

Participation in online HIV prevention among men who have sex with men (MSM) who use the internet to meet sex partners in New York City

**Results from Web-based HIV Behavioral Surveillance
(WHBS)**

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Background

- Forty-two percent of men living with HIV/AIDS in NYC were MSM as of June 30, 2006
- The internet is being used by men who have sex with men (MSM) to find sexual partners

(Garofalo, et al. June 2007, Vol. 97, No. 6; American Journal of Public Health)

- Recent findings have shown that MSM recruited on-line who reported a new or casual partner online were at considerable risk of HIV or other sexually transmitted infections

(Chiasson, et al. February 2007, Vol. 44, No. 2; Acquired Immune Deficiency Syndrome)

Current Objectives

- To describe demographics and HIV prevention activities among MSM who have gone online to meet sexual partners
- To compare differences in participating online prevention activities among MSM with self-reported HIV+, HIV-, or unknown status

Study Design

- Self-administered online survey of MSM
- Launched in 6 U.S. cities
 - Baltimore, Boston, Dallas, Los Angeles, New York City, & San Francisco
- Recruitment on websites that cater to MSM
- Sixteen-week data collection period
 - April 16 to August 6, 2007*
- Anonymous
- Voluntary
- No incentive

Study Design

- 18+ years old
- Born male
- Resident of NYC metropolitan area

Data Security

- Secure Sockets Layer (SSL) encryption technology was used
- Data posted daily on secure site for direct access by WHBS project areas
 - Access only our own local data
 - Password and certificate-driven encryption
- WHBS did not use cookies
 - IP addresses
 - Email address
 - Web logs
 - Or any identifying information

WHBS Websites

- Manhunt.net
- Myspace.com
- Friendster.com
- 365gay.com
- Gay.com
- Dlist.com
- Blackgaychat.com
- Bigmuscle.com

Direct Market – WHBS

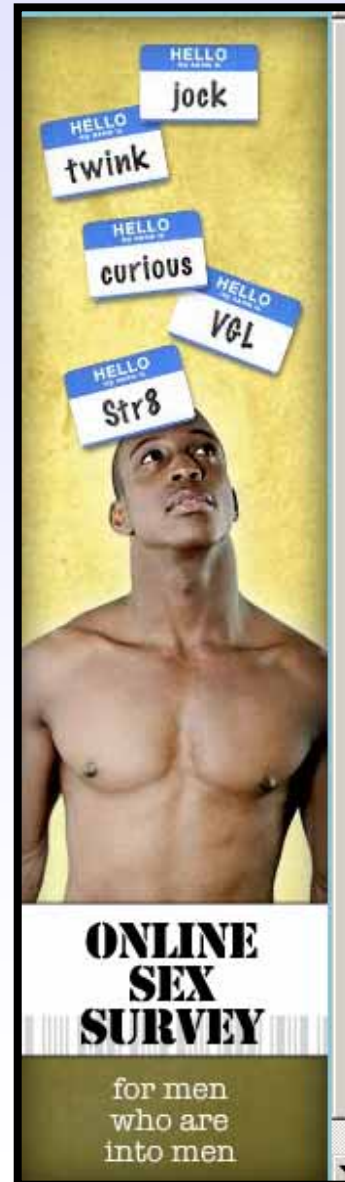


Forget
the
labels.
It's just
a few
questions.

TAKE IT.

**ONLINE
SEX
SURVEY**

for men
who are
into men



HELLO
my name is
jock

HELLO
my name is
twink

HELLO
my name is
curious

HELLO
my name is
VGL

HELLO
my name is
Str8

**ONLINE
SEX
SURVEY**

for men
who are
into men

Direct Market – WHBS

MANHUNT.net buddy list

MANHUNT SHOP

versplay

logout

15,995 men online

my availability
Later Today

view guys from
USA
California
San Francisco

men online
new profiles
all profiles

new mail
my buddies
online buddies
buddy list
blocked list

member search
member name go

Advanced Search

my saved searches
ps go

preferences
account info
my profile
my pics

Help Center
Customer Service

Welcome to Manhunt
To get started:
click the men online link to your left to see photos of men online Right Now.
click the advanced search link to your left to search for exactly what you're looking for.

Useful links
> What's new on Manhunt
> Update your user preferences
> Buy a full access membership



FORGET THE LABELS...

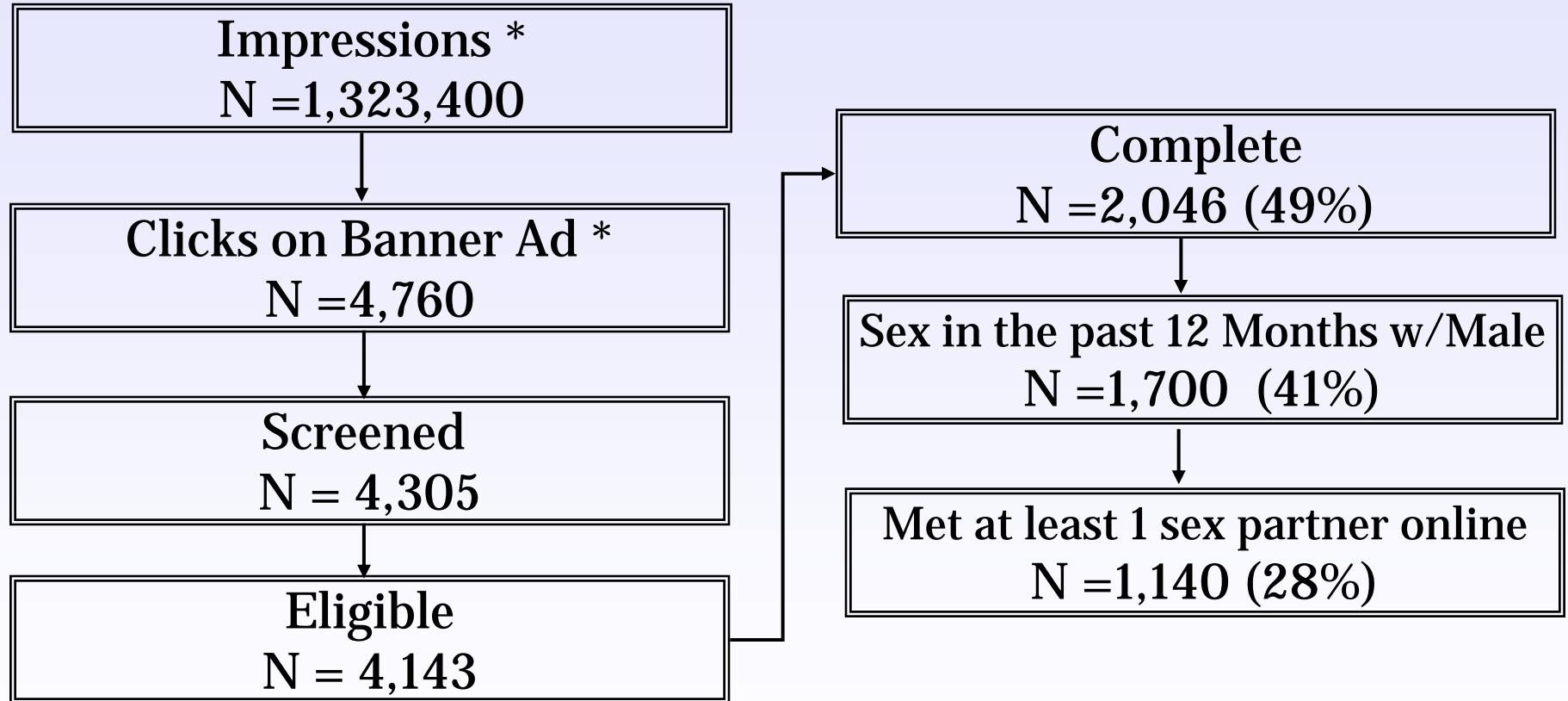
ONLINE SEX SURVEY

For men who are into men

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customer service

Direct Market WHBS



* Estimated counts

Demographics

(n=1,140)

Race	%
White	63
Black	13
Hispanic	18
Other	5

Age	%
18 - 19	11
20 - 29	47
30 - 39	25
40 – 49	13
50+	3

Demographics

(n=1,140)

Sexual Orientation %	
Homosexual	85
Heterosexual	<1
Bisexual	12
Other	2
Education %	
< High School	1
High school graduate	13
> High School	85

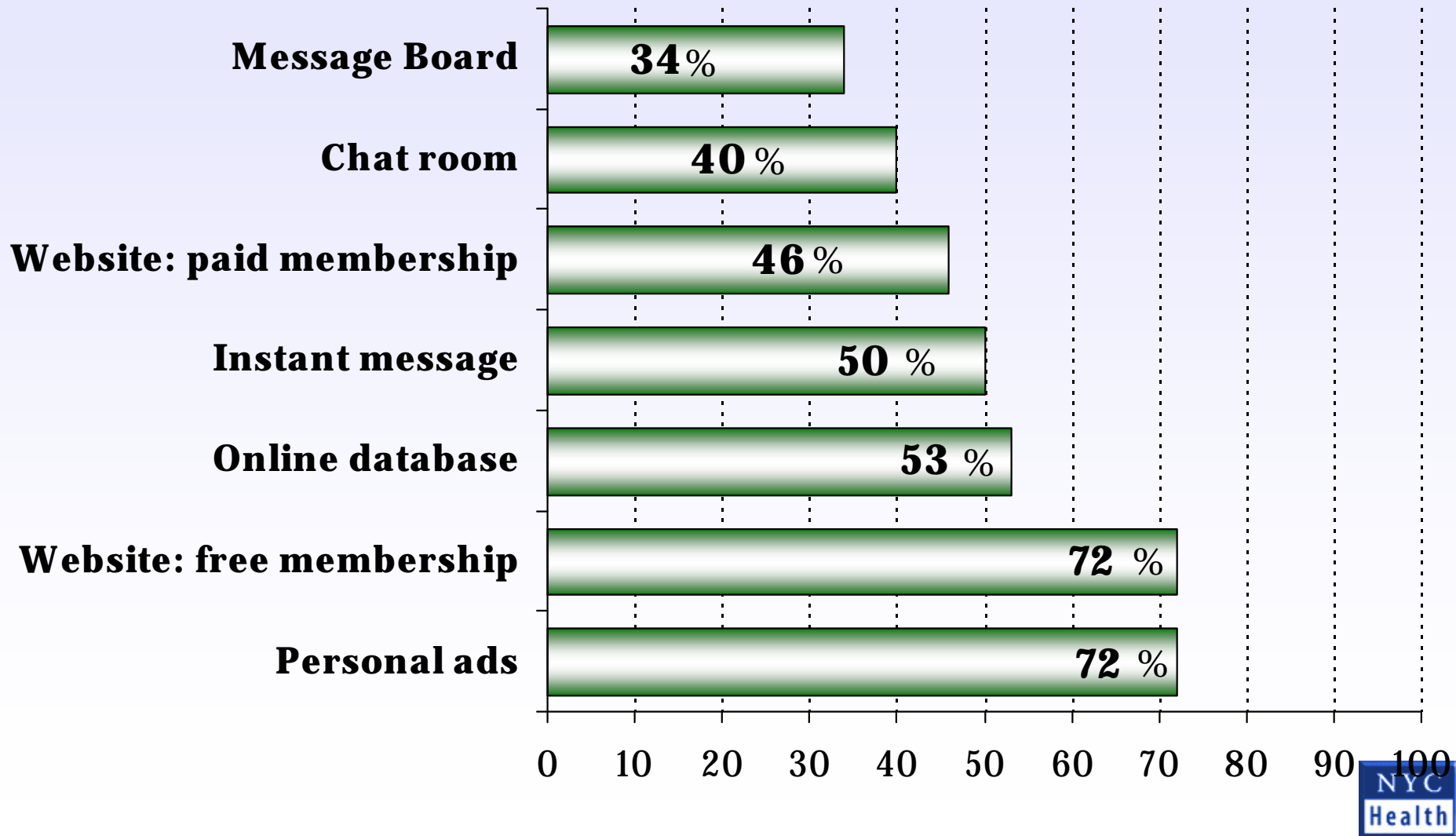
Demographics

(n=1,140)

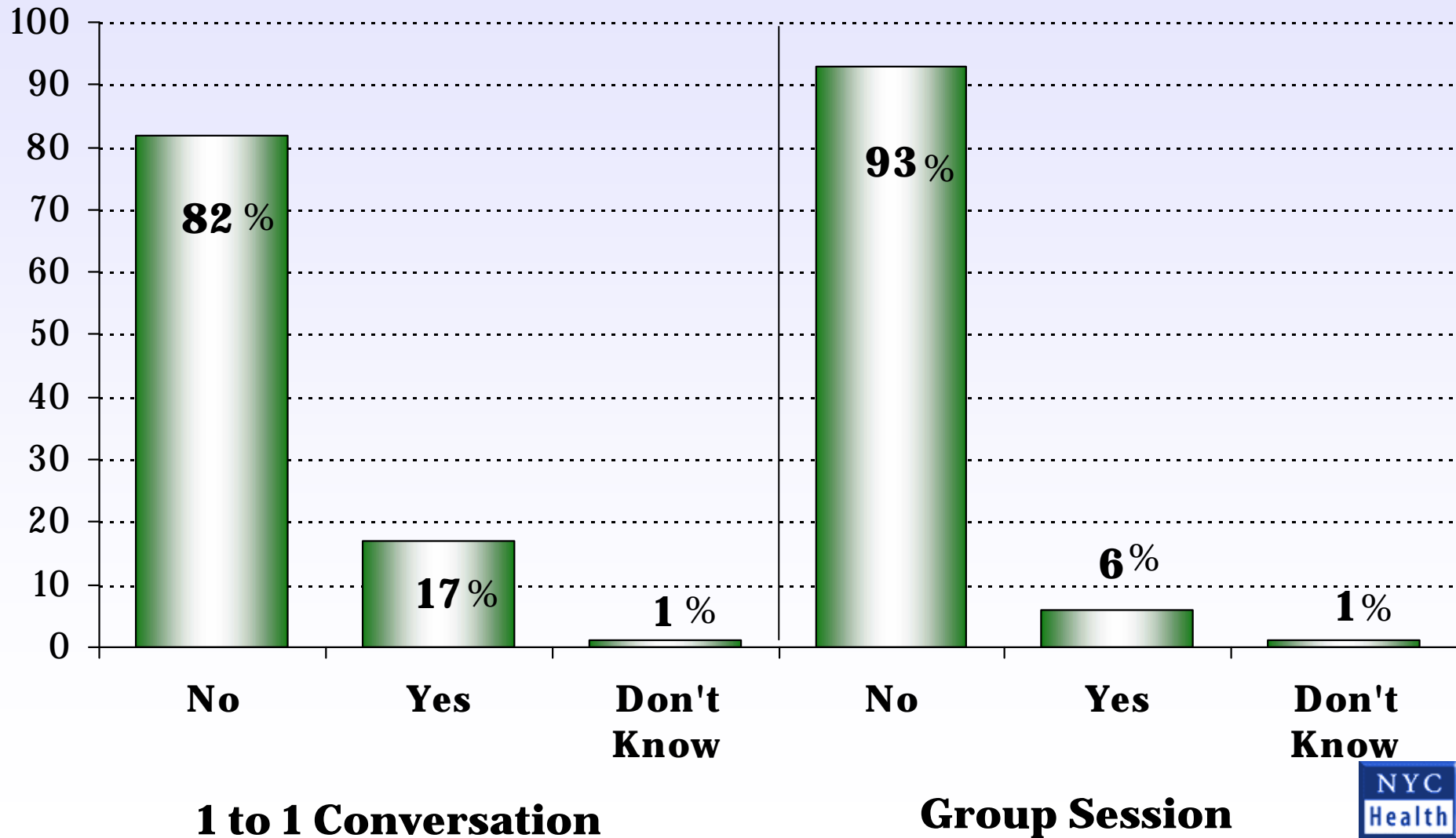
HIV Status (Self Report)	%
Negative	76
Positive	9
Unknown	16

Birthplace	%
United States	84
Other	16

Meeting Partners Online in Past 12 months (n=1,140)



Offline Prevention Activities in Past 12 months (n=1,140)



Online Prevention

(n=1,140)

Any Online Prevention Activities	78%
<i>Visited</i> a website for information about HIV	65
<i>Visited</i> a website for information about Safer Sex	51
<i>Approached</i> online by someone doing HIV Prevention Work	23
<i>Participated</i> in or observed an online HIV-related Chat Session	7

Online Prevention

(n=1,140)

	Yes (n=893)	No (n=247)
Race (Past 12 Months)	%	%
Black	13	12
White	64	61
Hispanic	17	21
Other	5	6

	Yes (n=893)	No (n=247)
Age	%	%
18 – 19	11	12
20 – 29	48	46
30 – 39	24	27
40 – 49	13	14
50+	4	1

Online Prevention

(n=1,140)

	Yes (n=893)	No (n=247)
HIV Testing History *	%	%
Ever	87	82

	Yes (n=893)	No (n=247)
Self Report HIV Status *	%	%
HIV Negative	76	73
HIV Positive	9	6
Unknown Status	15	21

* (p<0.05)

Online Prevention

(n=1,140)

Risks (Past 12 Months)	Yes (n=893)	No (n=247)
	%	%
Unprotected anal intercourse	53	51
STD *	18	9
Non-injection Drug Use	48	49
Injection Drug Use (Ever)	4	2
Viagra/Levitra/Cialis Use **	21	14

* (p<0.001); ** (p<0.05)

Strengths & Limitations

Strengths

- Cost-effectiveness
- Ease of reaching MSM who don't frequent gay venues
- Effectiveness of direct marketing (banner ads) as an approach for recruitment

Limitations

Generalizability

- Findings are not representative of all NYC MSM
- Limited to only selected web sites

Length of survey

Summary/Recommendations

- Participation in online prevention activities within the past 12 months was high in this sample of MSM
- Persons who reported participating in online prevention activities were more likely to have ever been tested for HIV, self-report an HIV positive status, have been diagnosed with an STD, and used Viagra, Levitra or Cialis within the past 12 months.
- Online surveys may serve as a tool to monitor access to available online prevention services for the future development and planning of such services

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