

Effective Outreach to Gay and Bisexual Men – Ensuring Our Websites Are Poised to Help Us End the HIV Epidemic Webinar

Kaiser Family Foundation and NASTAD



Housekeeping

- Please mute your computer microphone or telephone during presentations
- Feel free to use the chat feature to ask questions; we'll address these during the Q&A periods
- If you would like to ask your question, please click the raise hand button. We will open up the chat feature during the Q&A periods
- A recording of the webinar and slides will be made available
- There will be videos used during this webinar. We will note when this happens so as to adjust your sound
- For more information, contact Andrew Zapfel (azapfel@nastad.org)

Agenda

- Introductions
- NASTAD Work
- Greater Than AIDS
- Virginia Department of Health

NASTAD Case Studies – Strengthening Health Literacy for Gay, Bisexual and other Men Who Have Sex With Men

“Truth is defined by the top results of the Google search.”

-Yuval Noah Harari 21 Lessons for the 21st Century

Health Literacy

- Effective HIV and STD responses require sound communication strategies.
- Overall goal to strengthen health literacy of population.
- In 2013, 59% of adult Americans looked online for healthcare information.
- LGBT populations, including youth, are more likely to search online for sexual health information.

Yet, where are they going? Is it a trusted source?

Methodology

General Review of Health Department Websites

- Research conducted in July and August of 2019.
- Question: Do health departments provide relevant health information (HIV, STDs, or holistic) for GBM/LGBT populations?
- Conducted a review of health department websites:
 - Is there information available?
 - Is it accessible?
 - Is it up to date?

Case Study Development

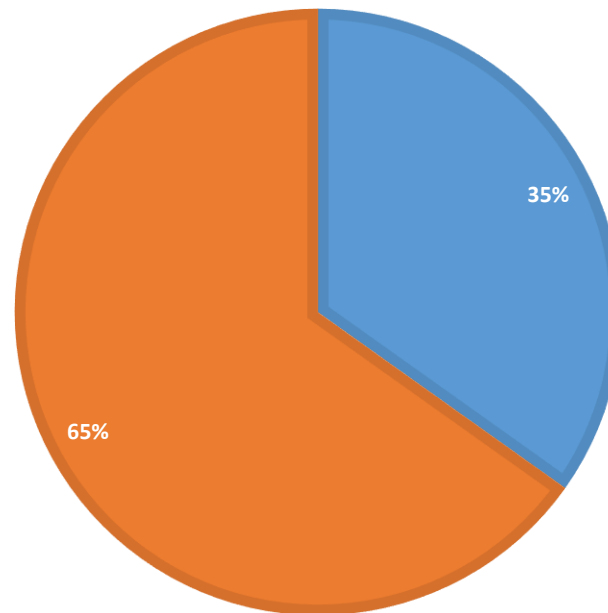
- From the survey of websites, four health departments were selected for interviews to understand:
 - Process for developing platform
 - Including bureaucratic challenges and opportunities for integration amongst programs
 - Engagement of community
 - Monitoring, Evaluation, and Learning

Findings

Who Has LGBT Health Information?

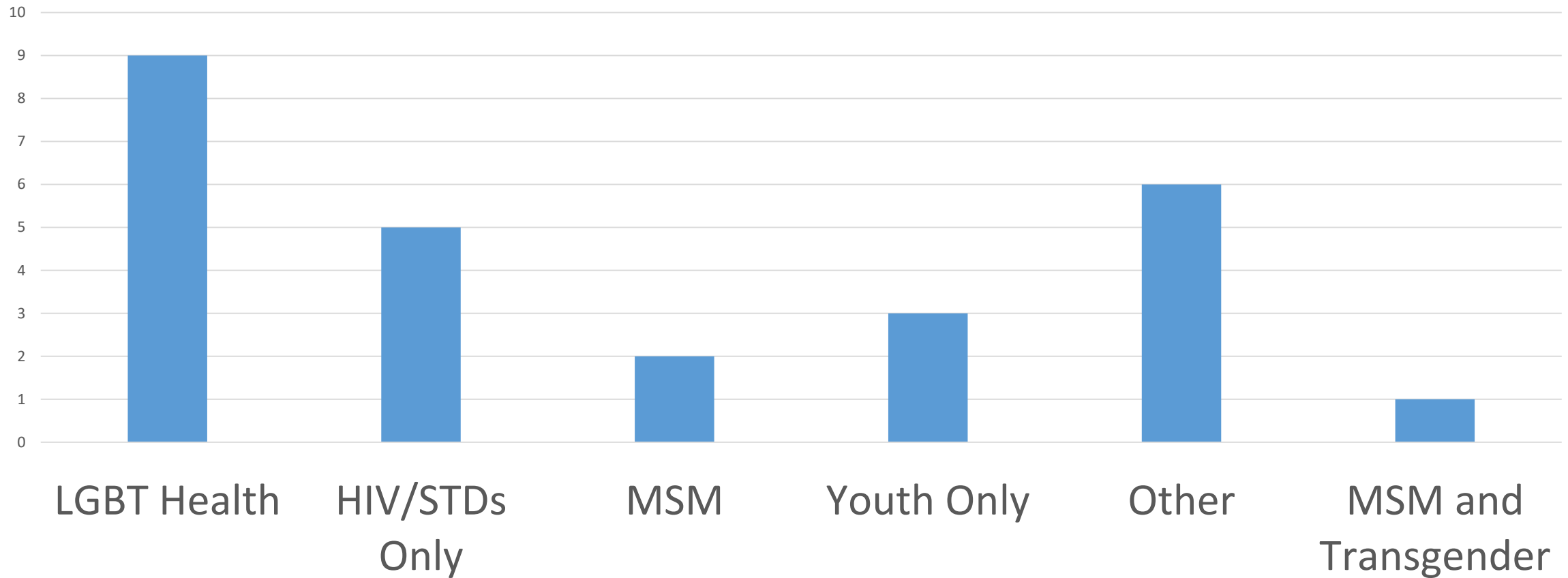
DOES THE PUBLIC FACING WEBSITE INCLUDE LGBT HEALTH INFORMATION?

■ Yes ■ No

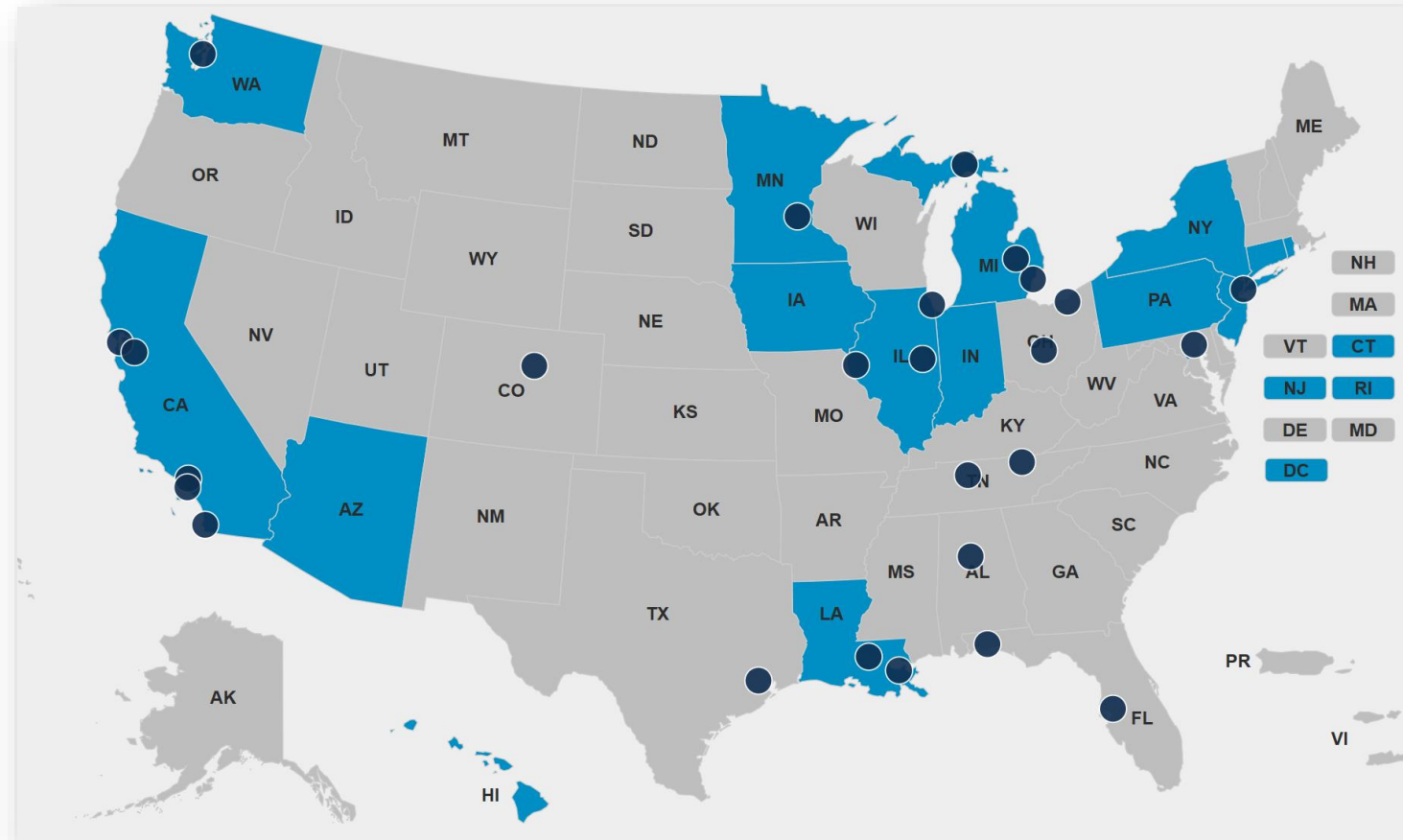


What Do The Websites Say?

What LGBT Health Information Is Accessible On The Website?



Undetectable = Untransmittable



[NASTAD U=U Map](#)
November 2019

Case Studies

This screenshot shows the homepage of the National LGBT Health Care Center. The main heading is "Lesbian, Gay, Bisexual, and Transgender Health". Below the heading, there is a navigation menu with categories like "Gay & Bisexual Men", "Lesbian & Bisexual Women", "Transgender Persons", "LGBT Youth", "LGBT Older Persons", "Educators", "Service Providers", and "Related Health Information". The main content area features a large image of diverse people and text explaining the community's diversity and the importance of gender identity. Social media icons for Facebook, Twitter, and LinkedIn are visible.

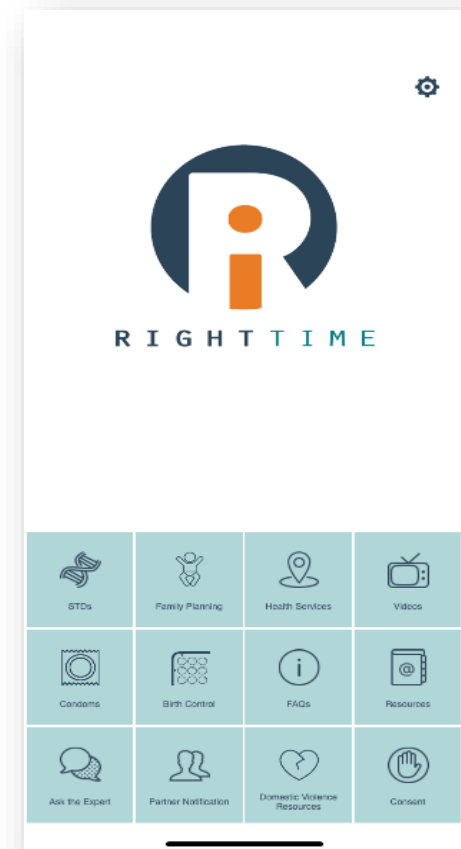
This screenshot shows the "Sexual Health Information for Gay Men" page from the State of Rhode Island Department of Health. The page is titled "Sexual Health Information for Gay Men" and discusses syphilis. It includes a section titled "What you should do to stop syphilis" with a list of recommendations: "All sexually-active people should get tested yearly, and perhaps more often if you have multiple sex partners. If your partner has syphilis, you should get tested immediately.", "Tell your doctor that you would like to be tested for syphilis. Your doctor will ask you some questions and will probably order some lab tests.", "If you have syphilis in an earlier stage, your doctor can treat you so that you are cured.", "After treatment, continue regular testing as your doctor recommends. If you already had syphilis in the past, you can get it again.", "Always use a condom during anal sex.", "Avoid having oral sex with a man that has a sore/rash on his penis.", "Avoid having oral sex if you have a sore in your mouth." There is also a "What you can do" section with links to "Know the facts about syphilis, other sexually transmitted diseases (STDs), and how STDs can increase the risk of HIV infection." and "Keep the conversation open with sexual partners about STDs, HIV, and testing."

This screenshot shows the "TRANSGENER RESOURCES" page. It lists various resources for transgender individuals, including "Trans Lifeline at 877-565-8860", "Transgender Law Center (TLC) (legal services and advocacy)", "Trans Youth Family Allies (TYFA) (support services for families and trans youth)", and "Equality New Mexico: Statewide LGBT Advocacy". There is also a section for "LGBTQ RESOURCES" with a link to "Search for LGBT and LGBT-friendly medical providers here".

This screenshot shows the "LGBTQ Health" page from the Georgia Department of Public Health. The page is titled "LGBTQ Health" and includes a "LGBTQ Community" section. It describes the Office of HIV/AIDS (OHA) and its commitment to providing quality HIV care and prevention services to all Georgians, regardless of sexual identity or gender expression. It mentions that members of the Lesbian, Gay, Bisexual and Transgender (LGBTQ) community face multiple barriers that can potentially affect their ability to access services and address critical healthcare needs, including HIV. The page also lists several initiatives that OHA has put in place to improve HIV-related health outcomes for those identifying as LGBTQ Georgians: "In collaboration with Kaiser Family Foundation (KFF), OHA conducted an extensive statewide survey to help us better understand the stigma related disparities affecting access to HIV prevention services and designed anti-stigma social media campaigns based on those findings. Click here to view survey results.", "Customized training curricula for HIV testing and prevention staff to include modules that specifically address the negative effects of discrimination for LGBTQ individuals.", "Established policies and procedures that mandate annual cultural humility training among Health Department providers."

Rhode Island App – Right Time

- Developed in 2018 to discreetly disseminate clinically vetted STD information.
- Facilitate anonymous communication between sex partners.
- Access health information and prevention and treatment services in culturally competent way.
- Has been downloaded approximately 3,500 times, used in 25 languages, and downloaded in 52 countries.



Highlighted Findings

- **Community Engagement:** Health departments found value in sharing drafts of the website pages to HIV Planning Groups and community members.
- **Continuous Updates:** Health departments should ensure someone is responsible for the general monitoring and updates of website information.
- **Requires Champions:** To get health departments to sign on to U=U as well as promote new policies, you need champions.
- **Link to Additional Resources:** When it is not possible for health departments to provide specific information, consider linking to existing reputable online resources.

Next Steps

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- Next Steps
 - NASTAD is working with national partners, health departments and community based organizations to strengthen their health information available online for GBM and broader LGBT populations.
- Call to Action
 - As we work to end the HIV epidemic, we should think critically about what tools and resources we have let “lag” and make sure they are updated.
 - Engage partners and community in development and review of websites.

Additional Resources

- [NASTAD Brief: Strengthening Health Literacy for GBM: Case Studies of Health Department Websites](#)
- [CDC National Action Plan to Improve Health Literacy](#)
- [CDC National HIV Prevention Network](#)
- [CDC Gay and Bisexual Men's Health Website](#)
- [Building Healthy Online Communities Coalition](#)
- [Kaiser Family Foundation's Greater Than AIDS](#)
- [Prevention Access Campaign U=U Campaign](#)

Gay Men's Health Equity Work Group

- NASTAD recognizes the disproportionate impact HIV and other STDs have on gay, bisexual and other men who have sex with men (GBM).
- The work group provides a platform for conversations on best practices as well as new resources and tools to support an effective response.
- If interested in joining, contact Andrew Zapfel (azapfel@nastad.org).



Thank You!

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NASTAD



Greater Than AIDS and Virginia Department of Health