Evaluating StaySure: measuring the potential impact of a combination prevention, sex-positive media campaign in New York City

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HIV in New York City (NYC)

NYC has one of the largest HIV epidemics in the US*

- 2,157 new diagnoses in 2017
- 58% among men who have sex with men (MSM)
- Among men, 76% of diagnoses were among Black and/or Latino men
- From 2001-2017, new HIV diagnoses reported in NYC decreased overall and among males and females, but not among transgender persons

The SURE Trilogy

BeSure
December 2014

PlaySure
December 2015

STAY SURE
Conclusion to the Trilogy: STAYSURE
StaySure Campaign Goals

- **Campaign Goal**: to promote use and awareness of combination HIV prevention strategies

- **Calls to action**:
  1) *seek information* about HIV treatment, PrEP, PEP or STIs via Health Department website or NYC phone directory (311)
  2) *use* HIV treatment, PrEP, PEP and condoms, alone or in select combinations for HIV prevention
StaySure Campaign Dissemination

• Original campaign launch
  – English & Spanish
  – December 2016-January 2017
  – Outdoor, print, radio & promoted digital media

• Additional placement
  – English & Spanish
  – August - September 2017
  – Outdoor and promoted digital media
Digital Media Placement

- **Paid Social**
  - Twitter
  - Facebook
  - Instagram

- **GayAd Network**
  - Banner ads on LGBT websites and dating apps
StaySure Campaign Evaluation:
Sexual Health Survey (SHS)

• 2017 survey among men who have sex with men (MSM) and transgender/gender nonconforming individuals (TGNC)

• Eligibility:
  1. NYC ZIP
  2. Anal sex with a man, past 6 months and
  3. Cisgender man, aged 18-40, and who self-identified as Black and/or Latino or TGNC, aged 18 or older

• Data collection: Spring (In-person & online) and Fall (Online only)
Sexual Health Survey (SHS): Recruitment

In-person
- Late night (11pm-3am) street intercepts conducted outside bars, clubs and the Chelsea Piers
- Interviewer administered
- $15 incentive

Online
- Click-through banner/pop-up ads on popular sites/dating apps
- Self-administered
- No incentive
Sexual Health Survey (SHS): Data Analysis

• For Spring, descriptive summary of:
  • Exposure to campaign
  • Message recall
  • Actions taken as a result of seeing the ad
  • Summarized by priority population

• For Spring & Fall, associations between campaign exposure & beliefs in PrEP efficacy
  • Summarized by priority population
  • Tested by chi-square
Results, Spring 2017
Campaign Exposure, Message Recall & Actions Taken
Participant Characteristics

Spring 2017 (n=491)
Campaign Exposure

Black and Latino MSM
71% (270/379)

TGNC
80% (24/30)
Can you tell me what the ads were about or what they made you think about?

Black and Latino MSM (N=259)  
- PrEP is a daily pill that helps you stay HIV negative: 45% vs. TGNC (N=23) 43%
- Making smart choices: 41% vs. 57%
- Condoms offer protection against HIV and other STIs: 34% vs. 35%
- HIV treatment reduces risk of transmitting HIV to others: 23% vs. 35%
- Being accepted by others: 10% vs. 22%

STAYSURE
### Actions taken as a result of seeing ad(s)

#### As a result of this advertising campaign, did you do any of the following?

<table>
<thead>
<tr>
<th>Action</th>
<th>Black and Latino MSM (N=264)</th>
<th>TGNC (N=24)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Took any action (≥1)</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>Considered taking PrEP for everyday HIV protection</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>Started using condoms more consistently</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Talked about the ad with friends or family, or on social media</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Talked to my doctor about PrEP, PEP</td>
<td>24%</td>
<td>31%</td>
</tr>
<tr>
<td>Talked to my doctor about HIV treatment</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>Visited website to learn more</td>
<td>17%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Results, Spring & Fall 2017
Campaign Exposure & Beliefs in PrEP Efficacy
Associations between exposure and beliefs in PrEP efficacy, among Black and Latino MSM who were aware of PrEP, Spring & Fall 2017†

If taken daily, how effective would you say PrEP is at preventing a new HIV infection?

<table>
<thead>
<tr>
<th>Percentage of participants</th>
<th>Overall</th>
<th>Saw the ad(s)</th>
<th>Did not see the ad(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Effective</td>
<td>61%</td>
<td>63%</td>
<td>54%</td>
</tr>
<tr>
<td>Somewhat Effective</td>
<td>22%</td>
<td>19%</td>
<td>31%</td>
</tr>
<tr>
<td>Not effective/Don’t know</td>
<td>17%</td>
<td>18%</td>
<td>15%</td>
</tr>
</tbody>
</table>

†Among those who reported HIV-negative/unknown status
*p<0.05
Associations between exposure and beliefs in PrEP efficacy, among Black and Latino MSM who were aware of PrEP†

†Among those who reported HIV-negative/unknown status
*p<0.05
Associations between exposure and beliefs in PrEP efficacy, among TGNC who were aware of PrEP, Spring & Fall 2017†

Among those who reported HIV-negative/unknown status

* p<0.05

† Among those who reported HIV-negative/unknown status

STAYSURE
Associations between exposure and beliefs in PrEP efficacy, among TGNC who were aware of PrEP†

†Among those who reported HIV-negative/unknown status
*p<0.05

- **Aggregate, Spring & Fall 2017 (N=33)**
  - Overall: 67%
  - Saw the ad(s): 70%
  - Did not see the ad(s): 50%
  - Very Effective: 18%
  - Somewhat Effective: 15%
  - Not effective/Don’t know: 33%
  - Overall: 15%
  - Saw the ad(s): 15%
  - Did not see the ad(s): 17%

- **Spring 2017 (N=29)**
  - Overall: 62%
  - Saw the ad(s): 65%
  - Did not see the ad(s): 50%
  - Very Effective: 21%
  - Somewhat Effective: 17%
  - Not effective/Don’t know: 33%
  - Overall: 17%
  - Saw the ad(s): 17%
  - Did not see the ad(s): 17%

- **Fall 2017 (N=4)**
  - Overall: 100%
  - Saw the ad(s): 100%
  - Did not see the ad(s): 0%
Limitations

• May overestimate exposure and impact in the general population due to social desirability bias and nonresponse bias

• For associations between PrEP efficacy and campaign exposure, proportions were consistently in expected direction; difference between exposure groups was small, even where found to be statistically significant

• Small number of Black and Latino MSM in online surveys and TGNC overall

• Convenience sample subject to self-selection bias; Not generalizable
Conclusions

• High exposure to the StaySure campaign

• Some participants accurately identified campaign messages

• Over half of Black and Latino MSM and TGNC participants who saw the ad(s) reported considering or taking an action as a result

• Participants reported that campaign influenced them to discuss, consider, and/or adopt combination HIV prevention approaches

• Data suggest that campaign may be associated with positive beliefs about PrEP efficacy
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Thank you!

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