Who we are

Bridge HIV is a local and global leader in HIV prevention research housed in the San Francisco Department of Public Health.
THE TARGET AUDIENCE IS MALES AND FEMALES AGED ZERO AND UP
Audience... eligibility

18-35 (Millennial)

AA + Latino

Has sex with men +/or trans women

No mutually monogamous relationships

Cis male or male identified
Audience... who we see

Having a lot of sex
Both PrEP naive + PrEP aware
Both unaware + aware of their HIV risk profile
(un)Stable employment + housing
Professional / gig based employment
Volunteer for $ / altruism
Sex positive attitudes about life
Are explicit when talking about sex
Audience...this age group

Live in digital spaces more so than other generations

Socially + politically aware

Face unique social challenges

Are very vocal + direct in communication

Use humor (dark humor) as both coping mechanism & in daily communication

Communicate in 140 characters

Everyone wants their attention
Proposed Concept

Statement based
No photography
Color block matching HFH.org website OR black/steel grey (one choice)
Real talk / humor / sex positive / daring / bold / arresting / striking
We celebrate you and, but, yes...
Direct to Bold to Daring to Real

2-PART STATEMENT

• 1-State of being / description / non-judgmental
• 2-HIV Prevention + sexual health hook with movement towards resiliency + pride in taking care of sexual health.

It’s real out here but I’m taking care of my business.
Direct to Bold to Daring to Real

PARAGRAPH

• References the statement to make each one more personal
• Pitches volunteering in a study as part of taking care of your business.
AMBITIOUSLY PROMISCUOUS.

ACTIVELY PrEPared.
CREATIVE BRIEF / Health Equity Recruitment Campaign

Direct

AMBITIOUSLY PROMISCIOUS.

ACTIVELY PrEPared.

Be you. No stigma.

Prevention/Sexual Health.

We see you. Hear our pitch.
TIGHT + TALENTED.

TENACIOUSLY TESTED.

Help FightHIV  415.437.7485  BridgeHIV
CREATIVE BRIEF / Health Equity Recruitment Campaign

Daring

FRESHLY BRED.

WELL READ.

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HELPFIGHT HIV 415.437.7485 Bridge HIV
CREATIVE BRIEF / Health Equity Recruitment Campaign

Real

SEmen Sommelier

Cautious Cum Dumps.

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CREATIVE BRIEF / Health Equity Recruitment Campaign

Direct

Bold

Daring

Real

AMBITIOUSLY PROMISCUOUS. ACTIVELY PrEPared.

TIGHT + TALENTED. TENACIOUSLY TESTED.

FRESHLY BRED. WELL READ.

SEmen SOMMLER CAUTIOUS CUM DUMPS.
AMBITIOUSLY PROMISCUOUS.

ACTIVELY PRÉPARED.

YOU’VE GOT GOALS AND WE’RE HERE TO SUPPORT THEM.
We are designing new ways to use tech to support your health goals, make HIV/STD testing easier, and make PrEP more accessible. Lead your community towards health equity. And, get paid to do it. Learn more at HelpFightHIV.org or call 415-437-7485.
TIGHT & TALENTED. TENACIOUSLY TESTED.

KEEP IT RIGHT. KEEP IT TIGHT.
We are designing new ways to use tech to support your health goals, make HIV/STD testing easier, and make PrEP more accessible. Lead your community towards health equity. And, get paid to do it. Learn more at HelpFightHIV.org or call 415-437-7485.
FRESHLY BRED. WELL READ.

AUTHOR YOUR OWN CLIMAX.
We are designing new ways to use tech to support your health goals, make HIV/STD testing easier, and make PrEP more accessible. Lead your community towards health equity. And, get paid to do it. Learn more at HelpFightHIV.org or call 415-437-7485.
CREATIVE BRIEF / Health Equity Recruitment Campaign

SEMEN SOMMELIER.
AMPERSANDS & ASSPLAY.
UNCUT & UNINHIBITED.
TIGHT & TALENTED.
BIG & BOLD. BEYOND THE BINARY.

FRESHLY BRED. WELL READ.
FATS & FEMS, FUCKING FIERCELY.
BOTTOMLESS BUSSY, EAT FRESH.
DOWN YOUR THROAT, UP YOUR ALLEY.
SIPPIN’ TEA, SPILLIN’ TRUTH.
Engaging Transgender Women and Transgender Men in Digital Spaces

Trans Participants in the AMP Study

Fostering Transgender Inclusion in HIV Research
Engaging Transgender Women and Transgender Men in Digital Spaces

By: Rafael Gonzalez & Bianca S. Hill, Bridge HIV, SF, CA, USA

There are approximately 1 million adults in the US who identify as transgender. And while we don’t know the true prevalence and incidence of HIV transmission within the community, we do know that about 2.5% of people who identify as trans were diagnosed with HIV between 2009 and 2014 in the United States. It’s estimated that HIV is 5 times the national average among transgender women and men. Yet transgender people are considered to account for a small proportion in HIV prevention research studies, including vaccine research studies. With the growing prevalence of HIV among transgender men and women, it is essential to identify barriers and facilitators for trans people to participate in HIV vaccine clinical trials.

Studies that are exploring the reasons for underrepresentation of trans people in HIV vaccine trials have pointed out that there is a need to develop recruitment strategies geared specifically toward the transgender community. Some of the barriers to address in such strategies include stigma, being unaware of or misinformed about HIV, mistrust of the scientific community, and concerns about possible vaccine side effects. But before all of these can even be addressed, how are we reaching trans-identified women and men?

Our ever-evolving culture is guiding us into digital spaces where visual advertisements grab the attention of people. It has been estimated that 72% of US adults visit social media websites and 12% of internet users access social media to research health-related issues.

SIPPING TEA, SPILLING TRUTH.

BIG & BOLD. BEYOND THE BINARY.

HELPFIGHTHV

Word based ads from Bridge HIV.

Word based ads from Bridge HIV.

To explore the acceptability of campaigns on social media sites/apps among transgender women and transgender men, Bridge HIV invited members of the community to a paid focus group. We sought to evaluate and compare the effectiveness of multiple styles of advertisements on social media sites/apps (such as Instagram) as a recruitment tool for HIV prevention studies. Specifically, we focused on obtaining feedback about the imagery, text/language, style, and overall message of the campaigns.

Participants identified the need to be inclusive and have visible transgender representation in an ad. The representation can take place in a variety of ways: visible Trans flag colors, or including specific text that explicitly states the study is recruiting transgender women and men. If using models in a campaign, the consensus was to use people from within the community rather than opting for stock photos that use non-familiar or celebrity-style images.

A variety of messages were discussed that ranged from “Doing Good” by helping end HIV, to messages that were not directly about HIV but spoke to the community such as “Big and Bold. Beyond the Binary.” Participants unanimously agreed that messages such as “Do Good” imply judgment that if you are not interested in participating or being involved in HIV prevention, you are doing bad. A transman under age 30 in the focus group stated, “People are imperfect, also, their goodness is not determined by their STI status.” On the other hand, some of the younger transwomen in the group felt that a tagline like “Big and Bold. Beyond the Binary” targeted them in a good way. They felt that the message is “really clever alliteration” and that this is meant for me. This is meant for me to be reading right now.”

Animated or campaign-based advertisements were appreciated among the group. Specifically, the conversation focused on a campaign created for HPTN 077 and HPTN 085, phase 1 and 2b (respectively) injectable PrEP studies that required participants to receive an injection in one of their butt cheeks. This campaign depicts a variety of cartoon butt cheeks in different shapes and sizes with text stating, “Show us yer cheeks!” Participants thought that cartoon-based images were a great way to be inclusive. “I like the butt, because they think they’re universal, and I think that isn’t – it’s not very gendered, and I like that.”

Our take-away at Bridge HIV is to create a customized campaign for the trans community, as opposed to creating one general campaign. While cartoon-based and text-based advertisements are acceptable, we think creating a campaign with members from the transgender community as models would be a great way to show the community that we are listening to their feedback, that we care, and that we want to cultivate our relationship with the community. It would also create a new opportunity for the models, which is also a facilitator in establishing trust.

Rafael Gonzalez is the Community Program Manager and Bianca Hill is a RAMP Scholar at the Bridge HIV CBH.

References:

https://www.sagepub.com/toc/hove/2020/41


POST OP TRANSWOMAN? Contemplating GRS/SRS?

Kween Culture Initiative PRESENTS: "GETTING OFF" Post OP GIRLS DISCUSSION!

Join us for a TRANSWOMAN ONLY Discussion on all things spicy! We'll be having raw and honest conversations on sex after SRS, sexuality, and health care (taking care of hurrirr!!!).

Raffle Prizes! FOOD! AND MORE!

JULY 19th, 2018
6pm-8pm

LOCATION:
25 Van Ness Avenue
ROOM 70
SAN FRANCISCO

THANK YOU to our incredible sponsors, Transgender Law Center & Bridge HIIV! "Like" them on Facebook to learn more about their programs and services for trans communities!

THANK YOU Vumpy M. Benise for the amazing artwork! 😊
A BRIDGE HIV COMMUNITY FORUM

PREVENT AND PROTECH

THE INTERSECTION BETWEEN HIV RESEARCH & TECHNOLOGY

COME LEARN ABOUT HOW DIGITAL HEALTH IS IMPROVING HEALTH DISPARITIES IN THE FIELD OF HIV PREVENTION

TUESDAY

APRIL 24

2018

6-8 PM

CITY COLLEGE OF SAN FRANCISCO
MULTI-USE BUILDING (MB 140)
50 PHElAN AVENUE / 5F

REGISTER AT
PREVENTANDPROTECH.EVENTBRITE.COM

FREE ADMISSION / PUlUSAS / RAFFLE
CEU'S AVAILABLE FOR ALL NURSING LICENSES
Thank You ;}