



It's **REAL** to Me

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

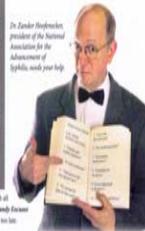
AMBER, 46



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

If you suspect you have syphilis but don't want to go through all the bother of finding out, the AHA 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 AHA! Thank them with your friends!

- 1. "Thank you syphilis awareness!"
- 2. "We need a sign!"
- 3. "I need more information about this disease!"
- 4. "I need more information about this disease!"
- 5. "I need more information about this disease!"
- 6. "I need more information about this disease!"
- 7. "I need more information about this disease!"
- 8. "I need more information about this disease!"
- 9. "I need more information about this disease!"
- 10. "I need more information about this disease!"



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



Houston Department of
Health and Human Services

FORMAL UPDATE

Formative Research to Adapt and Tailor HIV and STD Prevention Media Campaigns for Men Who Have Sex With Men (MSM)

September 18, 2006

Agenda

- **CONTEXT:** Critical issues and key findings
 - Community Leaders from Environmental scan
 - Web-based intercepts
 - Face to face intercepts
 - Internet intercepts
- **RECOMMENDATIONS:** Adapting and tailoring HC/PI campaigns
 - Syphilis Radio PSA
 - Syphilis print media campaign
 - HIV: It's Real Radio PSA
 - HIV: It's Real print media campaign

Summary of Data Collection Strategies

STRATEGY	NUMBER OF ENCOUNTERS	NUMBER OF CONTACTS	DATA RECEIVED
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	



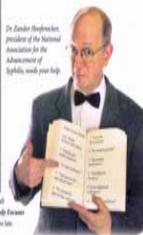
It's **REAL** to Me

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AMBER, A6



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*Dr. Lester Hoffmeyer,
president of the National
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If you suspect you have syphilis but don't want to go through all the bother of testing out, the A6A has prepared a list of health fairs where you will keep you in the dark about your condition until it's too late. Collect them like them! Track them with your friends!

- 1. **"What's your syphilis exposure?"**
If you think you may have been exposed to syphilis, you should get the test quickly for the best results.
- 2. **"What's your goal?"**
When you visit a doctor or clinic, be sure to explain to them what you want. You may need to get a blood test and a urine test. You may also need to get a blood test to check for syphilis. You may also need to get a blood test to check for syphilis.
- 3. **"What's your doctor about syphilis?"**
If you suspect you have syphilis, you should get the test quickly for the best results. You may need to get a blood test and a urine test. You may also need to get a blood test to check for syphilis.
- 4. **"What's your doctor about syphilis?"**
If you suspect you have syphilis, you should get the test quickly for the best results. You may need to get a blood test and a urine test. You may also need to get a blood test to check for syphilis.
- 5. **"What's your doctor about syphilis?"**
If you suspect you have syphilis, you should get the test quickly for the best results. You may need to get a blood test and a urine test. You may also need to get a blood test to check for syphilis.



**Houston Department of
Health and Human Services**

ENVIRONMENTAL SCAN

Critical Issues and Key Findings



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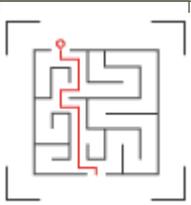
If you suspect you have syphilis but don't want to go through all the bother of finding out, the ASHA has prepared a list of health fairs where you will bring up to the doctor about your condition and if you have called about the book! Thank them with your friends!

- 1. "Thank you syphilis awareness!"
Thank ASHA for their book and for the information it provides on how to help fight the silent epidemic of syphilis.
- 2. "We need a book!"
When you read about syphilis and realize it is a disease that can be prevented, you will want to share this information with your friends and family. Get a copy of the book for yourself and for others who need to know about it.
- 3. "I'd like to see the book about syphilis!"
If you are interested in the book, please contact ASHA at 1-800-458-5232. They will send you a copy of the book and a list of health fairs where you can get a copy.
- 4. "I've read the book to my friends!"
Thank ASHA for their book and for the information it provides on how to help fight the silent epidemic of syphilis.
- 5. "It's a book to get lost!"
If you are interested in the book, please contact ASHA at 1-800-458-5232. They will send you a copy of the book and a list of health fairs where you can get a copy.
- 6. "The book is so good!"
Thank ASHA for their book and for the information it provides on how to help fight the silent epidemic of syphilis.
- 7. "I've read the book to my friends!"
Thank ASHA for their book and for the information it provides on how to help fight the silent epidemic of syphilis.

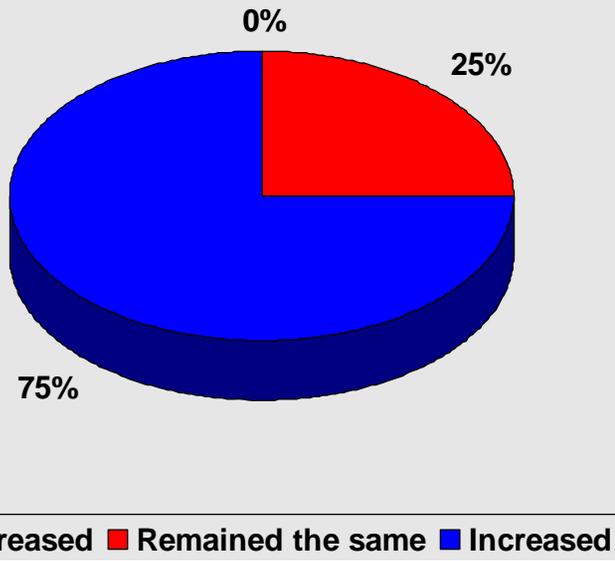


**Houston Department of
Health and Human Services**

THEME #1
**ACCEPTANCE OF
THE GAY
COMMUNITY**



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



Key Findings

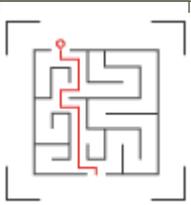
The overall perception of the gay community leaders was that overall, acceptance of gay men in the Houston area has increased. Many indicated from their perceptions and or work, society continued to accept gay men more than in the past. This was despite recent passage of a Texas constitutional amendment restricting marriage for gays and lesbians.

Verbatim Quotes

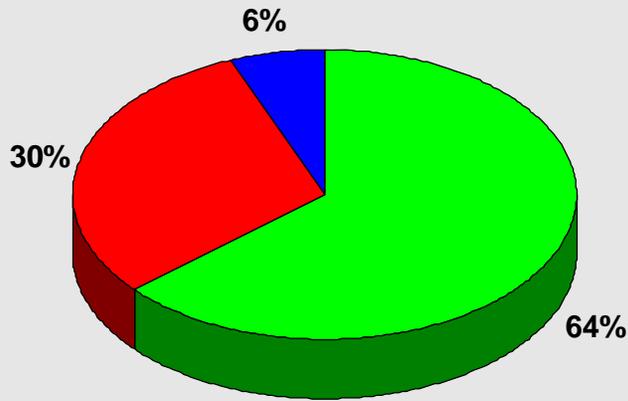
“Yes overall things have really gotten better. After all, Annise Parker and Sue Lovell are at City Hall.”

“The media continues to show supportive images of gays, I think that’s having an affect.”

N=12



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

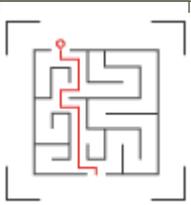


Decreased Remained the same Increased

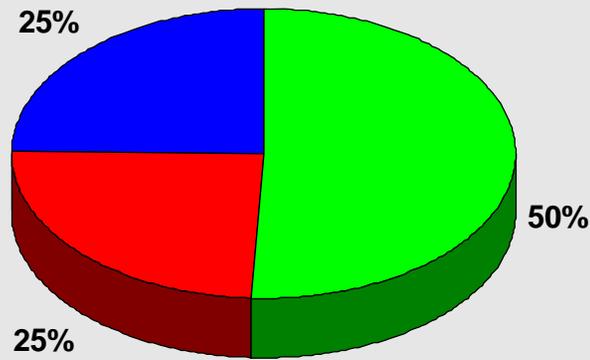
N=33

Key Findings

The intercept cohort overall perceived a decrease in acceptance for gay men in Houston.



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



■ Decreased ■ Remained the same ■ Increased

Key Findings

The cohort overall perceived a decrease in acceptance for gay men in Houston.

N=122



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AMBER, 46



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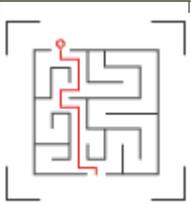
If you suspect you have syphilis but don't want to go through all the bother of finding out, the NAAAS has prepared a list of health fairs where you will bring you to the doctor about your condition and if you have called about the book! Thank them with your friends!

- 1. "Thank you syphilis expert!"
- 2. "It's a book to get lost!"
- 3. "It's a book to get lost!"
- 4. "It's a book to get lost!"
- 5. "It's a book to get lost!"
- 6. "It's a book to get lost!"
- 7. "It's a book to get lost!"
- 8. "It's a book to get lost!"
- 9. "It's a book to get lost!"
- 10. "It's a book to get lost!"

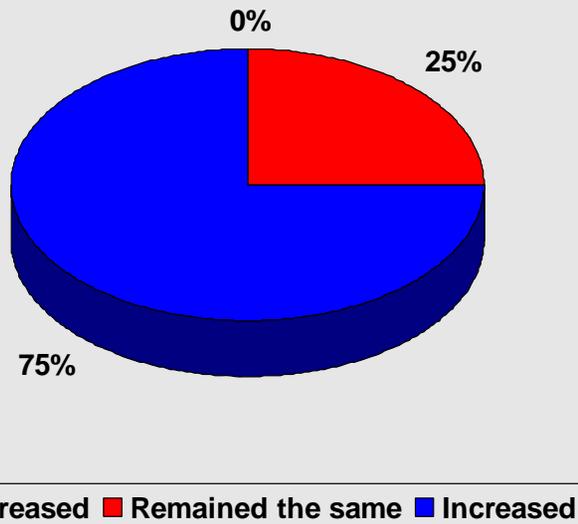


**Houston Department of
Health and Human Services**

THEME #2
**PERCEPTION OF
HIV/AIDS IN THE
GAY COMMUNITY**



The number of gay men living with HIV/AIDS.



N=12

Key Findings

The overall perception of the gay community leaders was that overall, HIV continues to increase.

Leaders discussed challenges of educating a new generation of gay men and other challenges.

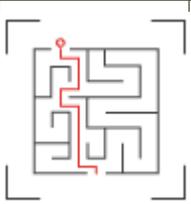
Verbatim Quotes

“There are so many young gay men that don’t seem to get it.”

“Clubs have to play a greater role in educating gay men.”

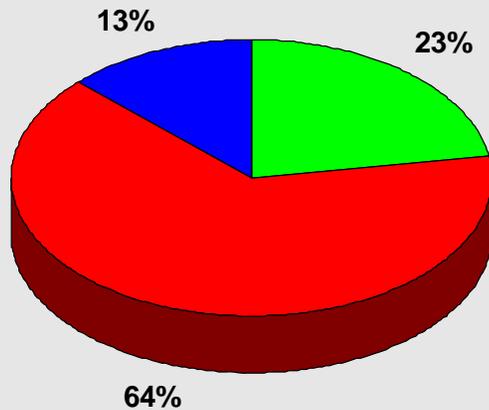
“in my opinion Black gay men, never started using condoms, so I guess things a pretty much the same as they were 10 years ago.”

“Our communities tried the safer sex messages. Now I seem to hear more about bearbacking parties”



The number of gay men living with HIV/AIDS.

Key Findings

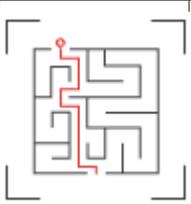


■ Decreased ■ Remained the same ■ Increased

The intercept cohort perceived no change in the number of men living with HIV/AIDS.

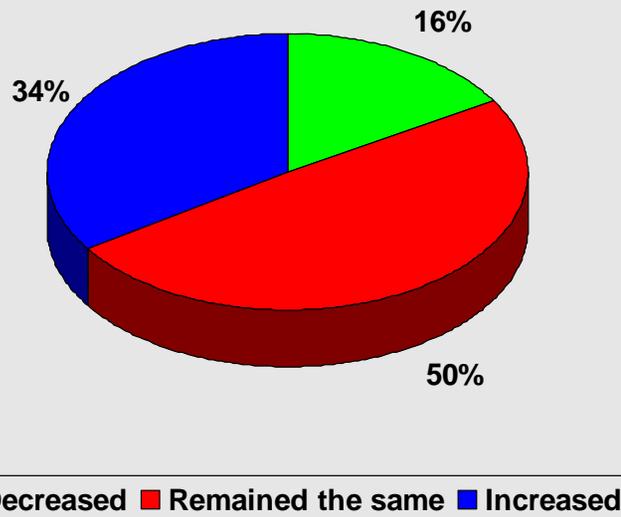
This could be a surrogate indicator of risk taking behavior in this group (if one perceives less risk, one might be less likely to engage in risk reduction activities).

N=33



The number of gay men living with HIV/AIDS.

Key Findings



The cohort perceived no change in the number of men living with HIV/AIDS.

This could be a surrogate indicator of risk taking behavior in this group (if one perceives less risk, one might be less likely to engage in risk reduction activities).

N=122



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AMBER, 16



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If you suspect you have syphilis but don't want to go through all
the bother of finding out, the SDA has prepared a list of health fairs
that will keep you in the dark about your condition until it's too late.
Collect them! Use them! Trade them with your friends!

- 1. "Thank you syphilis awareness!"
I'm glad that you have been made aware of the symptoms and
how to get the most out of the test.
- 2. "We need a sign!"
I'm glad that you have been made aware of the symptoms and
how to get the most out of the test.
- 3. "I need a sign to put in my car!"
I'm glad that you have been made aware of the symptoms and
how to get the most out of the test.
- 4. "I need a sign to put in my car!"
I'm glad that you have been made aware of the symptoms and
how to get the most out of the test.



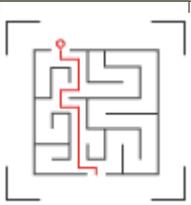
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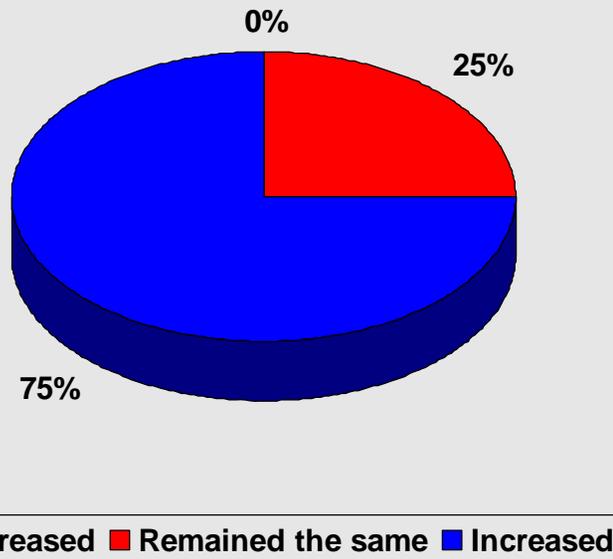
Houston Department of
Health and Human Services

THEME #3

SUBSTANCE ABUSE IS A GROWING PROBLEM



The number of gay men who are substance users.



N=12

Key Findings

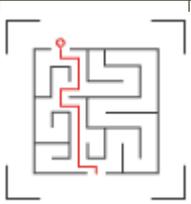
The overall perception of the gay community leaders was that substance use is on the increase

Challenge/Opportunity

Crystal methamphetamine will present challenges to HIV prevention efforts. Campaigns should also address IDU exposure and sexual exposure simultaneously..

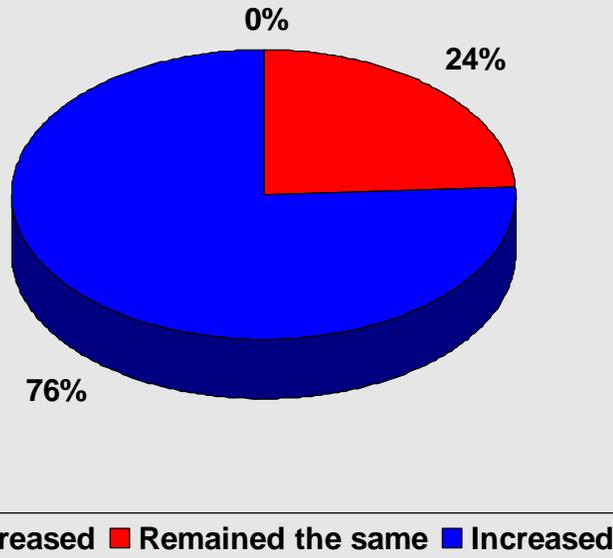
Verbatim Quotes

“Whether its X or crystal, I know there are guys in here buzzed out of their minds.”



The number of gay men who are substance users.

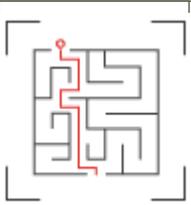
Key Findings



The intercept cohort perceived substance abuse as a growing problem for gay men.

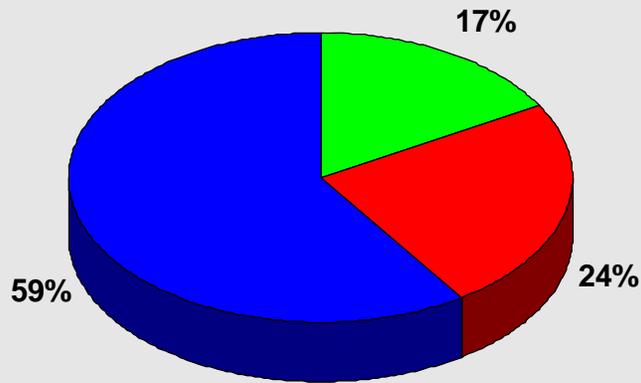
This could be a surrogate indicator of self-identified risky activity.

N=33



The number of gay men who are substance users.

Key Findings



■ Decreased ■ Remained the same ■ Increased

The cohort perceived substance abuse as a growing problem for gay men.

This could be a surrogate indicator of self-identified risky activity.

N=122



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- 1. "Thank you syphilis awareness?"
- 2. "What is syphilis?"
- 3. "What are the signs?"
- 4. "What are the symptoms?"
- 5. "What are the treatments?"
- 6. "What are the complications?"
- 7. "What are the prevention methods?"
- 8. "What are the testing methods?"
- 9. "What are the resources?"
- 10. "What are the support groups?"
- 11. "What are the educational materials?"
- 12. "What are the community events?"
- 13. "What are the volunteer opportunities?"
- 14. "What are the fundraising ideas?"
- 15. "What are the social media strategies?"
- 16. "What are the public relations plans?"
- 17. "What are the marketing campaigns?"
- 18. "What are the outreach programs?"
- 19. "What are the advocacy efforts?"
- 20. "What are the policy recommendations?"



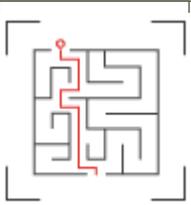
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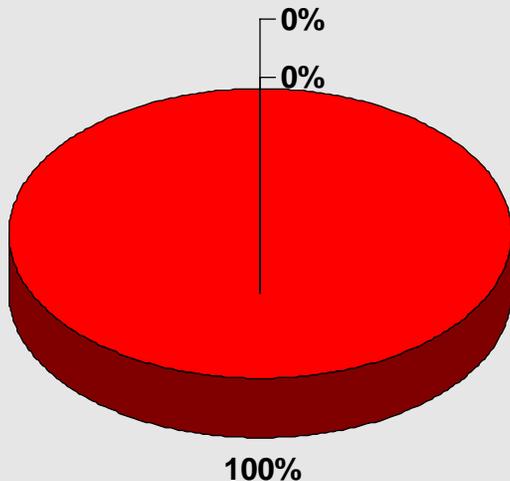
**Houston Department of
Health and Human Services**

SECTION #4

HIV PREVENTION INFRASTRUCTURE



The availability of social service and empowerment programs for gay men.



■ Decreased ■ Remained the same ■ Increased

N=12

Key Findings

The overall perception of the gay community leaders was that overall, there was no change in the availability of social service and empowerment programs of gay men.

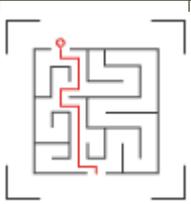
Challenge/Opportunity

Leaders thought out loud about possibilities of continuing to use non HIV organizations to deliver HIV prevention messages.

Verbatim Quotes

“I’ve seen condoms distributed during the pride parade We can all do our part.”

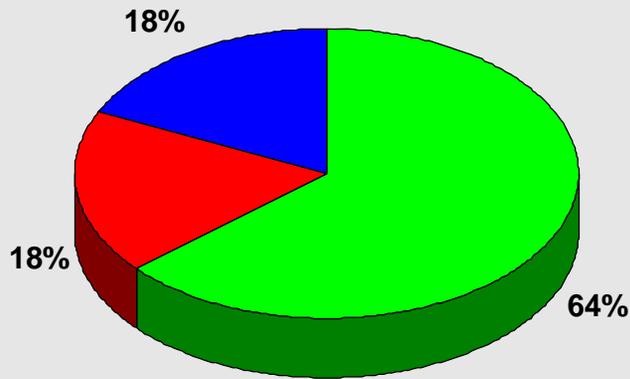
“What happened to the condom bowls?”



The availability of social service and empowerment programs for gay men.

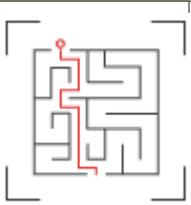
Key Findings

The intercept cohort perceived less social service programs for gay men.



■ Decreased ■ Remained the same ■ Increased

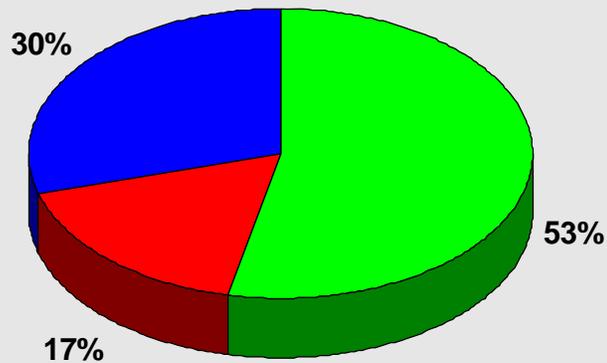
N=33



The availability of social service and empowerment programs for gay men.

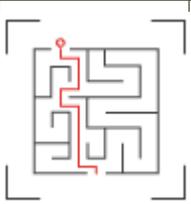
Key Findings

The cohort perceived less social service programs for gay men.

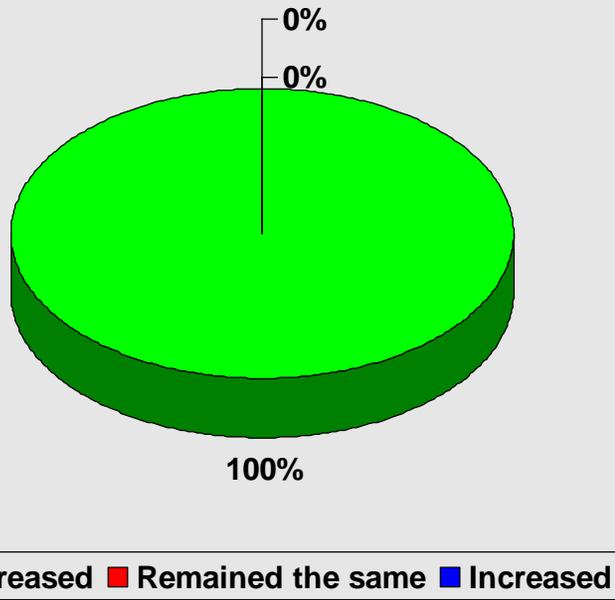


■ Decreased ■ Remained the same ■ Increased

N=122



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



N=12

Key Findings

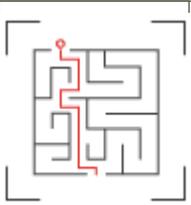
The overall perception of the gay community leaders was that overall, HDHHS is less involved in HIV prevention efforts for gay men.

Verbatim Quotes

“Can you tell me, do gay people work at the health department? I don’t know who’s in charge.”

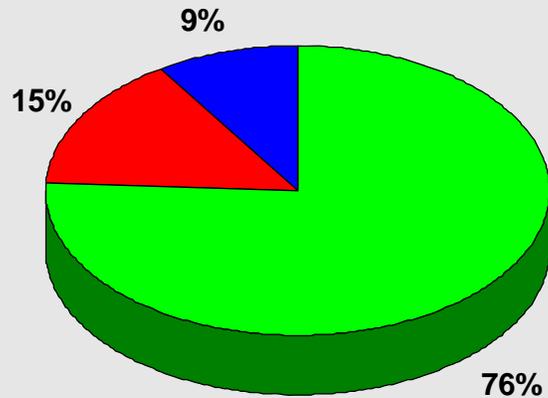
“Quite frankly, I’ve never understood what they do. I’ve heard that they actually compete with community organizations for funding. That doesn’t seem like a very fair fight.”

“I have never felt that the health department’s efforts were relevant.”



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

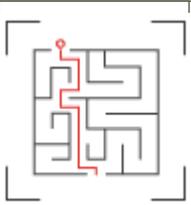
Key Findings



The intercept cohort perceived decreased involvement from HDHHS.

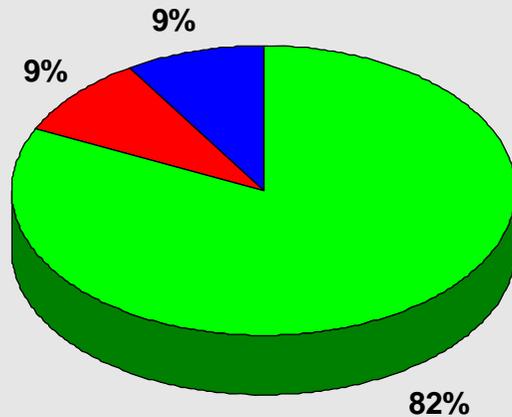
■ Decreased ■ Remained the same ■ Increased

N=33



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

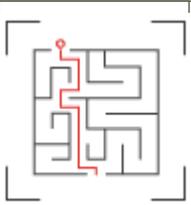
Key Findings



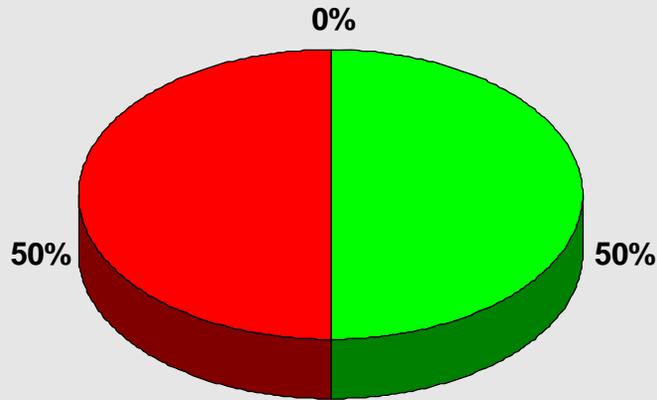
The perceived decreased involvement from HDHHS in HIV prevention efforts targeted to gay men.

■ Decreased ■ Remained the same ■ Increased

N=122



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



■ Decreased ■ Remained the same ■ Increased

N=12

Key Findings

The overall perception is that availability of free testing for gay men has decreased.

Challenge/Opportunity

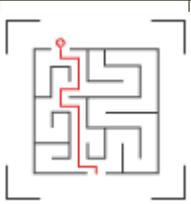
Stressing the availability of HIV testing and new testing technologies may be valuable during the messaging phase of the campaign.

Verbatim Quotes

“I remember we printed an article about the State of Emergency for African-Americans. I can’t remember the last time we talked about funding specifically for gay men.”

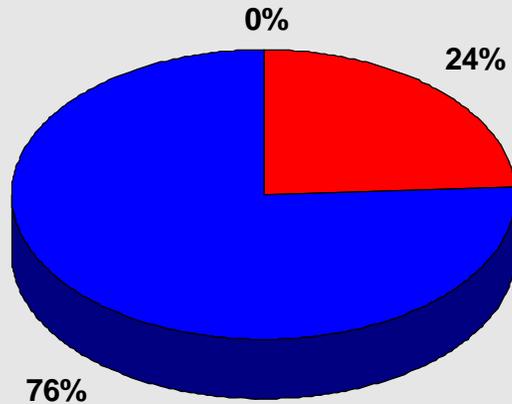
“Is there such thing as free testing? Everyone I send to Agency X is always asked to pay \$60.”

“it really scares me but it seems that here at the establishment, talking about HIV has become taboo again. People just want to be able to have as much sex as they want and worry about consequences later.”



The number of gay men who are substance users.

Key Findings

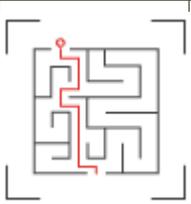


■ Decreased ■ Remained the same ■ Increased

The intercept cohort perceived substance abuse as a growing problem for gay men.

This could be a surrogate indicator of self-identified risky activity.

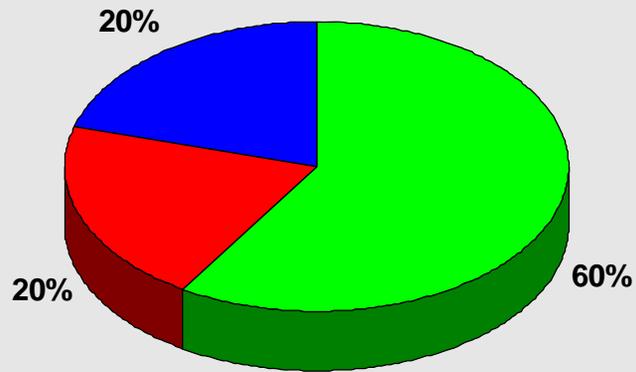
N=33



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

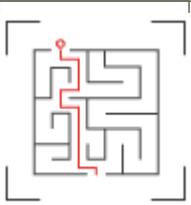
Key Findings

The perceived free HIV testing being less available for gay men in Houston.

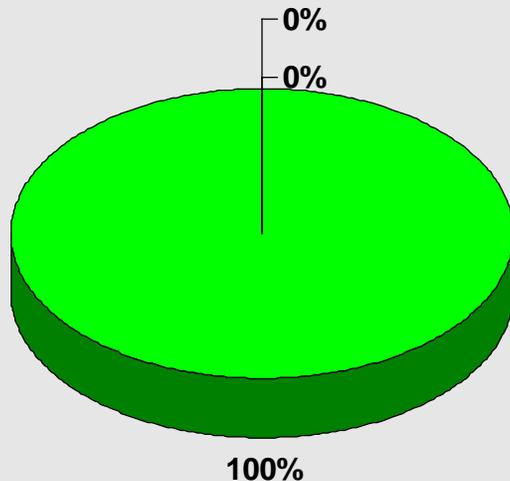


■ Decreased ■ Remained the same ■ Increased

N=122



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



■ Decreased ■ Remained the same ■ Increased

N=12

Key Findings

The overall perception of the gay community leaders was that availability of free condoms at bars and other gay establishments has decreased.

Challenge/Opportunity

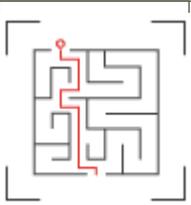
HDHHS, working with its CBOs, should attempt to increase outreach and education programs at bathhouses and bars..

Verbatim Quotes

“Our owner doesn’t allow that stuff in here anymore. I really don’t know why.”

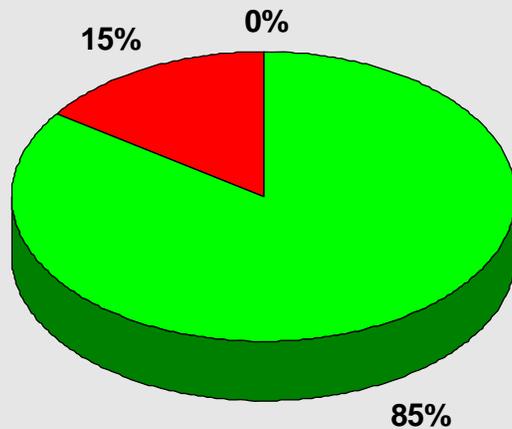
“I try to have some available when I can.”

“Offering it for free would impact my bottom line”



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

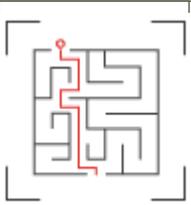
Key Findings



The intercept cohort perceived less free condoms available at gay community establishments.

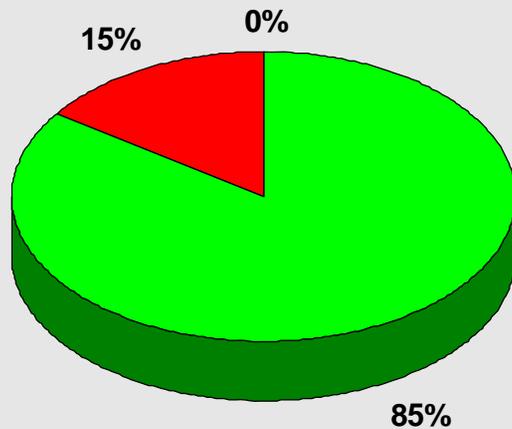
■ Decreased ■ Remained the same ■ Increased

N=33



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

Key Findings



The cohort perceived less free condoms available at gay community establishments.



N=122



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RESPONSIBILITY...

AMBER, 46



HELP ME
SPREAD
SYPHILIS!

Do Your Part to Help Make
Syrphilis America's Disease!

If you suspect you have syphilis but don't want to go through all
the bother of finding out, the STDs test program is a lot of benefit because
it will keep you in the dark about your condition until it's too late.

Collect Blood for Blood! Track them with your friends!

- 1. "Thank you syphilis awareness!"
- 2. "It's a hard to get tested!"
- 3. "It's a hard to get tested!"
- 4. "I've probably to be tested!"
- 5. "I've probably to be tested!"
- 6. "I've probably to be tested!"
- 7. "I've probably to be tested!"
- 8. "I've probably to be tested!"
- 9. "I've probably to be tested!"
- 10. "I've probably to be tested!"



Dr. Lester Hoffmeister,
president of the National
Association for the
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KEY FOCUS GROUP FINDINGS

The formative research identified key issues to drive data collection and synthesis.

- **KABB issues to address**
 - Which areas of knowledge, attitudes and perceptions about HIV or prevention strategies or behaviors to emphasize and address with HC/PI campaigns targeting the MSM subgroups.
- **Secondary issues**
 - What, if any, secondary issues directly or indirectly impact HIV risk taking behaviors or serve as a barrier to effective prevention.
- **Resonating themes**
 - What core themes resonate with the MSM subgroup, and hence may provide an opportunity to infuse HC/PI information through social networks.

The formative research identified key issues to drive data collection and synthesis.

- **High-yield electronic media venues**
 - Which radio, television and Internet websites would most impact the MSM subgroups. These venues were mentioned most frequently during focus group sessions.
- **High-yield print media venues**
 - Which periodicals would provide the greatest impact for the MSM subgroups.
- **Billboard placement**
 - Assuming billboards would continue to be one communication channel utilized for the HC/PI initiative, participants were asked to describe where they'd expect or want to see a billboard with the prevention message.



The formative research identified key issues to that drove data collection and synthesis.

“I haven’t seen anything that is really targeting me. All the HIV information is targeted to those gay guys at a club or something.”

DL identifying MSM

“I think the best place would be that billboard that sits right on top Mary’s. Everyone would see it there.”

White MSM

“You have to remember that we’re the IPOD generation, almost everyone has one. It would be great to develop messages that are incorporated into some of the songs or videos we download.”

White YMSM

“There are plenty of Cantinas along Telephone road. Put a big billboard right to side of one of them.”

Latino MSM



For MSM focus group participants, knowledge of HIV treatment was self-identified as an area of weakness.

SYNOPSIS

Focus group participants completed a pre-group questionnaire which collected general demographic information. To determine message delivery indicators, 4 questions address KABB on HIV transmission, treatment, testing and prevention.

FINDINGS

- African-American MSM >25 self identified as most knowledgeable, followed by Latino MSM >25.
- Knowledge of HIV testing locations was self-identified as the highest knowledge area (4.2)
- Treatment of HIV/AIDS rated lowest for all participant groups (including the HIV positive MSM subset).
- YMSM self-identified as being least knowledgeable in how HIV is spread (3.1)
- “DL” MSM subset self-identified how HIV can be prevented as a deficiency (3.5)

Factor	Aggregate rating
	1 = low 5 = high
How much do you know about how HIV is spread ?	3.9
How much do you know about how HIV is treated ?	3.8
How much do you know about how where to get tested for HIV?	4.2
How much do you know about how HIV can be prevented ?	4.1

Recommendation: HIV prevention messages targeting all MSM groups, especially YMSM, must continue to discuss HIV transmission risks and prevention strategies.

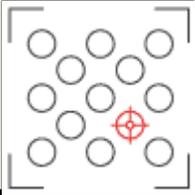


Table 3: At-a-glance summary of knowledge triggers, secondary issues, resonating themes, and communication channels for adaptation and tailoring of messages for MSM .

	AFRICAN-AMERICAN MSM <25	AFRICAN-AMERICAN MSM >25	HISPANIC / LATINO <25	HISPANIC / LATINO MSM >25	WHITE MSM < 25	WHITE MSM > 25
KABB ISSUES TO ADDRESS	Importance of early detection	Importance of early detection	Importance and where to receive HIV testing.	Importance of early detection	HIV transmission	HIV testing locations
SECONDARY ISSUES	Internalized homophobia Substance Abuse HIV/AIDS fatigue	Internalized homophobia Substance Abuse Sense of community	Internalized homophobia Machismo	Internalized homophobia Sense of community Native vs. Immigrant Latinos	Substance abuse	Crystal methamphetamine usage Sense of community HIV/AIDS fatigue
RESONATING THEMES	Linkages to by older MSM and family Cultural Pride	Empowerment Cultural Pride Self-determination	Cultural Pride Family connections	Cultural pride	Gay pride Connections to the community	Gay pride "Montrose" pride
HIGH-YIELD ELECTRONIC MEDIA VENUES	97.9 FM 104.5 FM UPN-20 BET/MTV	102.1 FM 95.7 FM UPN-20 KPRC-2	102.9 FM 101.5 FM MTV	102.9 FM 101.5 FM Univision	MTV KPRC-2	KPRC-2 LOGO-TV
HIGH-YIELD PRINT MEDIA VENUES	Adam4Adam.co Black Gay Chat	Adam4Adam.com Thugsforsex.com	Myspace.com	La Subasta	Gay.com Myspace.com	Montrose Voice Gay.com Manhunt.com
BILLBOARD PLACEMENT	Near Sharpstown Mall	Near Montrose Berryhill Bartinis	NRG Northline Mall	Northline Mall Navigation	Near Hollywood Diner Montrose Starbucks	"On top" Mar'ys Bar and Club JR's



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



Table 5: High priority venues and communication channels for reaching MSM.

	BARS AND CLUBS	INTERNET WEBSITES	NEWSPAPERS	OTHER VENUES	RADIO STATIONS	TELEVISION STATIONS
AFRICAN-AMERICAN MSM <25	Rich's EJ's Nicks	Adam4Adam		Sharpstown Mall TSU	95.7 102.1 97.9	UPN-20 MTV KPRC-2
AFRICAN-AMERICAN MSM >25	Bartini's Berryhill (Sundays) JR's (Sundays) EJ's	Adam4Adam Black Gay Chat		Churches Gyms	97.9 104.5 104.1	KPRC-2 UPN-20 KRIV-26
HISPANIC / LATINO <25	Cantinas Rich's NRG	Adam4Adam	La Subasta		101.9 97.9 101.5	Telemundo KPRC-2 MTV
HISPANIC / LATINO MSM >25	Cantinas		La Subasta	Navigation Telephone Road Northline Mall Alameda Mall	104.9 101.5 102.9	Telemundo Univision
WHITE MSM < 25	JR's Mining Company Rich's	Myspace.com Gay.com Menfornow	The Voice Outsmart	Gyms	104.1	KPRC-2 LOGO
WHITE MSM > 25	Jr's Mining Company	Myspace.com Gay.com	The Voice Outsmart	Gyms Starbucks on Montrose	104.1	KPRC-2 KRIV-26



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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 finding out, the ASHA has prepared a list of health fairs where you will bring up to the doctor about your condition and if you have collected them! Thank them with your friends!

- 1. "Thank you syphilis awareness!"
- 2. "It's a health fair to go to!"
- 3. "It's a health fair to go to!"
- 4. "It's a health fair to go to!"
- 5. "It's a health fair to go to!"
- 6. "It's a health fair to go to!"
- 7. "It's a health fair to go to!"
- 8. "It's a health fair to go to!"
- 9. "It's a health fair to go to!"
- 10. "It's a health fair to go to!"



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



**Houston Department of
Health and Human Services**

STRATEGIES TO ADAPT AND TAILOR RADIO PSAS FOR MSM



It's **REAL** to Me

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RESPONSIBILITY...*

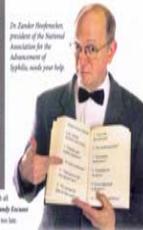
AMBER, 46



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

*If you suspect you have syphilis but don't want to go through all
the bother of finding out, the AHA has prepared a set of sample letters
that will help you to talk about your condition and if you have
Collected them! Thank them with your friends!*

- 1. "Thank you syphilis expert!"
- 2. "My doctor said..."
- 3. "I've never had any..."
- 4. "I've always been..."
- 5. "I've never had any..."
- 6. "I've never had any..."
- 7. "I've never had any..."
- 8. "I've never had any..."



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**Houston Department of
Health and Human Services**

HIV: IT'S REAL RADIO PUBLIC SERVICE ANNOUNCEMENT

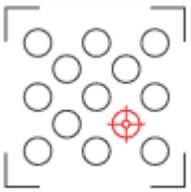
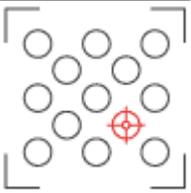


Table 7: At-a-glance summary focus group ratings of the HIV: It's Real radio PSA.

	Have you heard this PSA before? (avg. of responses) (Y / N)	How much do you like it? (1 = low 5 = high)	How well does the message resonate? (1 = low 5 = high)	How effective would this PSA be in reaching you (MSM)? (1 = low 5 = high)
African-American MSM <25	NO	2.5	2.8	2.4
African-American MSM >25	NO	2.4	2.3	2.2
Hispanic / Latino <25	NO	1.8	1.8	2.2
Hispanic / Latino MSM >25	NO	2.5	2.5	2.1
White MSM < 25	NO	1.5	1.7	1.8
White MSM > 25	NO	1.6	2.1	1.7



Study group participants provided critical information and feedback to adapt and tailor the HIV: It's Real 60-second PSA for their MSM subgroups

- For reaching Latino MSM, the information should be broadcast in both English and Spanish (on the same PSA.)
- For reaching YMSM, use current slang/vernacular terms and music.
- Have one voice clearly identify their HIV status (either negative or positive).
- Address larger community issues and provide linkages/resources (testing locations, educational groups).

VERBATIM QUOTES TO SUPPORT FINDINGS

"I really liked it. I wish I could have heard the poet a little more. Perhaps a spot where its just the poet speaking about HIV would be good a good thing to do."

African-American MSM

"The use of "real people" is good for the printed media campaign, but for radio I think its best to make it a voice that we all know."

African-American MSM

"It was really hard for me to follow. Too many moving pieces. I just like straight facts. Just tell me what's wrong, and what I need to do to address it."

White MSM

"There should definitely be something on 104 during gay pride month. I hear them talking up the parade, it seems like something like this could follow right after that."

White MSM

"I think if you did something similar, in a Cantina, a lot of guys would get it."

Latino MSM

"This kind of scared me. It did make me think that perhaps I need to be tested."

Young MSM

"It didn't sound like any of my friends. Sounded like a group of old peeps at a bar."

Young MSM



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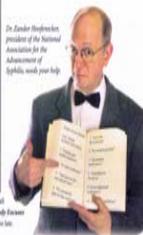
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**HELP ME
SPREAD
SYPHILIS!**
*Do Your Part to Help Make
Syrphilis America's Disease.*

If you suspect you have syphilis but don't want to go through all the bother of finding out, the NASH 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! Talk them with your friends!

- 1. "Think you syphilis aware?"
- 2. "What are the signs?"
- 3. "What are the tests?"
- 4. "What are the treatments?"
- 5. "What are the risks to my partner?"
- 6. "What are the risks to my children?"
- 7. "What are the risks to my community?"
- 8. "What are the risks to my country?"



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**Houston Department of
Health and Human Services**

SYPHILIS ELIMINATION CAMPAIGN

PUBLIC SERVICE ANNOUNCEMENT



Table 8: Focus group participants expressed strong negative reactions to the Syphilis Elimination radio PSA.

	Have you heard this PSA before? (avg. of responses) (Y / N)	How much do you like it? (1 = low 5 = high)	How well does the message resonate? (1 = low 5 = high)	How effective would this PSA be in reaching you (MSM)? (1 = low 5 = high)
African-American MSM <25	No	1.2	1.2	1.2
African-American MSM >25	No	1.2	1.2	1.2
Hispanic / Latino <25	No	1	1	1
Hispanic / Latino MSM >25	No	1	1	1
White MSM < 25	No	1.4	1.5	1.2
White MSM > 25	No	1.6	1.3	1.5



Overall, participants had strong negative reactions to the Syphilis Elimination 60-second PSA

SYNOPSIS AND FINDING

The Syphilis Elimination radio PSA was tested during all 16 focus groups. The majority of participants had strong negative reactions to the spot, and most requested that it not be aired in its current form. Participants either failed to connect with the irony of the spot or did not like the non-serious nature and lightheartedness presented during the spot.

SUGGESTIONS FOR ADAPTATION

- Make the campaign serious and present facts about syphilis.
- Use a different voice. The announcer's voice was identified as a weakness. Use a celebrity voice over was identified as an improvement that would improve the spot.
- For reaching Latino MSM, the information should be broadcast in both both English and Spanish (on the same PSA.)

VERBATIM QUOTES TO SUPPORT FINDING

"You're not serious are you? If syphilis is really a bad disease, why are we making jokes?"
African-American MSM

"Too bad we're using a scale of 1-5 because this one is definitely a zero This one should have stayed on the cutting room floor."
White MSM

"The guy on the tape sounded like a mad scientist. I just didn't understand."
Latino MSM

"This kind of scared me. It did make me think that perhaps I need to be tested."
Young MSM

"This disease is even further off our radar than HIV. I think it would be better to just tell people what the deal is straight up."
Young MSM



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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 finding out, the SDA has prepared a set of cards for you. You will keep one for the doctor about your condition and if you can collect them for them! Thank them with your friends!

- 1. "Thank you syphilis expert!"
- 2. "It's a hard to get test!"
- 3. "It's time to get tested!"
- 4. "I've probably got it, but I'm not sure!"
- 5. "I've probably got it, but I'm not sure!"
- 6. "I've probably got it, but I'm not sure!"
- 7. "I've probably got it, but I'm not sure!"
- 8. "I've probably got it, but I'm not sure!"
- 9. "I've probably got it, but I'm not sure!"
- 10. "I've probably got it, but I'm not sure!"



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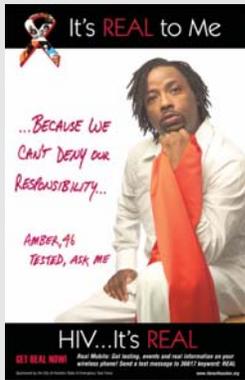
Houston Department of
Health and Human Services

STRATEGIES TO ADAPT AND TAILOR PRINT MEDIA HC/PI INTERVENTIONS



Figure 1: HIV: It's Real Poster Campaign Printed materials

POSTER #1



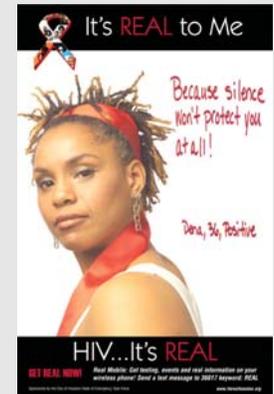
POSTER #2



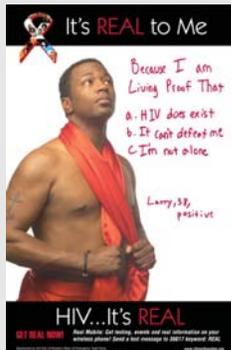
POSTER #3



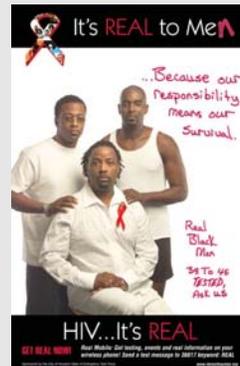
POSTER #4



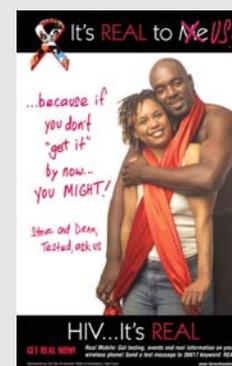
POSTER #5



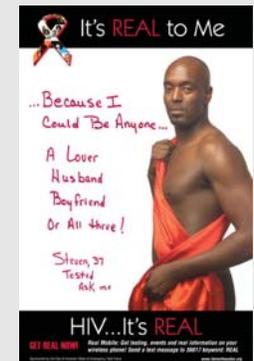
POSTER #6



POSTER #7



POSTER #8





The formative research yielded identification of high value communication channels for MSM.

“Take the message to the people. It should be on television and on the radio 24-7.”

African-American MSM

“I would tell you to spend nothing at all on newspapers, we need to go back to bars and clubs, just like the old days. Nobody is taking AIDS seriously anymore.”

White MSM

“The guy on the tape sounded like a mad scientist. I just didn’t understand.”

Latino MSM

“The Internet is the place where I get it done... depending on the time of day and what I’m feeling at the moment, I could find a good judy or a man to be with.”

Young MSM

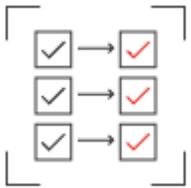


Table 9: At-a-glance summary of recommended changes to adapt the images of the HIV: It's Real print media campaign for MSM.

	AFRICAN-AMERICAN MSM <25	AFRICAN-AMERICAN MSM >25	HISPANIC / LATINO <25	HISPANIC / LATINO MSM >25	WHITE MSM < 25	WHITE MSM > 25
POSTER 1	"More masculine" African-American male	Use young, masculine African-American man	Use a younger Latino man	Use a younger Latino man	Use muscular male	Incorporate gay flag with AIDS ribbon with gay man
POSTER 2	Use older and younger African-American men in conversation	Use African-American man with a child (his son)	Use Latina female with child	Use Latino male in business suit	Use muscular young male who looks healthy but is HIV positive	Use older and younger gay men. Use gay flag to show connection to community
POSTER 3	Use "older" HIV positive male	1) Use older male that "looks" HIV positive 2) Use young HIV positive male	Use older HIV positive Latino male	Use "authority figure" Latino male, such as a policeman or fireman	Use young HIV positive male	Use "healthy looking" HIV positive male
POSTER 4	Use older and younger African-American men in conversation	1) Use a group of 2) Use as is to reach DL men	Young Latino male	Younger and older Latino men engaged in conversation	Young gay man	Incorporate gay flag with AIDS ribbon with gay man

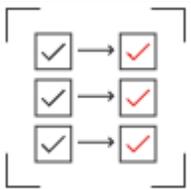


Table 9: At-a-glance summary of recommended changes to adapt the images of the HIV: It's Real print media campaign for MSM. (cont'd)

	AFRICAN-AMERICAN MSM <25	AFRICAN-AMERICAN MSM >25	HISPANIC / LATINO <25	HISPANIC / LATINO MSM >25	WHITE MSM < 25	WHITE MSM > 25
POSTER 5	Use young, HIV positive African-American male	No changes	Use young HIV positive Latino male	Use group of Latino males in uniform	Use muscular male	No changes
POSTER 6	Use an age diverse group of men	Use a diverse group of African-American men, different sizes	Use Latino males	Use professional looking Latino males, in uniforms	Use a racially diverse group of gay men	Use a racially diverse group of gay men
POSTER 7	Use 2 African-American men	Use 2 African-American males for gay men Use 2 African-American men and a woman for DL men	Use 2 Latino males	Use 2 Latino males for gay men Use 2 Latino men and a woman for DL men	Make a gay male couple	Use interracial male couple
POSTER 8	Make younger African-American male dressed like peers	No changes	Use Latino male	Use Latino male, conservative dress	Use male with muscular body	No changes



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AMBER, 46



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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 finding out, the AHA has prepared a list of health fairs where you will keep you in the dark about your condition until it's too late. **Collect Your Own! Track them with your friends!**

- 1. "Thank you syphilis awareness!"
- 2. "What is a health fair?"
- 3. "What are the signs and symptoms of syphilis?"
- 4. "What are the symptoms of syphilis?"
- 5. "What are the symptoms of syphilis?"
- 6. "What are the symptoms of syphilis?"
- 7. "What are the symptoms of syphilis?"
- 8. "What are the symptoms of syphilis?"



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**Houston Department of
Health and Human Services**

FOCUS GROUP REACTIONS TO AND RECOMMENDATIONS SYPHILIS ELIMINATION



Each participant group expressed had strong negative reactions to the Syphilis elimination posters.

In general each respondent groups viewed images and messages of the syphilis campaign to be inappropriate. Of the sixteen groups, not more than 4 people indicated they liked/understood the irony presented. The adaptation recommendations that follow apply to all posters.

RECOMMENDATIONS TO ADAPT/TAILORE POSTERS

- Make the campaign serious.
- Reduce the amount of text on all slides, especially #s 1-4.
- Use a different image of the spokes people.
- Make posters age and culturally appropriate.
- State the facts about syphilis and encourage testing.
- For poster 5, the important text is too small and the meaning is lost..

VERBATIM QUOTES

“With the negative history my community has with this disease, I am really offended by the image on #4. This entire campaign reeks of the underhandedness and lies from back in the early 1900s when people like me were experimented on.
African-American MSM

“The guy looks like a mad scientist. He doesn't look like someone I would go to for advice.
Latino MSM

“I think I understand the whole use of the negative to make a positive point thing, but this is way to important to play around with..
White MSM

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AMBER, 46



**HELP ME
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*Do Your Part to Help Make
Syphilis America's Disease*

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

"Thank you syphilis expert!"
I'm glad that you have been successful in spreading the message
about syphilis. It's a real shame that we have to do this.

"We need a plan!"
I'm glad that you have been successful in spreading the message
about syphilis. It's a real shame that we have to do this.

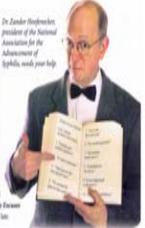
"I need more to see about this!"
I'm glad that you have been successful in spreading the message
about syphilis. It's a real shame that we have to do this.

"We need to see more!"
I'm glad that you have been successful in spreading the message
about syphilis. It's a real shame that we have to do this.

"We need to see more!"
I'm glad that you have been successful in spreading the message
about syphilis. It's a real shame that we have to do this.

"We need to see more!"
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"We need to see more!"
I'm glad that you have been successful in spreading the message
about syphilis. It's a real shame that we have to do this.



**Houston Department of
Health and Human Services**

**FOCUS GROUP
SNIPPETS TO
SUPPORT KEY
FINDINGS**

All MSM groups reacted negatively to the Syphilis PSAs

- Montrose based MSM
- 8-10-06
- 6PM group
- 48:00

All MSM groups reacted negatively to the Syphilis PSAs

- Latino MSM
- 8-11-06
- 8PM group
- 47:20

YMSM don't perceive HIV/AIDS and STD's to be a top priority

- YMSM Group
- 8-10-06
- 8:00 pm
- 17:29

MSM approved the slogans, and made suggestion on how to adapt/tailor the images and messages

- AAMSM Group
- 8-11-06
- 6:00 pm
- 1:00:00

MSM ranked the posters in priority

- AAMSM Group
- 8-11-06
- 6:00 pm
- 1:28:00

Illuminating Opportunities



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PARTNERS



Implementing Results

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