

COLUMBIA UNIVERSITY MAILMAN SCHOOL OF PUBLIC HEALTH


USING SOCIAL MEDIA TO RECRUIT MSMs FOR CLINICAL CARE

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Project S.T.A.Y. (Services to Assist Youth)

- Funding support provided by the NYS Department of Health, AIDS Institute
- Primary affiliations:
 - Columbia University's Mailman School of Public Health and New York Presbyterian Hospital
- Specialized Care Center
 - Comprehensive medical and psychosocial services to Youth 13-24 living with HIV
 - Integrated into a DAC at NYP, the Comprehensive Health Program



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Project S.T.A.Y. (Services to Assist Youth)

Youth Access Program:

- Community outreach and venue-based HIV/STI screening conducted by professional staff
- Referral to a Young Adult Continuity Care Clinic at NYP for STI treatment, PrEP, vaccinations, primary care, mental health counseling, etc.
- Referral to SCC for HIV specialty care



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New Directions in Client Recruitment

- Peer outreach workers engaged from ASC (Aids Service Center)
 - Engage YMSMs directly in community settings:
 - Clubs
 - Balls
 - Street outreach



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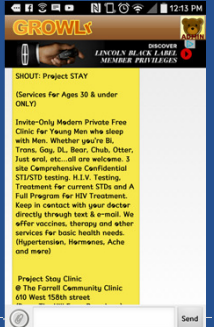
New Directions in Client Recruitment

- Indirect recruitment through Social Media

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Social Media

- "Shout-out" to MSMs under 30 who have signed on to Growlr and created a profile
- Max radius = 20 miles
- \$1 per mile
- Men receive a message from peer recruiter on the day of the clinic*
- Encouraged to text the clinic coordinator for more info and to set up an appointment



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Peer Recruiter – Brandon (“Pooh”)



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Message Content

- Good Mornin Handsome!
- Project Stay is a once a week program for Gay/BI/etc Men, to receive FREE Healthcare services, Check ups, and Meds in a private clinic
- Some provided services
 - *P.R.E.P. (Reduces Chances of being infected with H.I.V. by 90% with a once a day pill)
 - *PE.P (May prevent you from becoming HIV+ if you think you've been exposed)
 - *Complete physical
 - *3 site STI test
 - *BloodWork
 - *Treatment for Chronic Illnesses (STDs, Asthma,)
 - *Acne
 - *Hormone Therapy
 - *Vaccinations (Flu, HPV, Hep A & B etc)
- *Services For HIV+ Men who are NOT connected to care

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Message Content

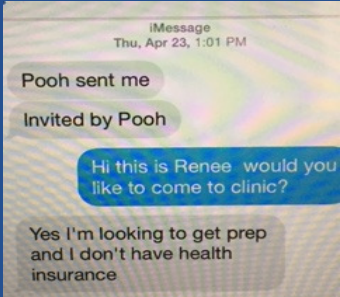
- Offer only available to Men 30 & under!
- Free Transportation & Escort Available! (Limited. Message Me Directly.)
- Project Stay @ Farrell Community Clinic
610 West 158th street
(Down The Hill From Broadway Ave)
Thursdays 2pm-6pm
- Set up appointments by texting "Pooh" to 30644 or Call/Text Renee @ 646-245-4000 (Tell Her "Invited by Pooh")
- I Train to 157th st
C Train to 155th st

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Sample Text Message Exchange

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Engagement



iMessage
Thu, Apr 23, 1:01 PM

Pooh sent me

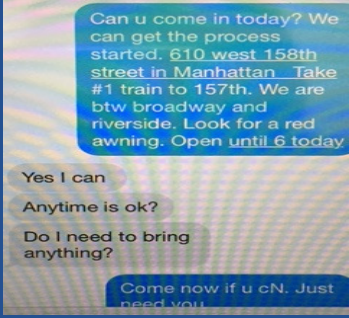
Invited by Pooh

Hi this is Renee would you like to come to clinic?

Yes I'm looking to get prep and I don't have health insurance

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Engagement



Can u come in today? We can get the process started. 610 west 158th street in Manhattan. Take #1 train to 157th. We are btw broadway and riverside. Look for a red awning. Open until 6 today

Yes I can

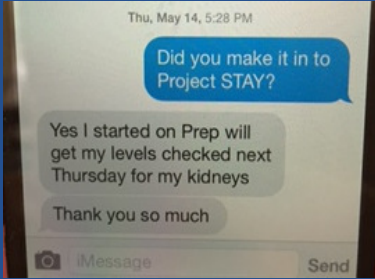
Anytime is ok?

Do I need to bring anything?

Come now if u cN. Just need you

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Follow-up



Thu, May 14, 5:28 PM

Did you make it in to Project STAY?

Yes I started on Prep will get my levels checked next Thursday for my kidneys


Thank you so much

iMessage Send

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Case Histories...


- James, 28 yo white MSM
- Responded to message on Growlr
- Drove to clinic after work from NJ
- **Has primary care provider, but had never been tested**
- All screens negative, baseline labs wnl
- Started on PrEP



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Case Histories


- Ali, 30 yo male emigrated from Pakistan
- Responded to message on Growlr
- Over 300 male partners
- **Married, 3 yo child, wife unaware of extra-curricular activities**
- Screens negative, baseline labs wnl
- Started on PrEP
- Referred to social work for additional counseling



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Case histories...

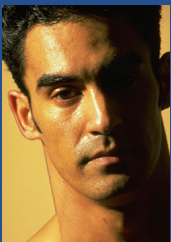
- Devon, 21 yo AA male, MSM
- Responded to message on Growlr
- RPR, CT, HIV (-)
- **Rectal GC (+), treated**
- Baseline labs wnl, started on PrEP



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Case histories...


- Cesar, 27 yo MSM
- **Tested (+) for syphilis** at Planned Parenthood in California shortly before re-locating to NYC
- Did not have time to get treated there
- Linked to care with us, treated
- HIV (-)
- 3 site screen, **anal GC (+), treated**
- Not s/a at present but "considering" PrEP



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Case histories...

- Jamaal, 22 yo AA MSM
- Received HIV+ diagnosis in Chicago shortly before re-locating to NYC
- **Did not know how to establish care**
- Linked to our clinic and engaged in care



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Challenges

- While some MSMs respond quickly, others may be in “pre-contemplation” phase, may need multiple messages over time before responding, or may need clarification and support
- Some MSMs unclear about getting to clinic...peer recruiter has had to meet at a central location and then escort

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Challenges

- Age restrictions
- Clinic hours and days
- “Message Fatigue”

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Lessons Learned

- Social media can be a powerful, in-expensive, tool to link high-risk and HIV (+) MSMs to care
- Particularly useful given that many MSMs:
 - Are not engaged in care
 - Or, are not in “user-friendly” care settings and, therefore, not receiving optimal services
 - Or, may be mobile and have not yet re-established care

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Lessons Learned

- Peer recruiters are invaluable; they can engage MSMs in unique ways, and can endorse the importance of clinical services
- Connections between peer recruiters and clients important but need receptive and responsive clinics* and clinic staff, as well

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Next Steps

- Our DAC is in the midst of “Practice Transformation” - providing more comprehensive services to seronegative individuals
- Will expand initiative to all age ranges
- Will expand clinic locations to multiple sites and days
- Will consider utilizing additional social media apps

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