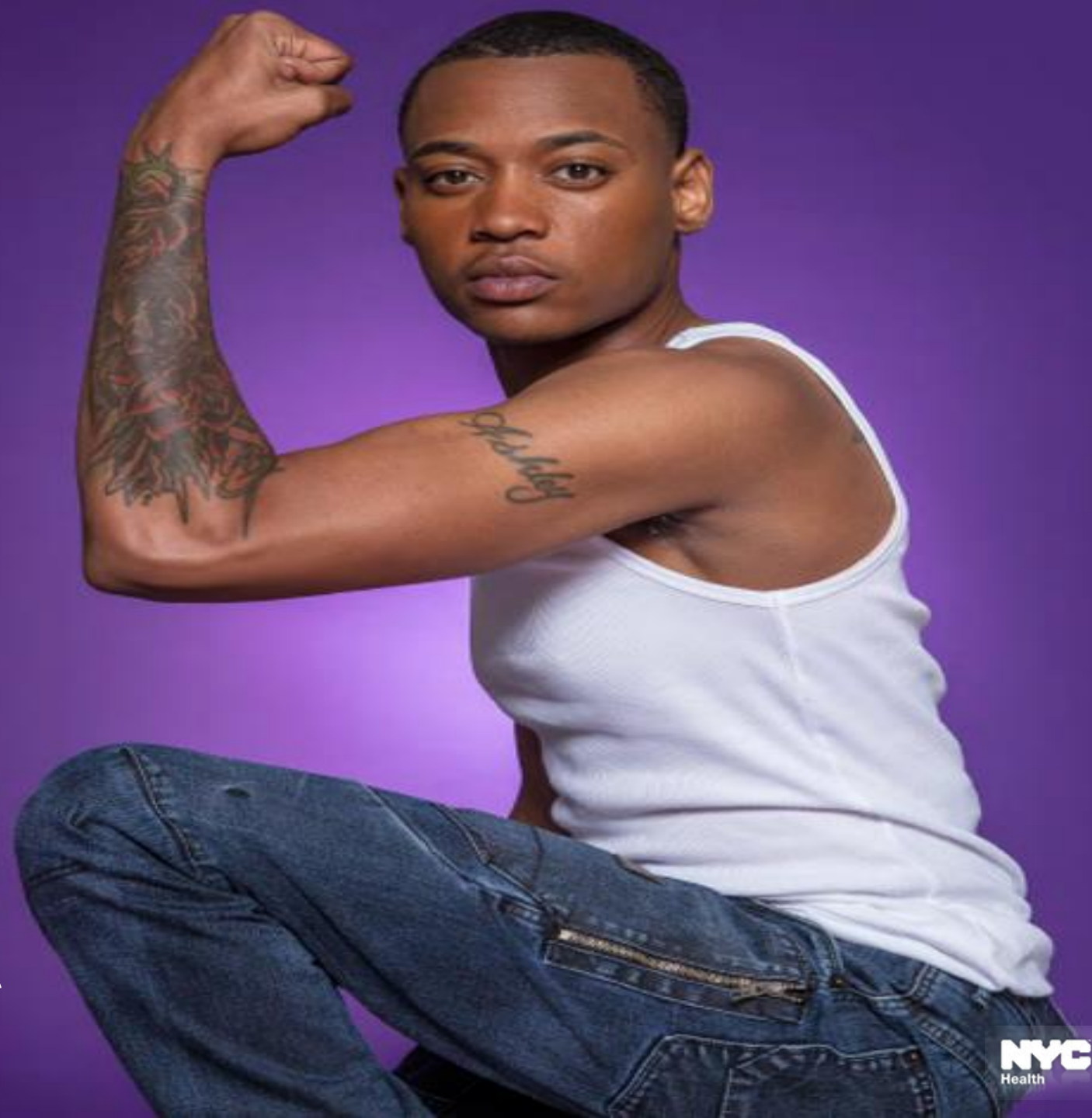


Evaluating StaySure: measuring the potential impact of a combination prevention, sex-positive media campaign in New York City

Kathleen Scanlin, MPH
Research & Evaluation Unit, HIV Prevention
Program
NYC Health Department

National HIV Prevention Conference, Atlanta, GA
Thursday March 21st, 2019



HIV in New York City (NYC)

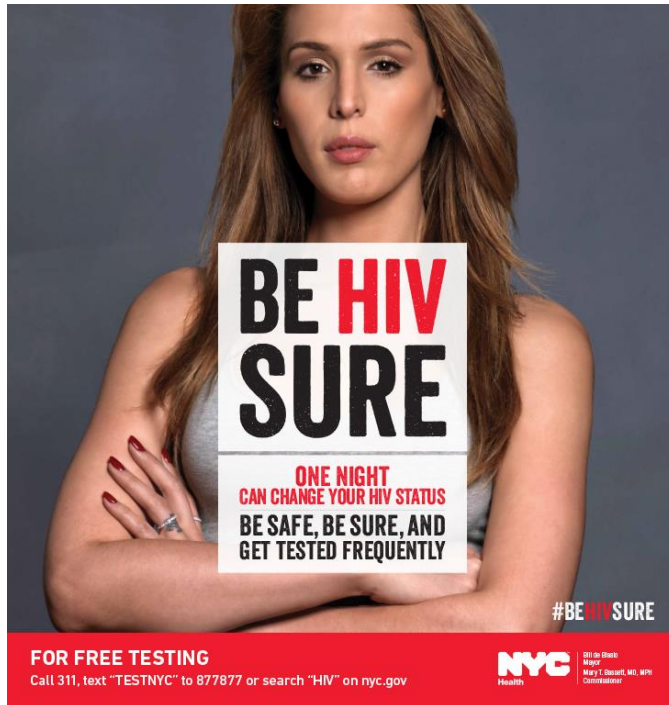
NYC has one of the largest HIV epidemics in the US*

- 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

*NYC Department of Health and Mental Hygiene, *HIV Surveillance Annual Report*, 2017.

STAYSURE

The SURE Trilogy



BeSure
December 2014



PlaySure
December 2015

STAYSURE

Conclusion to the Trilogy: STAYSURE



I STAY SURE
EMERGENCY PEP

#PLAYSURE

BE SURE, PLAY SURE, STAY SURE.
If you think you've been exposed to HIV, PEP is treatment that, if taken within 72 hours, can prevent infection. Condoms offer excellent protection against HIV and other STIs. Consider PEP for everyday HIV protection if you have trouble using condoms.

STAY SURE. Call 311 and ask for Emergency PEP. PEP is now available in NYC STD Clinics.

NYC Department of Health and Mental Hygiene



WE STAY SURE
HIV TREATMENT = PREVENTION

#PLAYSURE

BE SURE, PLAY SURE, STAY SURE.
If you're HIV positive, starting and staying on treatment can keep your viral load undetectable. Treatment keeps you healthy and makes it nearly impossible to pass HIV to your partner. Condoms offer additional protection against HIV and other STIs.

STAY SURE. Call 311 or visit nyc.gov/health to learn more about services that can help you get and stay on treatment.

NYC Department of Health and Mental Hygiene



WE STAY SURE
DAILY PrEP + CONDOMS

#PLAYSURE

BE SURE, PLAY SURE, STAY SURE.
If you're HIV negative, PrEP is a daily pill that protects you from HIV. Condoms offer additional protection against HIV and other STIs.

STAY SURE. Call 311 or visit nyc.gov/health to design the right HIV and STI prevention combination for you.

NYC Department of Health and Mental Hygiene



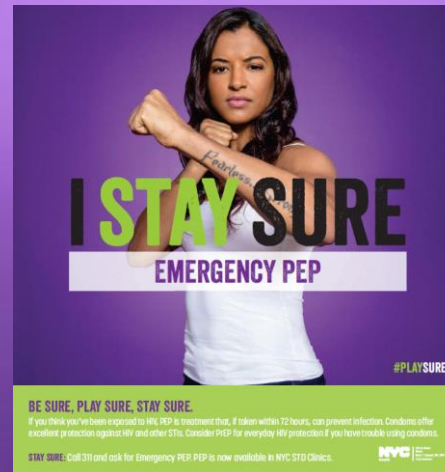
WE STAY SURE
DAILY PrEP + CONDOMS

#PLAYSURE

BE SURE, PLAY SURE, STAY SURE.
If you're HIV negative, PrEP is a daily pill that protects you from HIV. Condoms offer additional protection against HIV and other STIs.

STAY SURE. Call 311 or visit nyc.gov/health to design the right HIV and STI prevention combination for you.

NYC Department of Health and Mental Hygiene



I STAY SURE
EMERGENCY PEP

#PLAYSURE

BE SURE, PLAY SURE, STAY SURE.
If you think you've been exposed to HIV, PEP is treatment that, if taken within 72 hours, can prevent infection. Condoms offer excellent protection against HIV and other STIs. Consider PEP for everyday HIV protection if you have trouble using condoms.

STAY SURE. Call 311 and ask for Emergency PEP. PEP is now available in NYC STD Clinics.

NYC Department of Health and Mental Hygiene

STAY SURE

StaySure Campaign Goals

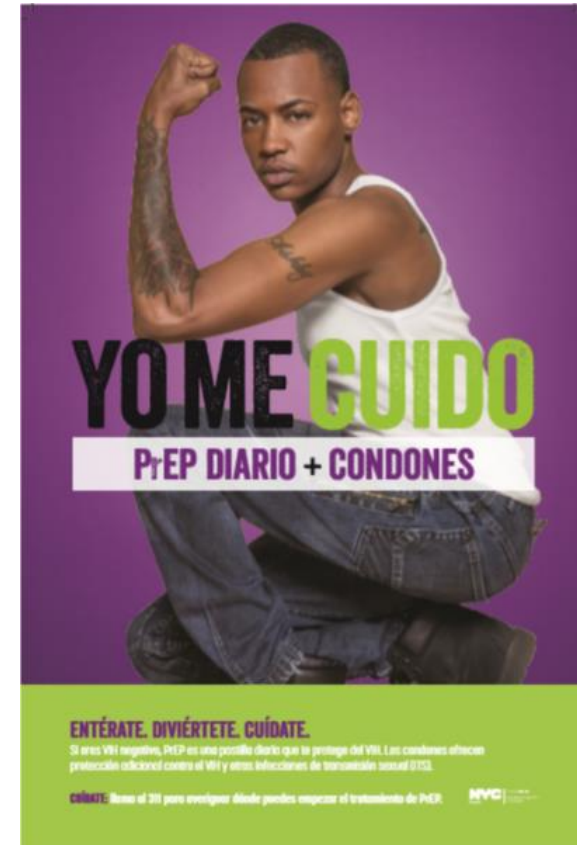
- **Campaign Goal:** to promote use and awareness of combination HIV prevention strategies
- **Calls to action:**
 - 1) seek information about HIV treatment, PrEP, PEP or STIs via Health Department website or NYC phone directory (311)
 - 2) use HIV treatment, PrEP, PEP and condoms, alone or in select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



STAYSURE

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



STAYSURE

WE STAY SURE
HIV TREATMENT = PREVENTION

#PLAYSURE

WESTIN

WE STAY SURE
DAILY PEP + CONDOMS

#PLAYSURE

BE SURE. PLAY SURE. STAY SURE.
If you're HIV negative, PrEP is a daily pill that protects you from HIV.
Use PrEP, call 800 or visit nyc.gov/pep to design the right HIV and STI prevention combination for you.

NYC Health

VIEW 29

Auntie Anne's

AHEAD

Port Authority
way Station

ACE

NYC
Health

Digital Media Placement

- **Paid Social**
 - Twitter
 - Facebook
 - Instagram
- **GayAd Network**
 - Banner ads on LGBT websites and dating apps



STAYSURE

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)

STAYSURE

Sexual Health Survey (SHS): Recruitment

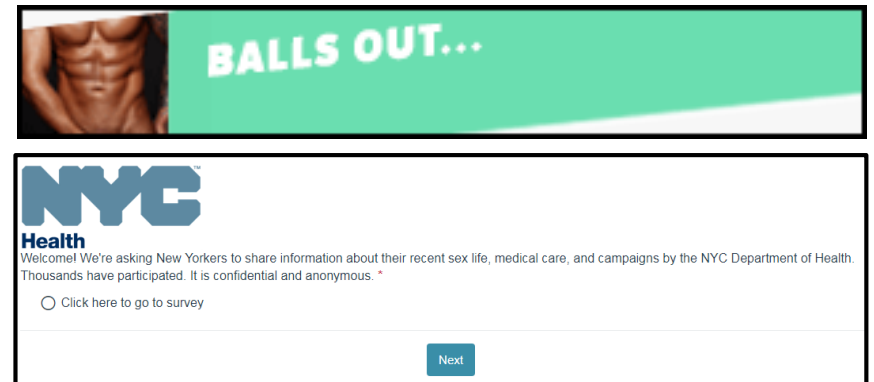
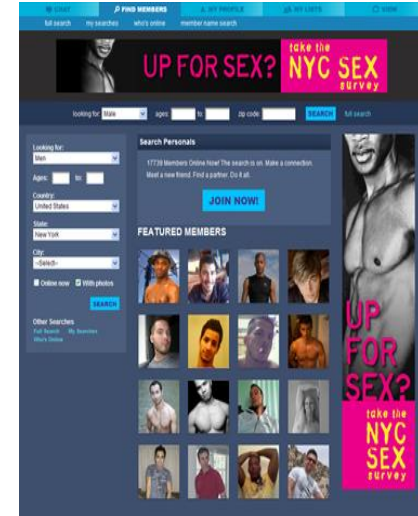
In-person

- 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



STAYSURE

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

STAYSURE

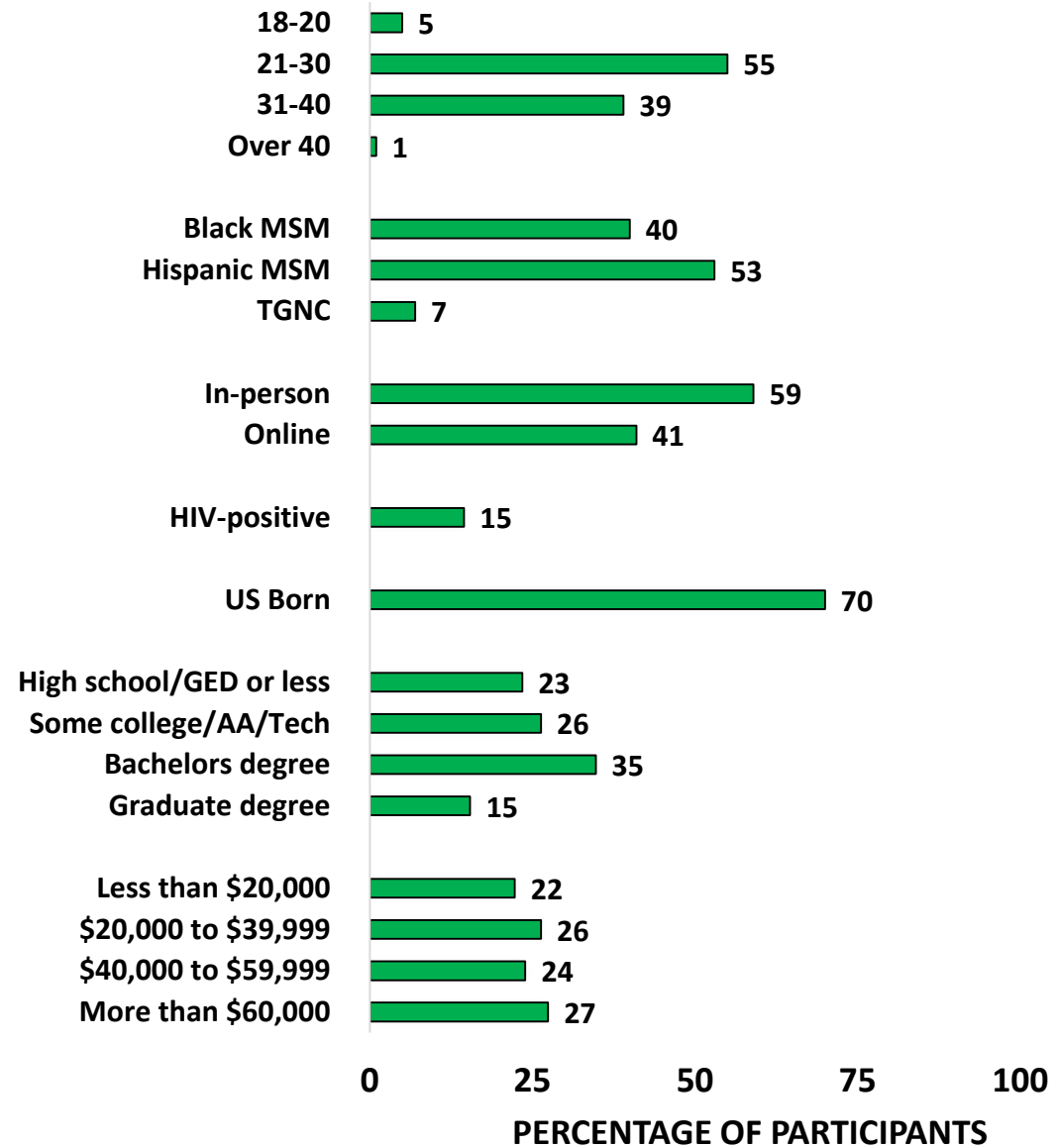
Results, Spring 2017

**Campaign Exposure, Message Recall &
Actions Taken**

STAYSURE

Participant Characteristics

Spring 2017
(n=491)



STAYSURE



Campaign Exposure

Black and Latino MSM
71% (270/379)

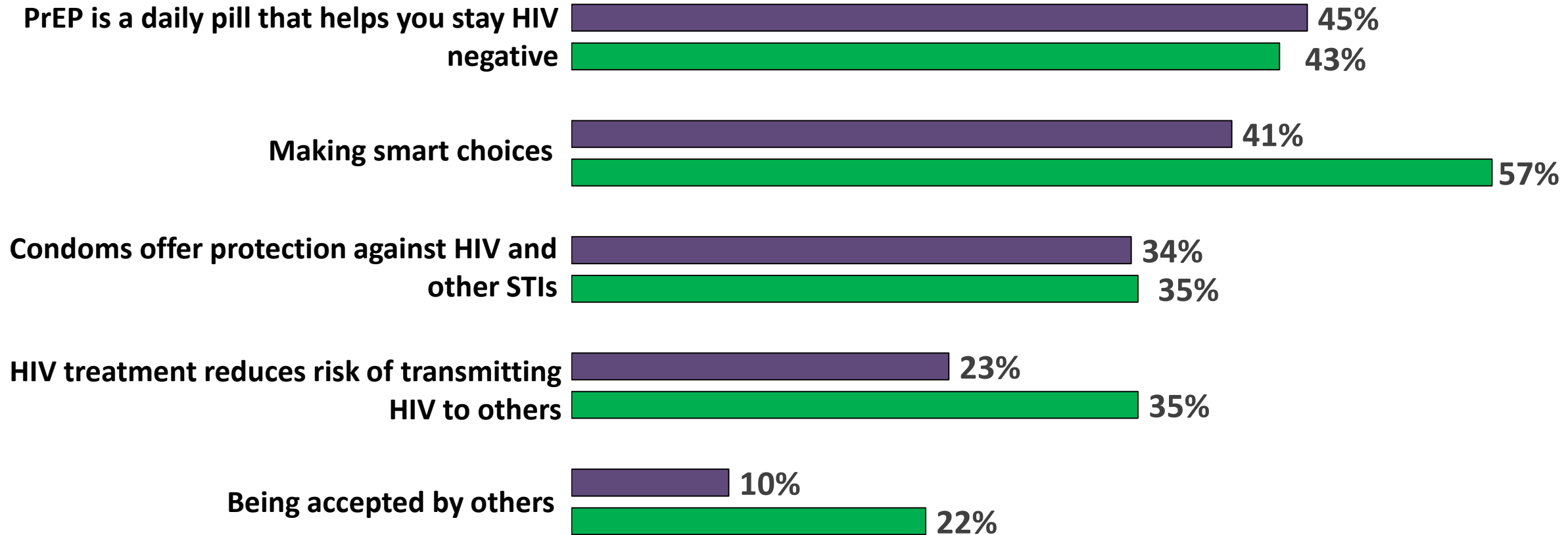
TGNC
80% (24/30)

Campaign Message Recall, Spring 2017

Can you tell me what the ads were about or what they made you think about?

■ Black and Latino MSM (N=259)

■ TGNC (N=23)



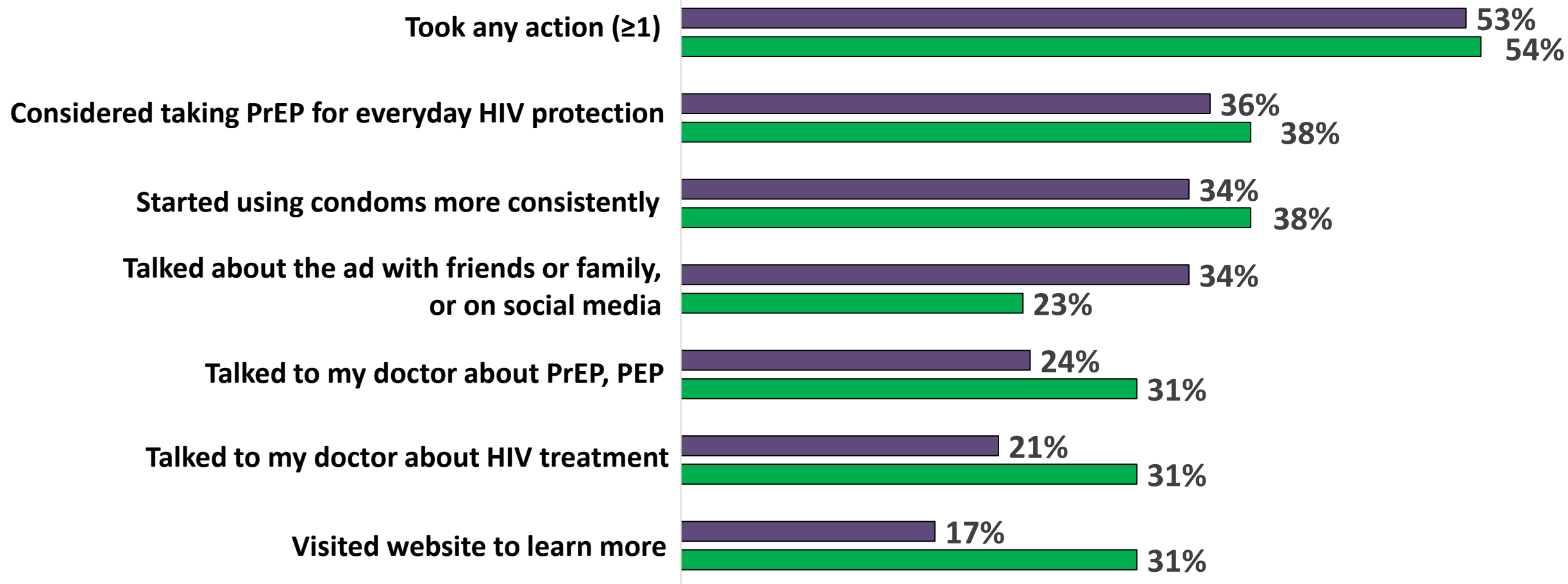
STAYSURE

Actions taken as a result of seeing ad(s)

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

■ Black and Latino MSM (N=264)

■ TGNC (N=24)



STAYSURE

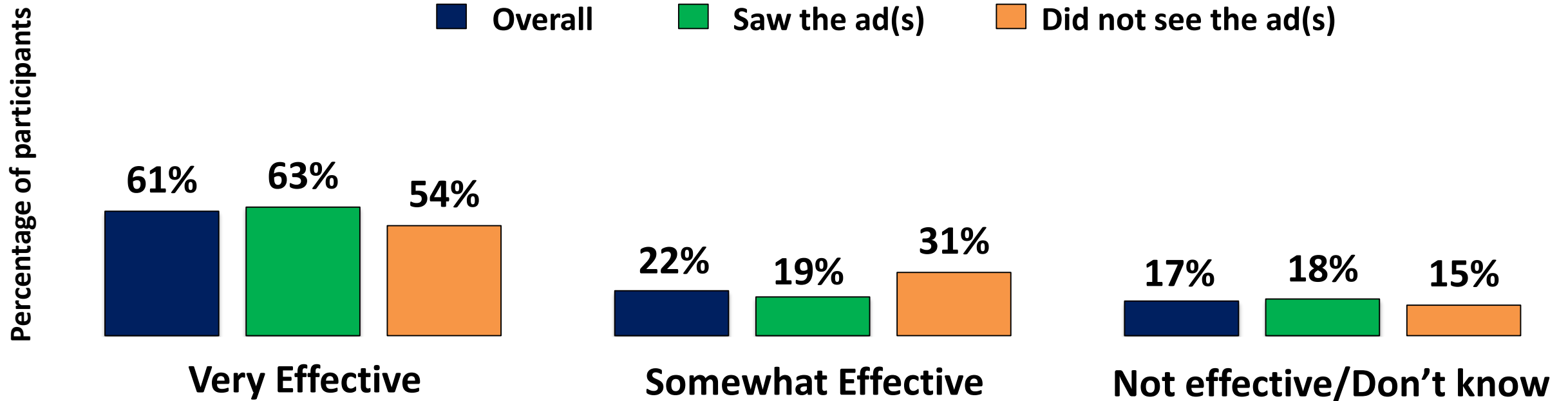
Results, Spring & Fall 2017

Campaign Exposure & Beliefs in PrEP Efficacy

STAYSURE

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?

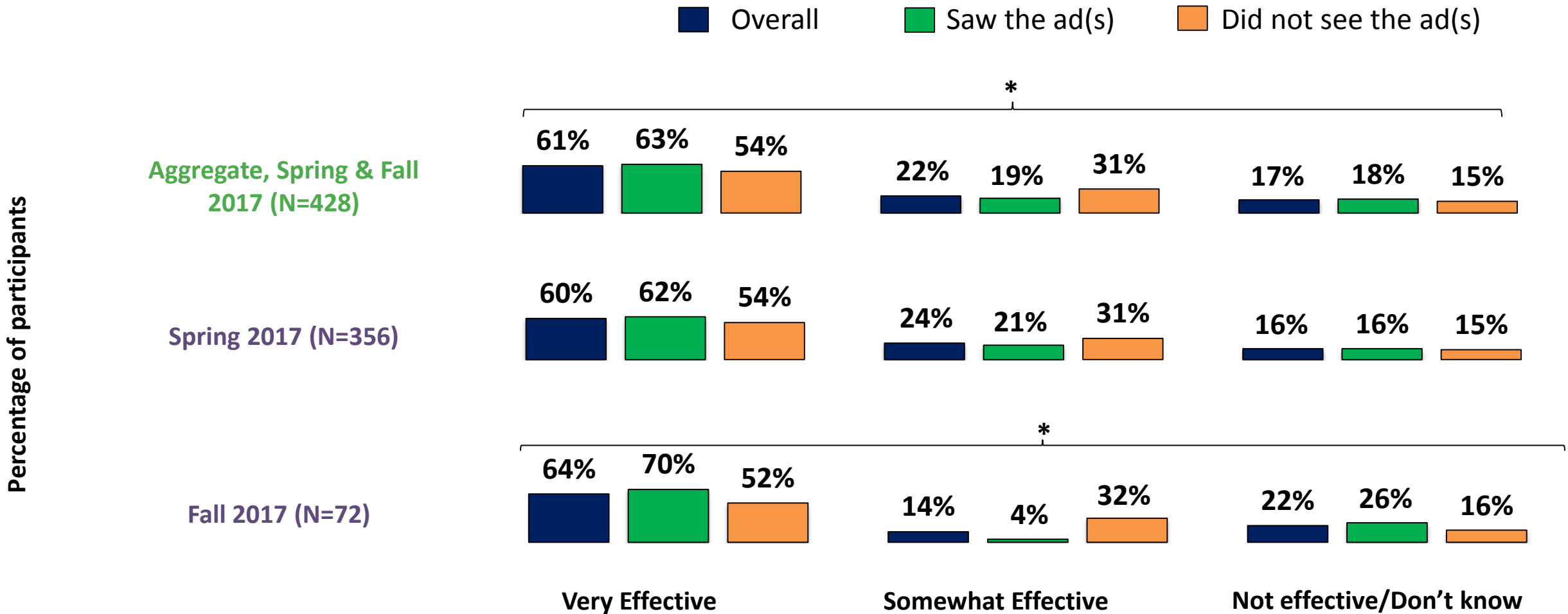


[†] Among those who reported HIV-negative/unknown status

*p<0.05

STAYSURE

Associations between exposure and beliefs in PrEP efficacy, among Black and Latino MSM who were aware of PrEP[†]

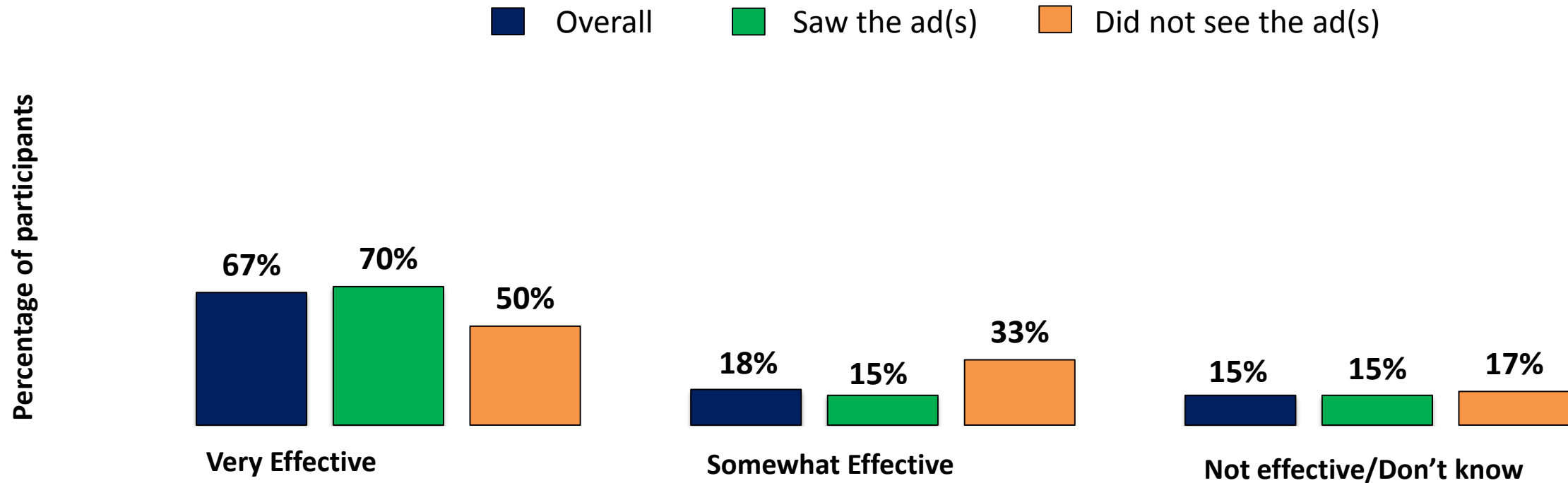


[†] Among those who reported HIV-negative/unknown status

*p<0.05

STAYSURE

Associations between exposure and beliefs in PrEP efficacy, among TGNC who were aware of PrEP, Spring & Fall 2017[†]

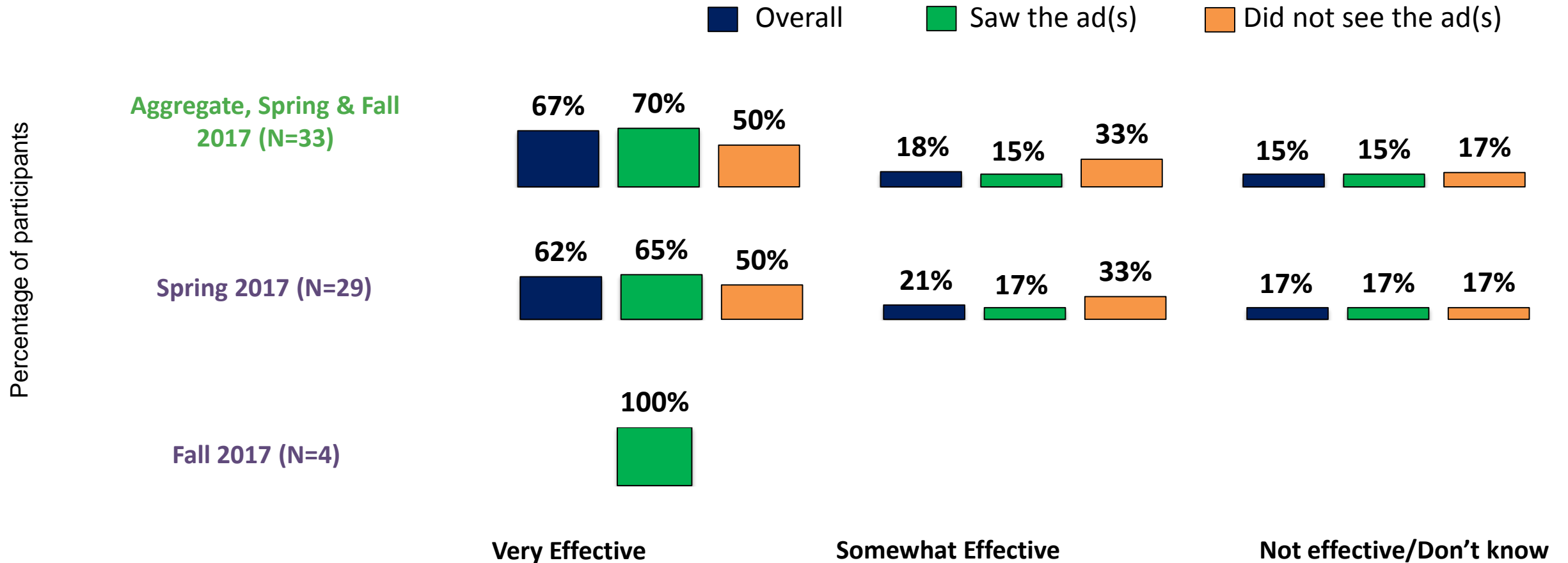


[†] Among those who reported HIV-negative/unknown status

*p<0.05

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

STAYSURE

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

STAYSURE

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

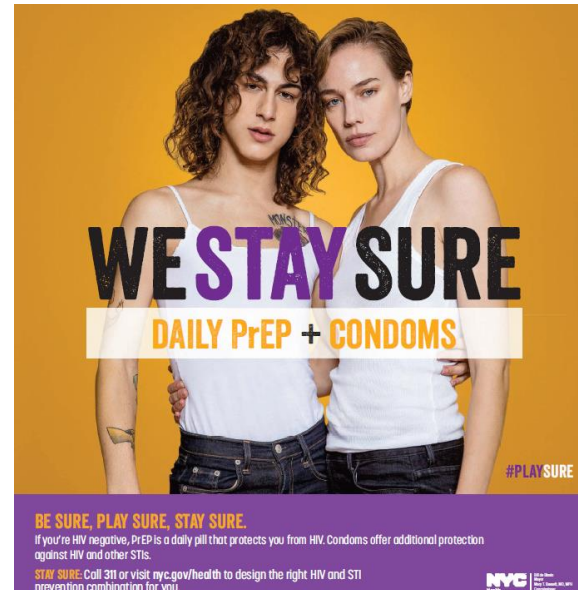
STAYSURE

Acknowledgments

- **Division of Disease Control**
 - Demetre Daskalakis*
 - Adriana Andaluz *
 - Stacey Wilking
- **NYC Health Communications Team**
 - Pamela Rowland *
 - Jennifer MacGregor *
 - Laura Rivera
 - Crystal Robinson
- **NYC Health Press Office**
- **Bandujo Advertising + Design**
- **Bureau of HIV**
 - Julie Myers *
 - Lena Saleh *
 - Zoe Edelstein *
 - Estella Yu
 - Rafael Ponce
 - Freddy MacKee
 - Jennifer Matsuki
 - Benjamin Tsoi
 - Dave Magno
 - M. Bari Khan
 - Lisa Burgess-Thomas
- **SHS Survey Team**
 - Marne Garretson
 - Brendan Ingargiola
 - Emily Appel
 - Surveyors
- **SHS Survey Participants**

* Co-author

STAYSURE



Thank you!

Kathleen Scanlin:
kscanlin@health.nyc.gov

STAY SURE