

MSM and Syphilis:

What's the Message?

Harlan Rotblatt

LAC DPH Division of HIV and STD Programs

Dan Wohlfeiler

Building Healthy Online Communities

California Syphilis Prevention Summit
January 9, 2017

Early Syphilis Among Men in CA 2000 - 2015



We went from 501 cases to 8,469 cases.

During that time, we tried all this...

shed some light on **SYPHILIS**

SYPHILIS is spreading rapidly among gay men in Los Angeles and San Francisco. The increase in cases is dramatic... Unfortunately syphilis is easy to cure.

COMMON SYMPTOMS are a sore on the dick, test or mouth, which can be followed by a rash. It is often difficult or impossible to see these symptoms, but it doesn't hurt to check out yourself and your partners.

PREVENTING SYPHILIS is difficult because it is spread through both oral and anal sex. Any skin to skin contact, but they are not completely protective.

THE BEST WAY to stop syphilis from spreading is to use condoms every time you have sex. A good idea to get an STD check-up every 6 months.

antibiotics. If you go untreated you can end up with blindness and info card on New Year's Eve.

"Man! People say I look like my guy, but you two even have the same rash..."

"Hey, mine's from fleas. He needs a blood test to find out what he's got."

I NEVER GET THE SEX CLUBS

SYPHILIS SORE & SONS SINCE 1932 BC

CHECK YOURSELF
There could be something fishy going on.

A painless sore. Then a rash. They quickly go away. You might not have even noticed them. But syphilis is still in you, doing its damage. Get a syphilis test every 6 months.

The longer you wait, the more damage it can do. Fortunately, it's curable. For testing locations, go to ReallyCheckYourself.org

EXAMINATE!
El jabon no limpia todo.

HA VUE!
SYPHILIS
ES CURABLE

To be specific our treatments, to evitar posibles complicaciones de la enfermedad, se recomienda la consulta periódica de un médico especialista en enfermedades de transmisión sexual.

¡Haga su prueba del sifilis cada 6 meses.

ReallyCheckYourself.org

HEALTHY PENIS
2003

Making every penis a healthy penis

GET TESTED FOR SYPHILIS
www.healthypenis2003.org
415.487.5580



IT'S IT'S
SYPHILIS
1-800-758-0880
GET TESTED

DEPARTMENT

AT "THE HOLE," ONE OF THE CITY'S HOTTEST SEX CLUBS...

LATER THAT NIGHT...

YOUR FRIEND DOESN'T LOOK 21.

I'M TWO MONTHS OLD, PAL! BUT I'M GOIN' IN THERE ANYWAY!

AND A FEW WEEKS LATER...

... ANYWAY, EVER SINCE I GOT TOGETHER WITH THAT GUY AT "THE HOLE," THIS LITTLE JERK HAS BEEN FOLLOWING ME AROUND. HE'S SO CLINGY—AND REALLY ANNOYING!

I HATE TO TELL YOU THIS, BUT...

BRAAAP!

YOUR "FRIEND" IS A SYPHILIS SORE.

SYPHILIS SORE?! YOU TOLD ME YOU'RE A SALES REP FROM OHIO!

HEH HEH... SUCKER.

So many crotches, so little time.

ARE YOU SLEEPING WITH PHIL?

VERY 3 MONTHS

CONFIDENCE

I'VE CONFRONTED RACISM AND HOMOPHOBIA MY WHOLE LIFE. DEALING WITH SYPHILIS IS EASY. GET TESTED EVERY 3 MONTHS.

Grizzly night? CHECK YOURSELF.

ReallyCheckYourself.org

... YOUR "FRIEND" IS A SYPHILIS SORE.

SYPHILIS SORE?! YOU TOLD ME YOU'RE A SALES REP FROM OHIO!

HEH HEH... SUCKER.

CHECK YOURSELF.
Don't assume you're getting off clean.

Left untreated, syphilis can cause heart damage and permanent vision loss in the later stages.

Get a syphilis test every 3 months.

ReallyCheckYourself.org

shed some light on syphilis

click here

Did We Blow It?



Failure is Relative

- Did we really fail?
 - Some campaigns showed increased testing
 - Some campaigns coincided with morbidity dips or plateaus
- To the extent that we were unsuccessful, how much of that was due to problems of:
 - Scale or duration?
 - Changes in the landscape?
 - Our fundamental product (e.g., condoms, testing)?

What we hope you get out of this:

- What's the question: a messaging vocabulary
 - What have we learned?
 - What's new in our landscape – how must we adapt?
- Where do we go from here? (with discussion)
 - What data do we need?
 - What resources do we have, or can we get?
 - How can we collaborate to achieve needed scale?
 - How can we think strategically about messaging in a sustained way?

A Messaging Vocabulary: the “5 P’s” (The “Social Marketing Mix”)

- **Product:** Behavior to be adopted, *and its benefits*
- **Price:** What consumer must give up to get benefits
- **Place:** “Channels of distribution”
 - Where target is encountered (communications)
 - Where desired behavior is available to target
- **Promotion:** Means of conveying the message
- **Publics:**
 - Target audience
 - Gatekeepers (e.g., providers, media influencers)
 - Policymakers

Some syphilis prevention messaging has focused on behavioral prevention...

Condoms



Partner Notification



**If you can't tell him in person...
There's another way.**

Telling your partners you've got an STD or HIV is not easy. With inSPOTLA.org, it's a whole lot easier. Send an e-card from inSPOTLA.org. It's free. It's fast. Be completely anonymous, or include a personal note. The e-card will have links to what your partners need to know; inSPOTLA also has information on local STD and HIV testing. *You can do this. They deserve to know.*

inSPOTLA

Tell your partners. www.inSPOTLA.org **inSPOTLA**

SEX HEADLINE




**There's something
I need to tell you.**

inSPOTLA

www.inSPOTLA.org

...and now we have PrEP



WE PLAY SURE
PrEP + HIV TREATMENT + CONDOMS

#PLAYSURE

BE HIV & STI SURE
If you are HIV negative, PrEP is a daily pill that protects you from HIV. If you have HIV treatment can keep your virus level UNDETECTABLE and decreases the chance of passing HIV to your partners. Condoms add more protection against HIV and help prevent Sexually Transmitted Infections.

PLAY SURE: Call 311 or visit nyc.gov/health to design the right HIV and STI prevention combination for you.

NYC NEW YORK CITY
HEALTH
DEPARTMENT

menu



**THE PROTECTORS
GET PrEP LA**

PrEP IS A DAILY PILL THAT HELPS YOU
STAY HIV NEGATIVE

#GETPREPLA



**OUR SEXUAL
REVOLUTION**.ORG

PrEP

**PrEP IS A PILL FOR PEOPLE
WHO ARE HIV NEGATIVE
IT PROTECTS YOU
FROM HIV**

**PrEP IS SAFE AND EFFECTIVE
CONDOMS PREVENT OTHER STDs**

San Francisco Department of Public Health



SWALLOW THIS

This pill is changing HIV prevention.
Take it once a day
to stay HIV negative.

Is PrEP for you?

HARLEM UNITED
HarlemUnited.org/PrEP

But mostly, it's been testing and treatment.

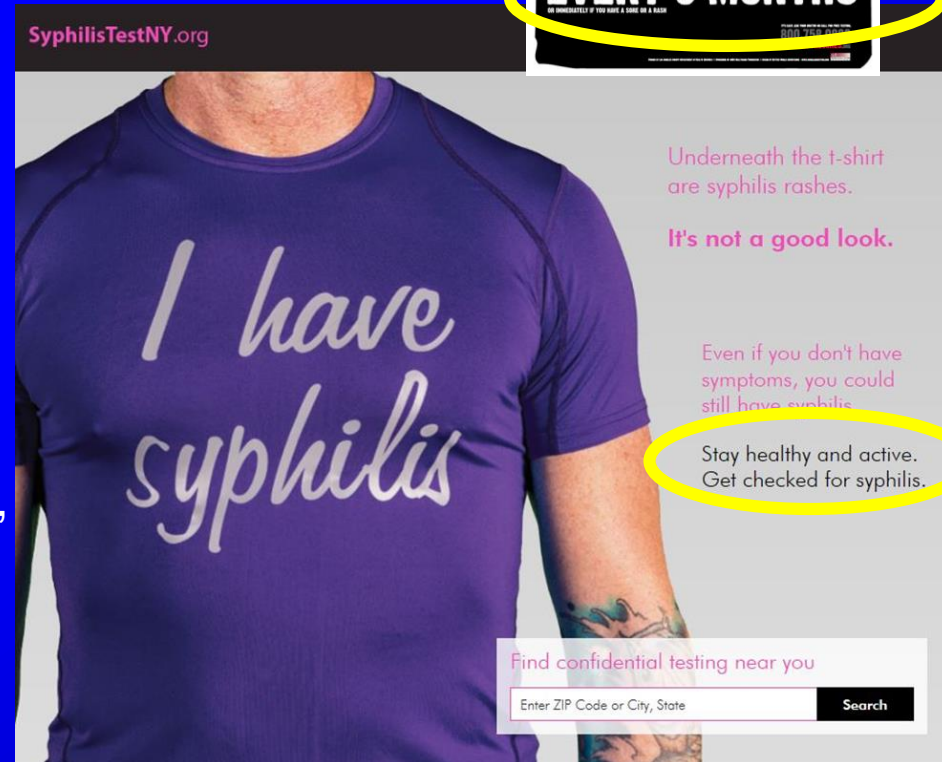
It's Back It's Curable, LA County, 2000



Stop the Sores, LA County, 2002-2005, also Portland, Philadelphia



Healthy Penis, San Francisco, Cleveland, Seattle, Santa Clara, Palm Springs, San Jose, Winnipeg, 2002-2005, 2009



I Have Syphilis, New York, 2016 -

Why is “Testing” our Main Product?

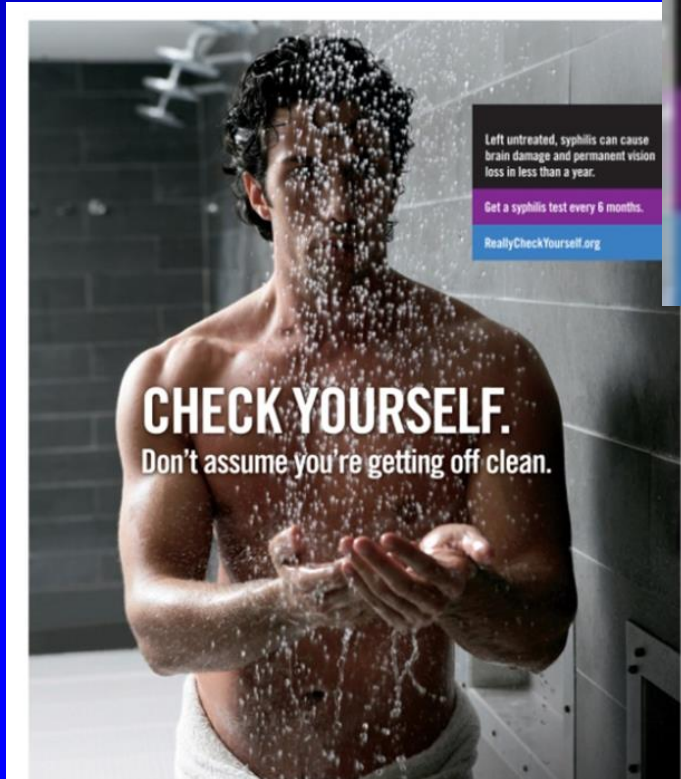
- We think most sexual risk-reduction messages won't work
- Clear, simple, message
- Measurable
- In theory, effective (curable, stops transmission)

Explicit and Implicit Benefits Used in Recent campaigns



Being cured / disease free (in contrast with HIV)

Prevent serious complications like neurosyphilis. “Check Yourself” (LA County)



Left untreated, syphilis can cause brain damage and permanent vision loss in less than a year.

Get a syphilis test every 6 months.

ReallyCheckYourself.org

Health protection for HIV-positive men.

Getting syphilis can be especially devastating for anybody with HIV. Your viral load shoots up. Your CD4 count drops. You just made it harder for your meds to work. Worse, if you don't get treated fast, you put yourself at risk for early brain and nerve damage.

You can get syphilis through oral or anal sex. Fortunately, it's curable.

Grizzly night?
CHECK YOURSELF.



Getting syphilis can be especially devastating for anybody with HIV. Your viral load shoots up. Your CD4 count drops. You just made it harder for your meds to work. Worse, if you don't get treated fast, you put yourself at risk for early brain and nerve damage.

You can get syphilis through oral or anal sex. Fortunately, it's curable.

You've worked hard to maintain your health. Don't let one syphilis infection mess it all up.

Get tested for syphilis every 6 months (every 3 months if you're HIV+).

ReallyCheckYourself.org

Prevent getting or transmitting HIV.

“I have syphilis,” NY, 2016, website FAQ



Syphilis and HIV

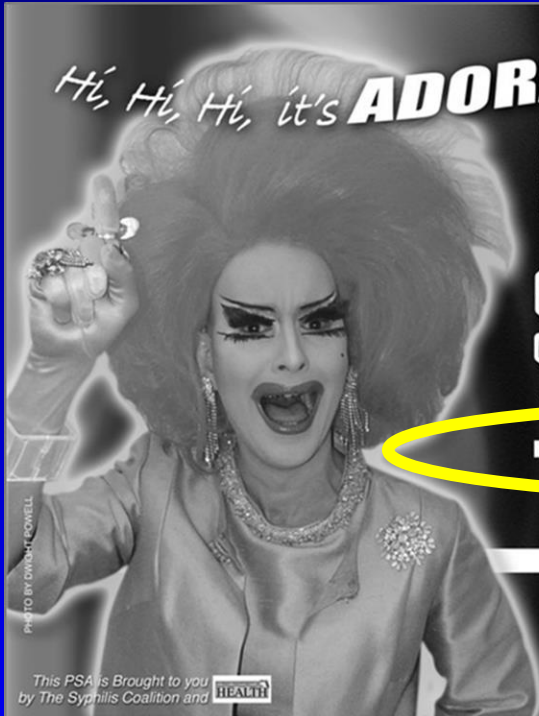
If you are HIV negative...

Syphilis causes open sores. If you're exposed to HIV while you have sores, the risk of an HIV infection increases. Anyone diagnosed with syphilis should also be tested for HIV. HIV-negative people diagnosed with a new syphilis infection should seek education on PrEP. Anyone at high-risk for HIV can benefit from prevention services, routine medical care, access to condoms, and ongoing screenings.

If you are HIV positive...

Someone with both HIV and syphilis is more likely to transmit HIV to sex partners. Anyone with HIV who is sexually active should be tested for syphilis at least annually, and more frequently depending on their sexual practices.

Prevent unsightly symptoms



Hi, Hi, Hi, it's **ADORA** with your local STD REPORT!

HIV: Be careful ladies, beautiful South Florida comes in at No.2 in the nation with this bad boy! **GONORRHEA:** Honey, the clap is back!
HEPATITIS C: Its alive and well and this one owns beach front property on SOBE!

And Now for Our Featured STD OF THE WEEK!

SYPHILIS


Tap your shoes 3 times Dorothy because this ones a Twister.
LESIONS and RASHES and SORES Oh My!!
Syphilis is more popular than the wizard at a circuit party!
So wrap it up my dear friends and remember ...
there's no place like home.

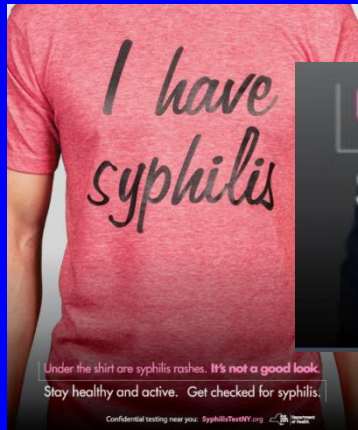
For STD Information, Contact One Of Our Local Testing Clinics:

DADE 305-325-3242	ORLANDO 407-296-5177	PALM BEACH 561-882-3120
BROWARD 954-788-6121	PINELLAS 727-824-6911	TAMPA 813-307-8000 ext. 4550

SEXUALLY TRANSMITTED DISEASES

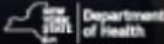
PHOTO BY DORIS H. POWELL


This PSA is Brought to you by The Syphilis Coalition and 



I have syphilis

Under the shirt are syphilis rashes. **It's not a good look.**
Stay healthy and active. Get checked for syphilis.

Confidential testing near you: SyphilisTestNY.org 

Under the shirt are syphilis rashes. It's not a good look.
Stay healthy and active. Get checked for syphilis.
Confidential testing near you: SyphilisTestNY.org 

Building a healthy gay community

“Healthy Penis”, San Francisco



“We All Test”, San Diego



Others depending on you?

“Dogs are Talking,” San Francisco, 2007-08



Or...routinizing sexual health
(also = freedom, intimacy, sexual vigor?)

A man with a surprised expression stands in white briefs, surrounded by numerous colorful birds (budgies) flying around him. The background is dark, making the man and the birds stand out.

KEEP EVERYTHING
HAPPY
DOWNUNDER!

SEXUAL HEALTH
IS NO DRAMA!

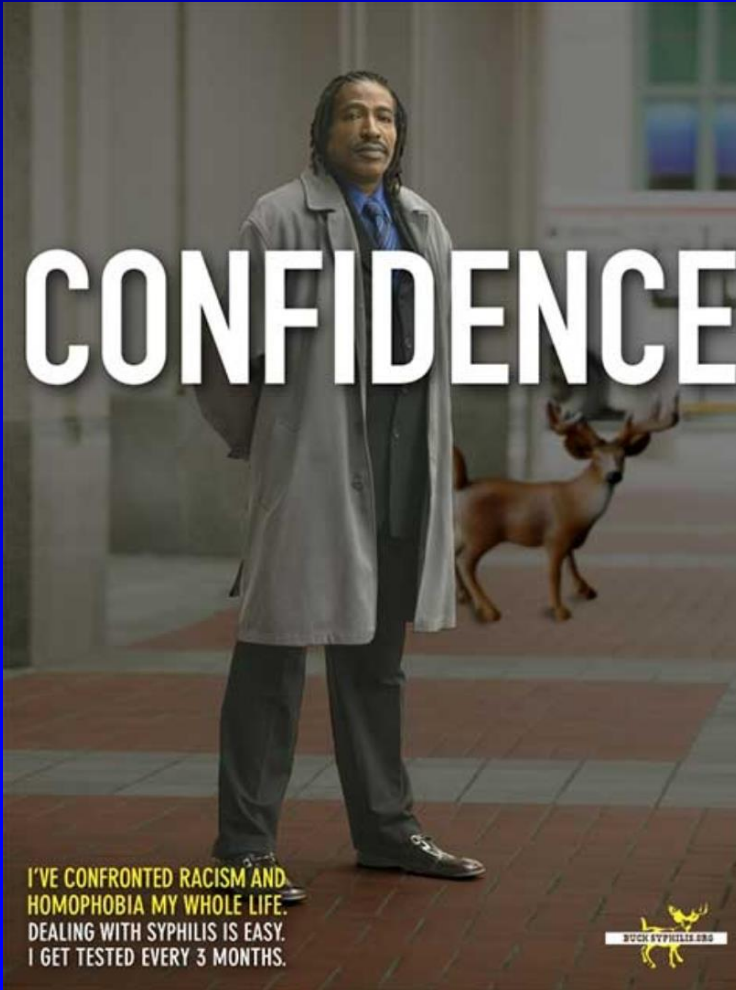
WWW.THEDRAMADOWNUNDER.INFO

The logo consists of a stylized red and white icon resembling a flame or a drop, followed by the text "victorian and central queensland men's health centre" in a small, sans-serif font.

“The Drama Downunder,” Australia

What's the benefit / emotional connection here?

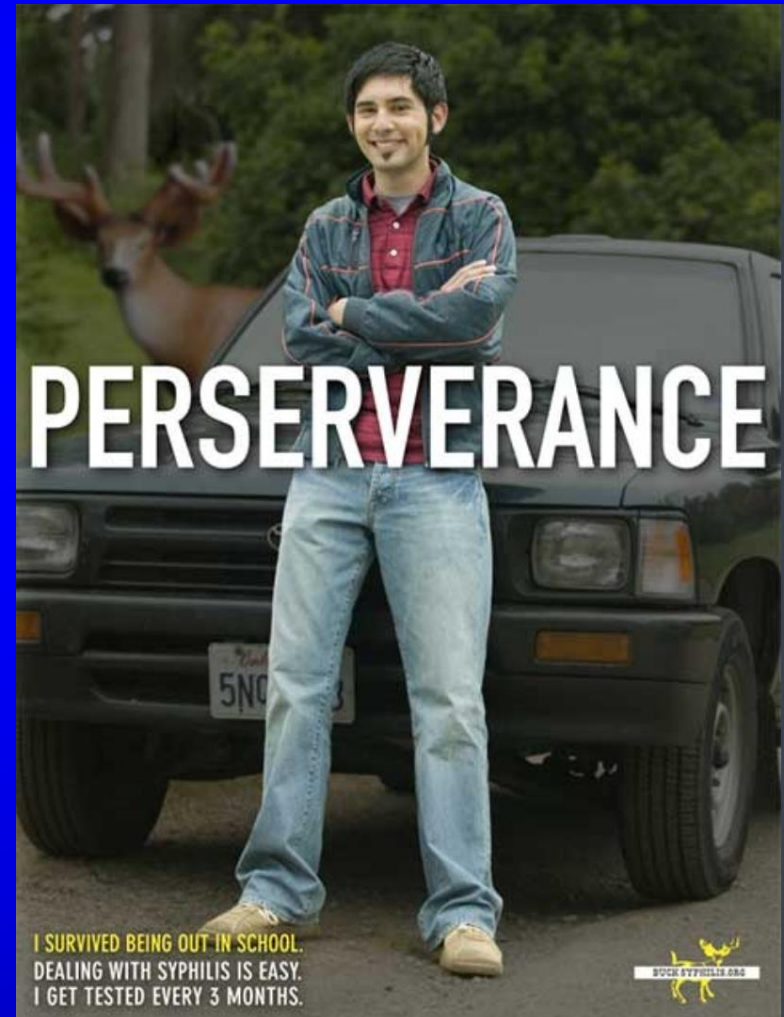
"Buck Syphilis," San Francisco, 2006



CONFIDENCE

I'VE CONFRONTED RACISM AND HOMOPHOBIA MY WHOLE LIFE. DEALING WITH SYPHILIS IS EASY. I GET TESTED EVERY 3 MONTHS.

BUCK.SYPHILIS.ORG



PERSERVERANCE


I SURVIVED BEING OUT IN SCHOOL. DEALING WITH SYPHILIS IS EASY. I GET TESTED EVERY 3 MONTHS.

BUCK.SYPHILIS.ORG

Benefit / connection?

“Check it out” Australia, 2004


LET'S TALK MAN TO MAN



No matter where you're from, and what you're into, if you're having sex, you should have a regular sexual health check. Some STIs (sexually transmitted infections) don't show symptoms – so you could have one and not know it.

To find out more, visit a doctor for a private and confidential check up.

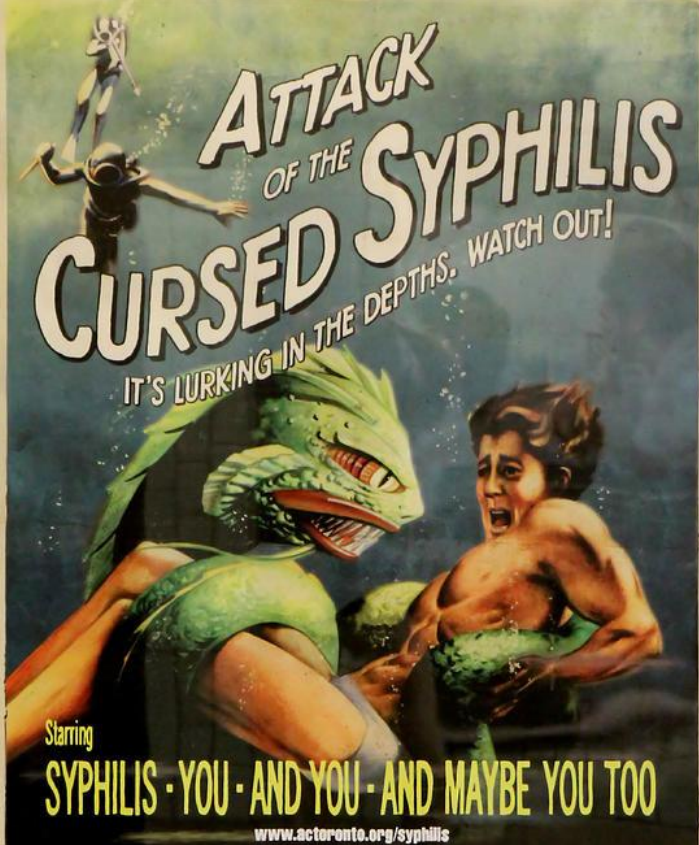
For information and referral about sexual health checks call AIDSLINE on 1800 133 392 or go to www.checkitout.net.au.



© 2004 AIDSLINE

Benefit / connection?

“Attack of the Cursed Syphilis,” Toronto, 2010, also Canada nationally



**ATTACK
OF THE
CURSED SYPHILIS**
IT'S LURKING IN THE DEPTHS. WATCH OUT!

Starring
SYPHILIS - YOU - AND YOU - AND MAYBE YOU TOO
www.actoronto.org/syphilis

© 2010 ACT. All Rights Reserved.

CAN ALSO BE SPREAD THROUGH SKIN-TO-SKIN CONTACT.

IF YOU'VE GOT HIV, SYPHILIS CAN HIT YOU HARDER AND FASTER.

TREATABLE IF CAUGHT EARLY. GET TESTED.

act
AIDS Committee of Toronto

PRINTED BY UNPROTECTED SEX-IT'S SERIOUS-AND IT'S HERE

Meanwhile, outside public health:



How big is the threat in the eyes of our audience?

“What’s this obsession with syphilis? It’s more easily curable than the common cold.”

- Australia*

“An acceptable part of being sexually active...”

- Los Angeles**



*McCann, Gray, et al, STD, 2011

**Plant, Stahlman, et al, Perspectives on Sexual and Reproductive Health, 2015

Do we agree with our audience?

- Why do we actually care about syphilis in MSM?
 - Complications?
 - Prior evidence of increased neuro in HIV-positive men
 - Recent ocular syphilis alert
 - Numerous exotic reports
 - But -- little clinical observation (that we know of...)
 - Bridging → Congenital
 - HIV facilitation
- Why do we expect MSM to care?

How do landscape changes affect our product?

- The MSM syphilis outbreak was driven by a new landscape in 1999-2000, including:
 - HAART
 - Internet sites for hooking up
 - Meth
- New changes since then:
 - Even easier hook-up apps
 - Better and more widely used HAART
 - PrEP: Less HIV risk, more STD testing access
 - Other changes in health care access (ACA?)

What's the PRICE of our product?

- Condoms:
 - intimacy, etc.
- Testing:
 - Money
 - Time
 - Confidentiality
 - Hassle
 - Meaning of result?

Who are our PUBLICs?

- MSM: how are we segmenting our main target?
 - HIV status
 - Language
 - Ethnicity
 - Risk? (e.g., users of dating Apps, PrEP clients)
 - Syphilis history / clustering
- Do new media decrease the payoff of segmentation?
- Others:
 - Providers?
 - Community organizations and advocates?
 - Media influencers
 - Gatekeepers: porn, electronic media sites, dating apps, etc.
 - Funding agencies?

What's the PLACE where our product (behavior) can be practiced?

- Testing:
- Risk reduction behavior
- Partner contact

What's the PLACE of our message?

- Changing information landscape:
 - Traditional ad spaces: outdoor, gay press, radio, TV
 - Dating apps
 - Websites
 - Social media
 - YouTube channels
 - Blogosphere
- Others:
 - Clinic waiting rooms (HIV care, PrEP)
 - Other venues: bars, gyms, bathhouses, etc.
 - Porn?

**“Shed Some Light on Syphilis”
LA County, Dec. 2001**



shed some light on
SYPHILIS

December holiday promotion in gay bars:

Keychain flashlights with “check him out” slogan

Gay Condom Party!



YouTube: Davey Wavey Gay Condom Party

What's the PROMOTION?

How do we get the message out?

- Paid ads and materials
- Publicity / free media / editorial
- Spokespersons (and their social networks)
- Digital content (and those networks)
- Electronic reminders (text, email)
- Contests
- Events

Big Free Promotion

Examples of Earned (Free) Media from "Stop the Sores"



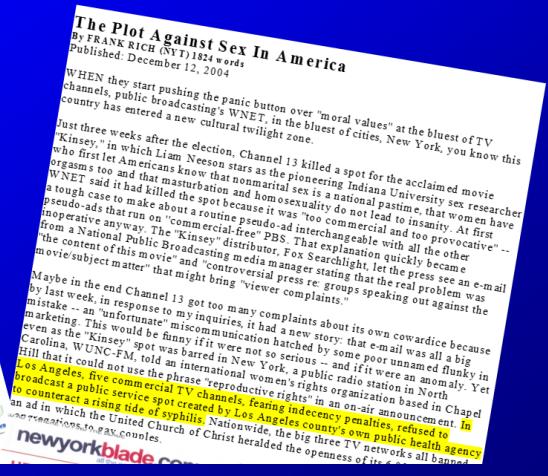
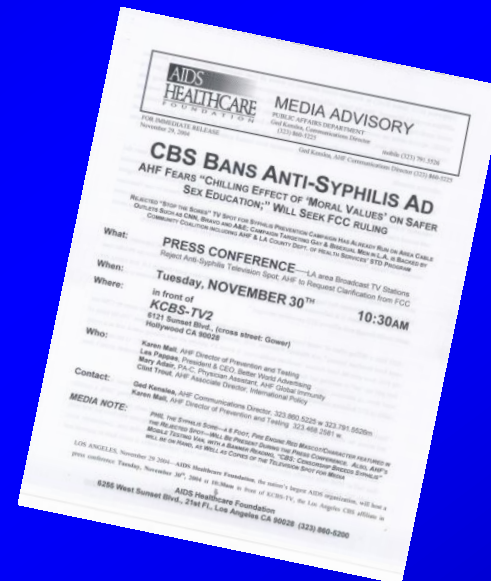
Daily Show, "Sore Loser"
7/23/02

YouTube.com

Generating your own news coverage: Stop the Sores TV Ban Press Release

Nov. 2004:

- Campaign community partner AHF protested CBS refusal to show Stop the Sores cable ad.
- Refusal expected, response planned in advance.
- Huge media response.



We're not the only messengers



Some young African American gay men report taking cues from the kind of porn they watch.*

Growing proportion of gay porn producers making bareback films (30/41)**

*Arrington-Sanders, R., Arch Sex Behav 2015.

** Str8upgayporn, 2015

What did we achieve with all that?

- Clear evidence of capacity to build brands
- Clear evidence of capacity to increase syphilis awareness
- Clear evidence of some capacity to increase testing
- Some ecologic correlation with morbidity dips and plateaus (highly speculative, and combined with many other efforts)

Problems Showing Testing Impact

Campaign	Pub. Date	Methods	Results	Testing Effect
Check-It-Out, Victoria, Australia, <u>2004</u> (3 segmented campaigns)	Guy 2009	Lab records, MGCPs convenience sample, 2004-2006, n=2,794-3,394	Over three surveys, no changes in syphilis testing, but increase in other STD tests, past 12 mos. Lab records showed no testing increase either.	No increased syphilis testing.
Dogs Are Talking, SF, <u>2007</u>	Stephens 2008	Street intercept, n=289	Only one-third recall. No overall effect on testing. But effect on HIV+ men.	P<0.031 (HIV+ men only)
Attack of the Cursed Syphilis, Totonto, <u>2010</u>	Canada ACT Report 2011	Pre/Post Online surveys, n=871 and 610, 71% and 74% MSM	66% recall. Increased knowledge – syphilis and testing access. Limited increase in testing (ever or in past 6-12 mos.). But clinics did report increases.	Survey: limited increase. One clinic: >78% increase.

More Problems Showing Testing Impact

Campaign	Pub. Date	Methods	Results	Testing Effect
Drama Downunder Australia, <u>2008-09</u>	Pedrana 2012	Online surveys convenience / snowball cohort, n=295; clinic data	86% campaign recall. Aided recall associated with increased syphilis testing, last 6 mos, but NOT unaided. Significant increases in clinic testing.	1.6 PR (aided recall only)
Drama Downunder Australia, <u>2010-14</u>	Wilkinson 2016	Online surveys convenience / snowball cohort, n=242 (completed 3 surveys); clinic data	71-78% campaign awareness, but only 43-53% slogan recall. No impact on syphilis testing; among HIV+ men actual decline in syphilis testing trend, possibly due to clinic practice changes.	No change in HIV neg. men, decline in prior increase in testing among HIV+ men.

Evidence of Increased Testing from Social Marketing Campaigns for MSM

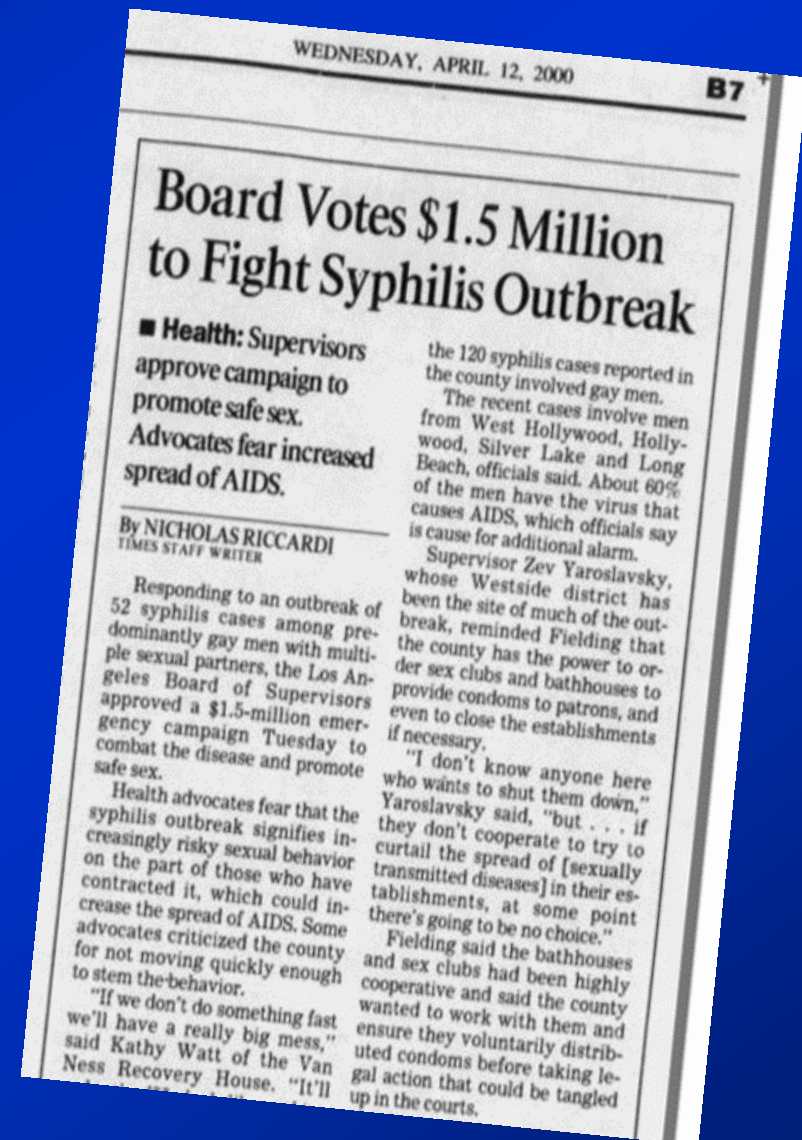
Campaign	Pub. Date	Methods	Results	Testing Effect
Healthy Penis, SF, <u>2002-03</u> (Also 2004-05)	Montoya 2005, Ahrens 2006	Street intercept survey, n=244	80% campaign recall. “Unaided awareness” (33% of sample) = more testing, last 6 mos	3.2x
Stop the Sores, LAC, 2002-03, <u>2004</u>	Plant 2010	Street intercept survey, n= 277	71% campaign recall. Aware of campaign = more testing, last 6 mos	1.83x
Check Yourself, LAC, <u>2009</u>	Plant 2014	Time-location survey, n=306	88% campaign recall. “Confirmed awareness” of campaign (knew it was about syphilis) = more testing, last 6 mos	6.37x

Key Features of these campaigns

- Formative research
- Extensive involvement of gay community
- Street outreach
- Multi-media
- Inter-jurisdictional collaboration (STS, HP)
- Formal evaluation, shared results in peer journals
- Substantial scale:
 - Stop the Sores ~ 3 yrs
 - Check Yourself 3+ yrs
 - Healthy Penis 3+ years

The Perils of Insufficient Scale / Dosage

Syphilis Cases in Men L.A. County, 2000 *as reported by the L.A. Times*



Syphilis Cases in Men, L.A. County, 2000

as reported by the L.A. Times



Health Dept. Budgets for Advertising Online (n=92)

BHCO Survey

2015

- Min = \$200
- Max = \$100,000
- Total = \$687,567
- 25 HDs

2016

- Min = \$200
- Max = \$500,000
- Total = \$1,750,938
- 34 HDs

Other Campaign Impact Metrics?

- Awareness / knowledge
- Clinic visits
- Web metrics (page clicks, views, etc.)
- Media discussion
- Other feedback

Comments...

- "They loved the flashlights."
- "...loved the flashlights."
- "... really liked the flashlights."
- "I have a flashlight on my keychain now."
- "I'm still using my flashlight on my keychain."
- "One guy wanted one after we ran out because his straight girlfriend wanted one."
- "We get a lot of bar gimmicks. This was a real good one, a big hit."

Bar staff survey comments,

**"Shed Some Light on
Syphilis", n=12**

The Ultimate Metric?

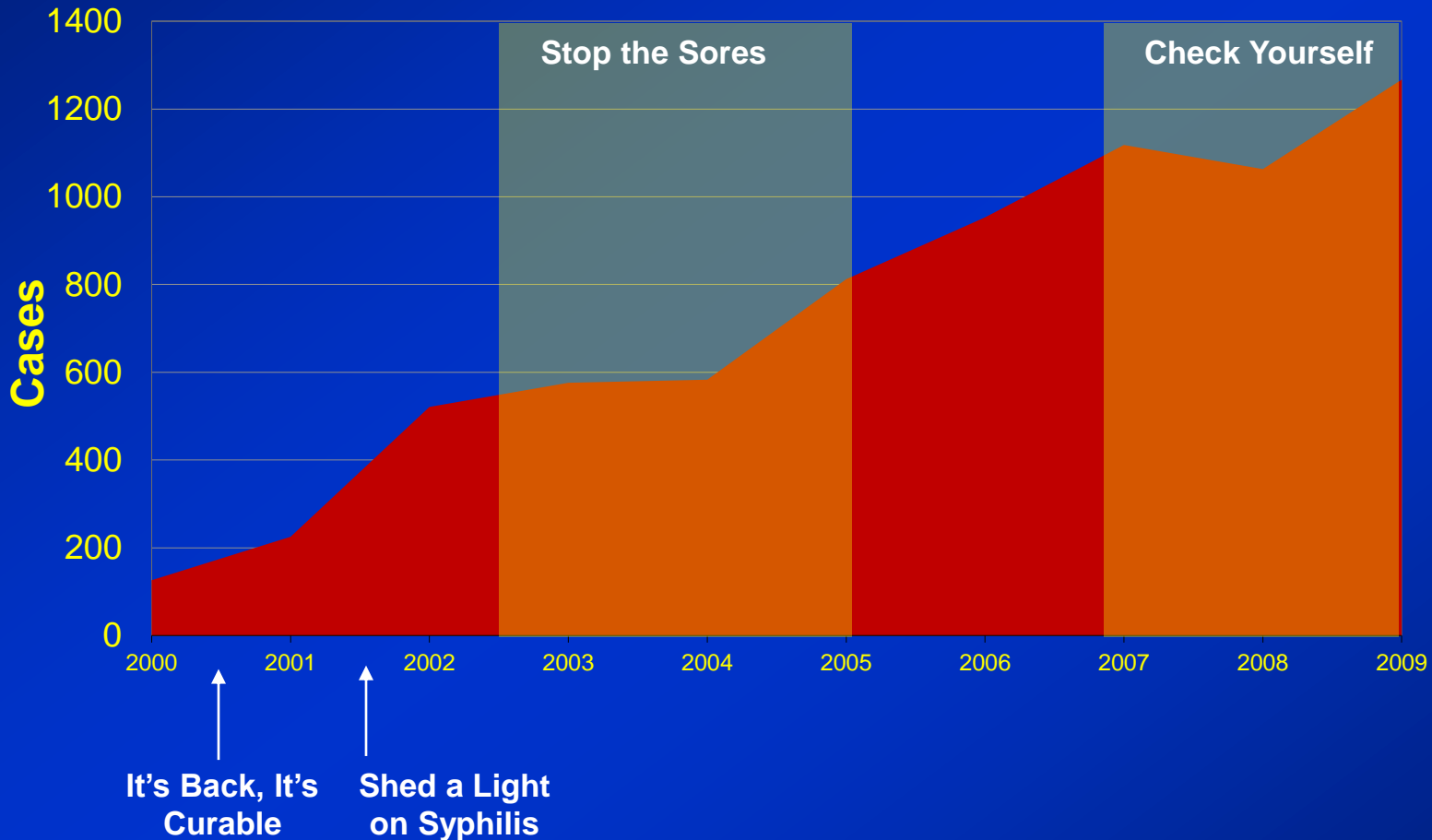
Ultimate Metric: Impact on Morbidity?

Early Syphilis Cases Among Men Who Have Sex With Men Los Angeles County January 1, 2000 - December 31, 2003



Quarter of Diagnosis
Source: LAC DPH DHSP

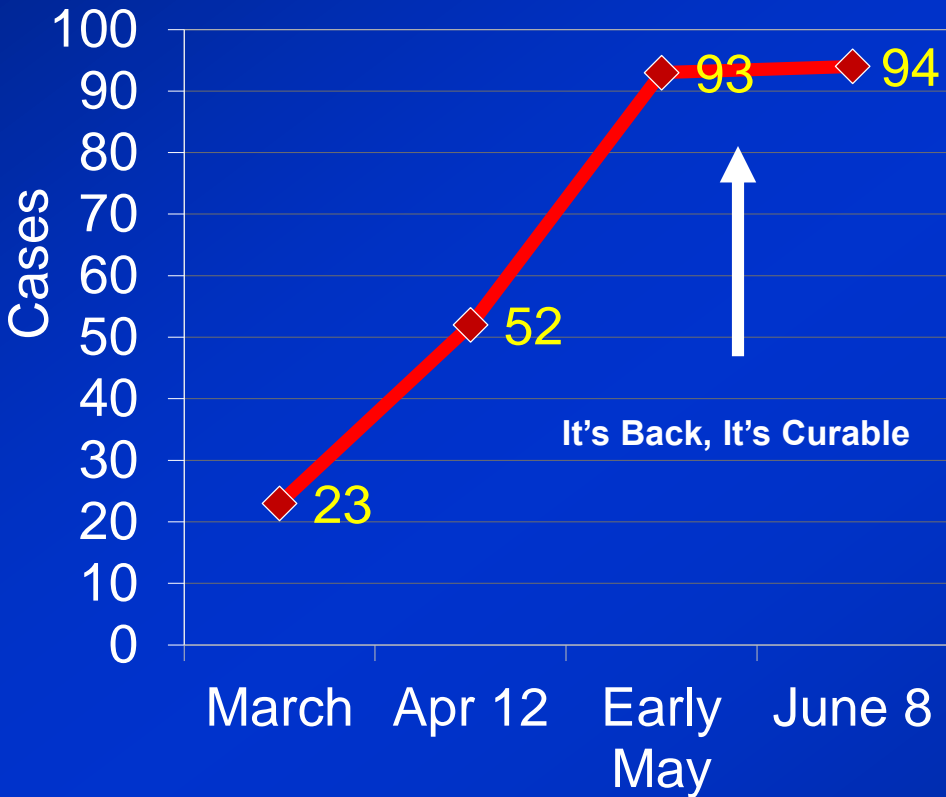
Early Syphilis Cases among MSM / MSMW L.A. County, 2000 - 2009



Sources: 1 LAC DHS STD Program Early Syphilis Surveillance Summary, Cases Reported as of July, 2005
2 LAC DPH STD Program Early Syphilis Surveillance Summary 2010, Cases Reported as of May 31, 2010

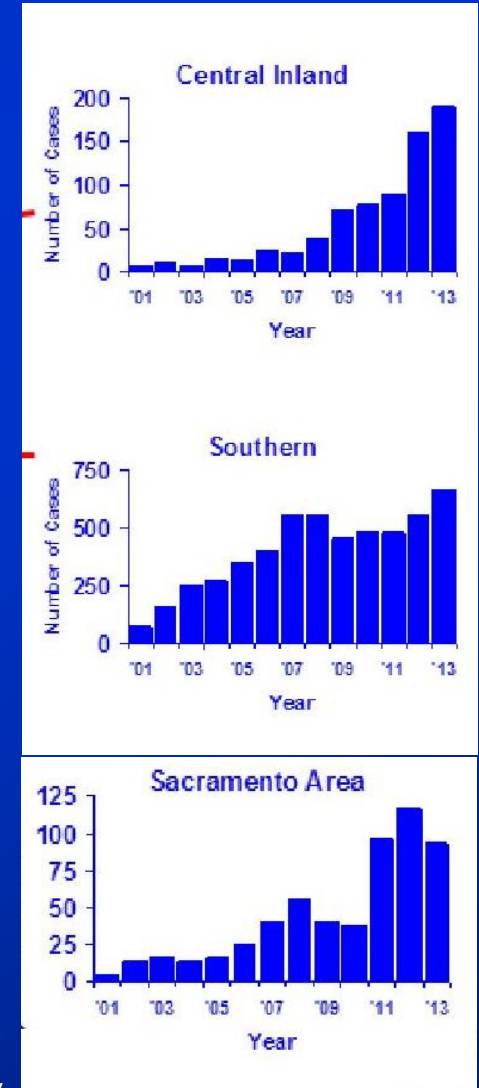
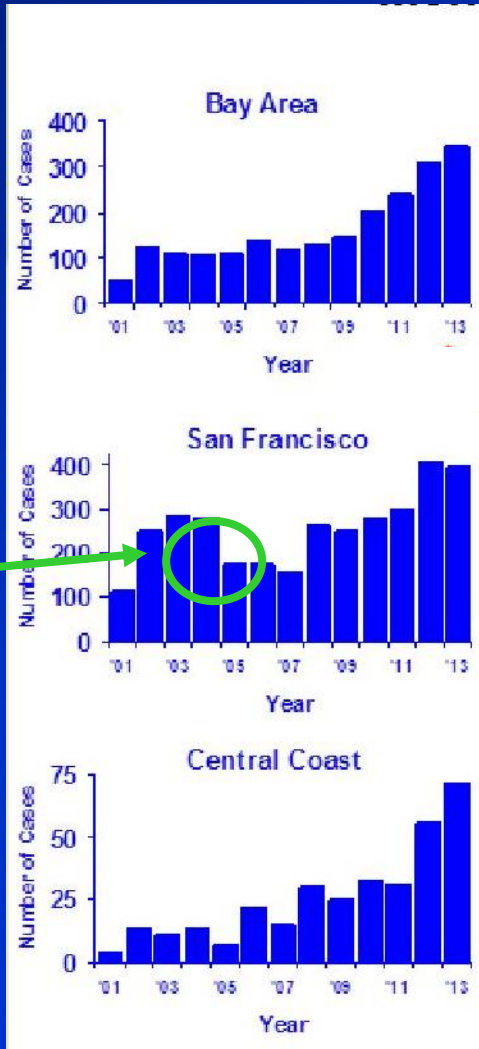
Syphilis Cases in Men, L.A. County, 2000

as reported by the L.A. Times



Are trends local or general?

Primary and Secondary Syphilis Cases in MSM, by Region and Year CA, 2001-2013*



HP?

* Source: CA STD Control Branch, in 2013/2014 STD Surveillance Data: US, California and Los Angeles County
Los Angeles County Department of Public Health Division of HIV and STD Programs January, 2016

Where Do We Go From Here?

Stages in Developing Social Marketing Messages and Campaigns



Planning / 1

- Not just one talk: need ongoing strategic effort
- What is our PRODUCT?
- Who are our PUBLICS and segments?
- What scale are we prepared to attempt?
- How engage audience in process?
- Who are our partners?
- Do we have a theoretical model?

Planning / 2

- What can we do together – save \$\$\$, achieve scale?
 - Joint campaigns to pool resources, increase saturation?
 - Strategy sharing
 - Research and formative data collection
 - Media production
 - Evaluation

Development and Pre-Testing

- Legacy of experience
- Address landscape changes

Top reasons MSM aware of Healthy Penis campaign still not tested, n= 102 (Montoya, 2005)

- Low or no risk (22%)
- Monogamous (14%)
- No symptoms, feel healthy (12%)
- No need (12%)
- Not getting around to it (9%)
- Tested > 6 mos ago (7%)
- Not convenient (4%)

Attitudes of MSM with syphilis 2x or more in last 2 years, n=19 (Plant, 2015)

- Lots of stigma: “dirty,” “nasty,” “more [stigma] than HIV”
- Did not discuss with partners or peers
- Many concerned about perceived health effects
- Most not worried enough to change risk behavior (curability)
- Sense of fatalism about being re-infected
- Only some named special risks they thought led to infection:
 - Partying more than usual
 - Unemployment → more sex
 - Meth
 - Bipolar

Pre-testing, Re-Testing: American Men's Internet Survey (AMIS)

- Survey of MSM in US
- Objective: Assess trends in HIV risk behavior, use of HIV testing services, STD testing and access to prevention services
- Goal of ~10,000 completed surveys per cycle (year)
- Funded by MAC AIDS Fund
- Based in Emory University



New Options for Creative Development and Testing (LAC)

- Solicit numerous approaches through design contests
 - Access developers from target audience
 - Widens pool of talent and range of ideas
 - Can receive many approaches quickly
 - Low-cost way to enlist audience and get new ideas
- Assess top submissions through designated reviewers
- Test top 10-15 ideas with audience focus groups
- Partner artists with other resources as needed
- (Product issues must be built in to contest parameters)

Implementation and Tracking



ADAM  ADAM

DADDYHUNT
REAL MEN - NO ATTITUDE



Hornet
Gay Social Network

BAREBACK
Real Time Sex
BarebackRT.com

GAY.COM



Grindr

POZ
Personals

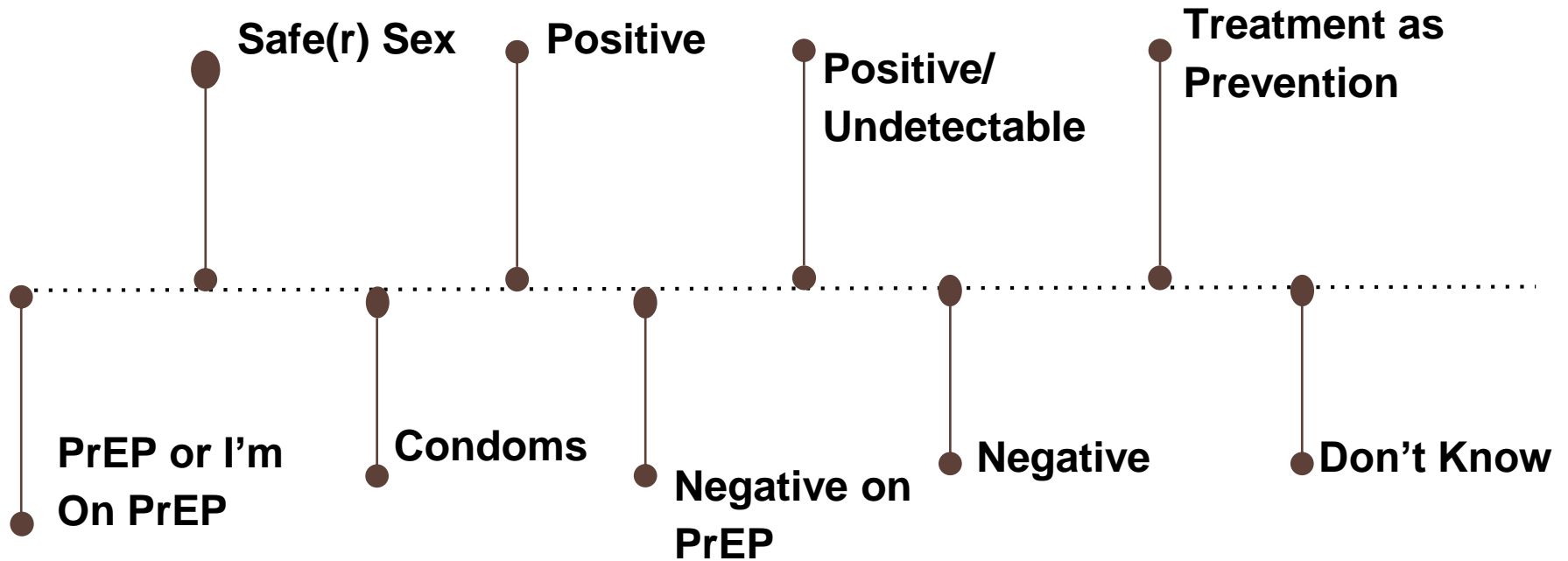
dudesnude

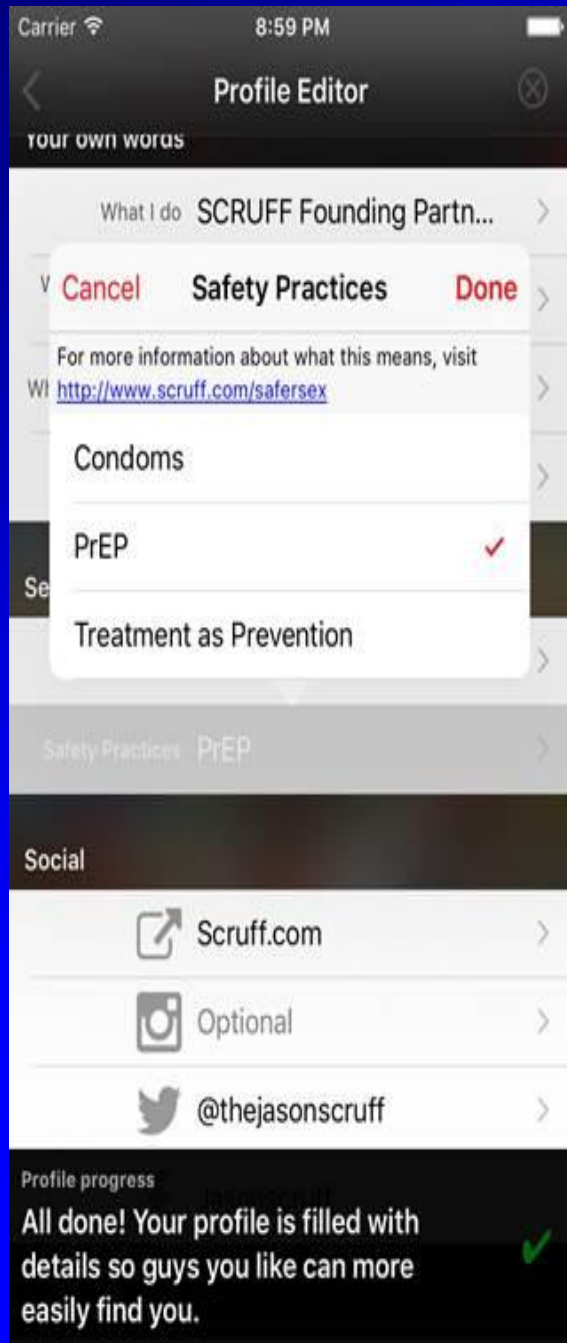
 **GROWLr**

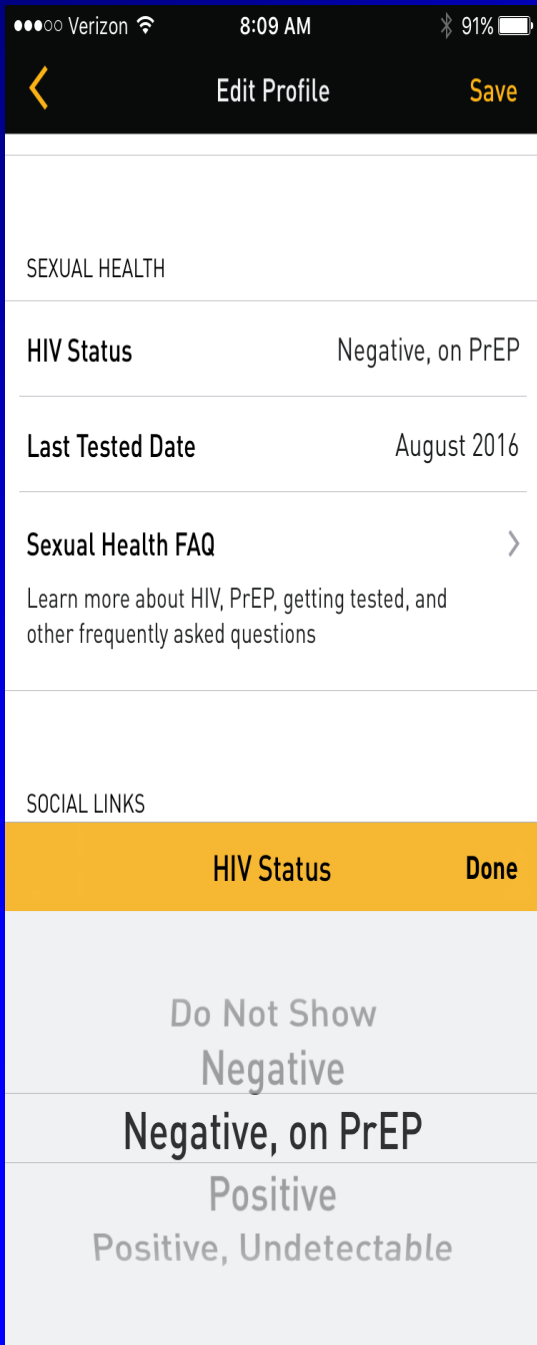
SCRUFF

Profile Option Challenges

What do they mean? Self or Partner? Status or Strategy?







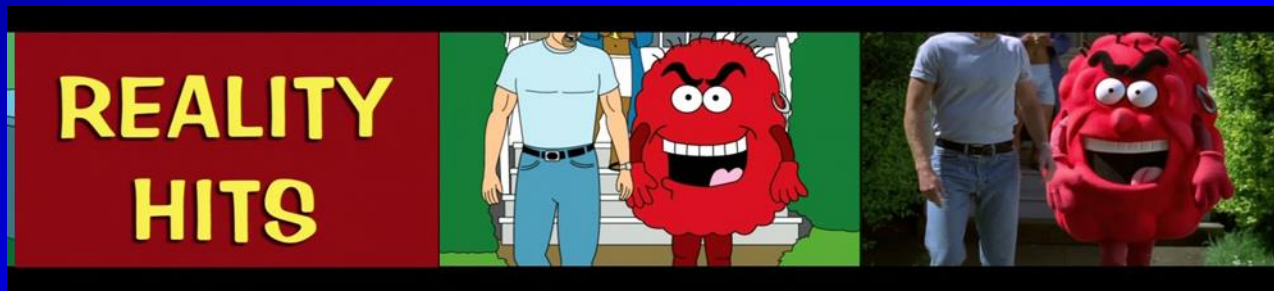
PrEP Talk
(rough cut)

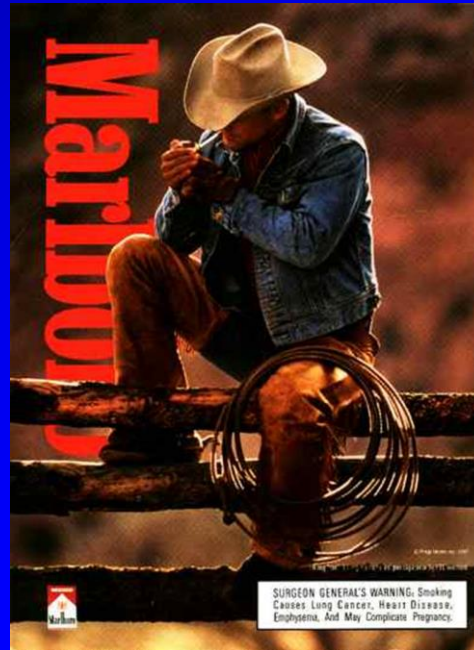
DaddyHunt Web Series – “Choices”

DaddyHunt Web Series – “Butt and Throat”

(Ongoing) Assessment and Refinement

Stop the Sores, 2004





Philip Morris spent 45 years killing men with this guy.

What are we prepared to do to keep them healthy ?

Harlan Rotblatt
Division of HIV and STD Programs
Los Angeles County DPH
213-351-1124
hrotblatt@ph.lacounty.gov

Dan Wohlfeiler
Building Healthy Online Communities
dan,.wohlfeiler@ucsf.edu

DISCUSS!