

Recruiting MSM: Cultural Flexibility

PROJECT
achieve

DaShawn Usher

Community Engagement Manager

New York Blood Center's Project ACHIEVE

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About Project ACHIEVE

Project ACHIEVE in New York City is committed to conducting HIV prevention research, including developing and testing biomedical interventions (vaccines, PrEP) and behavioral interventions. We rely on community participation and direction to ensure that the research is appropriate, meaningful, and beneficial.

Community Connectivity



NYC HPG THE EACH OTHER PROJECT

Once A Star:
Screening and Sexpert Panel Conversation



Tuesday, December 6th
1:15 PM - 2:30 PM
LGBT Center - 208 W 13th St, New York, NY
Lunch served at 12 PM



Engagement

New York City Season Premiere Live Viewing

being
mary jane

Tuesday, Jan. 10
7:30 PM - 10 PM

With Season 4 Cast Member
Julian Walker

William F. Ryan Community Health Center
110 W 97th St,
New York, NY 10025
(B/C/2/3 trains to 96th St)
RSVP: bmjnyc.eventbrite.com

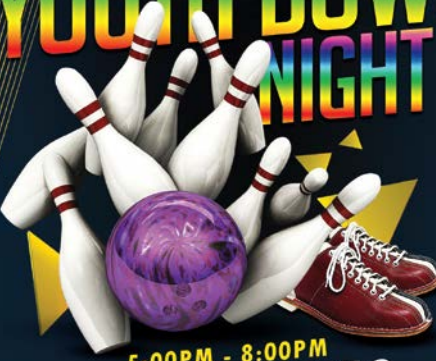
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achieve **NEON**



julianwalker.com

PROJECT ACHIEVE PRESENTS

YOUTH BOWL NIGHT



5:00PM - 8:00PM
THURSDAY, SEPT. 8
LUCKY STRIKE 42ND ST. & 12TH AVE NEW YORK, NY
FREE RSVP: YOUTHBOWL.EVENTBRITE.COM

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Trans Day At Sea



THURSDAY SEPT 22

BOARDS: 6:30 PM
FREE ADMISSION
DINNER & CRUISE
North River Lobster Company
PIER 81 W 41ST STREET
RSVP REQUIRED
TransDayAtSea.eventbrite.com

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New York City HIV Planning Group
#SummerSixteen Happy Hour Mixer
Tuesday, July 19th
5:30 PM - 7:30 PM

Hosted By
Harmonica Sunbeam

Happy Hour Specials:
2-4-1 (Wells & Draft)
\$2 off Mid-Top Shelf
Burger/Pizza.Quesa=Free Drink



Therapy Lounge
348 W 52nd St (btwn 8th & 9th Ave)
New York, NY 10019

in partnership with
NYC HPG **achieve** **impulse**

12TH ANNUAL
VACCINE-O-LICIOUS
6PM-9PM FREE
TUES OCTOBER 4
STUDIO AT YOTEL (42ND ST & 10TH AVE)

HOSTED BY:
PEPPERMINT & ROCKY

SPECIAL PERFORMANCES BY:
TIFFANY EVANS, JIGGLY CALIENTE, HARMONICA SUNBEAM
TINA BURNER, ROMAN CAESAR, JAHLISSA A. ROSS, ARMANI DAMONE, KATI LUBEK
JIZZABELLA, NATASHA MARKWICK & ROMAINSON ROMAIN, AND MALEEK CHIN



achieve **COLUMBIA UNIVERSITY RESEARCH UNIT**

TICKETS: VOL2016.EVENTBRITE.COM | #VOL2016

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Curious about the home HIV Test?
We can teach you and a friend how to do it!
Receive \$75 and a 2-way metrocard

PROJECT **achieve** TRUSTnyc.org
212-388-0008

ALLABOUTME

NO EXCUSES!
Know your different HIV testing options.

Earn **\$80** for learning about different testing options

AllAboutMeNYC.COM



Recruitment



Not into HIV testing? New options exist!
Project ACHIEVE is doing a research study to learn more about the best options for HIV testing. Receive up to \$80 if you are eligible for one study visit and 2 online surveys.

See if You're Eligible:
AllAboutMeNYC.com

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Why test alone?
Project ACHIEVE is looking for young Black gay men and Transgender women who want to learn about home HIV testing with a friend.

Receive \$75 and a 2-way metrocard

PROJECT **achieve** 212-388-0008
See if you qualify:
trustnyc.org



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ALLABOUTME

NO EXCUSES!
Know your different HIV testing options.

Earn **\$80** for learning about different testing options

AllAboutMeNYC.COM



ALLABOUTME

My Own Testing Options
Why settle for standard HIV testing when you can find a personalized option.

Receive **\$80** if eligible.

AllAboutMeNYC.COM



ALLABOUTME

Tired of the Same Old Test?
New Options Exist!

Receive **\$80** if eligible

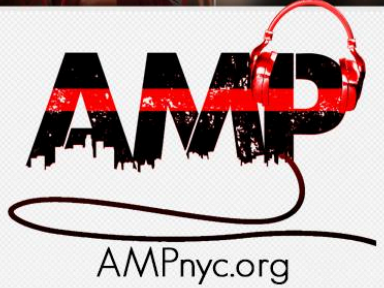
AllAboutMeNYC.COM



AMP Photoshoot & Design



STEVEN DUARTE



DION DAVIS DESIGN

THEYUMX2@GMAIL.COM







TURN UP THE POSE.
 JOIN THE **AMP**
 COMMUNITY!
 AMPnyc.org



Volunteerism +
AMP
 AMPnyc.org



TRANS COMMUNITY +
AMP
 TURN UP THE
 CONVERSATION!
 AMPnyc.org



Neighborhood +
AMP
 AMPnyc.org



FRIENDS + **AMP**

TURN UP THE CONVERSATION!

AMPnyc.org

SAVE OUR ELIZABETH STREET GARDEN
ATTEND THE LPMC HEARING TO SAVE OUR GARDEN
FRIDAY, SEPTEMBER 11, 6:30 PM
WWW.SAVEOURGARDEN.NYC.GOV



AMP
+ Individuality
AMPnyc.org



JOIN THE **AMP**
COMMUNITY
AMPnyc.org



Turn up the shot.
AMPnyc.org



AMP UP NYC!
The future of HIV Prevention
AMPnyc.org



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iPrEP

The Choice for Me

IPREP NYC.ORG

Injectable PrEP? It's happening. Project ACHIEVE is conducting a new injectable PrEP project (HPTN 083). Earn up to \$125 per study visit, if eligible. Join the next generation PrEP Study.



iPrEP NYC.org

PROJECT **achieve**

PrEP with your friends for the future of HIV prevention.

LET'S PREP TOGETHER!

PrEP your game up!



Take a shot to help develop the next generation of PrEP.

PROJECT **achieve**

IPREP NYC.ORG

PROJECT **achieve**

IPREP

GIVE PREP A SHOT

IPREP NYC.ORG



PROJECT **achieve**
GIVE PREP A SHOT

PROJECT ACHIEVE IS LOOKING FOR MEN TO JOIN AN INJECTABLE PREP STUDY (HPTN 083) TO HELP DEVELOP THE NEXT GENERATION OF PREP.

iPrEP

Learn more about our injectable PrEP study and how your participation could shape the landscape of HIV prevention.



Prep for the future of HIV Prevention.



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iprepnyc.org



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PrEP IT UP

Take a shot to help develop the next generation of PrEP.

iPrEP NYC.org

GMHC

DBQ Magazine

Ryan Center KiKi Ball

Youth Pride Fest

NYC Black Pride

Harlem Pride

Bronx Pride

GMAD

HMI

Callen-Lorde

The Center

Harlem United

BOOMhealth

Keeping Ballroom

Community Alive Network

New York City's
HIV Planning Group (HPG)

Impulse Group NYC

YBGLI

Columbia Research Unit

Columbia Mailman School of
Public Health

NEON

AVAC

Brightpoint Health

Therapy Bar and Lounge

The Ritz

Langston's

Lucky Strike

Get Out Magazine

Peppermint
(RuPaul's Drag Race, Season 9)

The Each Other Project

DJ Scotty Rox

Harmonica Sunbeam

Jiggly Caliente
(RuPaul's Drag Race, Season 9)

NASTAD

National Black Gay Men's
Advocacy Coalition

National Black Justice
Coalition

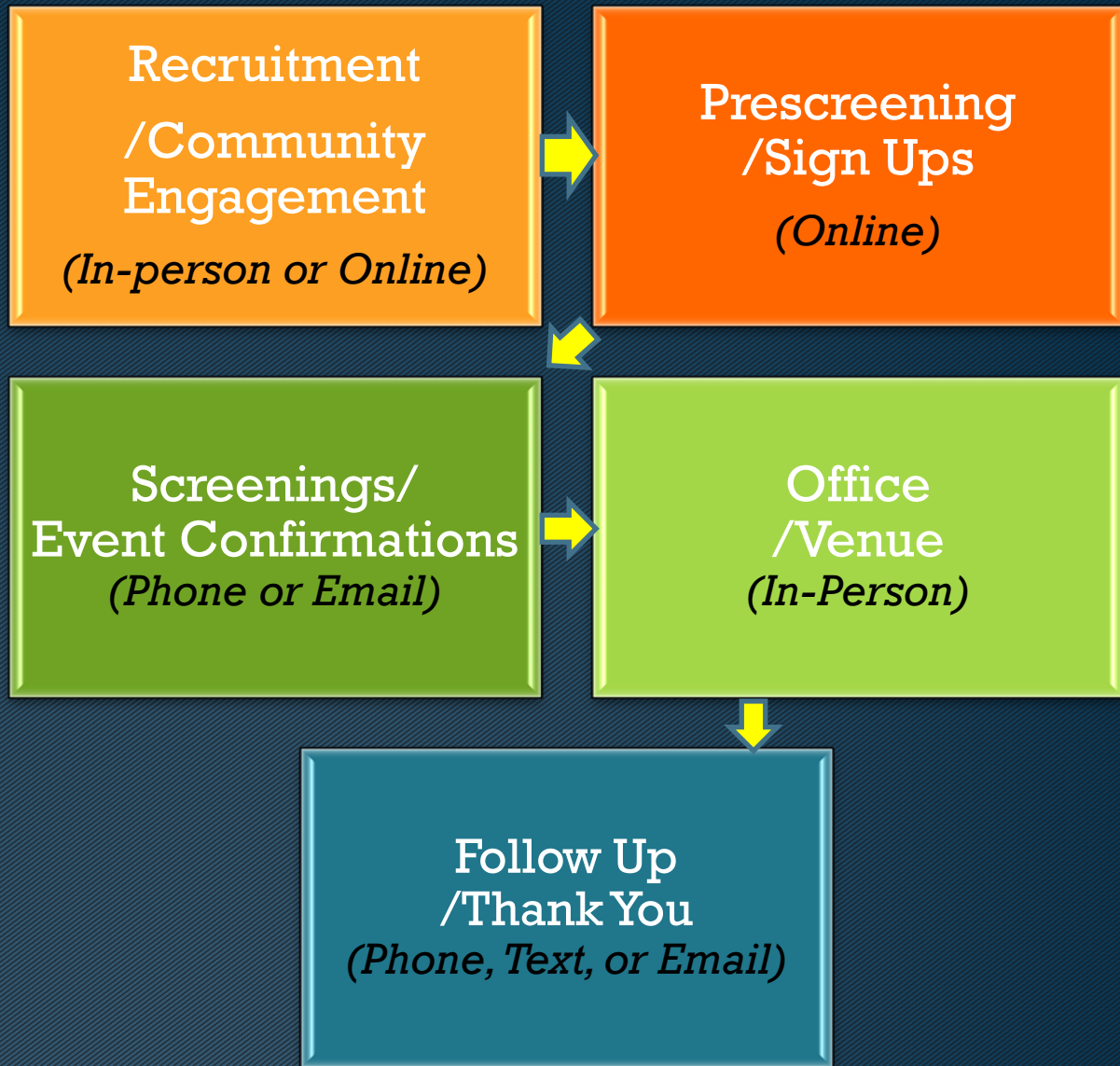
Human Right's Campaign

AHF

Raquel "**Rocky**" Santiago
(Bad Girls Club)

Community Partners

Point of Care



Retention

- Collect Contact Information (Locator)
- Collect Secondary Contacts (Locator)
- Entered into Clinical Conductor
[Clinical Trial Management System (CTMS)]
- Follow Up Appointments/Visits
 - Scheduled
 - Open and Close Dates
- Visit Reminders
 - Email or Text
 - Call
- Secondary Contact(s) Contacted
- Home Visits (If necessary)

Community Advisory Board (CAB)



Community Consulting Group (CCG)

The CCG is comprised of Young Black MSM ranging in age from 18 to 29 consistent of a community perspective and serves as a collective body to advise Project ACHIEVE's research team on the development, implementation, and evaluation of projects that are focused on Black MSM.

Voice