



It's **REAL** to Me

*...BECAUSE WE
CAN'T DENY OUR
RESPONSIBILITY...*

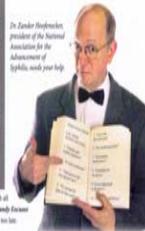
AMBER, 46



**HELP ME
SPREAD
SYPHILIS!**
*Do Your Part to Help Make
Syphilis America's Past.*

If you suspect you have syphilis but don't want to go through all the bother of testing out, the blood test program is a lot of blood to draw. But will keep you in the dark about your condition until it's too late. Collect Blood For Me! Thank them with your friends!

- 1. "Thank you syphilis expert!"
- 2. "We need a good..."
- 3. "I've always been about here!"
- 4. "I've learned the lesson to live with it!"
- 5. "It's a hard to get used..."
- 6. "The business about it..."
- 7. "I've probably to be in..."



Dr. Lander Hoffmaster, president of the National Association for the Advancement of Syphilis, with your help.



**Houston Department of
Health and Human Services**

ADAPTATION AND TAILORING OF THE HIV: IT'S REAL CAMPAIGN FOR MSM

**Implications for HIV Prevention
Programs and Planning**

**Presentation to Houston Gay HIV
Prevention Community Meeting**

Thursday, March 1, 2007

CHALLENGE: PERCEPTION IS REALITY

“As terrible as this sounds, there was a time when it was cool to be an HIV positive gay man...you were the ‘in thing.’ Now, I don’t see us having any identity at all.”

Houston gay key informant



Summary of Data Collection Activities

STRATEGY	NUMBER OF ENCOUNTERS	NUMBER OF CONTACTS	DATA RECEIVED
GLBT Community Leader Survey	12	12	Community norms and perceptions
Face to Face intercepts	7	33	Community norms, perceptions and KABB
Web-based intercepts	1	122	Community norms, perceptions and KABB
Focus Groups	16	120	Validate Community norms, perceptions and KABB
TOTAL	36	287	



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Syphilis America's Past.

If you suspect you have syphilis but don't want to go through all the bother of finding out, the AHS has prepared a list of health fairs where you will bring up to the doctor about your condition and if you have called about the issue! Thank them with your friends!

- 1. "Thank you syphilis awareness!"
- 2. "We need a good..."
- 3. "I've never heard about this..."
- 4. "I've heard the doctor is here again!"
- 5. "I've heard the doctor is here again!"



Dr. Lester Hoffmeyer, president of the National Association for the Advancement of Syphilis, with your help.

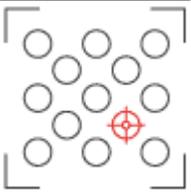


**Houston Department of
Health and Human Services**

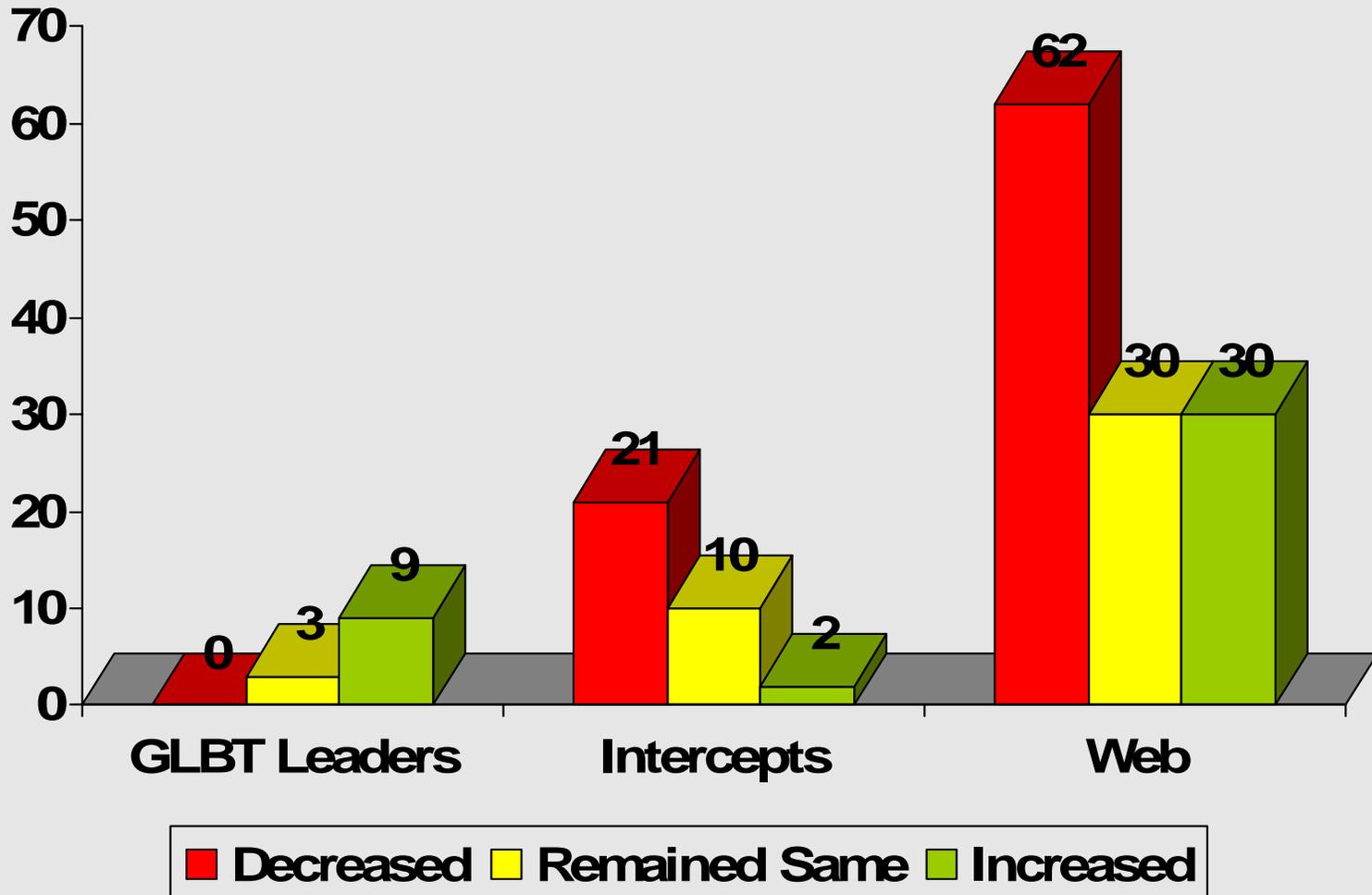
Critical Issues and implication for HIV prevention planning and program implementation

ISSUE #1

GLBT leaders and community members have opposite perceptions of acceptance of gay men in Houston.

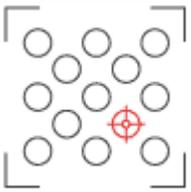


The overall acceptance of gay men within the greater Houston area.

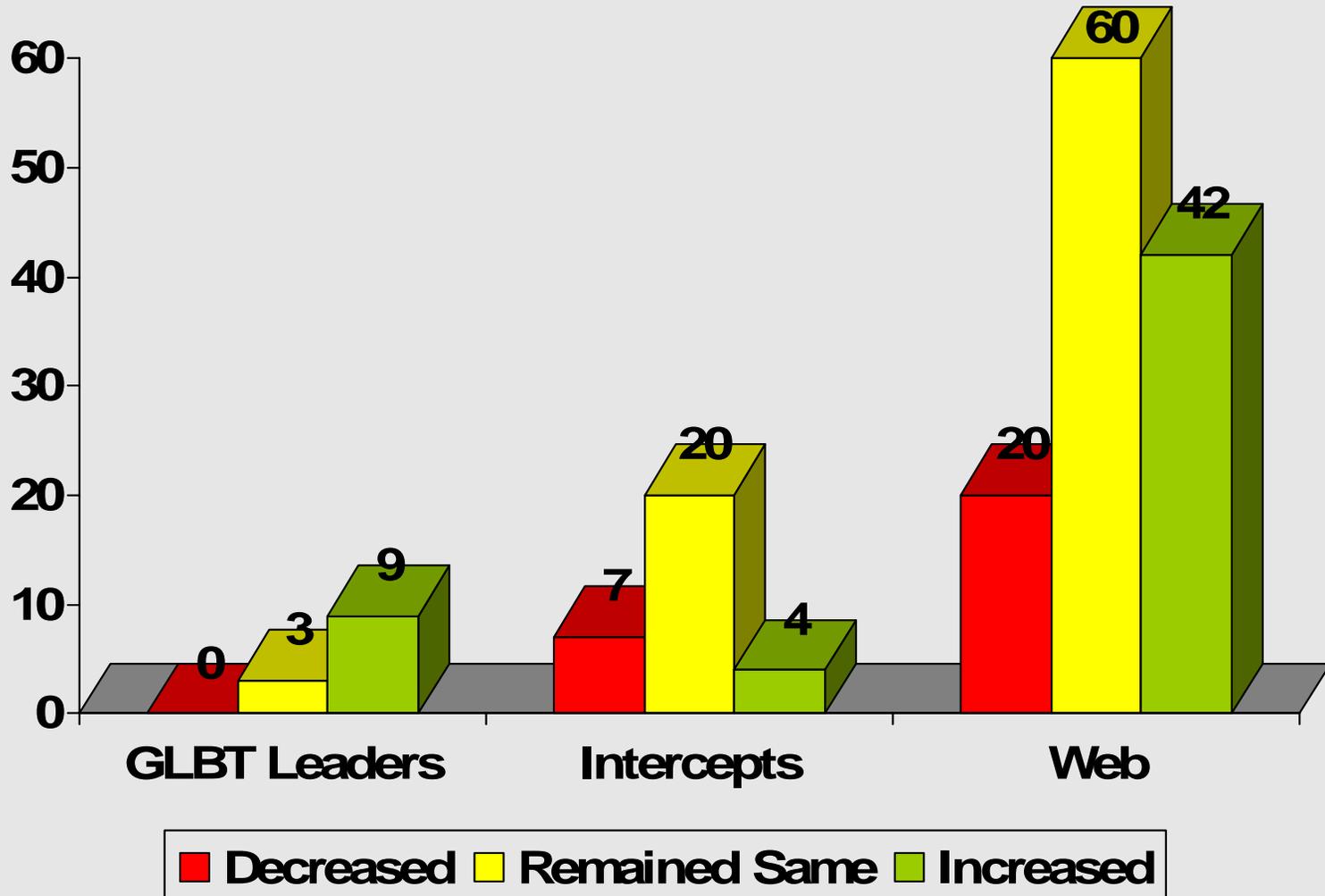


ISSUE #2

GLBT leaders and community members have opposite perceptions of number of gay men living with HIV/AIDS.

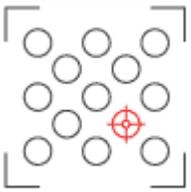


The number of gay men who are living with HIV/AIDS.

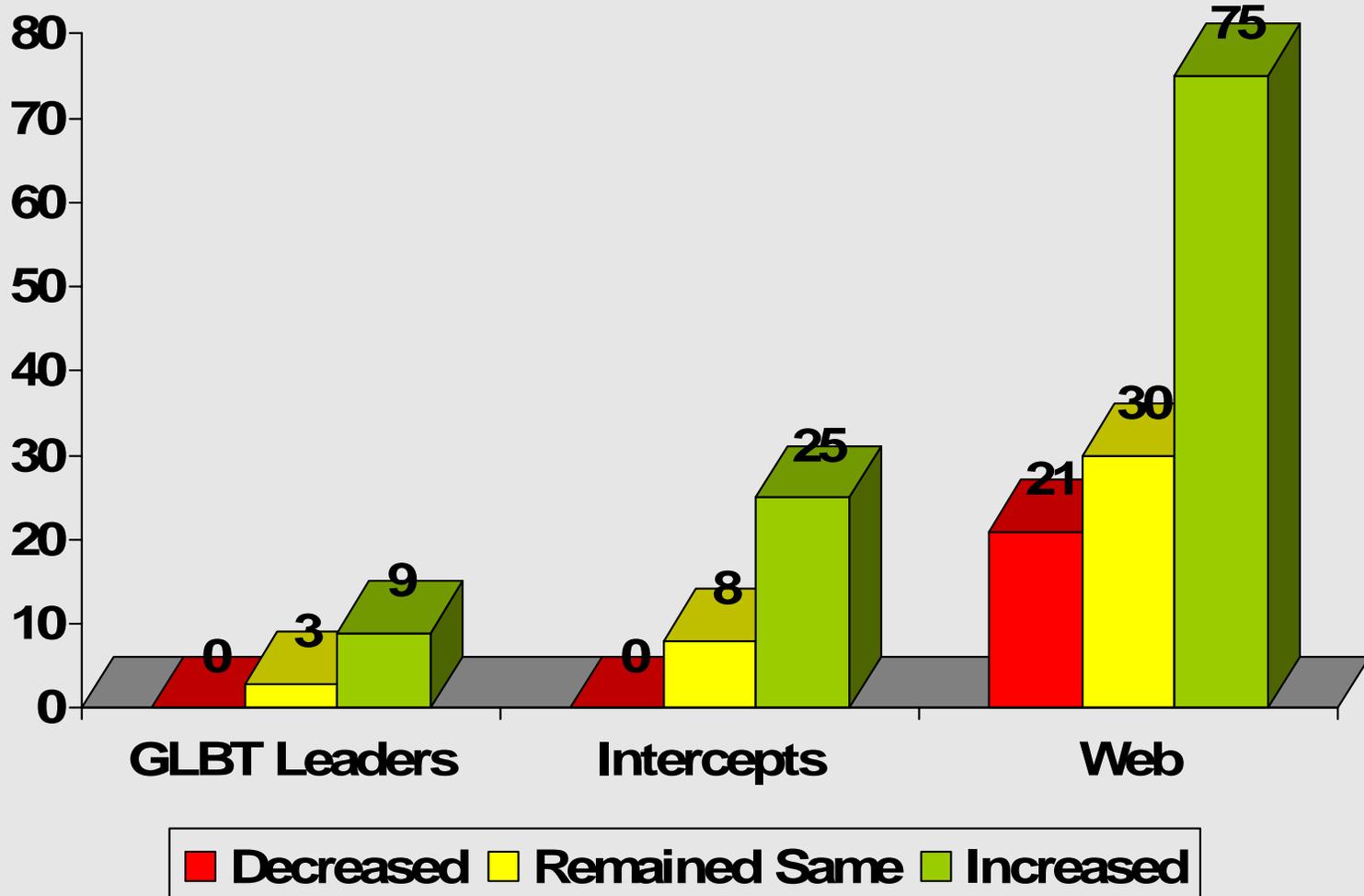


ISSUE #3

Substance abuse is perceived as a growing problem among gay men in Houston.

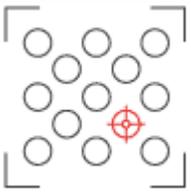


The number of gay men who are substance abusers.

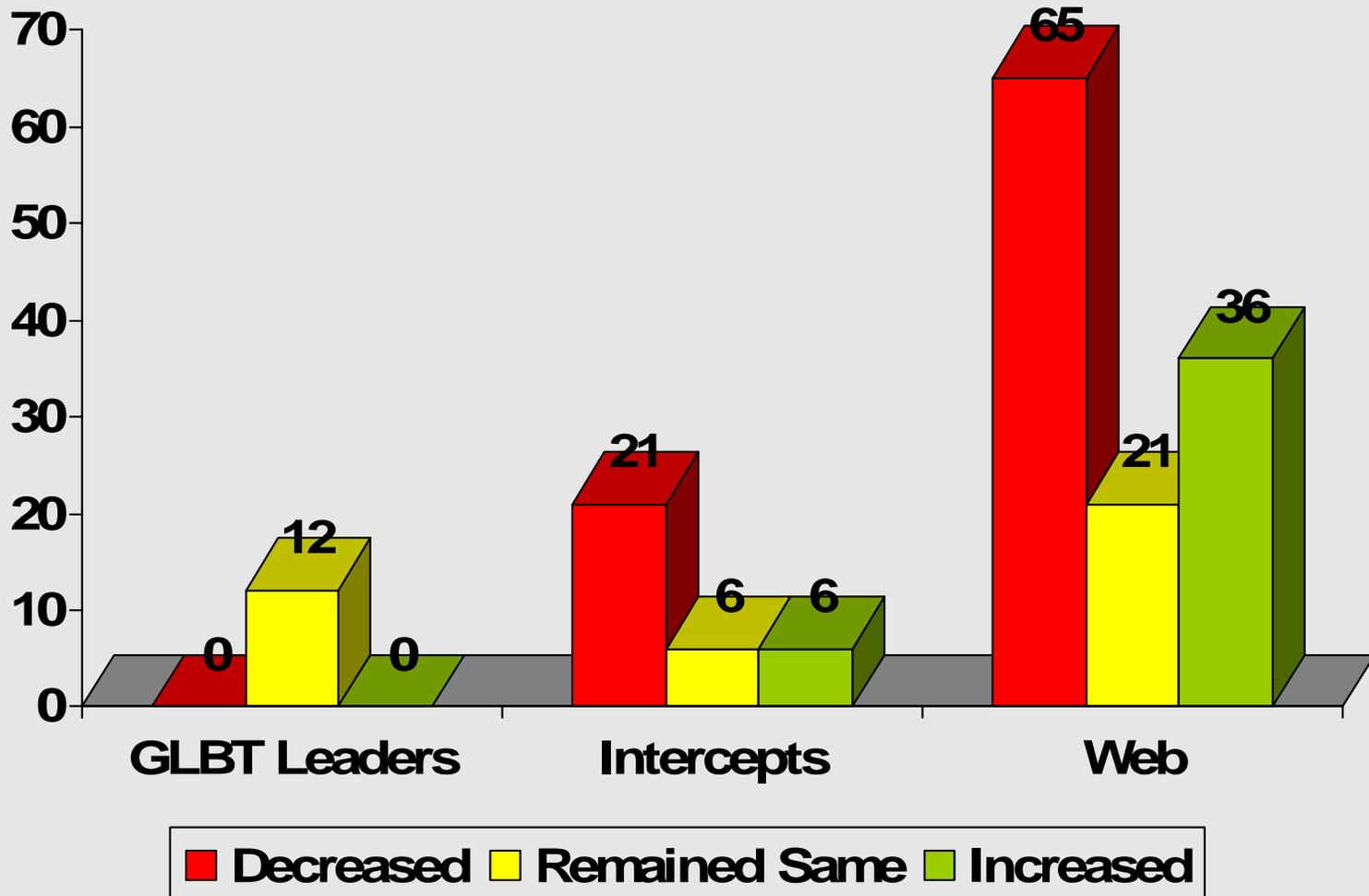


ISSUE #4

There is an overall perception of lack of available of social service and support programs for gay men.

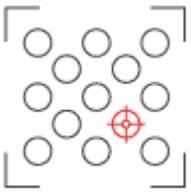


The availability of social services and empowerment programs targeted to gay men.

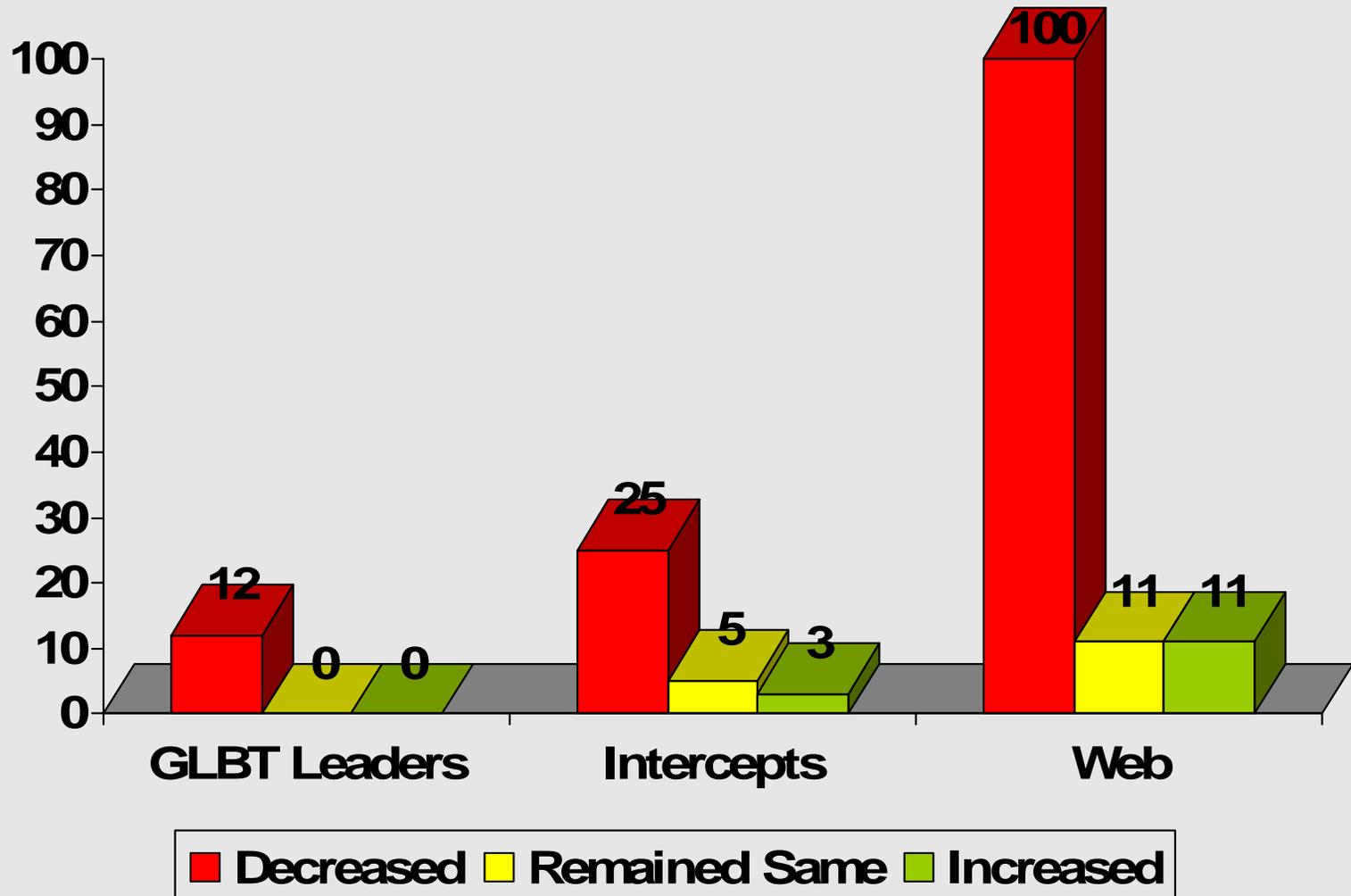


ISSUE #5

HDHHS (and its funded programs) are perceived as being uninvolved in health promotion services for gay men.

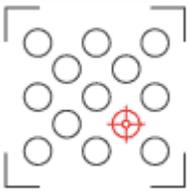


The involvement of the Houston Department of Health and Human Services in health promotion activities targeting gay men.

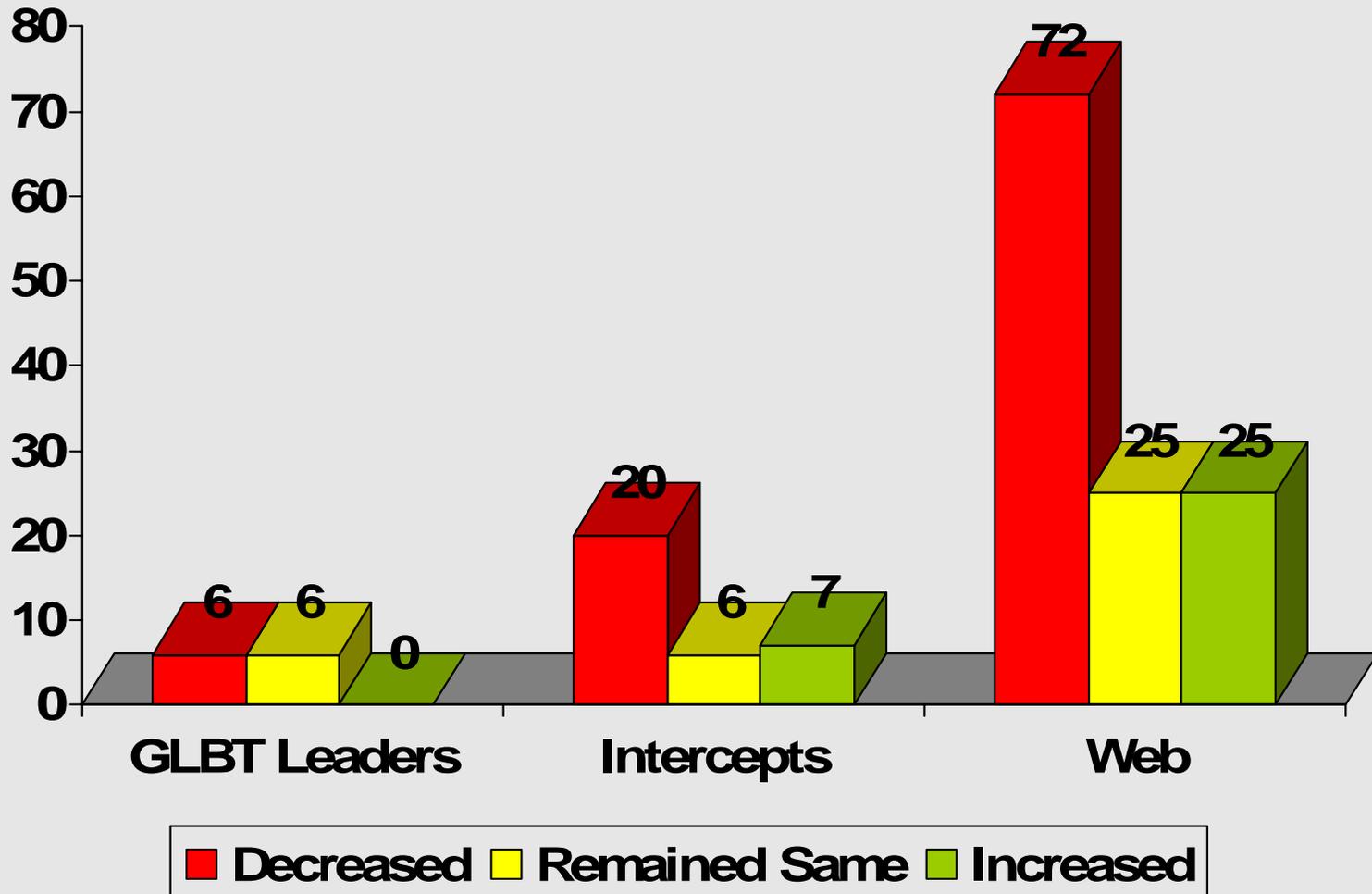


ISSUE #6

Gay men perceive decreased availability
of free HIV testing services.

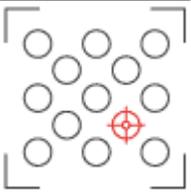


The availability of free HIV testing services specifically targeted to gay men.

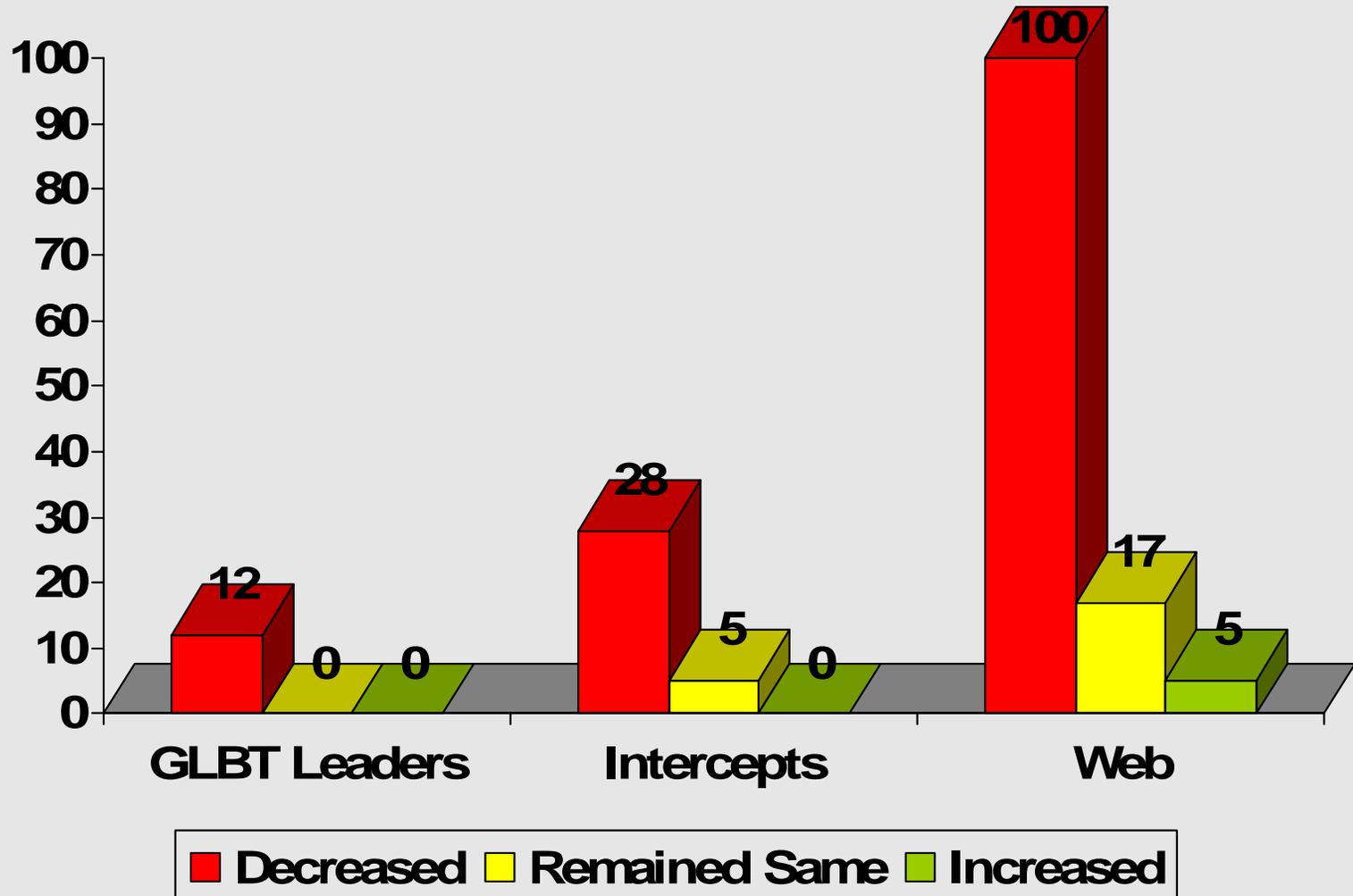


ISSUE #7

Community members perceive decreased availability of condoms at bars, clubs and other gay establishments.



The availability of free condoms at bars, clubs and other gay community establishments.



ISSUE #8

Participants self-reported low knowledge of basic HIV/AIDS knowledge facts and prevention strategies.

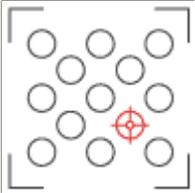


Table 4 -Summary of self-reported knowledge triggers for MSM study group participants.

	How much do you know about how HIV is spread? (1 = low 5 = high)	How much do you know about how HIV is treated? (1 = low 5 = high)	How much do you know about how where to get tested for HIV?? (1 = low 5 = high)	How much do you know about how HIV can be prevented? (1 = low 5 = high)
African-American MSM <25	3.8	3.4	3.9	4.3
African-American MSM >25	4.5	4.2	4.3	4.3
Hispanic / Latino <25	3.5	3.1	3.1	3.7
Hispanic / Latino MSM >25	4.0	3.9	4.2	4.2
White MSM < 25	3.2	3.3	3.7	3.7
White MSM > 25	3.5	3.8	3.2	4.1

ISSUE #9

Respondents prioritize many other issues as higher than HIV/AIDS.

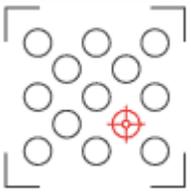


What is the most important issue facing the gay community in Houston?

1. Coming out issues
2. Substance Abuse
3. Erosion of the gay community
4. Homophobia
5. Stigma
6. Lack of cohesion
7. Lack of identified gay area
8. Stereotyping
9. Lack of "hang outs"
10. HIV/AIDS (Never identified in young MSM focus group)

ISSUE #10

Gay men use the Internet to identify sex partners.



Several internet websites, portals and chatrooms were identified as visited frequently

- HIV positive and young gay men listed the Internet as their ***method of choice*** for meeting partners.
- Specific sites identified
 - Adam4Adam.com
 - American Online
 - Bigmuscle.com
 - Black Gay Chat
 - Men4Now.com
 - Gay.com
 - Manhunt.com
 - Yahoo Messenger

QUESTIONS

Illuminating Opportunities



SUMA
PARTNERS



Implementing Results

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