



HPTN

HIV Prevention
Trials Network

Engaging and Recruiting Black MSM (BMSM) in the US

HPTN 073 UNC at Chapel Hill CRS

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Objectives

- Overview of HPTN 073
- The NC landscape
 - Geographically
 - HIV incidence
- UNC CRS engagement activities
- Summary
- Q & A

HPTN 073 Overview

- Demonstration project
 - 3 US Sites
 - 225 HIV-uninfected BMSM
 - 18 ≥ years of age, targeted 18-25 year olds
- Participants followed for 12 months
- Offered once daily Truvada as PrEP
- Client-centered care coordination (C4)

Client Centered Care Coordination (C4)

- Individualized prevention counseling
- Individualized adherence counseling
- Support
- Service coordination
 - Medical
 - Psychosocial needs

Demographics of participants enrolled in the study by PrEP Initiation

Demographics	Overall N	On PrEP	Not on PrEP
Site	226	79%	21%
Age			
<25	91	84%	16%
≥25	135	76%	24%
Gay	166	81%	19%
Bi-sexual	45	71%	29%
Marital Status			
Primary or main partner			
Male	74	78%	22%
Female	3	100%	-
Transgender	-	-	-
Ethnicity			
African-American/Black/Caribbean	204	78%	22%
Afro-Latino	17	82%	18%

Demographics of participants enrolled in the study by PrEP Initiation

Demographics	Overall N	On PrEP	Not on PrEP
Site	226	79%	21%
Healthcare Coverage	155	77%	23%
Incarceration	69	74%	26%
Highest education level attained			
High School or less	56	77%	23%
Some college/vocational school	93	77%	23%
2yr/4yr or greater	77	82%	18%
Annual income (decline to answer 1%)			
<20k	108	74%	26%
20k – 49k	64	81%	19%
≥50k	51	84%	16%
Declined to answer			
Employment Status			
Unemployed/disability/other	61	66%	34%
Employed part-time/self-employed	80	84%	16%

HPTN 073 Conclusions

- Providing theory-based culturally tailored programs can potentially increase adherence, support program retention and prevent HIV in BMSM
- HPTN 073 demonstrated high uptake of PrEP in BMSM utilizing C4 and led to data that could support a reduced rate of HIV-infection for BMSM on PrEP

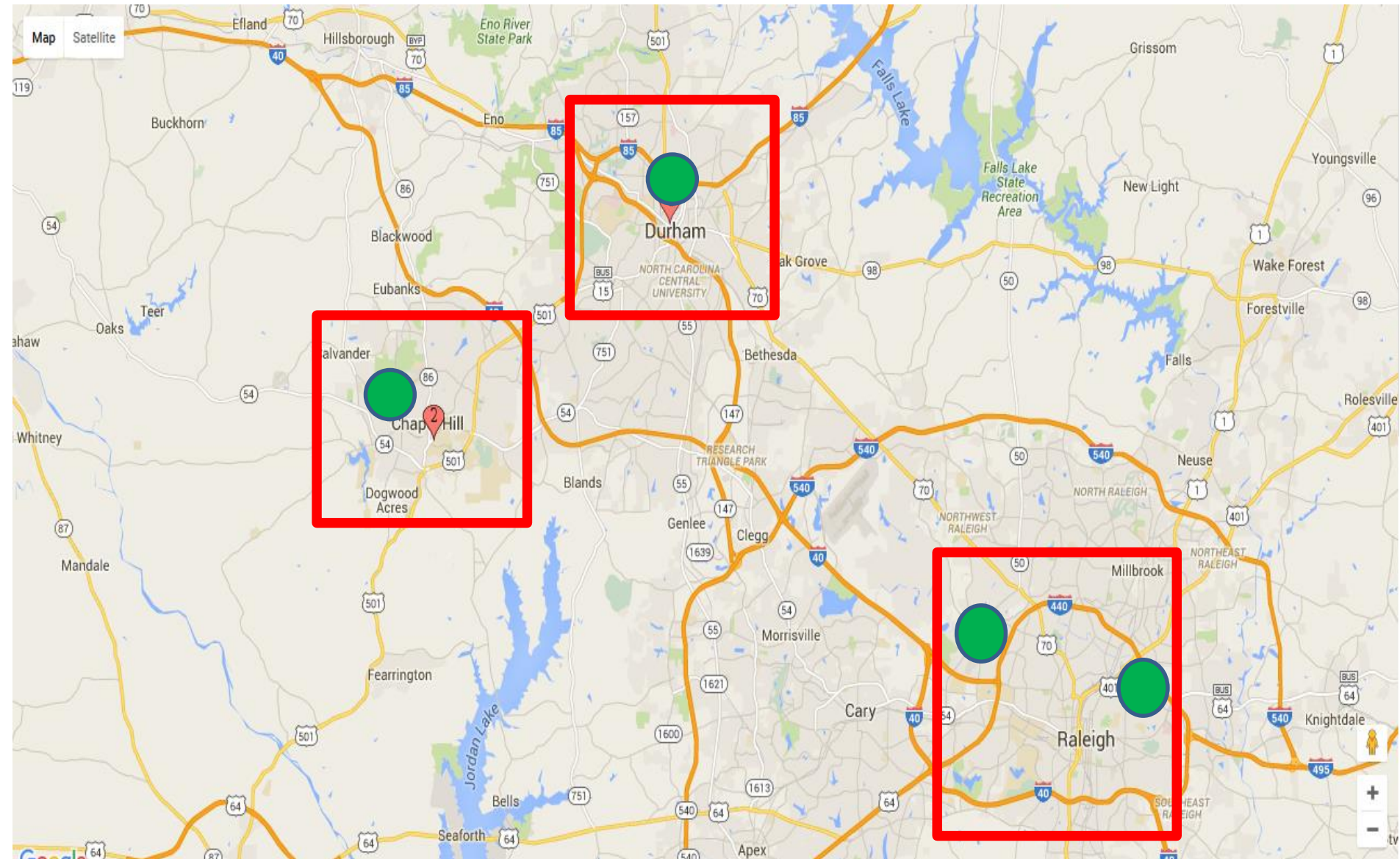
Engaging BMSM in the US



MY LIFE
MY HEALTH
MY CHOICE

Learn more about a research project that may help protect you and your community.





Facts about HIV in NC

- Approximately 1351 incident cases in 2014
 - African Americans make-up 64%
- <30 years old disproportionately affected
 - 40% of the new cases
- Highest rate of infection among AA males
- (80.4 per 100,000)
 - MSM as a major risk factor
- As of 2014, ~28,526 ppl living with HIV

Working with Community Agencies in NC

- Wake & Durham County Human Services
 - NTTS
 - Jail
 - College Campuses
 - Shelters
 - Club/street outreach
 - STI/HIV identification & treatment
 - HIV Case Management
 - Linkage to care, Retention, Psychosocial needs

Working with Community Agencies in NC

- Alliance of AIDS Services-Carolina (AAS-c)
- LGBT Center of Raleigh
- Faith Community/Leaders
- Night Club Outreach
- PRIDE events
- Testing events

Where did we put our promotional materials?

- ANYPLACE that allowed!!!
 - Library Boards
 - Park Boards
 - Coffee Shop Boards
 - Student Health Centers
 - Beauty/Barbershops
- All the agencies
previously discussed

Engaging BMSM in US

- How did UNC-CRS engage BMSM?
- Where are the BMSM in NC?



MY LIFE
MY HEALTH
MY CHOICE

HIV Prevention Study for
Black Men who have Sex with Men

To learn more contact us at mychoice@med.unc.edu
Call Alex (919) 966-8353

The power is yours... make the
choice!



**Remember
social media &
digital
communication!**

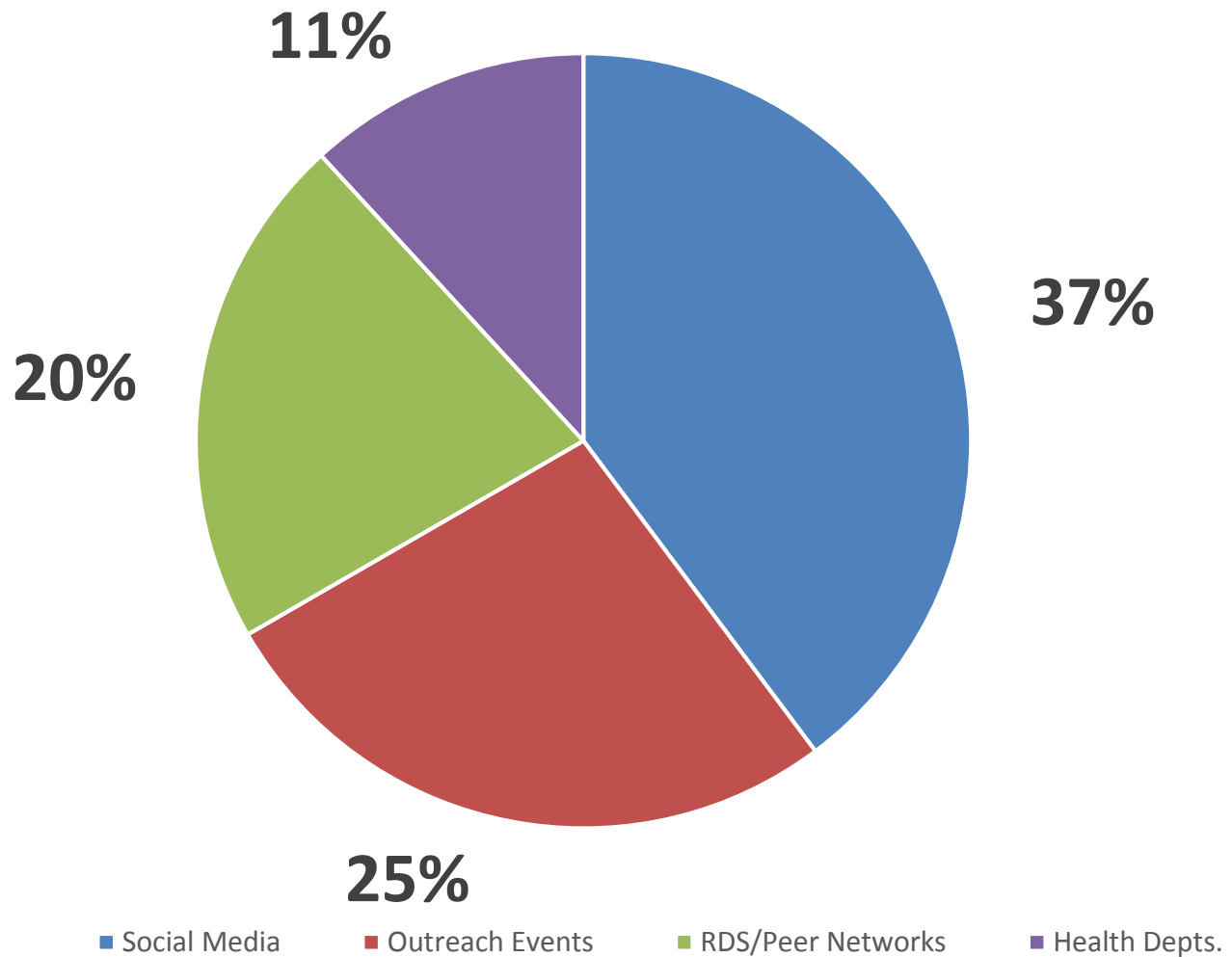
- Facebook (others)
- Apps (Grindr)
- Personal Ads (Craigslist)
- Email
 - Mychoice@med.unc.edu

Social Networking

RDS-Respondent Driven Sampling

MY LIFE MY HEALTH MY CHOICE	
HPTN 073 Recruitment Coupon ID#001	
As a friend, I want to invite you to check out this research study that I'm a part of for black men like us. Redeemable at any participating HPTN 073 Expires: July 2014 mychoice@med.unc.edu or call Alex at 919-966-8355	

Source of Referrals of BMSM



They're engaged, now what?

- Meet people where they are
 - Non-judgmental
- Build trust
- Flexibility/Availability
- Be you-genuinely
- Be consistent

Summary

Relationships with CBOs are the bridge that bring people and research together!



**What questions
do you have?**



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Thank you for your time, attention and participation!