

# THE MARRIAGE OF SHOE LEATHER AND MODERN TECHNOLOGY: A SKILLS-BUILDING WORKSHOP

NOVEMBER 2017

**Using Technology as STD/HIV Prevention (UTASP) Workgroup**

Frank Strona [FHS3@cdc.gov](mailto:FHS3@cdc.gov)

Division of STD Prevention, CDC

# AGENDA

- Introductions
  - Objectives
- Technology as a partner
- Hands On Tech
- In Real Time Guest
- Next Steps
  - Questions
  - 1:1 Office hours Available (415-621-4145)
  - Toolkit Simulator (Sneak Peek)

# USING TECHNOLOGY AS SDT/HIV PREVENTION (UTASP) WORKGROUP

## Objectives

- Increase comfort using technology for PS
- Increase knowledge and awareness on the opportunities new technologies offer
- Inspire/initiate/spark new ways of thinking



Toolkit – using technology for Partner Services

<https://www.cdc.gov/std/program/ips/default.htm>



National Internet Partner Service Webinars



NPIN Community Group

<https://npin.cdc.gov/>



Direct TA through CDC UTASP

Email Frank Strona – [fhs3@cdc.gov](mailto:fhs3@cdc.gov)

# HISTORY OF THE INTERNET FOR SEX SEEKING

- Sex seeking itself is not new. It's HOW people are seeking sex that changes.

Pompeii, 1<sup>st</sup> century AD





# VISUAL REMINDER OF THE HISTORY OF "FOCUSED" SEX SEEKING

Want ads



Telephone



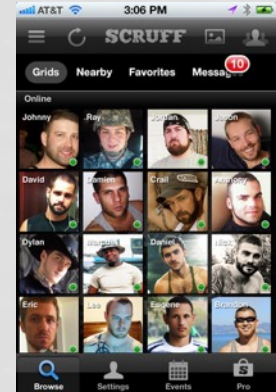
Chat rooms



Websites



Mobile apps



Keep in mind this is in addition to commercial sex venues, bookstores, social venues, parties, bars, nightclubs etc.



**MAHONING Theatre** 1001 MAHONING AVE. 799 0573

*Attention Patrons!* WE'VE MADE ARRANGEMENTS WITH SAN FRANCISCO'S BEST PRODUCERS OF ADULT MOVIES TO SUPPLY OUR ALL COLOR PROGRAMS!

**2 HOURS** OF FINE FEATURES & FEATURETTES

TO INAUGURATE OUR NEW POLICY:

- \* MORE OF THE BEST
- \* COMES YOUR ABSOLUTE
- \* Best Deal in Your Neighborhood Shows

**ADULTS ONLY**

**GRAB HOLD OF NUMBER ONE!**

FOR THE HOTTEST LOCAL CONFERENCE LINE!  
**1-900-999-1500**

TRY THE HOTTEST NATION-WIDE VOICE MAIL BOXES!  
**1-900-HOT-1500**

**II**  
**AY.CO**

**AOL®**



**GMA EXCLUSIVE**  
**GEORGE MICHAEL'S RETURN**  
HE STILL HAS FAITH

**ILTY TUESDAY.** **GRAMMY-WINNING SINGER AND LONG IS**

8:10  
72

**GMA**



# “INFECTIONS” IN CYBERSPACE

- Men are meeting more partners through digital based platforms and social networks than ever before.
- **PEOPLE** are meeting more partners through digital based platforms and social networks than ever before.



# TECHNOLOGY USE

In The United States



86% of Americans use the internet

Not using the internet:

65+ years, <\$30k, rural,

64% of American adults own a smartphone<sup>2</sup>

## FACEBOOK

79% of internet users

68% of all U.S. adults

76% go on every day,

(55%) several times a day

## TWITTER

24% (21%)

## INSTAGRAM

32% (28%)

One in three American adults have gone online to figure out a medical condition



Where users get news?

Twitter 74%

Reddit 68%

Facebook 68%

As of September 2017: PEW

## ONLINE DATING

15% of American adults used online dating or apps

41% know someone who has used a tech dating tool

27% of 18- to 24-year-olds report online dating

22% of 18- to 24-year-olds use mobile dating apps

12% of 55- to 64-year-olds report online dating

## GRINDR

2 million active users on Grindr, US is the top market<sup>4</sup>

Los Angeles estimate - 36% MSM presenting for testing

use mobile apps for meeting sex partners

## Devices Owned by US Internet Users, by Age, Feb 2016

% of respondents in each group

	14-18	19-34	56-67
Smartphone	87%	92%	65%
Laptop	83%	84%	64%
Tablet (e.g., iPad)	51%	56%	47%
Desktop	43%	46%	67%
Landline telephone	30%	22%	62%
Mobile phone (excluding smartphones)	15%	16%	30%

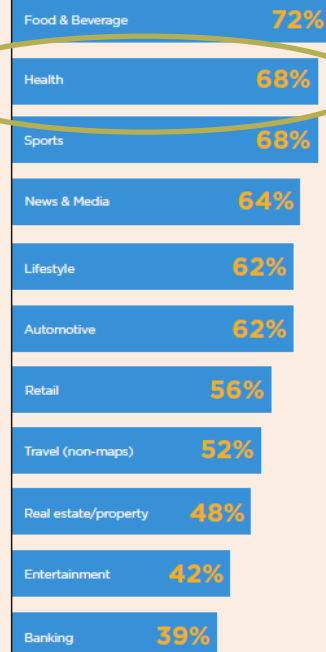
Note: own and use

Source: Adestra, "2016 Adestra Consumer Adoption & Usage Study" conducted by Flagship Research, March 24, 2016

207393

www.eMarketer.com

Share of online searches initiated on a mobile device, by industry



Based on top search variations resulting in a click to the indicated industry. April 10 - May 7, 2016. Source: Hitwise, a division of Connexity

**Top Dating Sites, May 2017**  
[Match](#)  
 Plenty of Fish  
 Zoosk  
 OKCupid  
 Eharmony  
 Badoo  
 ChristianMingle  
 OurTime  
 DateHookUp  
 BlackPeopleMeet

# TECHNOLOGY USE IN THE UNITED STATES

- 86% of Americans use the internet<sup>1</sup>
  - Not using the internet: 65+ years, <\$30k, rural, less than hs
- 64% of American adults own a smartphone<sup>2</sup>

## Devices Owned by US Internet Users, by Age, Feb 2016

% of respondents in each group

	14-18	19-34	56-67
Smartphone	87%	92%	65%
Laptop	83%	84%	64%
Tablet (e.g., iPad)	51%	56%	47%
Desktop	43%	46%	67%
Landline telephone	30%	22%	62%
Mobile phone (excluding smartphones)	15%	16%	30%

Note: own and use

Source: Adestra, "2016 Adestra Consumer Adoption & Usage Study" conducted by Flagship Research, March 24, 2016

# SOCIAL MEDIA USE

- ❑ 79% of internet users or 68% of all U.S. adults use Facebook
  - ~ 8 out of 10 Americans
  - ~ 76% go on Facebook every day, many (55%) several times a day
- ❑ Instagram – 32% (28%)
- ❑ LinkedIn – 29% (25%)
- ❑ Twitter – 24% (21%)

Many of those that use sex seeking apps/sites can be found on other social networking sites



# USE OF TECHNOLOGY FOR HEALTH INFORMATION SEEKING

- One in three American adults have gone online to figure out a medical condition
- Half of health information searches are on behalf of someone else
- Eight in 10 online health inquiries start at a search engine
  - 77% begin at a search engine (e.g. Google)
  - 13% at a health specific site (e.g. WebMD)
  - Just 1% say they started at a social network site like Facebook
- Where users get news (*as of September 2017 also from PEW*):
  - Twitter 74%
  - Reddit 68%
  - Facebook 68%

Share of online searches initiated on a mobile device, by industry



Based on top search variations resulting in a click to the indicated industry. April 10 - May 7, 2016. Source: Hitwise, a division of Connexity

# TECHNOLOGY-BASED DATING AND SEX SEEKING

- 15% of American adults have used online dating sites or mobile dating apps<sup>3</sup>
  - 41% know someone who has used an online dating site or app
  - 27% of 18- to 24-year-olds report online dating (10% in 2013)
  - 22% of 18- to 24-year-olds use mobile dating apps (5% in 2013)
  - 12% of 55- to 64-year-olds report online dating (6% in 2013)
  
- 2 million active users on Grindr, US is the top market<sup>4</sup>
  - Los Angeles estimate - 36% MSM presenting for testing use mobile apps for meeting sex partners

<sup>3</sup>Pew Research, *15% of American adults have used online dating sites or mobile dating apps*, Feb 11, 2105, [www.pewresearch.org](http://www.pewresearch.org); <sup>4</sup><http://www.grindr.com/press/>; <sup>5</sup>Beymer MR, Weiss RE, Bolan R K, et al. *Sex Transm Infect*, 2014;90:567-572.

# RELATIONSHIP/DATING TYPE SITES

## Top Dating Sites, May 2017

- Match
- Plenty of Fish
- Zoosk
- OKCupid
- Eharmony
- Badoo
- ChristianMingle
- OurTime
- DateHookUp
- BlackPeopleMeet



# ISN'T OLD-SCHOOL METHODS ENOUGH?

- Changing needs
- Limited funds
- Venue changes
- Expanding equipment and technology options

*“IPS is not a replacement for traditional Partner Services; it is part of the same process and can add one more opportunity to getting a patient reached”*

*Some material in this presentation may contain sexually explicit language and/or photographs that may not be appropriate for all audiences.*

# WHY USE NEW TECHNOLOGY?

- ❑ Almost every **new technology** has and **will continue** to be for **used for social-sexual seeking**
- ❑ The Internet is the **consummate information-gathering resource**
- ❑ Individuals with **virtual identifiers** (email address or profile name) may be likely **reachable with online & mobile tools**.
- ❑ Audience reach **expands**
  - ❑ Delivering **accurate, accessible, and actionable** health information that is targeted or tailored.
  - ❑ Enabling quick and informed action to health risks
- ❑ May offer **cost effective** method for notification
- ❑ **Ethical** responsibility to at least try
- ❑ **Actions, outcomes and data** can be incorporated in trackable systems

# TECHNOLOGY FOR SEX SEEKING - WHY IS IT SO APPEALING?

- Several reasons
  - Normalized
  - Convenient and generally quicker
  - Safety
  - Reduce geographic isolation
  - Reduce social isolation
  - Perceived anonymity
  - Facilitate coming out
  - Different “strokes” for different “folks”
    - Can find whomever and whatever you like.

*It will continue to change and grow,  
but are we ready to keep up?*



# ADAPTING SKILLSETS TO STAY EFFICIENT

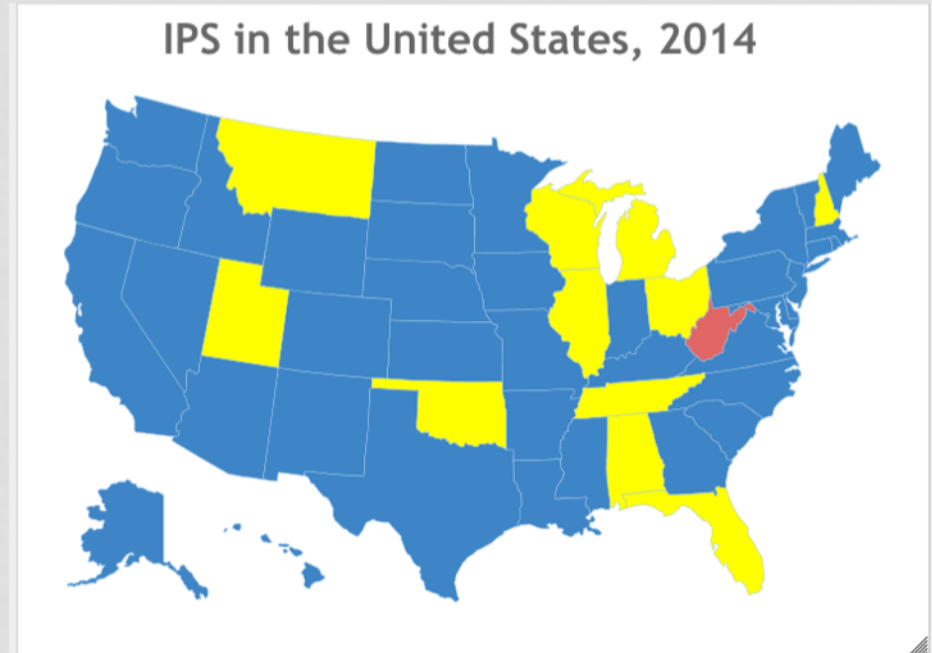
PART 2

# THE SAME SKILLS APPLY; CREATING A SAFE SPACE AND BEING WELCOMING/INCLUSIVE

- **Safety** is the first concern of all clients
  - Uses appropriate **language**
  - Shows in **words and body language** that all people are welcome
  - Is committed to **equal access** to treatment for all people and families
  - Knows **local resources** for specific communities
  - Keeps learning
  - Treats every client as a **unique individual**
  - Knows how to take a **sexual history** and is **comfortable** talking about sexuality with all clients
- Examples:
    - Neutral & Inclusive
    - Assumptions
    - Not Reacting
    - Asking
      - Rephrase
      - Clarification

# TECHNOLOGY BASED PARTNER SERVICES

- Use of technology for partner notification and partner services
  - Email
  - Social networking sites
  - Texting
  - Dating and sex seeking apps



# PROGRAM ACTIVITIES

## Information gathering

- Social networking sites – 78%
- Sexually explicit sites – 66%
- Sex seeking apps – 39%

Access to Lexus/Nexus, DMV, etc - 52%

Access to partner services program like InSpot – 33%

## Partner notification

- Send emails – 77%
- Send texts – 75%
- Social networking sites – 58%
- Sexually explicit sites - 57%
- Sex seeking apps – 29%

## DEVELOPING A BETTER UNDERSTANDING OF THE ONLINE COMMUNITY TAKES SOME EFFORT

- **Patience:** Social interactions often varied and complex
- **Context:** A profile is created as a marketing tool with a specific purpose in mind (e.g. sex, dating, friendship)
- **Due Diligence:** Constant review of the marketing materials, frequency asked questions (FAQs), the images used, the URL, the slogan and the design
- **Destination:** Names like Bareback RT, DaddyHunt, Christian Mingle, AdultFriendFinder reveal a great deal about their mission and the norms of the community. *BUT may not always dictate who uses them.*

# ASSUME AND ASK

- **ASSUME** index patient has met or communicated with at least some of their sex partners online or mobile venues
  - Do not assume they haven't if they are heterosexual or married
- **ASK** IPS questions in all interviews, even if the patient never specifically mentions using online venues or apps



# RETHINK YOUR WAY OF INTERVIEWING

- Have you ever met a sex partner online?
  - **Better:** When was the last time you used the internet to meet a sex partner?
    - *Probes: Which sites? When was the last time you used that site?*
- Have you ever used a mobile app to meet a sex partner?
  - **Better:** When was the last time you used a mobile app to meet a sex partner?
    - *Probes: Which apps? When was the last time you used that app?*

# MORE...

- Please tell me your profile name on the following sites:
  - *List popular sites in your area e.g. Facebook, Twitter, Grindr, Tinder.*
- When was the last time you used the internet to meet a sex partner?
  - What sites did you use?
  - Do you use certain sites to find certain types of partners?
- When was the last time you used a mobile app to meet a sex partner?
  - Which apps did you use?
  - Do you use certain apps to find certain types of partners?
- For named partners, collect the following:
  - *Profile name, nicknames, phone numbers, email address, physical description, locations (residence & hook up) with descriptions, dates & times of interactions*
  - *See handout for more questions*

# PROFILE NAMES AND EMAIL ADDRESSES

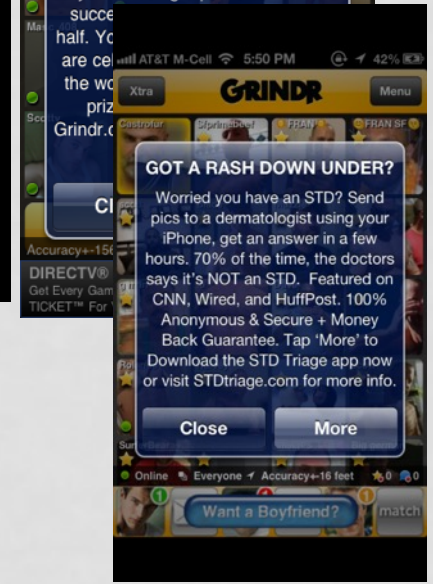
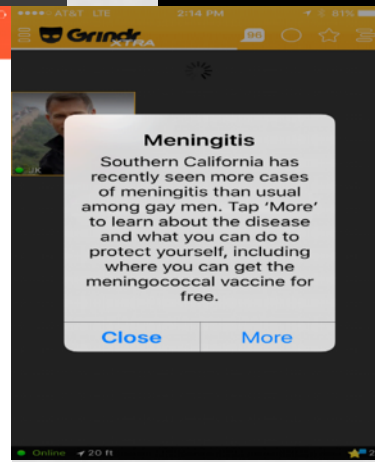
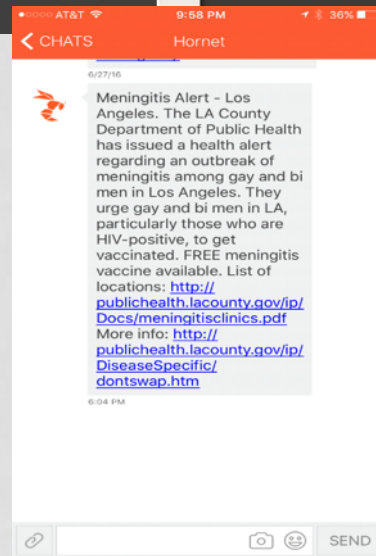
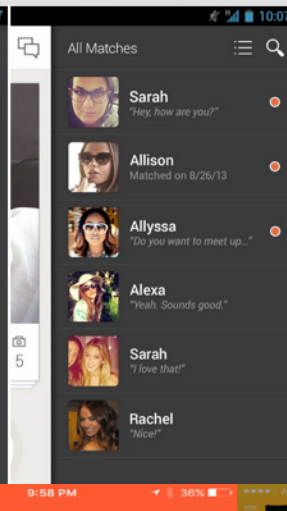
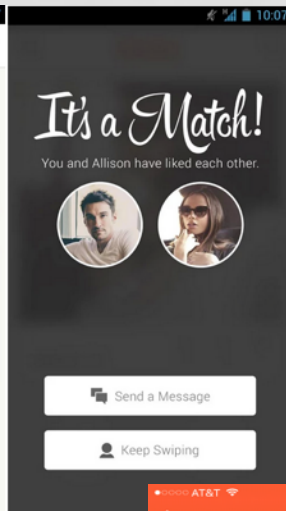
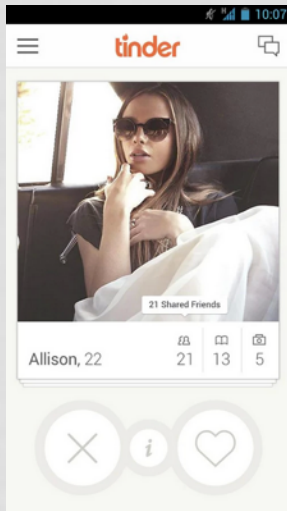
- A **profile/display name** is a virtual identifier that is used by an individual
  - Could be a nick name, descriptor, real name or some variation.
  - Some are permanent and unchangeable, some are not
  - Not every site requires membership wide unique “profile names”
- Profile/display names and email addresses *may be* related – but not always. Each venue/site will dictate this (ie Facebook has a linked profile/email while most apps do not and rely on internal communication).
- Profile names are often the same across different platforms and Members may have more than one account/profile.

# KEY DATA VARIABLES

- **Partner** - Profile names, email addresses, websites of partners, descriptions of partners
  - Make sure the spelling of the name and website are correct
    - Hotguy4u vs hotguyforyou
  - Ask patient to spell it for you ( or log on and show you)
- **OP** - Profile name, email addresses, websites/apps used
- Physical descriptions for confirmation (**both OP & partners**)
- Physical location of partners
  - Address, phone numbers (check emails, texts, websites)
  - Where & when did they meet for sex
  - Dates and times of contact (indicates when they may be online)

There are many MSM specific websites, know which are popular locally and nationally, mentioning them by name lets contacts know you are informed and savvy.

# SOCIAL MOBILE APPLICATIONS



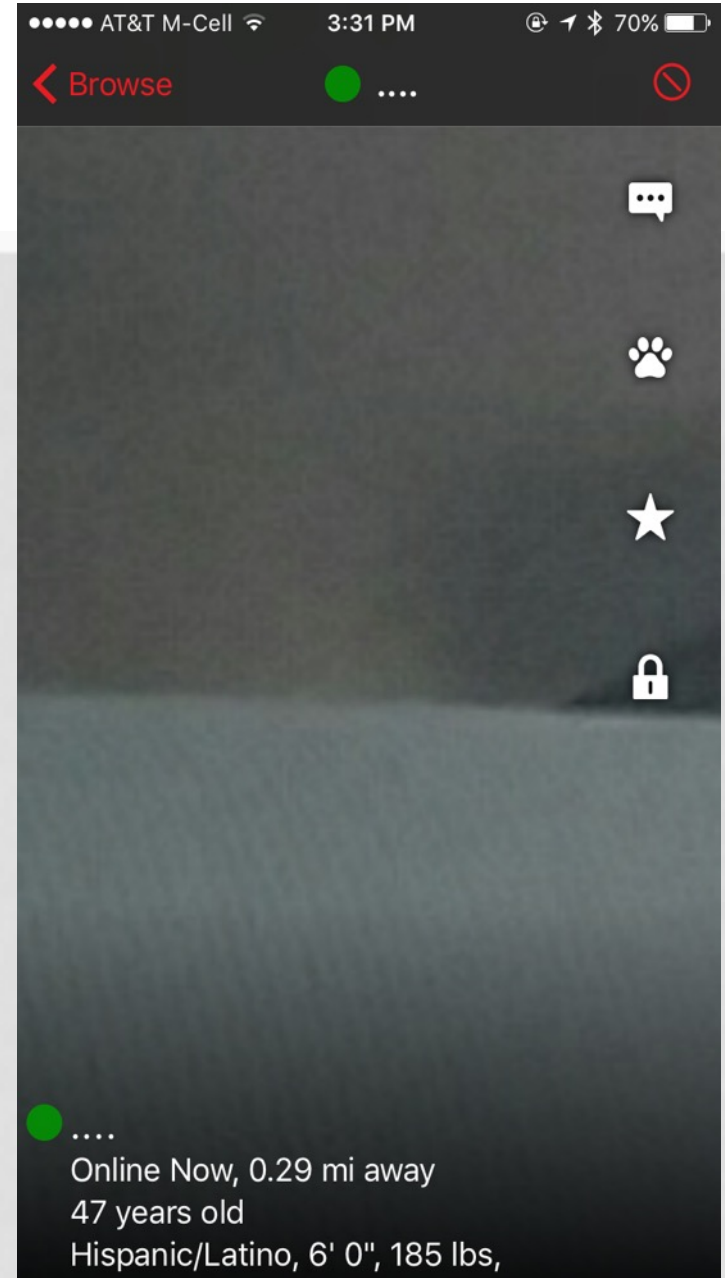
# About Those Limitations

## Technology isn't a perfect solution

- Multiple needs
- Terms of Service Limitation
- Member complaints
- Technical infrastructure
- Changing formats
  - (ie Emoticons, Emoji, etc)

## \*Features (i.e. Profile search)

- This is a significant limitation. Understanding or seeking guidance on what features a particular app has is critical before attempting to use it.





# WHEN USING TECHNOLOGY FOR WORK – A FEW DO'S & DON'TS

## Do

- “New” isn’t always “better”
- Make sure it is “legit”
- Use sanctioned work email addresses, profiles, and accounts
- Know your intent, be honest
- Know the features and limits
- Use delivery and read receipts when possible
- When communicating- provide information on how and when you can be contacted
- Think creative, but link it to an outcome measure

## Don't

- Forget to “dot those I's”
  - Legal
  - Communications
  - Senior Leadership
- Go overboard with “guerilla” tactics
- Use personal emails, profiles, accounts
- Pretend to be a regular user of the site when conducting IPS
- Reach out if there is doubt that you are contacting the right person
- Ignore community & partner feedback

# *“WHAT WE HEAR, WHAT WE SEE”*

## **What we often hear**

- Access issues
- Lack of training/confidence
- Competing priorities
- Uncomfortable with sexually explicit materials/same sex behavior
- Data collection systems

## **What we often see**

- Cultural competency/unconscious bias
- Fear of penalization
- Need for training directly on the sites they are using/confidence building
- Not eliciting internet partners in interviews
- General “freshening up” needs with patient services

# FRUSTRATION, BIAS & STIGMA

## Themes I noticed

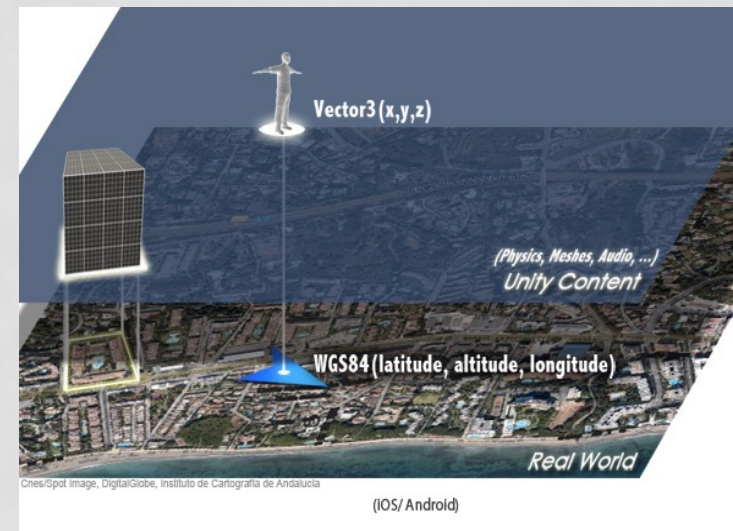
- “it’s not you, it’s me”
- “Stick or carrot”
- “You play, you pay”
- “Resistance is futile”

## What they could mean

- Personal Lack of Agreement
  - “I wouldn't want to be on the receiving end of this”
- Reward vs punishment
  - *Suspend PrEP for pts with rectal STDs*
- Not validating the Patient's choice of behavior
  - “If they use these apps they deserve to get it”
- It's going to happen anyway
  - They aren't going to change, so why bother?

# A WORD ABOUT GEO-LOCATION

- GPS chip within the phone
- Who you can find is dependent on:
  - Where you are located at the time of the search
  - If the person you are looking for is simultaneously online
- You are the center of the search, not the patient.
- People can turn off the geo-locating functionality.
- Some sites allow you to search in a certain zip code area (Grindr, Growler) even if you are not in that area yourself.
  - But not all of them offer that feature



# STAYING CREATIVE IN TECH USES: DIGITAL TOOLS, OUTREACH/NAVIGATION/RECRUITMENT TO CARE

Not a provider? Visit [Bedsider.org](#) Welcome! Join Bedsider Providers

**BEDSIDER PROVIDERS** updates digital tools frequently asked questions order materials

DIGITAL TOOLS /



Reminder: Your appointment at the Lloyd Health Center is on Thursday at 11:00am. Please call [5555551234](tel:5555551234) if you can not attend.

follow Bedsider /

REDUCE NO-SHOWS + INCREASE CONSISTENT BIRTH CONTROL USE. THEY CALL THAT A WIN/WIN.

use [bedsider reminders](#)

INFORMED. INSPIRED. IMPOSSIBLE TO PUT DOWN.

order [bedsider catalogs](#)

WE CAN HELP YOUR PATIENTS USE (AND LOVE)

**Customized Reminders**

One of the favorite features on Bedsider is our free reminders. Users can download an app and schedule birth control reminders for the pill, patch, ring, or shot. We even have discreet reminders for those concerned about confidentiality. Users can also schedule text and email appointment reminders so they don't forget their next office visit.

Now Providers can offer patients even more kinds of reminders through Bedsider.

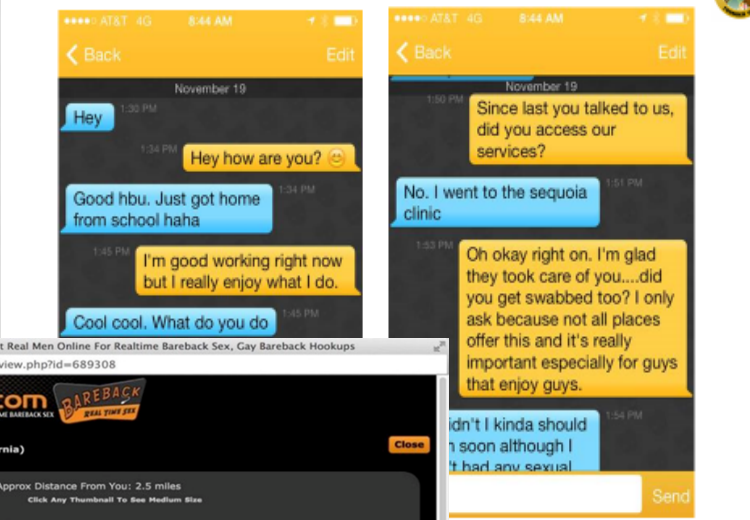
All you have to do is sign up and you'll get access to a secure, private portal that is unique to your health center or office location. The portal is where you can manage your reminders and see how many you've set up. And we've made the process quick and easy. You just need a patient's phone number or email address—and zip code—to create a patient account.

Then, while you have a patient in your office, you can offer:

- Birth control reminders (for the pill, patch, ring, and shot)
- Appointment reminders (automatically customized with your clinic name and phone number)
- Refill reminders (to help patients keep up with their prescriptions)
- Gonorrhea (GC) and Chlamydia (CT) retest reminders (to make sure patients know when it's time to get tested again)

For more information or to get started, please contact [providers@bedsider.org](mailto:providers@bedsider.org)

## Conversation Excerpt



AT&T 4G 8:44 AM

November 19

1:30 PM Hey

1:34 PM Hey how are you?

1:34 PM Good hbu. Just got home from school haha

1:35 PM I'm good working right now but I really enjoy what I do.

1:45 PM Cool cool. What do you do

November 19

1:30 PM Since last you talked to us, did you access our services?

1:51 PM No. I went to the sequoia clinic

1:53 PM Oh okay right on. I'm glad they took care of you....did you get swabbed too? I only ask because not all places offer this and it's really important especially for guys that enjoy guys.

1:54 PM I didn't I kinda should have soon although I had any sexual

Send

BarebackRT.com, Meet Real Men Online For Realtime Bareback Sex, Gay Bareback Hookups

[www.barebackrt.com/members/view.php?id=689308](http://www.barebackrt.com/members/view.php?id=689308)

**BarebackRT.com** MEET REAL MEN ONLINE FOR REALTIME BAREBACK SEX

San Francisco, California, United States (San Francisco, California)

Approx Distance From You: 2.5 miles

Click Any Thumbnail To See Medium Size

360gotPrEP

Ask Me | 26 | Ask Me | Ask Me | Ask Me | Ask Me | Ask Me | Ask Me | Ask Me

Got PrEP? We do!

Click photo to see full size

PrEP is a new way for HIV-negative people to prevent HIV infection, by taking a pill (Truvada®) once a day. Get MIV PrEP from the best in the biz at UCSF 360. We offer a comprehensive range of services, including testing, prevention counseling, primary care, psychiatry, and social work. To find out more or get started on PrEP, send us a message, give us a call at (415) 353-2119, or check out our website at [preview.360.ucsf.edu/drip](http://preview.360.ucsf.edu/drip) or Facebook: [facebook.com/UCSF360](https://www.facebook.com/UCSF360). We're more than your PrEP doctor - we're your medical home.

I'm Into:

Take Loads Anal: Ask Me Take Loads Oral: Ask Me When: Anytime  
Give Loads Anal: Ask Me Give Loads Oral: Ask Me Where: Ask Me  
Drug Use: Ask Me Body Hair: Ask Me Sexuality: Ask Me  
Smoking: Ask Me Your Status: Ask Me My Status: Ask Me  
Cock, Position: Ask Me/Ask Me | Ask Me

UCSF 360

This profile has been viewed 288 times since joining in March, 2015

IM Add Buddy E-Mail Unlock Photos Block Add Note Send Oink

BarebackRT.com, Meet Real Men Online For Realtime Bareback Sex, Gay Bareback Hookups

[www.barebackrt.com/members/view.php?id=689308](http://www.barebackrt.com/members/view.php?id=689308)

**BarebackRT.com** MEET REAL MEN ONLINE FOR REALTIME BAREBACK SEX

San Francisco, California, United States (San Francisco, California)

Approx Distance From You: 2.5 miles

Click Any Thumbnail To See Medium Size

360gotPrEP

Ask Me | 26 | Ask Me | Ask Me | Ask Me | Ask Me | Ask Me | Ask Me | Ask Me

Got PrEP? We do!

Click photo to see full size

PrEP is a new way for HIV-negative people to prevent HIV infection, by taking a pill (Truvada®) once a day. Get MIV PrEP from the best in the biz at UCSF 360. We offer a comprehensive range of services, including testing, prevention counseling, primary care, psychiatry, and social work. To find out more or get started on PrEP, send us a message, give us a call at (415) 353-2119, or check out our website at [preview.360.ucsf.edu/drip](http://preview.360.ucsf.edu/drip) or Facebook: [facebook.com/UCSF360](https://www.facebook.com/UCSF360). We're more than your PrEP doctor - we're your medical home.

I'm Into:

Take Loads Anal: Ask Me Take Loads Oral: Ask Me When: Anytime  
Give Loads Anal: Ask Me Give Loads Oral: Ask Me Where: Ask Me  
Drug Use: Ask Me Body Hair: Ask Me Sexuality: Ask Me  
Smoking: Ask Me Your Status: Ask Me My Status: Ask Me  
Cock, Position: Ask Me/Ask Me | Ask Me

UCSF 360

This profile has been viewed 288 times since joining in March, 2015

IM Add Buddy E-Mail Unlock Photos Block Add Note Send Oink



# DIGITAL TOOLS



Not a provider? Visit [Bedsider.org](#) » Welcome! Join Bedsider Providers

**BEDSIDER PROVIDERS** updates digital tools frequently asked questions order materials

DIGITAL TOOLS /

Reminder: Your appointment at the Lloyd Health Center is on Thursday at 11:00am. Please call [5555551234](tel:5555551234) if you can not attend.

follow Bedsider /

REDUCE NO-SHOWS + INCREASE CONSISTENT BIRTH CONTROL USE. THEY CALL THAT A WIN/WIN. [use bedsider reminders](#)

INFORMED. INSPIRED. IMPOSSIBLE TO PUT DOWN. [order bedsider catalogs](#)

WE CAN HELP YOUR PATIENTS USE (AND LOVE)

**Customized Reminders**

One of the favorite features on Bedsider is our free reminders. Users can download an app and schedule birth control reminders for the pill, patch, ring, or shot. We even have discreet reminders for those concerned about confidentiality. Users can also schedule text and email appointment reminders so they don't forget their next office visit.

Now Providers can offer patients even more kinds of reminders through Bedsider.

All you have to do is sign up and you'll get access to a secure, private portal that is unique to your health center or office location. The portal is where you can manage your reminders and see how many you've set up. And we've made the process quick and easy. You just need a patient's phone number or email address—and zip code—to create a patient account.

Then, while you have a patient in your office, you can offer:

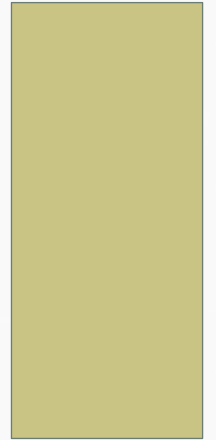
- Birth control reminders (for the pill, patch, ring, and shot)
- Appointment reminders (automatically customized with your clinic name and phone number)
- Refill reminders (to help patients keep up with their prescriptions)
- Gonorrhea (GC) and Chlamydia (CT) retest reminders (to make sure patients know when it's time to get tested again)
- For more information or to get signed up, please contact [providers@bedsider.org](mailto:providers@bedsider.org)

- Clinics can get access to a secure, private portal unique to their health center or office location.
- Portal to manage reminders that can be sent to a patient's phone number or email address
- Reminders for:
  - Birth control (for the pill, patch, ring, and shot)
  - Appointments (automatically customized with your clinic name and phone number)
  - Refills
  - Gonorrhea and Chlamydia retesting
- For more information or to get signed up, please contact [providers@bedsider.org](mailto:providers@bedsider.org).



# DECONSTRUCTING POPULAR WEBSITES & MOBILE APPS

SHORT PREVIEW PART 4



# OVERVIEW OF TOP SITES

## Part 1: Deconstructing Apps

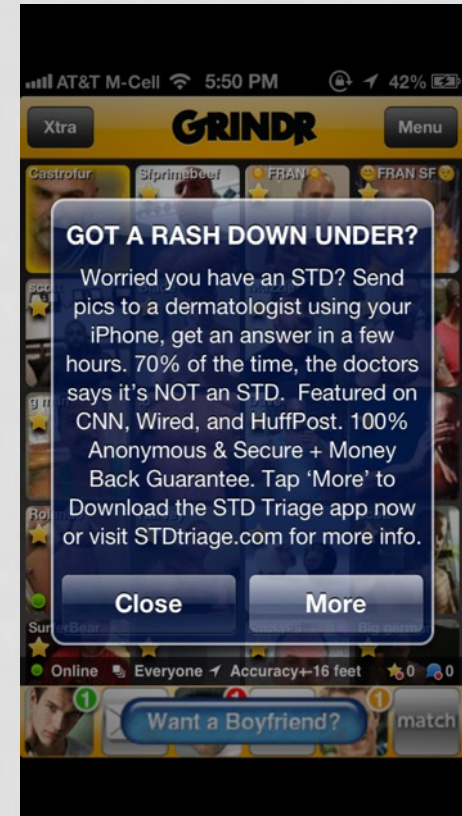
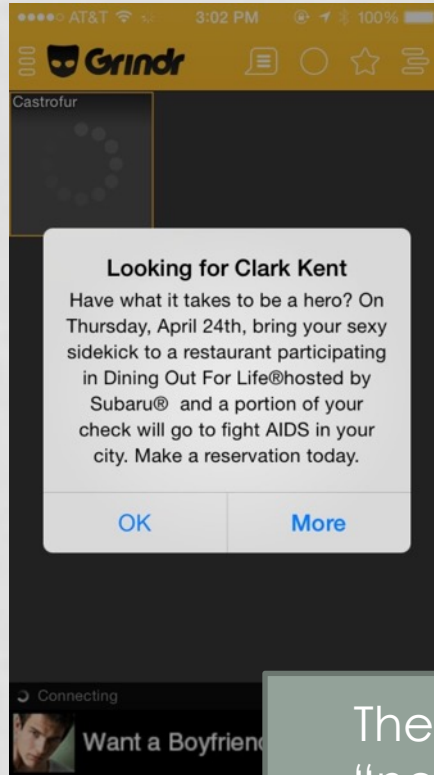
- Grindr\*
- Manhunt
- BareBackRT
- Facebook\*
  - Layout
- Adam4Adam/Radar
- Craigslist\*
- Scruff
- Growlr
- Tinder
- Jack'd
- The New Kids

## Part 2: Laying New Foundations

- Public Health Examples
- What We Can Learn
- Parting Shots
- Opinions Videos & Press

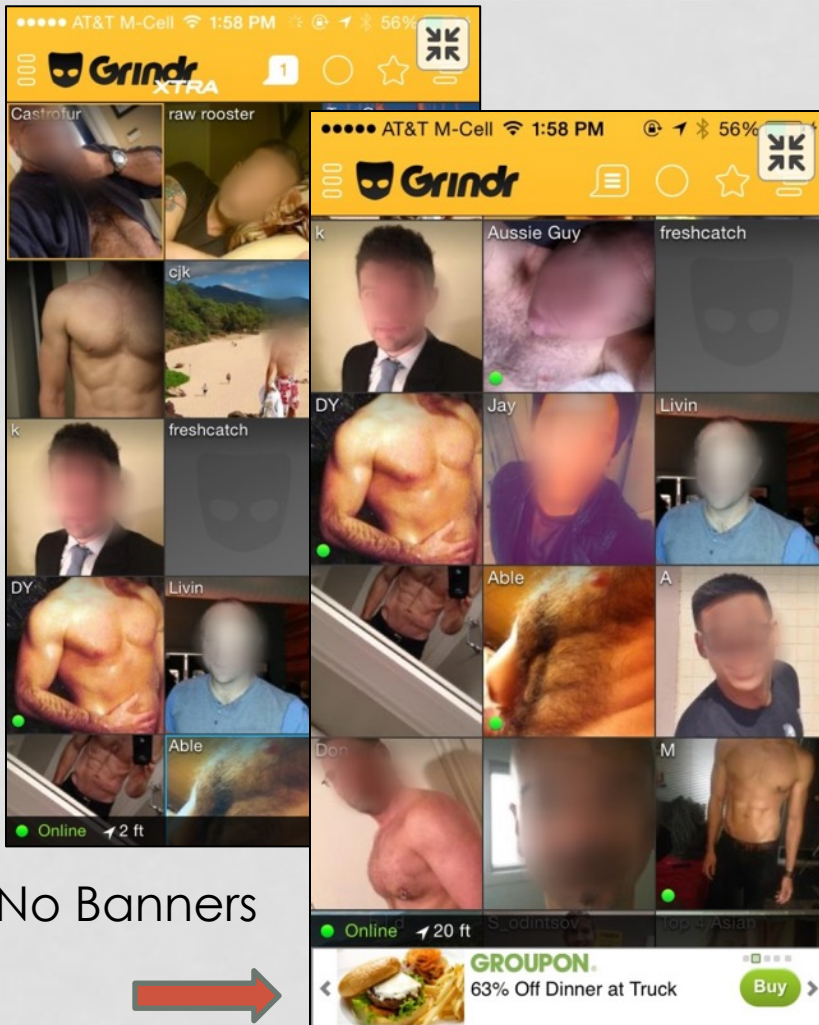


# GRINDR

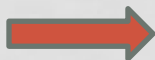


These are called "notifications" or "pop-ups" – they can be purchased

# REGULAR VS XTRA FEATURES



No Banners



**These are generally paid upgrades.**

Differences include

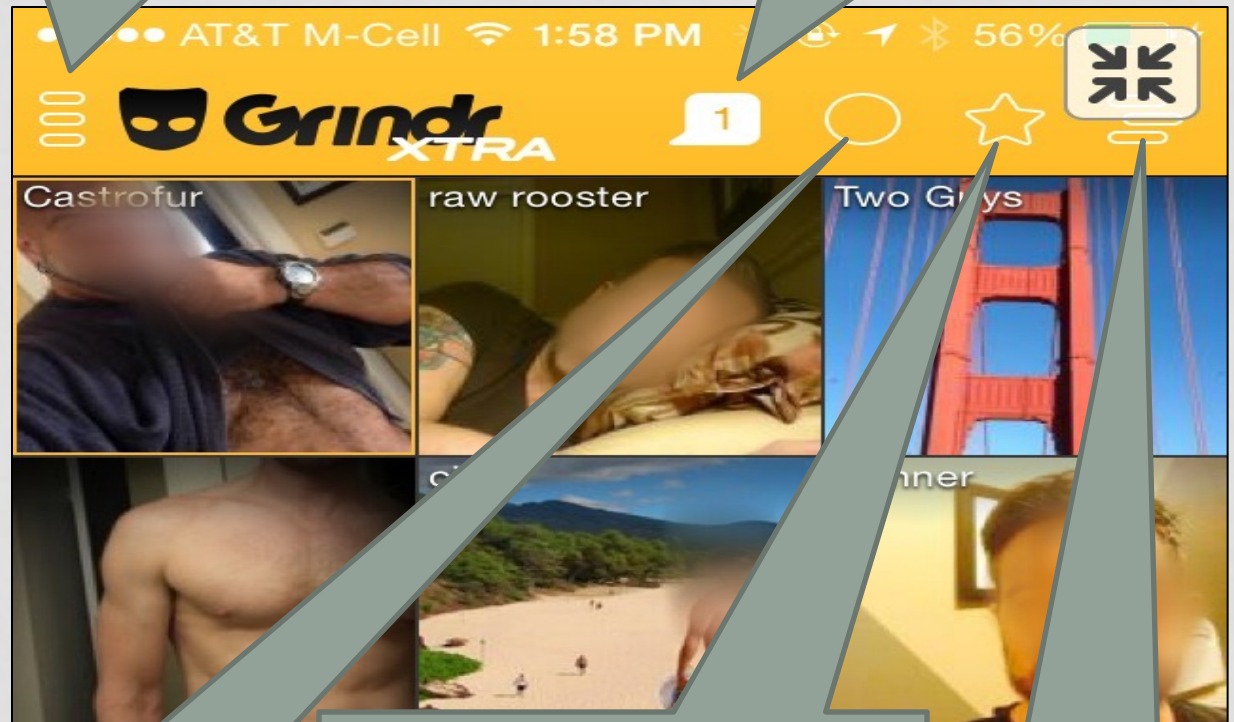
- “Push Notification”
- Increase # of men on menu to 300
- Additional features; Tribes, Ability to see men online “now” filter
- Favorites; limited on regular, unlimited on xtra
- Photo and phrase archive
- Limited pop-up messages

# DECONSTRUCTING GRINDR

- Has a website for more information only
- Smartphone, iOS and Android versions
- Regular is free, Xtra is \$12 per month
- Accepts advertisers
- 18 and over only

Profile, Help & Settings

Message-base



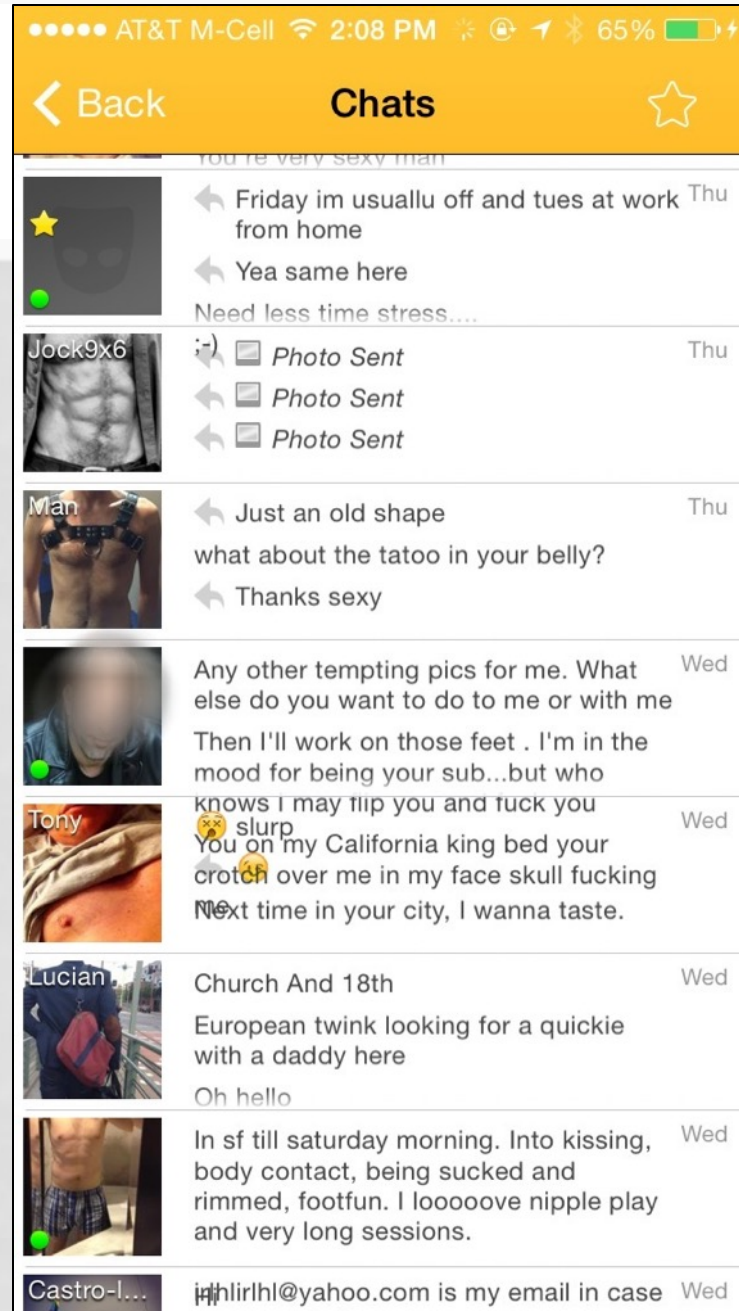
Favorites filter

Online Now filter

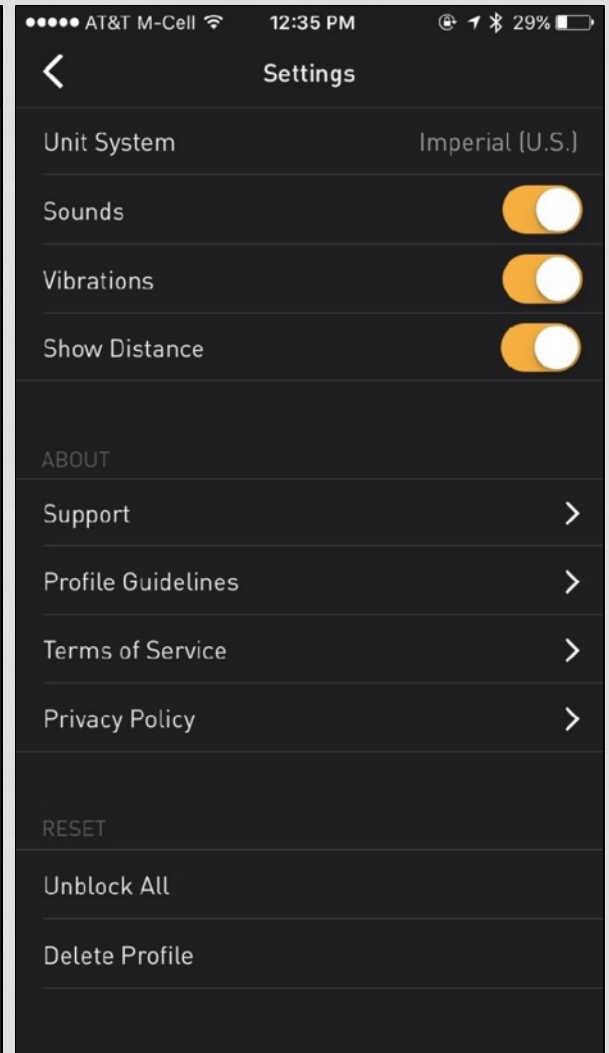
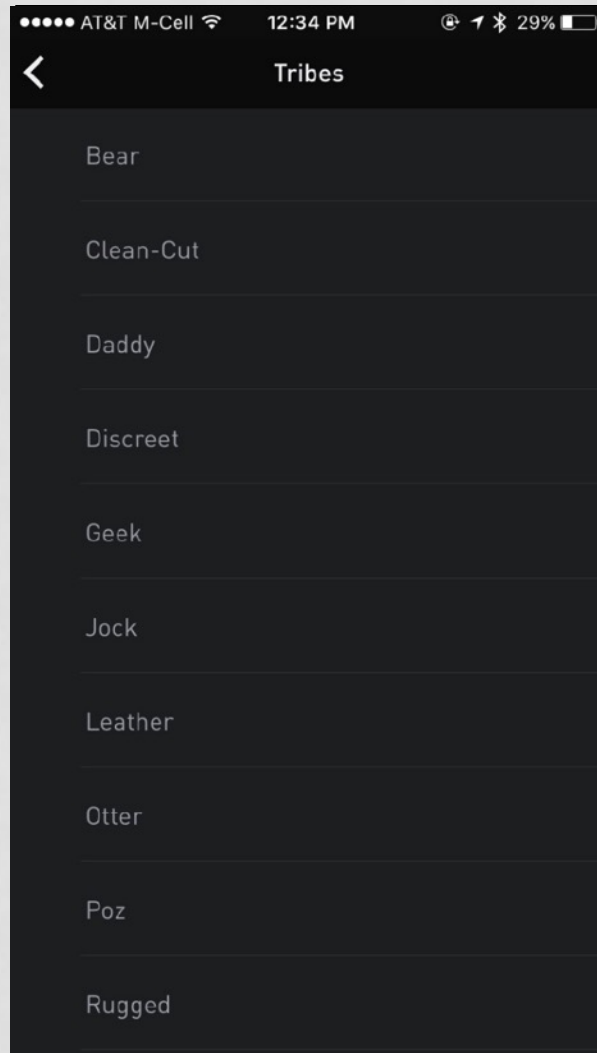
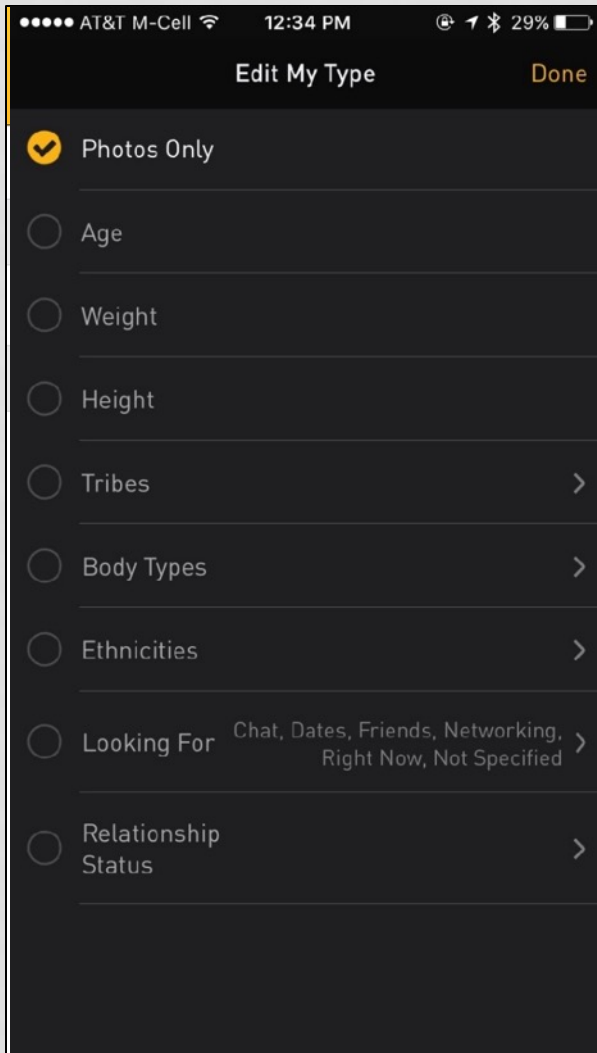
Filter Settings



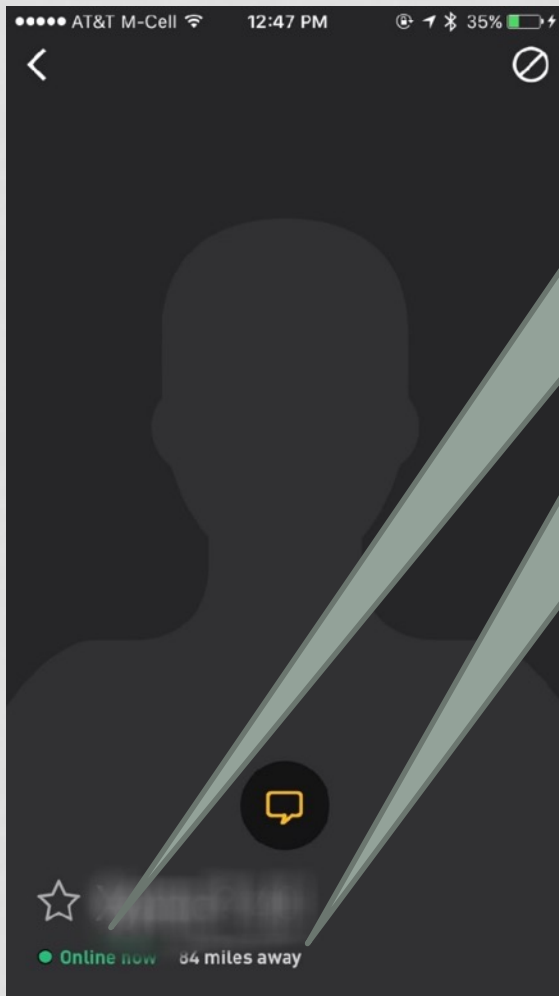
# GRINDR MESSAGE-BASE



# FEATURES ( FILTERS AND TRIBES)



# BASIC TEMPLATE OF A GRINDR PROFILE



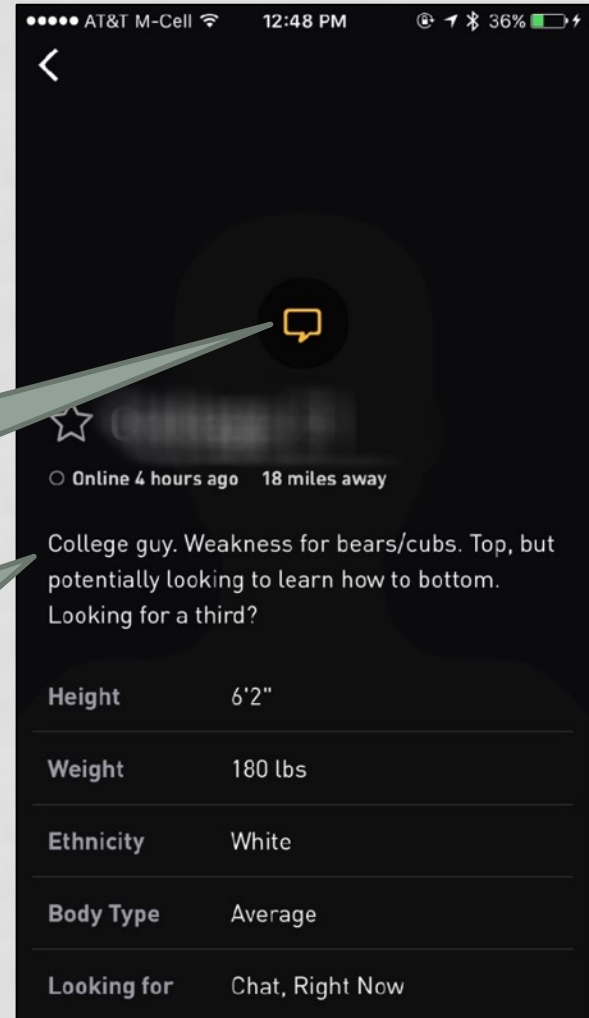
– User Profile  
Green dot indicates user is online\*

– GPS  
This tells the viewer proximity

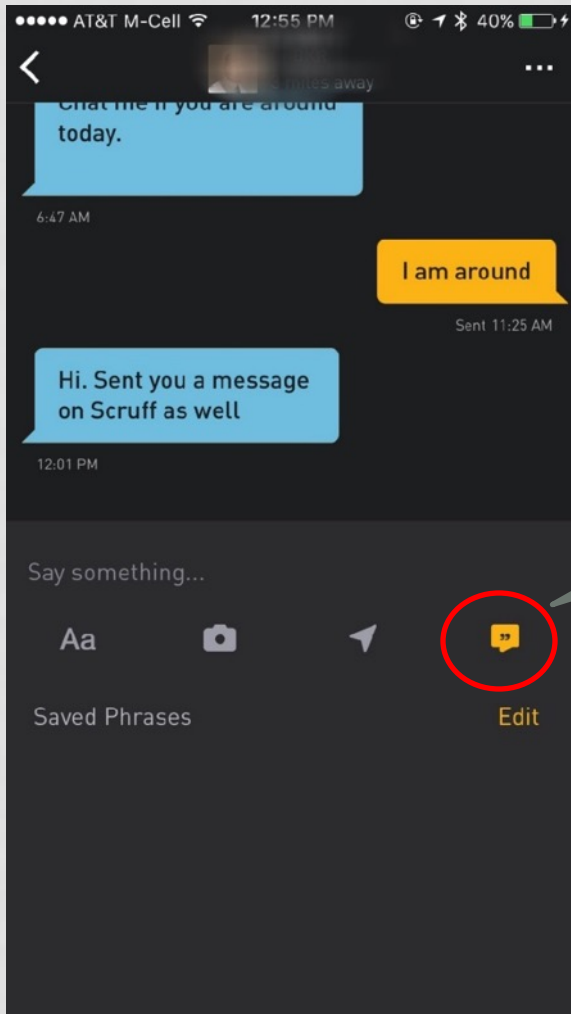
– click here to “chat” aka send it as a message or read previous messages

– “About”  
This shows what the member wants (or into)

– “Stats”  
This shows what the member listed

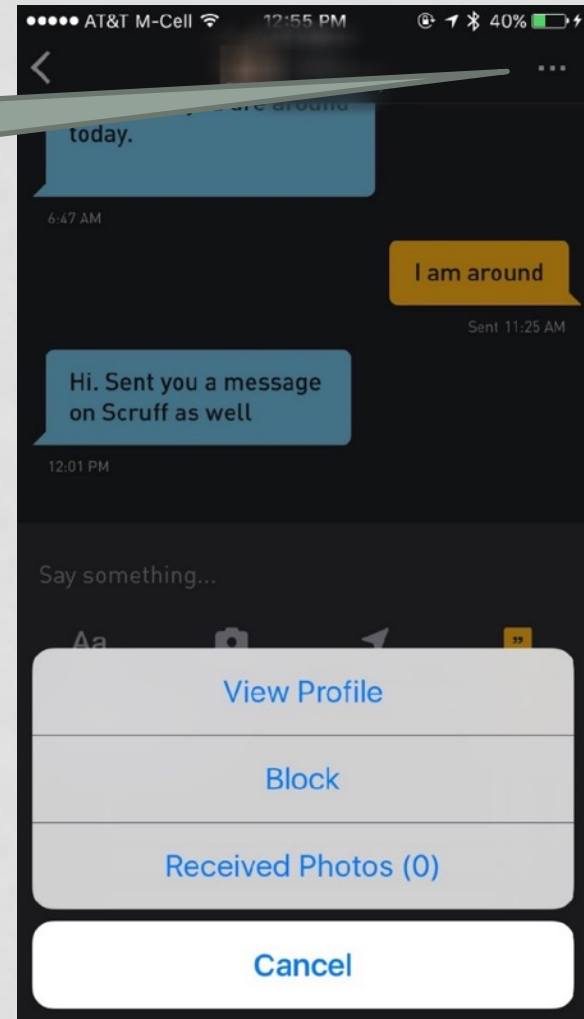


# FEATURES



– “Tools”  
Block, Flag or “Favorite”  
users

Saved Phrases from the  
member to use



# WORKING WITH APP OWNERS

The screenshot shows a mobile app interface for editing a profile. At the top, the status bar displays 'Verizon', signal strength, Wi-Fi, time '8:09 AM', and battery '91%'. Below the status bar is a navigation bar with a back arrow, 'Edit Profile', and a 'Save' button. The main content area is divided into sections: 'SEXUAL HEALTH' and 'SOCIAL LINKS'. Under 'SEXUAL HEALTH', there are three rows: 'HIV Status' with the value 'Negative, on PrEP', 'Last Tested Date' with the value 'August 2016', and 'Sexual Health FAQ' with a right-pointing arrow and a descriptive text. Below this is a yellow bar with 'HIV Status' and 'Done' buttons. At the bottom, there is a list of options: 'Do Not Show Negative', 'Negative, on PrEP', 'Positive', and 'Positive, Undetectable'.

Verizon 8:09 AM 91%

< Edit Profile Save

SEXUAL HEALTH

HIV Status Negative, on PrEP

Last Tested Date August 2016

Sexual Health FAQ >  
Learn more about HIV, PrEP, getting tested, and other frequently asked questions

SOCIAL LINKS

HIV Status Done

Do Not Show Negative

Negative, on PrEP

Positive

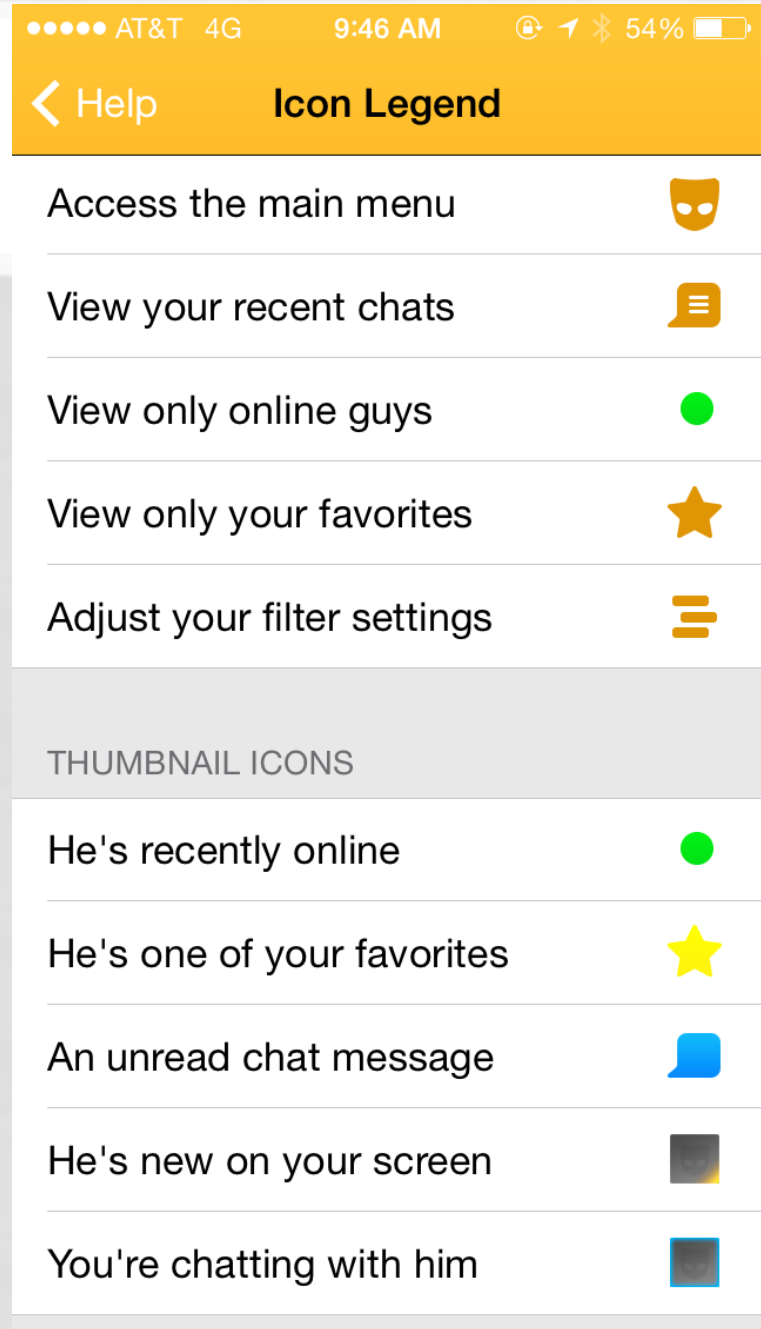
Positive, Undetectable

- Grindr has chosen to include both status and sexual health strategy together;



# GRINDR ICONS

- Icon Review (*Example*)



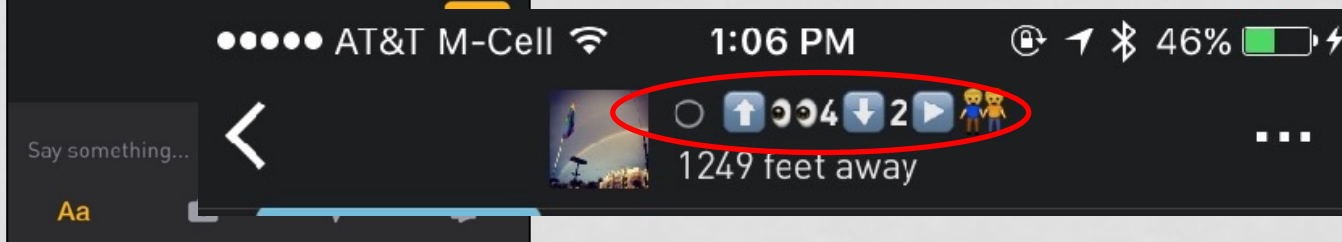


# APP CHATS

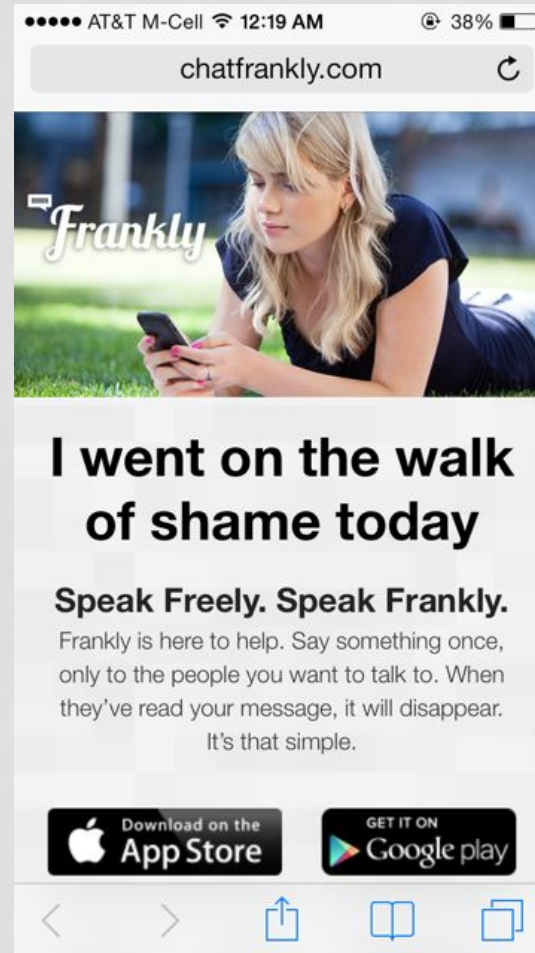
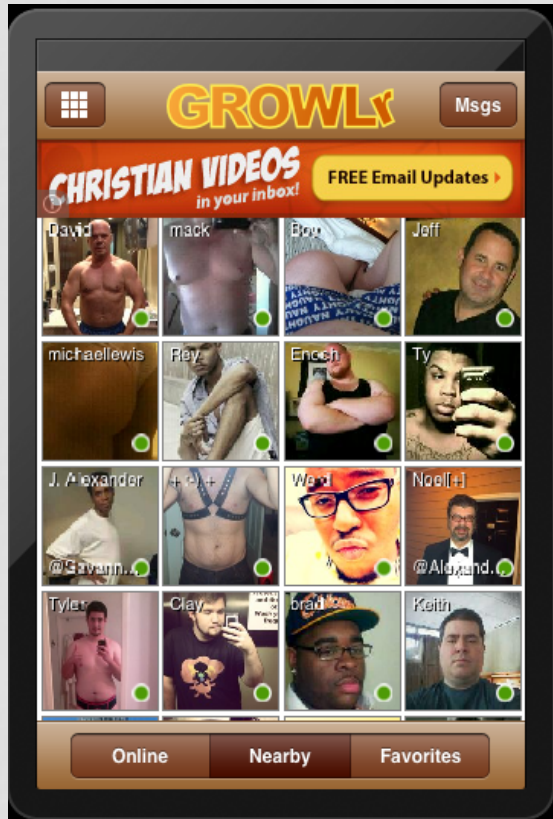


- Don't expect the great American memoir!
- Most of the chats are basic

*Not all profile names are alpha characters*



# THE "OTHER" KIDS ON THE BLOCK



# CHANGING OPPORTUNITIES; ADVERTISING



Psst!

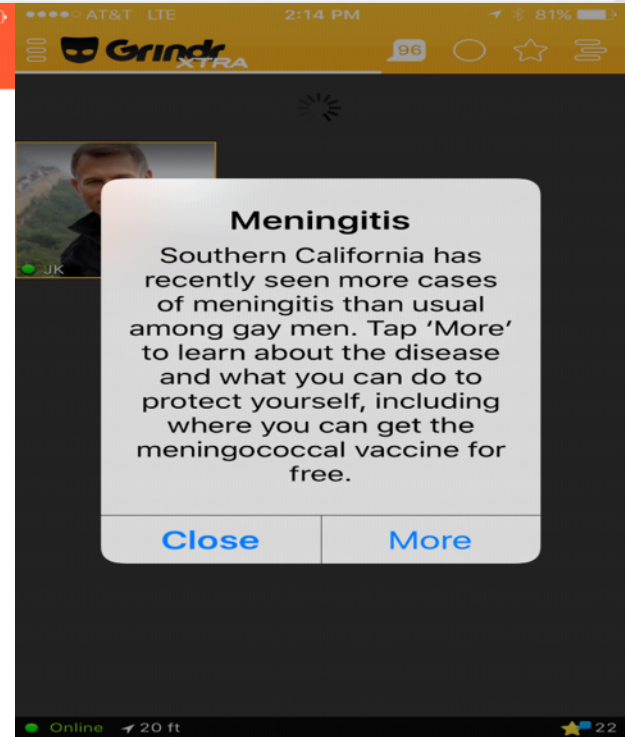
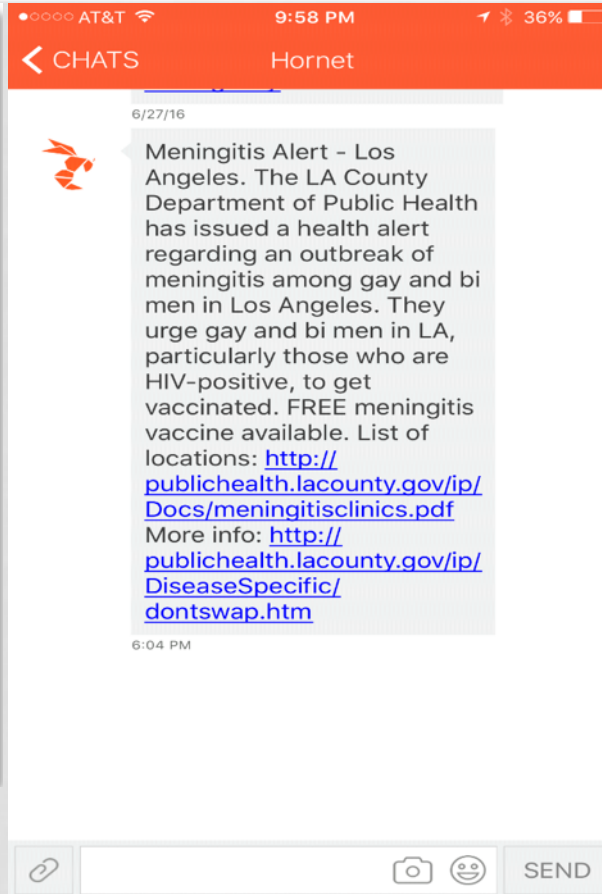
## Shigella's Hit the Fan!

### Um, what's that?

Drug-resistant Shigella is going around. It's a dangerous bug that's easy to get. But easy to treat!

So, if you've had diarrhea for 48 hrs or longer, get your butt to the doctor & get tested for Shigella. *XO*

*click for details.*





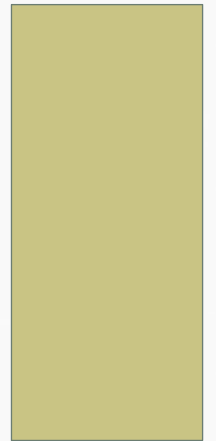
# PARTING SHOTS (CONTINUED)



- Don't expect the great American memoir! - most of the chats are basic, direct and goal driven.
- A profile name is a virtual identifier that is used by an individual in place of their real name
  - Some are permanent and unchangeable, some are not
- Profile names are often the same across different platforms and Members may have more than one account/profile.
- Not every tech tool will be a useful fit for measurable outcomes

# FACEBOOK OVERVIEW, SEARCHING AND MESSAGING

A VISUAL GUIDE



# FACEBOOK

The screenshot shows the Facebook profile for S.f. Cityclinic. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The profile picture is the City Clinic logo with the tagline "A landmark in prevention". The cover photo shows a clinic interior. The page content includes a "Send Message" and "Poke" button, a "You and S.f." section with a "See Friendship" link, and a "51 Mutual Friends" indicator. There is a sponsored post for "Health In Your Area" from countyhealthrankings.org. The left sidebar contains navigation options like Wall, Info, Photos, and Notes, along with a "Suggest Friends" section.

The screenshot shows the Facebook profile for FC2 San Francisco. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The profile picture is a couple embracing with the text "Get Turned On To It.". The cover photo shows a group of people. The page content includes an "Edit Page" button, an "Admins (4)" section, and a "Write something..." text box. There are two posts: one about "Happy STD Awareness Month" and another about "FC2 trainings". The right sidebar contains options like "Use Facebook as FC2 San Francisco", "Promote with an Ad", and "View Insights".

## Caveats:

- *Constant changes*
- *“Wall” verses a message*
- *Group Messages*
- *Emails outside of “friend” list*
- *“Friend Me”*
- *Program account needed*

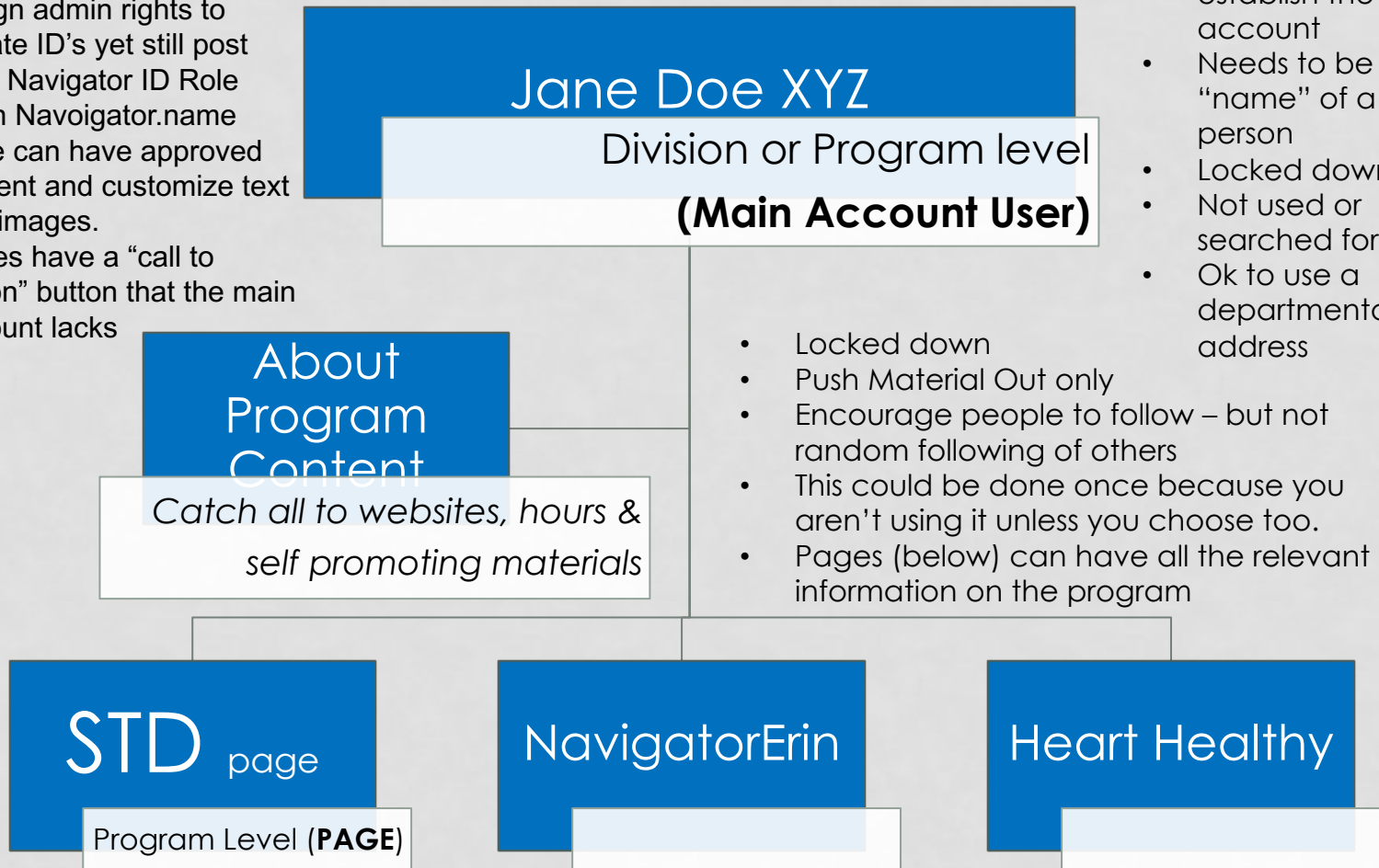
Trending: many sex apps now allow you to link to the users Facebook account!



# SAMPLE FACEBOOK LAYOUT

- You can assign Admins to share workload
- It can be connected to blogs and program content
- Navigators can log in using the admin id or if you assign admin rights to private ID's yet still post from Navigator ID Role
- Each Navigator.name page can have approved content and customize text and images.
- Pages have a "call to action" button that the main account lacks

- Used only to establish the account
- Needs to be a "name" of a real person
- Locked down
- Not used or searched for
- Ok to use a departmental email address



- Locked down
- Push Material Out only
- Encourage people to follow – but not random following of others
- This could be done once because you aren't using it unless you choose too.
- Pages (below) can have all the relevant information on the program

Facebook.com/JaneDoe (Main established user and for log in)

→ Facebook.com/Navigator.Erin (this is the one of a series you would promote)

# IT ALL STARTS WITH A MEMBER ACCOUNT

- **You have to be a individual user first**
  - Before you can host a page or a group
  - TOS for the account holder
  - Security and privacy settings for the account
  - Complete the “About “ section
  - What is your “POLICY”?

*Hint: The “About” section is the first place you look during IPS.*

*It can hold the most specific locating information for some users.*

# THE FACEBOOK; “THE POT OF GOLD” STRUGGLE

Frank Strona

Public Health Advisor at Centers for Disease Control and Prevention  
2003 to present

Studied at ... Studies (CI ... Past: San Jose University

Lives in San ... From Hamden

In a relation

Not currently designed for individual “business” access

For business promotion they push to “**Pages**” over the “**Personal Profile**”

But they both have an ABOUT section!

CONTACT INFORMATION	
Mobile Phones	(415) 621-4145
Address	San Francisco, CA, United States
Email	strona@mac.com
Facebook	http://facebook.com/FVStrona
+ Add other phones	
+ Add a public key	

WEBSITES AND SOCIAL LINKS	
Websites	http://www.MentorSF.com/ http://www.FrankStrona.com/ http://www.BikeTheRoad.com/
Social Links	http://bitetheroad.yelp.com (Other Service) www.linkedin.com/in/fvstrona (LinkedIn) Fvstrona (Instagram) FVstrona (Skype) FVStrona (Twitter)

# PAGES VS GROUPS

## Pages

allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

- **Privacy:** Page information and posts are public and generally available to everyone on Facebook.
- **Audience:** Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many people can like a Page.
- **Communication:** People who help manage a Page can share posts from the Page. Page posts can appear in the News Feeds of people who like the Page. Page owners can also create customized apps for their Page and check Page Insights to track the Page's growth and activity.

## Groups

provide a closed space for small groups of people to communicate about shared interests. Groups can be created by anyone.

- **Privacy:** In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.
- **Audience:** You can adjust [group privacy](#) to require members to be approved or added by admins. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.
- **Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events.

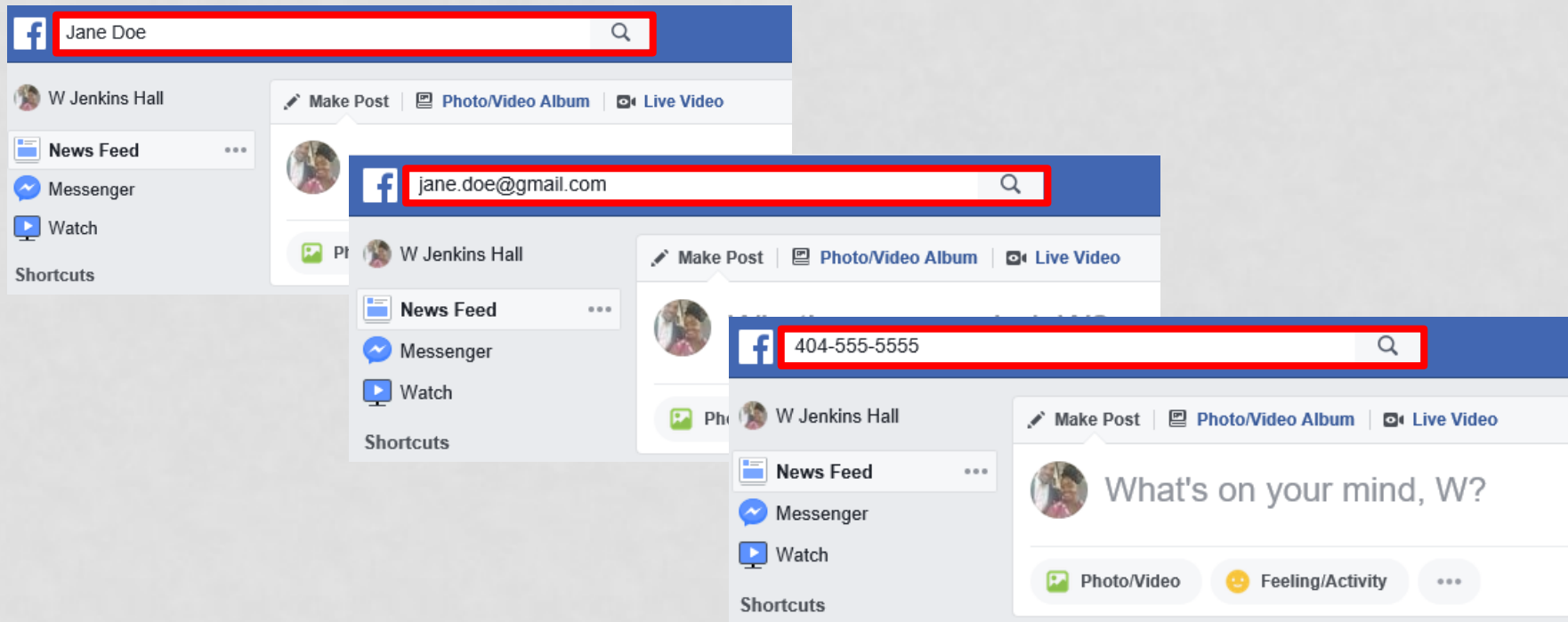
# ADDITIONAL FEATURE OF A PAGE IS THE “CALL TO ACTION” BUTTON

The image shows a screenshot of the Facebook Pages interface. At the top, there's a navigation bar with the Facebook logo, a 'Sign Up' button, and fields for 'Email or Phone' and 'Password' with a 'Log In' button. Below this is a banner for 'Facebook Pages' with the text 'Tools for your business, brand or organization.' and a green 'Create Page' button.

The main content area shows the profile of 'Bitetheroad' (@bitetheroad). The profile picture is a man with a beard. The cover photo is a vibrant image of various fruits including yellow and red bell peppers, a sliced tomato, and lemons. Below the cover photo, there are buttons for 'Liked', 'Message', and 'More'. A blue 'Call to Action' button is highlighted with a yellow box, containing the text 'Help people take action on this Page.' and '+ Add a Button'. Below this, there's a 'Personal Blog' section with a search bar and a list of posts. The bottom section shows 'This Week' statistics: 40 Post Reach, 0 Website Clicks, and 1 Post Engagement. There's also a 'Boost Your Page for \$5' advertisement.

# 2 WAYS TO FIND PEOPLE ON FACEBOOK

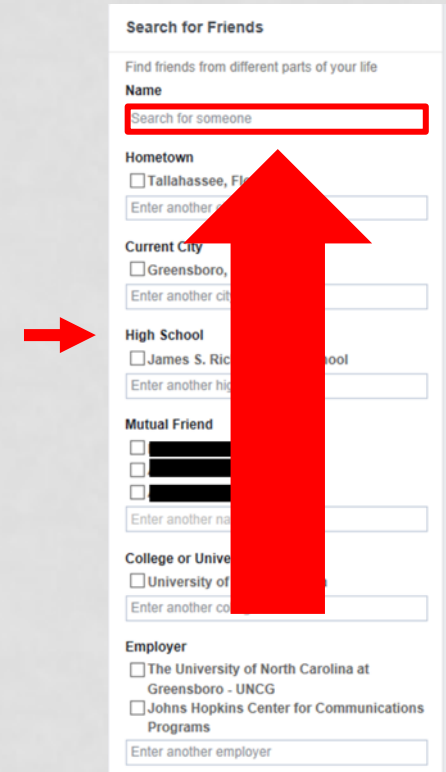
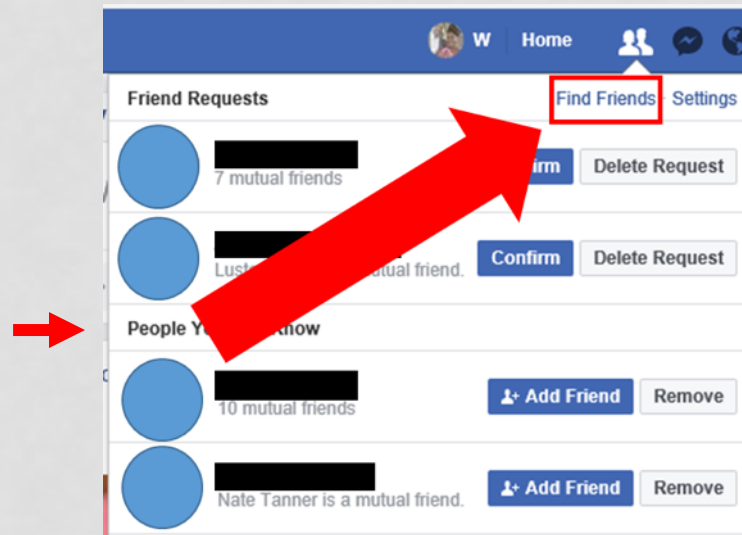
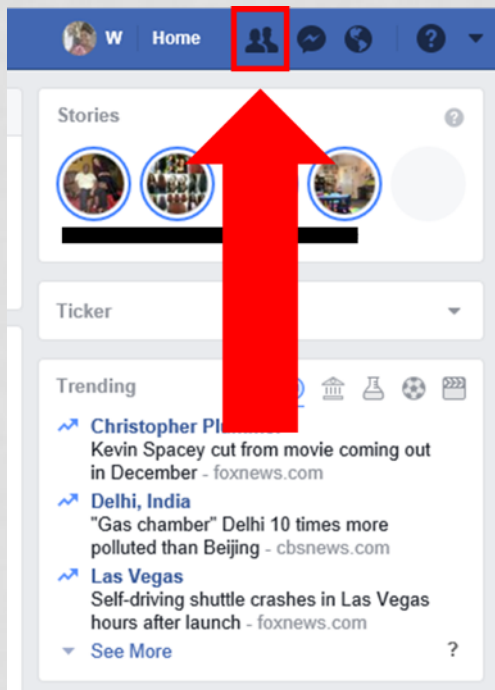
Use Facebook's Search Box





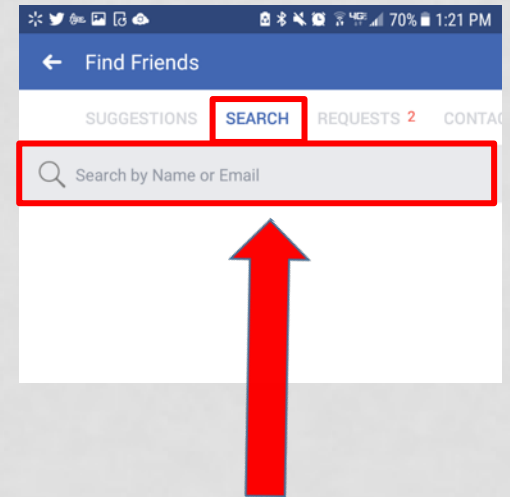
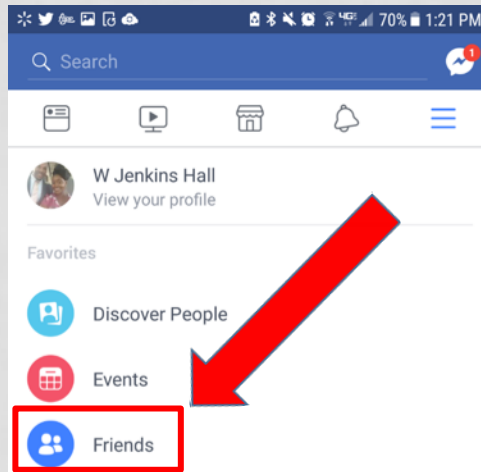
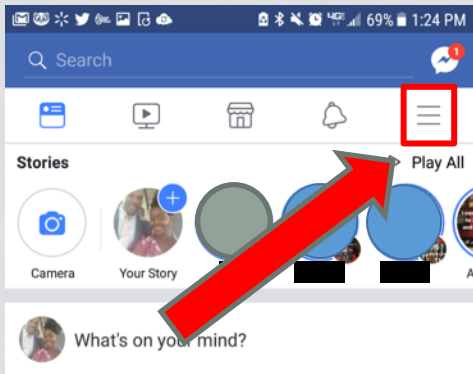
# 2 WAYS TO FIND PEOPLE ON FACEBOOK

Use Facebook's "Find Friends" Page





# FINDING PEOPLE ON FACEBOOK MOBILE APP



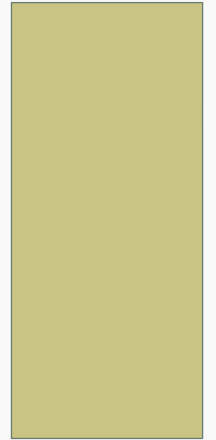
# HOW TO SEND A MESSAGE ON FACEBOOK

A screenshot of the Facebook search interface. The search bar at the top contains the text "wendasha hall". Below the search bar, there are navigation tabs for "All", "Posts", "People", "Photos", "Videos", "Shop", "Pages", "Places", and "Groups". The "People" tab is selected. On the left, there are "Filter Results" for "City" and "Education". The "City" filters include "Any city", "Greensboro, North Carolina", "Tallahassee, Florida", and "Choose a city...". The "Education" filters include "Any school", "James S. Rickards High School", and "University of Central Florida". The main search results area shows two profiles: "W Jenkins Hall" with a profile picture and a dropdown menu, and "Wendasha Hall" with a placeholder profile picture and an "Add Friend" button with a dropdown menu. The "Send message" option in the dropdown menu for "Wendasha Hall" is highlighted with a red box.

A screenshot of a Facebook "New Message" dialog box. The dialog box is titled "New Message" and has a close button (X) in the top right corner. The "To:" field is filled with "Wendasha Hall" and has a dropdown arrow. The message content reads: "Hello, My name is Wendasha Jenkins Hall and I am a disease investigation specialist with ABC County Department of Health. I am have some important health information to share with it you; however, it can not be discussed through email. Please give me a call back at 404-555-5555 at your earliest convenience. This message is legitimate and if you have any questions or concerns you can reach my supervisor, John Smith, at 404-555-5551. Thank you for your time." Below the message text, there are two buttons: "Add Files" and "Add Photos". At the bottom right of the dialog box, there is a blue "Send" button, which is highlighted with a red box.

# GOOGLE IMAGES

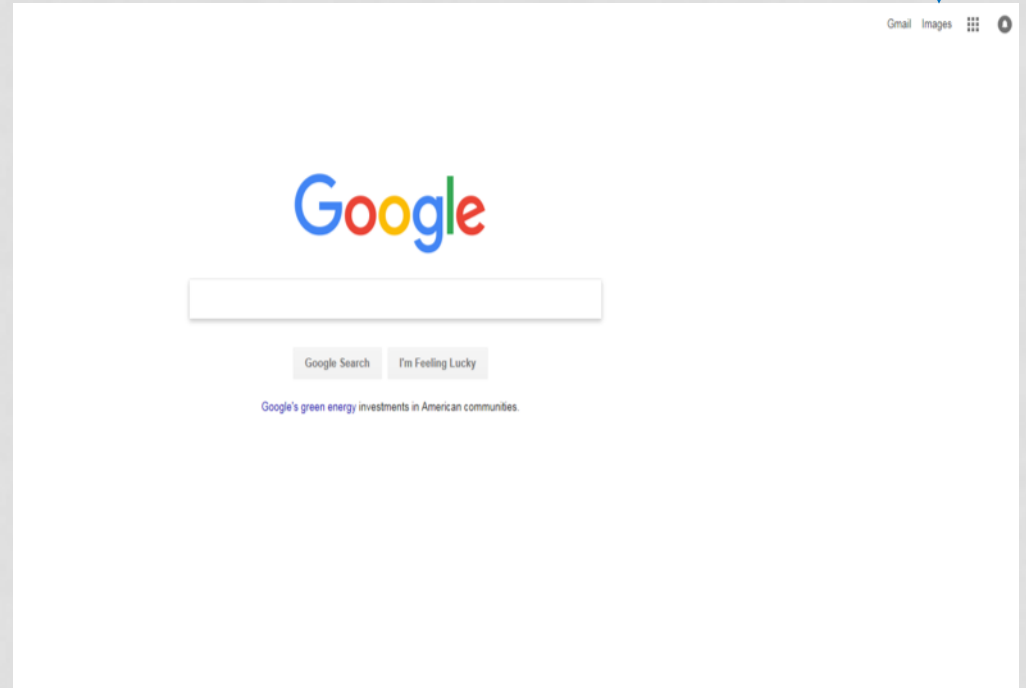
VISUAL SEARCH OF A PERSON



# GOOGLE IMAGES

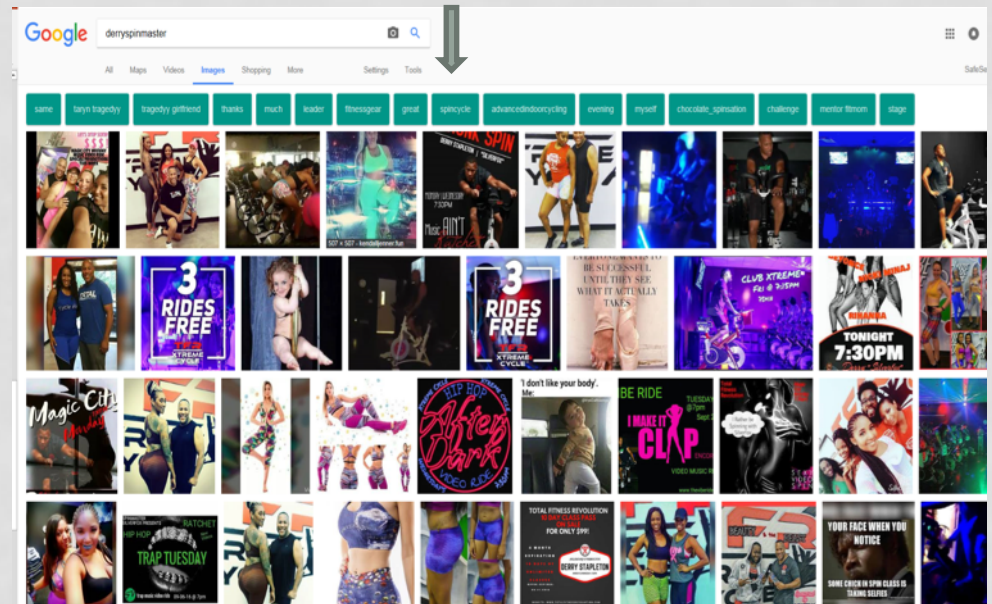
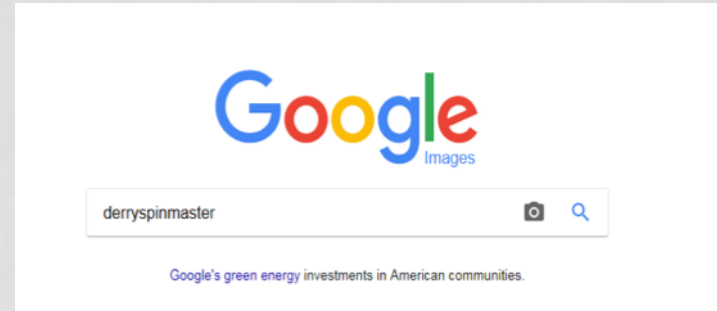
You can easily search someone's name or image to gather more information about them using google images on your desktop

- Step 1: Go to [www.google.com](http://www.google.com)
- Step 2: Click on images at the top right corner



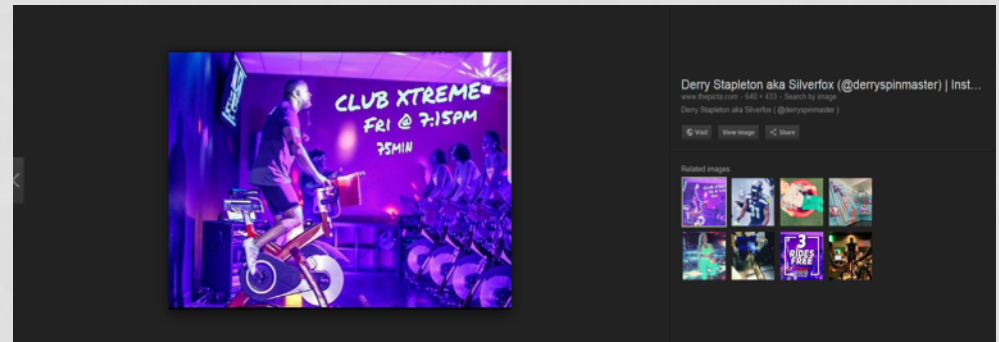
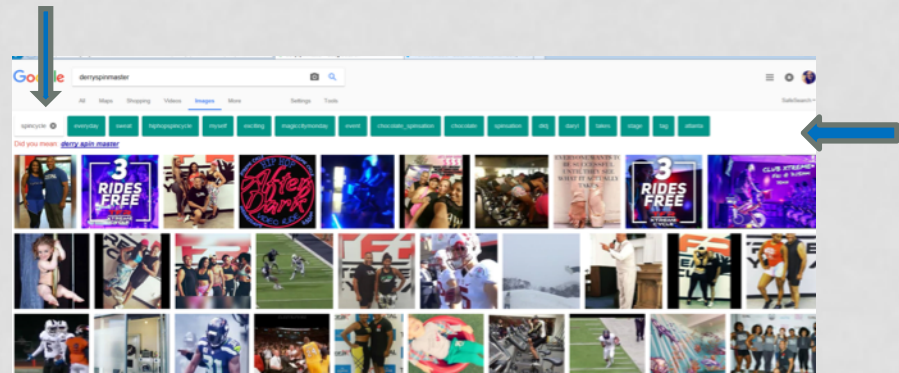
# SEARCH TYPE 1: NAME OR SCREENNAME SEARCH

- You can use the google images search bar to locate an individual's images by searching either:
  - The person's real name or
  - A screen name
- Not only does the image pop up but so does topics that might be related to that person:
  - Clicking through the tabs at the top in green, you will find more images that might confirm an individual's identity



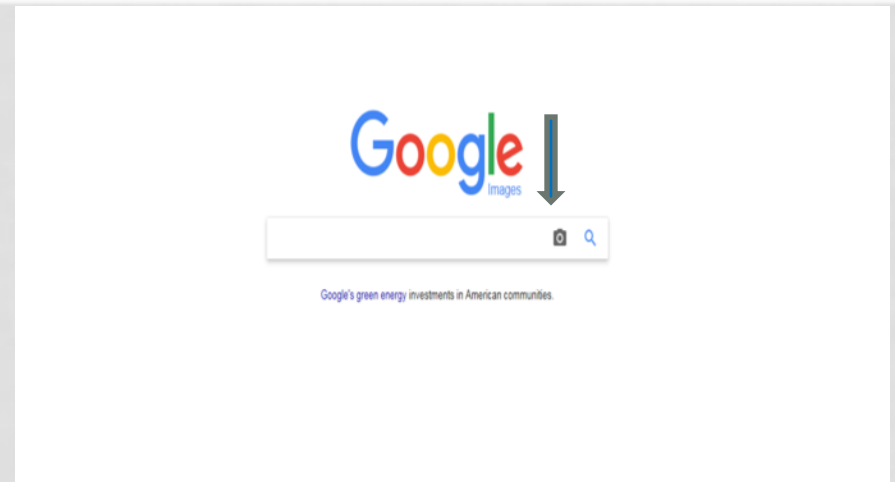
# CLICKING THROUGH

- Clicking on the spincycle tab generates more related images.
- At any point you can click on the pictures to investigate further.
- We chose to click on the where you see the arrow at the top right and learned that:
  - Derryspinmaster's real name is Derry Stapleton
  - AKA- Silverfox
  - On Friday's he teaches a Club Xtreme class at 7:15PM
  - He has an Instagram account
- Further research- where is club xtreme? Possibly gather information about social connections linked in the pictures. Check his Instagram
- You can keep looking at the pictures and gather more information



# SEARCH TYPE 2: SEARCH BY PHOTO

- You can click on the camera icon and insert a photo of a person you are looking for
- There are two options to do this:
  - Paste image
  - Upload an image
- For this example we chose to upload an image.





# IMAGE SEARCH RESULTS

There are many options you can take if your picture generates results.

- If you have multiple pictures and the first does not generate any results try another one

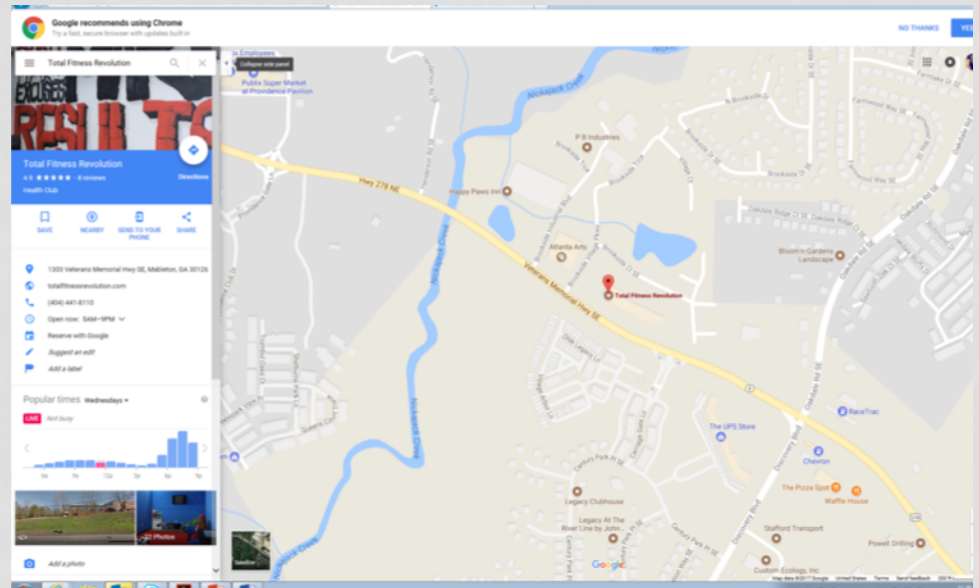
Options include:

- Clicking through on all the links in blue that included as the results of the image search to gather further information.
  - We Found- employment information, location, hours Derry works, other trainers, etc.
- Below the search bar you also have the option of clicking through the tabs to gain further insight including the following tabs:
  - All, Maps, Shopping, More.

The screenshot shows a Google Image Search interface. At the top, the search bar contains the text "Derry...pleton.png" and "Total Fitness Revolution". Below the search bar, there are tabs for "All", "Images", "Maps", "Shopping", "More", "Settings", and "Tools". An arrow points to the "Images" tab. The search results show "About 5 results (1.58 seconds)". The first result is a thumbnail of a woman in a blue tank top, with the text "Image size: 244 x 367" and "Find other sizes of this image: All sizes - Small - Medium". Below the thumbnail, it says "Best guess for this image: Total Fitness Revolution". The main result is for "Total Fitness Revolution" with the URL "totalfitnessrevolution.com/". Below this, there are links for "Total Fitness Revolution - Home | Facebook" and "Visually similar images". The "Visually similar images" section shows a grid of 12 small images. Below this, there are sections for "Pages that include matching images", "Trainers - Total Fitness Revolution", and "Derry Stapleton - Total Fitness Revolution".

# MAPS TAB

- Just by clicking on the maps tab we can:
  - Verify location of Derry's possible place of employment
  - Gained a phone number
  - Directions
  - Website
- We can call, visit the website, or the location in an attempt to find this individual.



# NEW PARTNERS

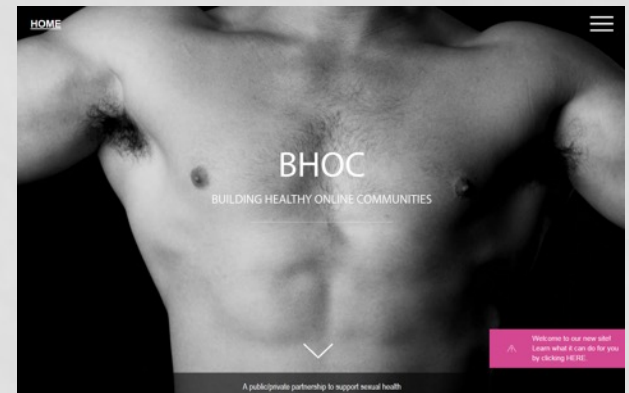
## BUILDING HEALTHY ONLINE COMMUNITIES

*“A consortium of public health leaders and gay dating website and app owners who are working together to support HIV and STI prevention online.”*

Liaison between programs and owners/managers of sex seeking sites and apps

TA for:

- Online advertising
- Connect to developed campaign & advertising resources
- Online outreach programs



For more information visit [bhocpartners.org](http://bhocpartners.org)

# USING TECHNOLOGY AS SDT/HIV PREVENTION (UTASP) WORKGROUP

## Objectives

- Increase comfort using technology for PS
- Increase knowledge and awareness on the opportunities new technologies offer
- Inspire/initiate/spark new ways of thinking



Toolkit – using technology for Partner Services

<https://www.cdc.gov/std/program/ips/default.htm>



National Internet Partner Service Webinars



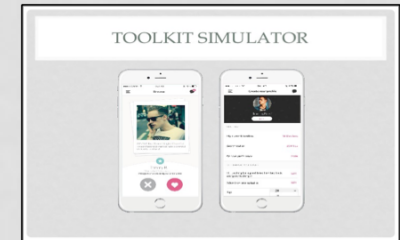
NPIN Community Group

<https://npin.cdc.gov/>



Direct TA through CDC UTASP

Email Frank Strona – fhs3@cdc.gov



Toolkit Simulator Training

<http://toolskitsimulator.org>



*Now live in pilot mode*

# NATIONAL INTERNET PARTNER SERVICES (NIPS) CALLS

- Quarterly
- Peer-to-peer support, discussion and info sharing
- Past call topics:
  - Overview of Grindr by Grindr
  - IPS on Facebook
  - Key findings from public health/owners meeting

## Recent & Upcoming calls:

- October 18, 2017, 2:00 pm (EST) - Florida will discuss the planning and implementation of their new IPS program
- **Next Up; December 6, 2017, 2:00 pm (EST) – Alex Gardner of the mobile app Hornet will provide an overview of the app and describe their HIV/STD prevention efforts**

## To subscribe to the NIPS List-serve:

- Please send an email from the account you wish to use, to [List@cdc.gov](mailto:List@cdc.gov)
- Include the following information in the body of the email using this format: "SUBSCRIBE [listname] [your firstname] [your last name]": *Example: SUBSCRIBE NATIONAL-INTERNET-PARTNER-SVC John Smith*
- *Note: do not include any other content in the body of the email, including signature lines. You may leave the subject line blank. Within 20 minutes you will receive a confirmation email from the list.*

# COMMUNICATION AND PEER TO PEER SHARING

## NPIN: NATIONAL INTERNET PARTNER SERVICE COMMUNITY

A topic specific group now exists for those interested in technology related tools

- focus on interactivity & Peer to Peer sharing:
  - ✓ Samples
  - ✓ Shareable Tools
  - ✓ Calendar of webinars (Past and Future) Links
  - ✓ TA requests
  - ✓ FAQs

The screenshot shows the NPIN National Internet Partner Services (NIPS) Community page. The header includes the CDC logo and navigation links. The main content area features a banner for 'TECHNOLOGY-BASED PARTNER SERVICES' and a section titled 'JOIN THE DISCUSSION' with options like 'Start a New Conversation' and 'Share Your Expert Op/Ed'. A red arrow points to the 'Sign In' or 'Sign up' buttons at the bottom of the page.

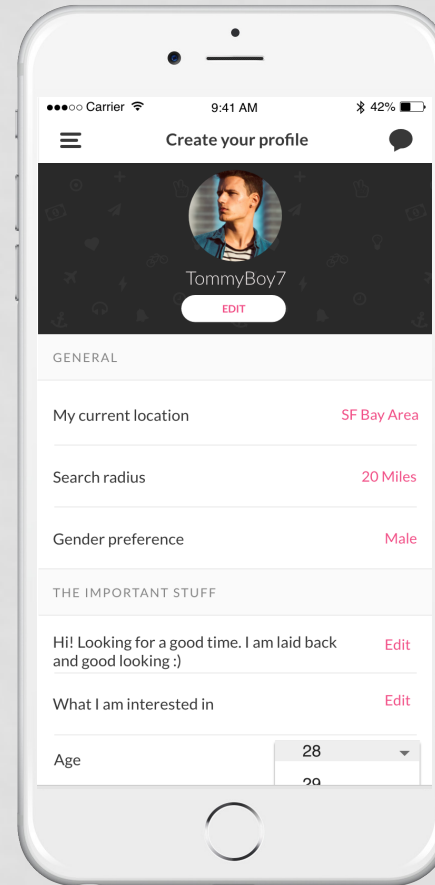
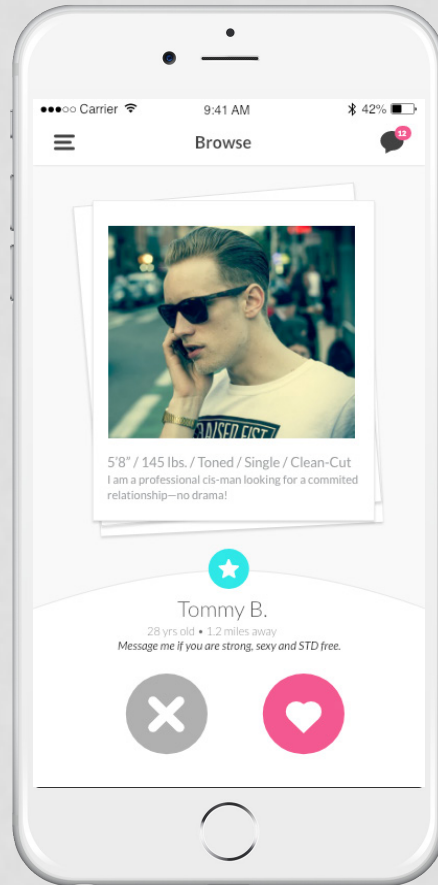
### To join

Go to <https://npin.cdc.gov>, register as a user, use **Access Code #5722TA**. If you are already a member on NPIN, email Frank Strona at [frs3@cdc.gov](mailto:frs3@cdc.gov) and mention you are a current NPIN member and want access to the IPS Community Group.



# TOOLKIT SIMULATOR

HTTP://TOOLKITSIMULATOR.ORG



# QUESTIONS/THOUGHTS

