



Welcome!

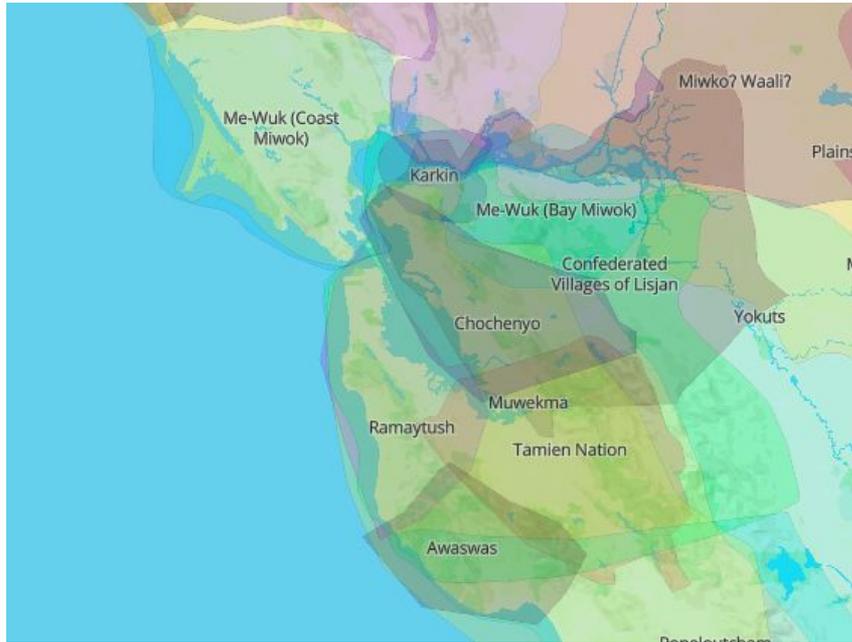
November 10th, 2021

Meet Them Where They're At: Best Practices for HIV Prevention Outreach Through Dating/Hook-up Apps

1. This workshop is being recorded and will be shared on our website.
2. We have a high volume of participants, please stay on mute.
3. Please enter any questions in the chat box
4. Feel free to DM Yamini or Nahid with any individual questions/concerns



Land Acknowledgement



East Bay Getting to Zero works and operates on unceded ancestral land of the **Chochenyo speaking Ohlone people.**

<https://native-land.ca/>



Check-in

Chat box check-in

→Name

→Organization

→What's your favorite thing about outreach

OR

→When and where was your favorite outreach experience?



EAST BAY GETTING TO ZERO



**HIV STIGMA
HEALTH DISPARITIES
HIV TRANSMISSIONS**

ADVANCING HEALTH EQUITY & HEALING

We bring diverse people in the East Bay together across silos to share how things are going, analyze data and develop new coalitions and partnerships to make HIV messaging and services more accessible, equitable and healing-centered. We work collaboratively to implement these solutions with the long-term goal to get to zero new HIV transmissions.



EAST BAY GETTING TO ZERO



**HIV STIGMA
HEALTH DISPARITIES
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Meet Them Where They're At



Best Practices for Outreach
through Dating/Hookup Apps

Workshop Facilitators



David Gonzalez is the HIV Program Manager at HCH510 and Asian Health Services in Oakland. They are also a long-time volunteer at the Berkeley Free Clinic, where they still serve as a linkage coordinator. David and their team regularly use apps like Grindr and Scruff for community outreach in the East Bay.



Xavier Davenport is a Bay Area advocate for Black Trans community. He is the Founder of Pyramid Kings which is an organization focused on psychosocial health specific to BIPOC Trans community. Currently Xavier is working as an independent contractor to teach others through his lived experiences. Xavier learned how to utilize hook-up apps to bridge gaps in community by educating and giving access to programs and resources across SF/ Alameda county.

Agenda

1. Learning Objectives
2. Context: Which apps and how to define outreach?
3. Distinguishing different ways to use the apps
4. Building a profile
5. Considerations for building rapport via chat
6. Ethical considerations
 - a. Language and images
 - b. Peer-based considerations
 - c. Drawing boundaries and self-care
 - d. Management considerations
7. Takeaways
8. Q&A

Which Apps?



Using apps independently versus programmatically

- Independently: use as a community member who happens to work at...
 - Will have to use your own profile, or set up another email
- As part of a program
 - Could possibly use work email for separate Grindr account
 - Would have to develop strong boundaries (*will discuss later*)
 - Could be considered part of a strategic intervention program with \$\$ allocated towards

(NOTE: Using apps to conduct outreach like this - as opposed to buying ad space through the app directly - is not necessarily kosher all the time, and may go against user guidelines.)

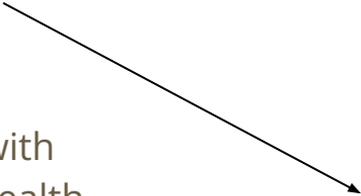
Defining Outreach

Can be broad or narrow:

- HIV/STI testing
- HIV care for re-linkages or “lost-to-care”
- PrEP Navigation
- Queer-friendly and Gender-Affirming primary care
- Harm Reduction
- Specific paid studies
- Other community resources

Outreach can be passive or pro-active - what does that mean?

Building a Profile



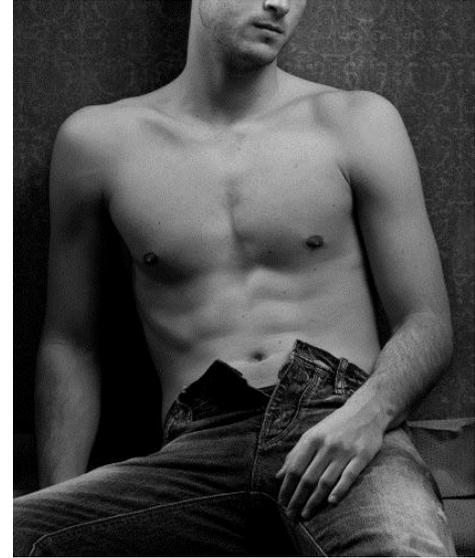
“Hi Community, I’m here to assist with accessing all of your basic sexual health needs, including testing, PrEP, HIV care, etc. I can also help with accessing gender-affirming care. I’m a little limited in helping peeps with SHIP only, but other insurances are ok.”

- You could use your own profile and just change it when doing outreach (*we will discuss boundaries later*)

Hi community, I’m here to assist with accessing all of your basic sexual health needs, including testing, PrEP, HIV care, etc. I can also help with accessing gender-affirming care. I’m a little limited helping peeps with SHIP only, but other insurances 🙌

Height	5'11"
Body Type	Average
Gender	Non-Binary (i)
Pronouns	They/He
Relationship Status	Single
Looking for	Chat, Networking
HIV Status	Negative (i)
Last Tested	April 2021
Meet At	Bar, Coffee Shop
Accepts	Not At First

What to use for your photo: Selfie vs. Stock



Stock Photo sources

[istockphoto.com](https://www.istockphoto.com)

[Shutterstock.com](https://www.shutterstock.com)

[Genderphotos.vice.com](https://www.genderphotos.vice.com)

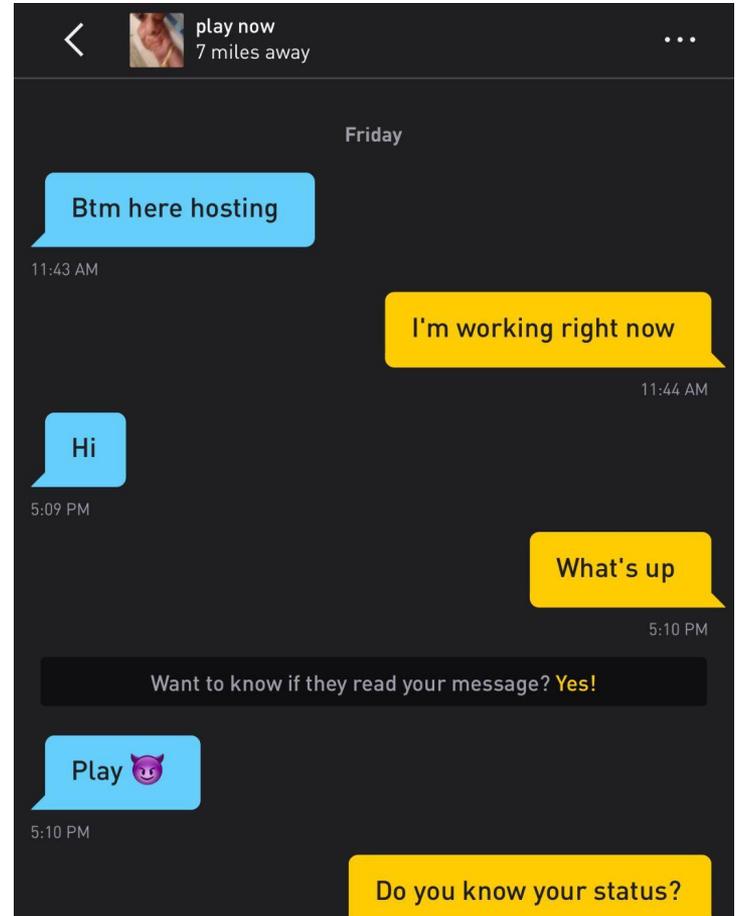
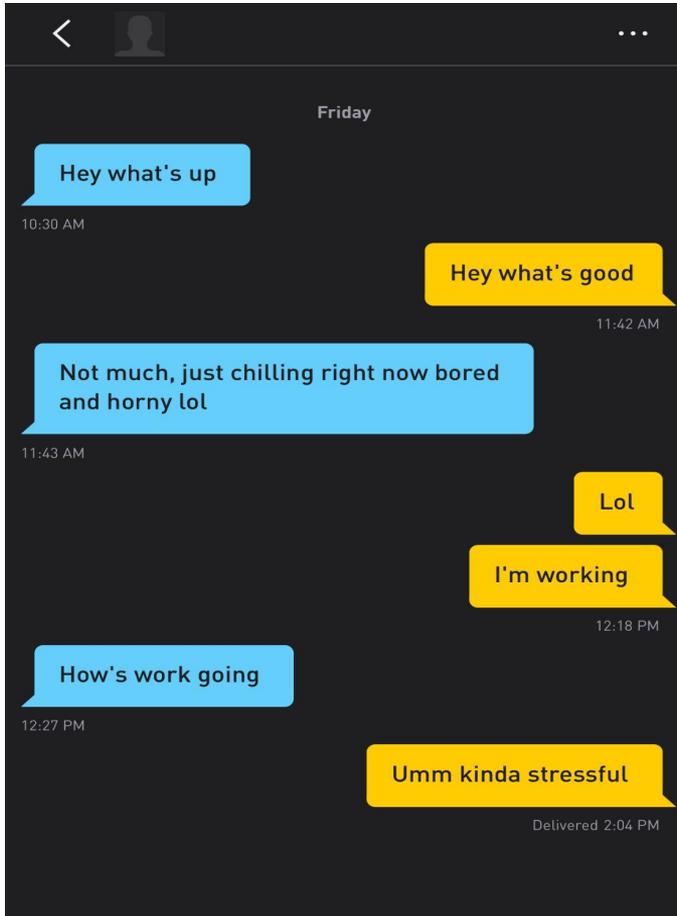
[pexels.com](https://www.pexels.com)

How to Build Rapport

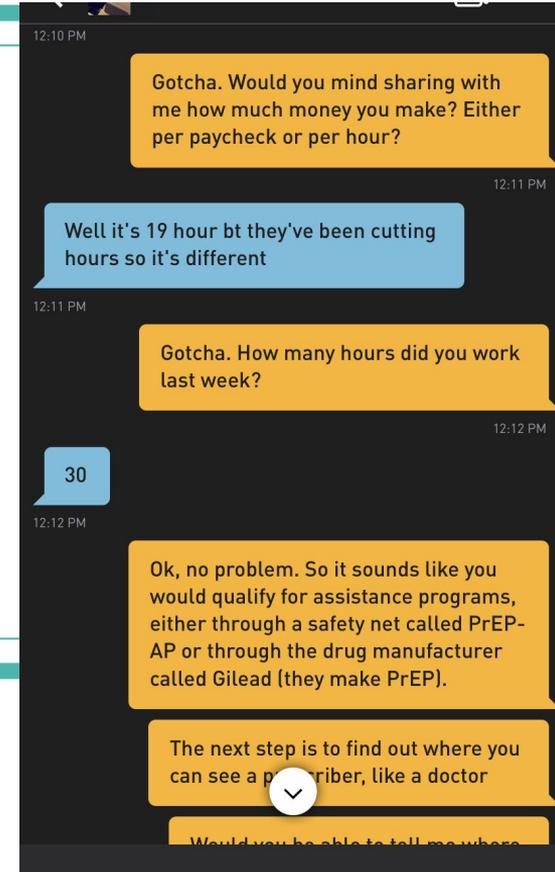
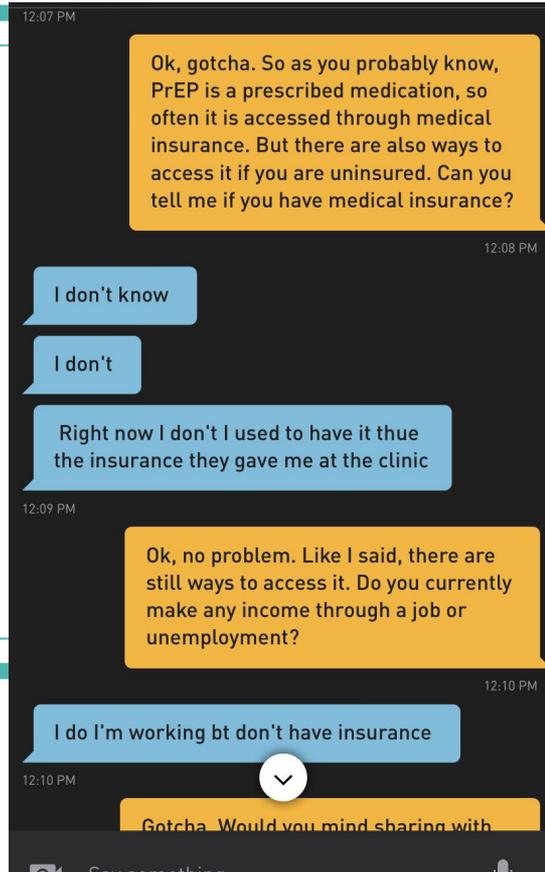
What are some things to consider when building rapport?

- It isn't one size fits all - read the cues
- Keep it friendly!
- If you are a peer, then speak like a peer
- Use motivational interviewing techniques when appropriate
 - "That sounds really frustrating, thanks for sharing"
 - "Can you tell me more about that?"
- Avoid unnecessary jargon - "MSM, urethritis, payer of last resort", etc
- Mirror their language - "dick, f**king, pussy", etc
- Find a balance between eager and chill
- Consider the nuances of exclamation points, emojis, ellipses, etc

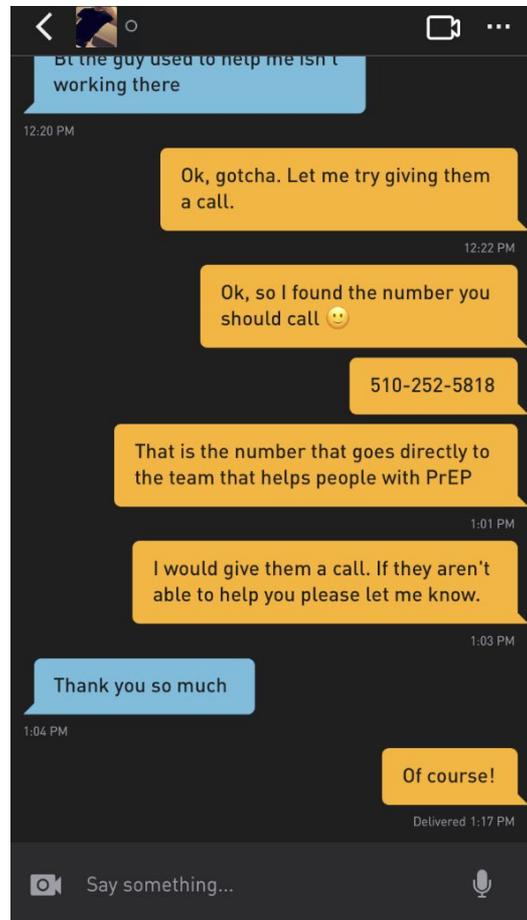
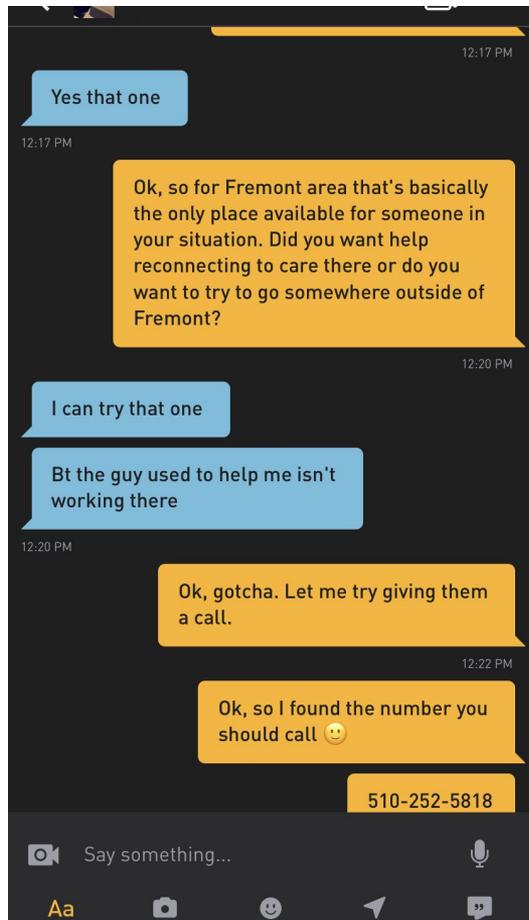
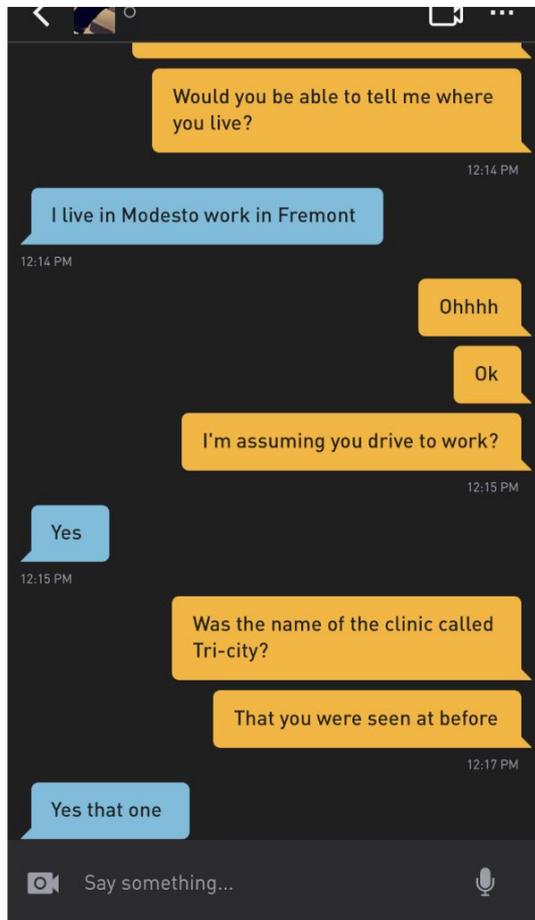
Building Rapport #2 (Conversations)



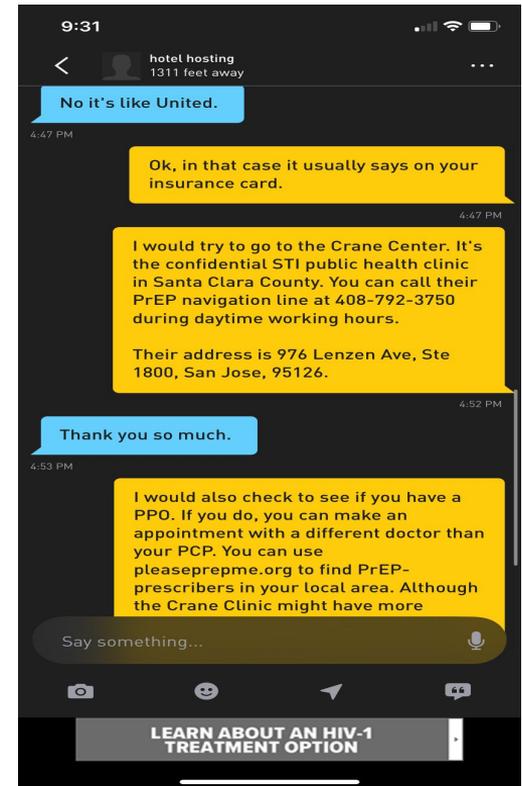
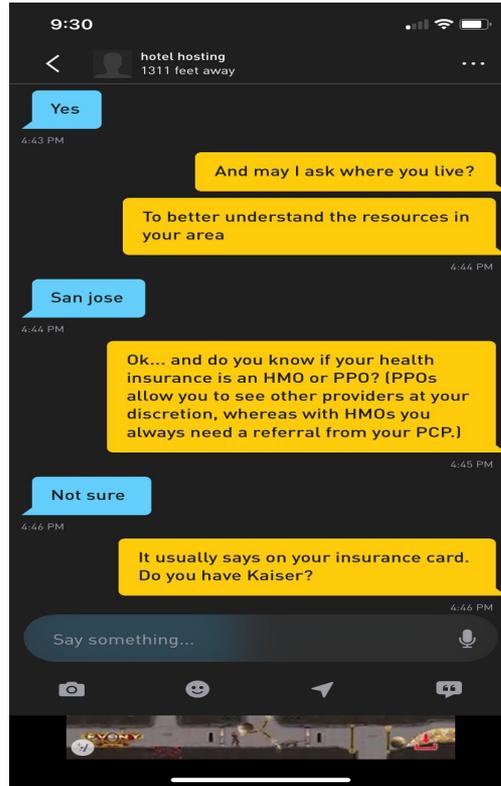
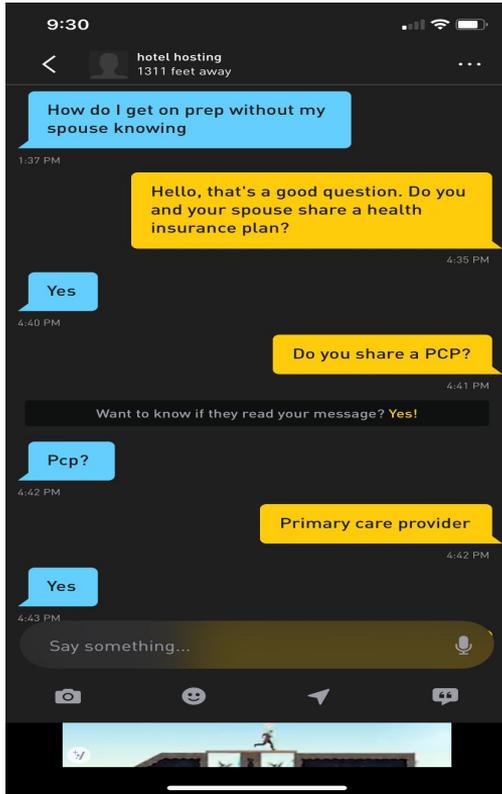
Building Rapport #3 (PrEP Talk)



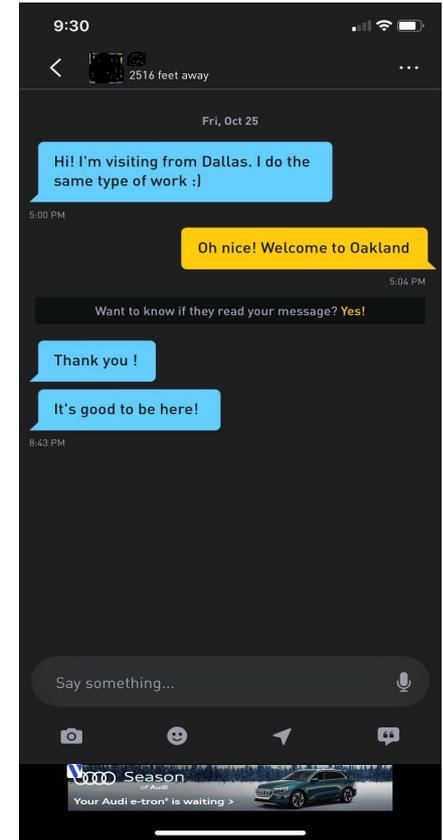
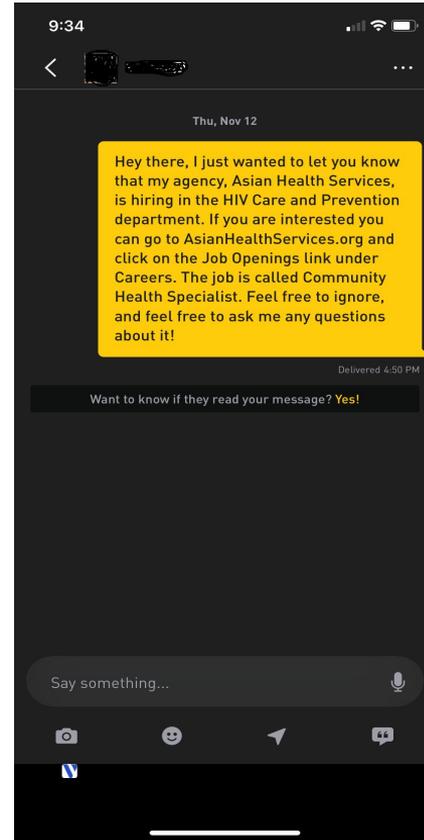
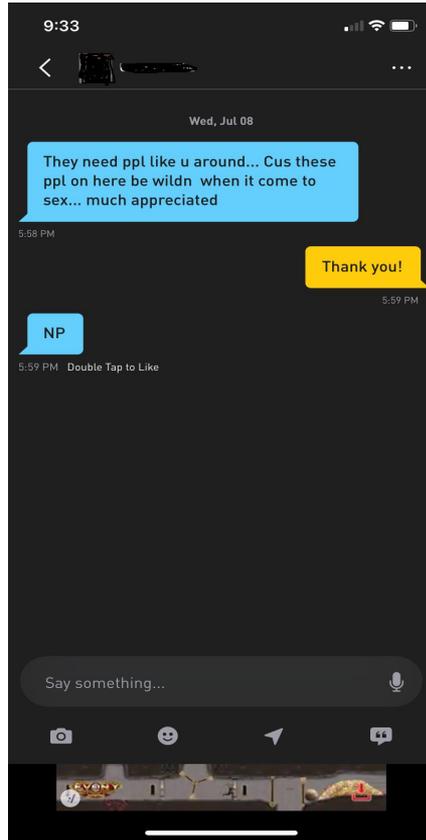
Building Rapport (continued)



More PrEP talk



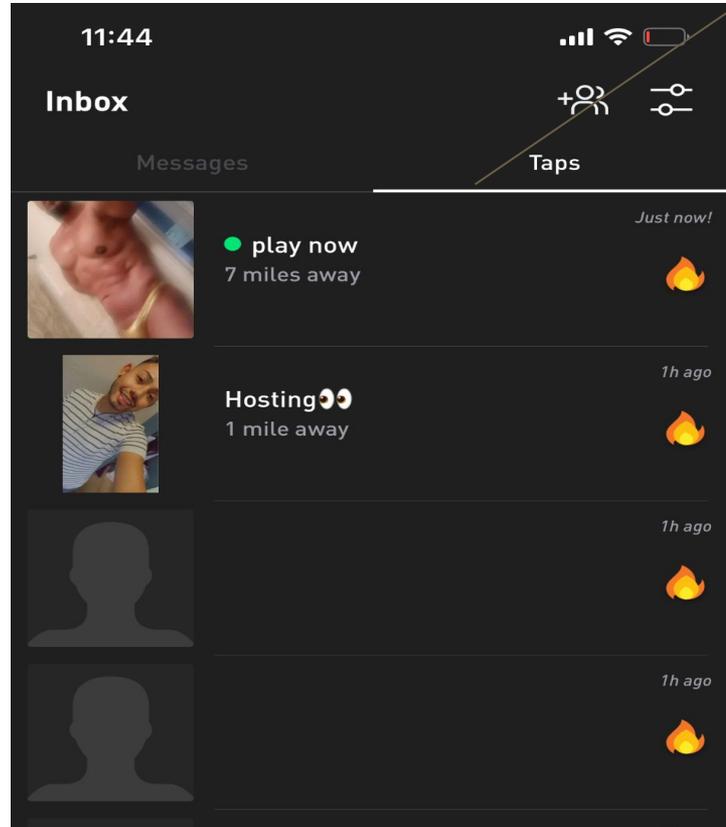
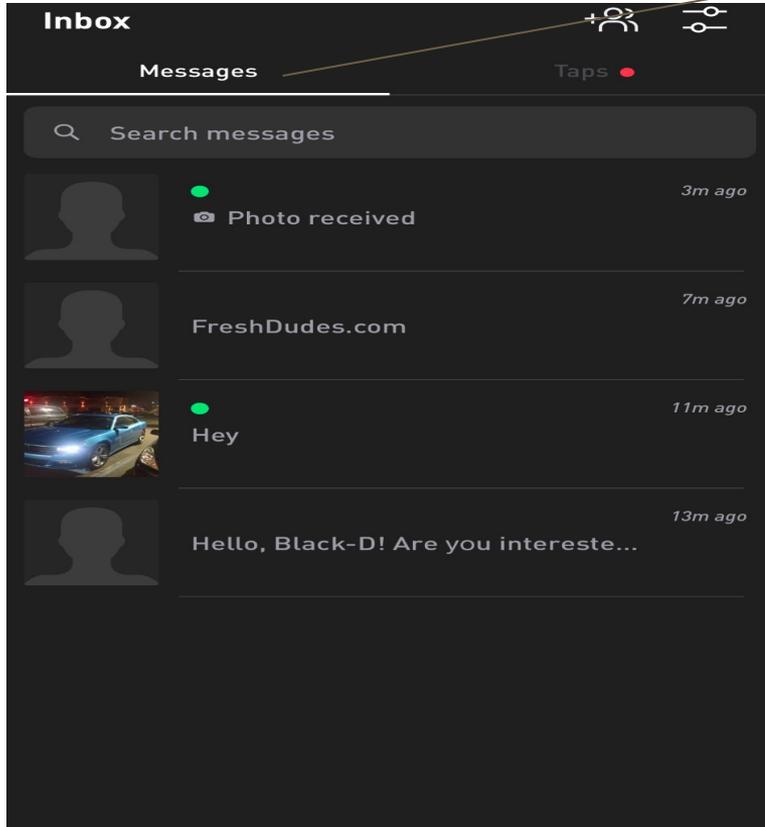
Other interactions



APP continent

Messages

TAPS



Advertisement using Grindr



Precise Scheduling

(Run your ads on specific days or hours)



Ad Creator

(Build your own custom ads in minutes)



No Minimum Budget

(control exactly what you spend)



Robust Reporting

(access your ads delivery & performance anytime, anywhere)

Ethical Considerations

- Sexually explicit language and photos (ie, being hit on)
- Recognizing others in community
- Recognizing family and friends that might not be out to you
- People you may find attractive

Do you use Grindr in your personal life? How would that make this different?

Have you or your staff struggled with addiction behaviors in the past? How do we support ourselves and our staff?

How do we make outreach safe?

Drawing Boundaries

- Establish your work boundaries
- Communicate your boundaries with your supervisor
- Establish when you will be conducting outreach on the apps (engaging in any sexual conversation during this time could be unethical)
- Establish your boundaries with each person you come in contact with during your outreach time
- What does self-care look like here?

Main Takeaways

What does outreach look like for your organization?

What boundaries would need to be set for your team to use the Apps?

How will you implement outreach on Social Apps?'

Challenge: Practice building a rapport using social apps to gain access to what each individual person needs



BIRRO

Further questions and contact info

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