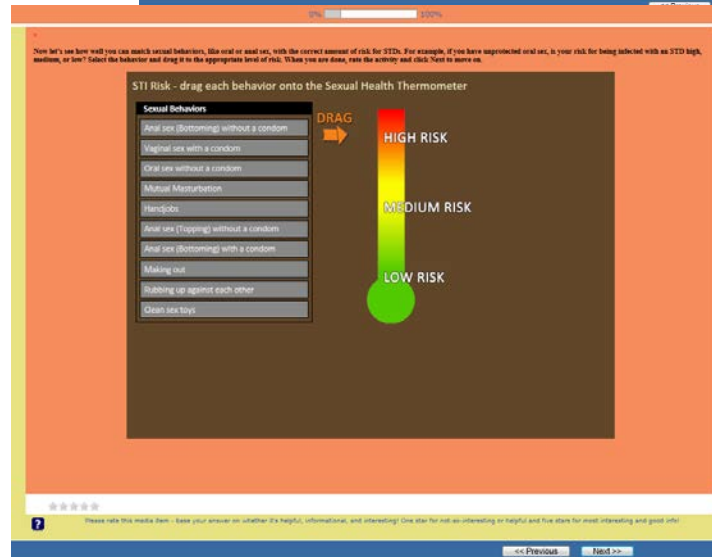
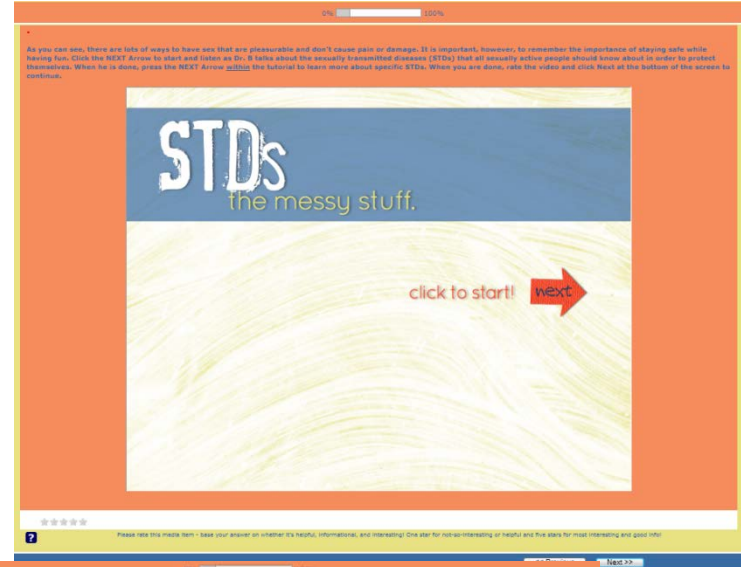
- **Practice coming out with a trusted friend**
- Focus on the sex aspect of being LGBT
- Do not plan what you will say beforehand
- Do not worry about the consequences of coming out

What are some things people like about the LGBT community?

- Being part of the community is like an extension of your family
- The connection to a support network
- It's fun
- **All of the above**



Module 2: Sex Ed: Sexual anatomy, sexual pleasure, and STIs



- Why do we have sex?
- What makes sex feel good? How do you avoid painful and unhealthy sex?
- Female anatomy
- Male anatomy
- What is sex?
 - Manual, Oral, Vaginal, Anal



Module 3: Dating and relationships: Forming and maintaining healthy relationships, communication and problem solving, sexual agreements, violence.

0% 100%

Press the button in the middle of the screen to learn more about different ways to communicate within a relationship. Some of the information may take a few seconds to appear, please wait for the information to load before moving on and remember you can use the ARROWS within the tutorial to move forward. Watch a few videos of examples on communication, and then learn some skills on how to better communicate in a relationship. When you are done, rate the tutorial/videos and click Next at the bottom of the screen to continue.

Healthy Relationships
communication skills

Click to Start!

☆☆☆☆☆

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and Five stars for most interesting and good info!

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Healthy Relationships
communication skills

"Bad" Communication:

02:10 HD

☆☆☆☆☆

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

0% 100%

ED will go over the different forms a relationship can take and the importance of sexual agreements. Don't know what a sexual agreement is? Press play to find out, then use the next arrow within the tutorial to view more information. Remember there are a few videos with examples of the different types of sexual agreements. When you are done, rate the video and click Next at the bottom of the screen to continue.

MAKING SEXUAL AGREEMENTS

ED Sex Agreements 1

1 + 1 = 3*

03:05

Do you have a sexual agreement?

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Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

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Module 3: Healthy relationship role models



To watch clip, go to

http://www.youtube.com/watch?feature=player_embedded&v=Kq5us8Za_-4



Module 4: Safer Sex: preventing STIs and HIV, contraception and pregnancy, HIV/STI testing

0% 100%

Need help "starting the conversation"? Here are some tips on how to talk about safer sex with your partner. When you are done, rate the video and click Next at the bottom of the screen to continue.

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

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Sometimes planning ahead to have safer sex is the best way to stay safe. Here are some tips that might help. Use the arrows within the tutorial to move forward. Once you are done, rate the video and use the Next button at the bottom of the screen to continue.

Planning ahead to have safer sex is great, but your plans can easily go off track if you drink or use drugs before or during sex.

How so? Check out the following slides to see how a few drinks or puffs from a joint can lead to unprotected sex.

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

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Are you curious about what birth control method might be best for you? The Bedsider website will help you explore various birth control methods. Use your mouse/trackpad to hover over each item. To find out more, you can also select from the tabs next to "Method Explorer." When you are done exploring, rate the page and use the Next button at the bottom of the screen to continue.

METHOD EXPLORER /

most effective party-ready STI prevention easy to hide do me now

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

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Ever wonder which lube is best for you? Press play to watch Steve talk about the different options. When you are done, rate the video and click Next at the bottom of the screen to continue.

Which Lube is Right For Me?

Oil based = longest lasting but NOT compatible with latex condoms or latex toys.

Please rate this media item - base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!

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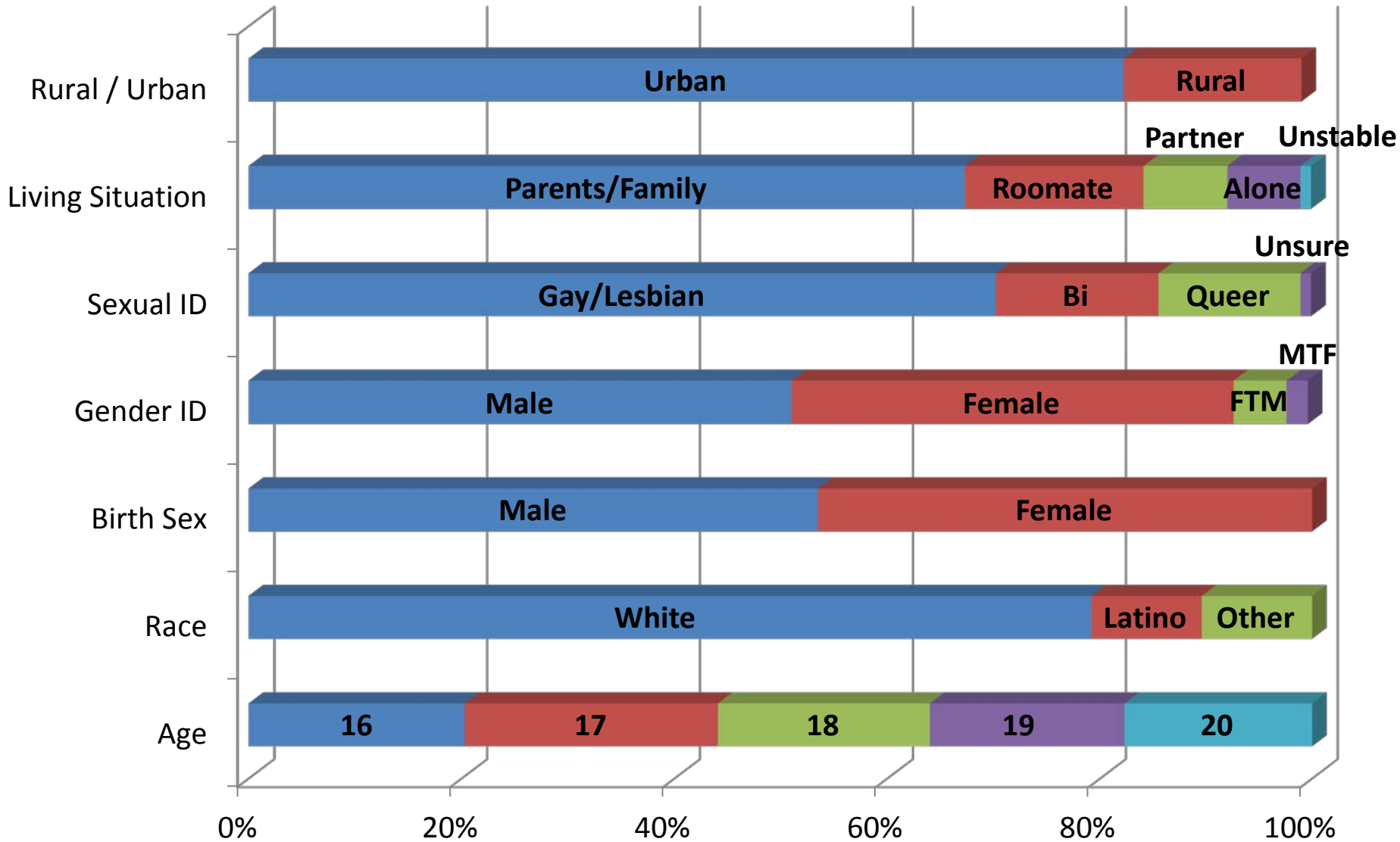




Evaluation

- Method: pre-post with 2 week follow-up
- Eligibility criteria
 - Identify as LGBTQ, between the ages of 16-20, and currently in a relationship
- Recruitment
 - Facebook ads, Trevor Space, and organizations sharing our ads through social media (i.e., Twitter and Facebook).

Demographics



Intervention Evaluation: Star Ratings

Participants were asked to rate each of the pages in QSE from 1 (not-so-interesting or helpful) to 5 (most interesting and good info)



Mean = 4.20

Ave time = 1 hour 48 minutes

base your answer on whether it's helpful, informational, and interesting! One star for not-so-interesting or helpful and five stars for most interesting and good info!



Intervention effects



- Sexual Orientation
 - Connectedness to community ($d = .09, p < .01$)
 - Coming out self-efficacy ($d = .1, p < .01$)
 - Internalized homophobia ($d = .06, p < .05$)
- Sex Education
 - Sexual functioning ($d = .27, p < .001$)
 - HIV Knowledge ($d = .21, p < .001$)
 - STI Knowledge ($d = .34, p < .001$)
 - Transmission risk behaviors ($d = .28, p < .001$)
- Safer Sex
 - Contraceptives methods knowledge ($d = .39, p < .001$)
 - Sexual assertiveness ($d = .11, p < .001$)
- Dating and Relationships
 - Justification of violence ($d = .05, p < .05$)
 - Sexual agreement self-efficacy, *NS*
 - Communication skills ($d = .08, p < .05$)

Amount of time spent completing the intervention ($F(16,115)=3.46, p<.001, \eta^2=.33$) as well as the average content rating ($F(16,115)=1.75, p<.05, \eta^2 =.20$) had significant positive effects on the pretest-posttest change scores.



Qualitative Findings: Likes

Loved the communication advice as well as the sexual advice and the fact that it was not all aimed at scare tactics and anti-STD information

I liked the extensive information that includes information differing so much from the standard of what is drilled into our heads in public school sex education classes, and especially liked the way sexual health information was tied in with relationship health and emotional health.

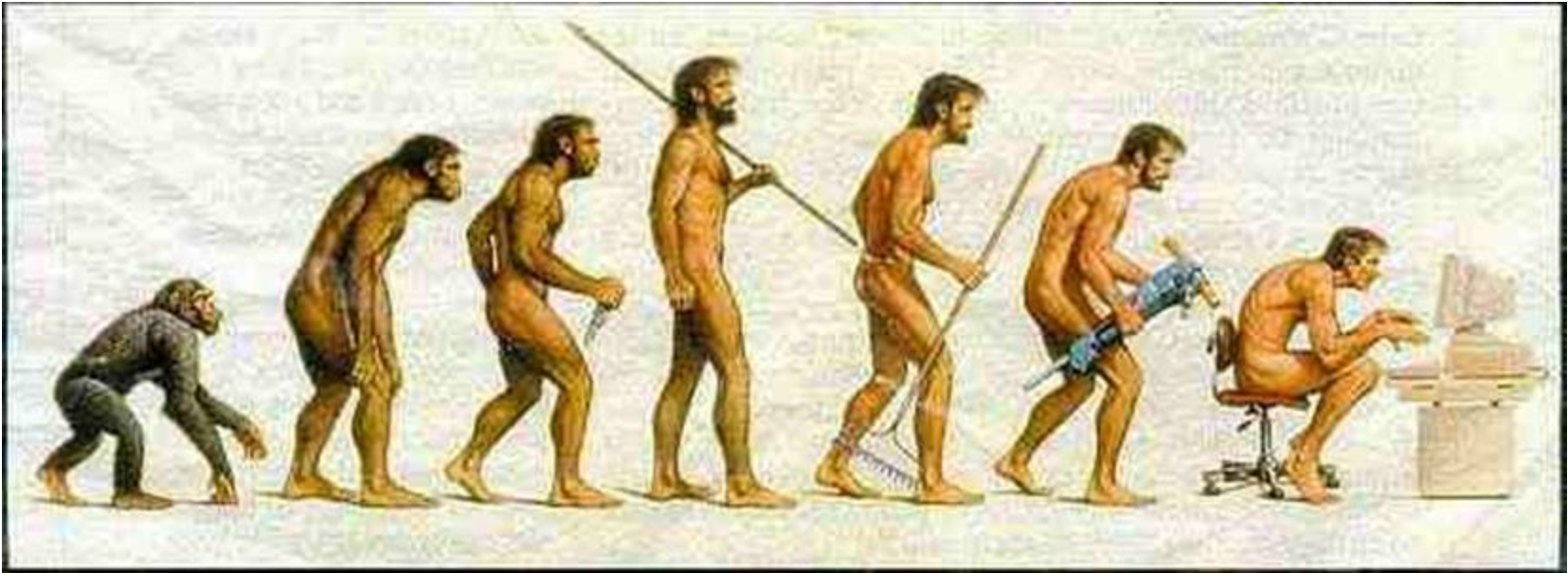
That it was clear and informative and even brought me closer to my boyfriend after having some talks with him

I liked that this program allowed me to learn about things that I haven't been able to learn about elsewhere. It made me ***aware of testing centers and how to protect myself***. It made me feel like **I was in charge of myself and my health**. It also helped to open up doors to healthy communication, which, I've been having problems with in my relationships.



Closing comments

Evolution of online LGBT research



1999:

“Oh my god, how cool.
An online study of gay people!”

2014:

“OMG, not another invitation to
do an online study of LGBTQQIAP people!”

To do innovative online health research you need a sandbox






Impactprogram.org as a sandbox

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Multimedia

Watch all of our IMPACT Program videos below, or visit our IMPACT Program YouTube channel. Subscribe to the channel to watch videos when they come out or click the facebook share icon at the top right to share these videos with your friends.


Filters: All | Quiz | Sexual Health Multimedia | News | Video Resource Multimedia | Multimedia | **Impact Video**

Layout: [Grid Icon] [List Icon] [Menu Icon]




VIDEO: SUICIDAL IDEATION AND SELF-HARM IN LESBIAN, GAY, BISEXUAL, AND TRANSGENDER YOUTH

WHAT SHIELDS GAY YOUTH FROM SUICIDE? Love from family and friends offer most protection, while bullying causes highest




WORLD CUBANA AT CENTER ON HALSTED

"Being HIV positive is a huge responsibility, but it doesn't have to define who you are, and it doesn't have to control your life."




Meet THE IMPACT TEAM

Meet the IMPACT Team! Learn more about who we are, what we do, and how we do it.




HIP HOP ON THE DOWN LOW

The Center on Halsted in Chicago continued its SpeakOUT Series with 5 local LGBTQ hip hop artists talking about what it's like to be...




TRANSGENDER INCLUSION IN THE LGBT COMMUNITY


How can we better unite the T into LGBT? This is a big issue our community's facing, with different opinions everywhere. As part of...

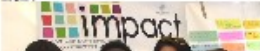


HOW DO LGBTQ PEOPLE MAKE A DIFFERENCE?

We make a difference in so many different ways, including being out and visible and joining up with other movements to work towards justice.





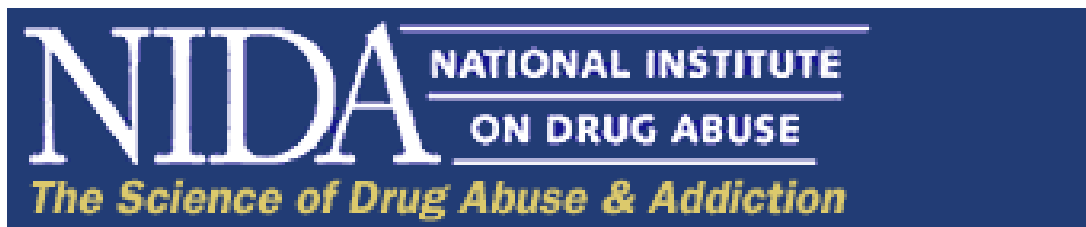


Thank you funders and project staff!

Question? Brian@northwestern.edu



CENTERS FOR DISEASE
CONTROL AND PREVENTION



NORTHWESTERN UNIVERSITY

