

A blurred background image showing a large crowd of people from behind, all holding up smartphones with their screens facing forward. The screens are brightly lit against the darker tones of the crowd and the night sky.

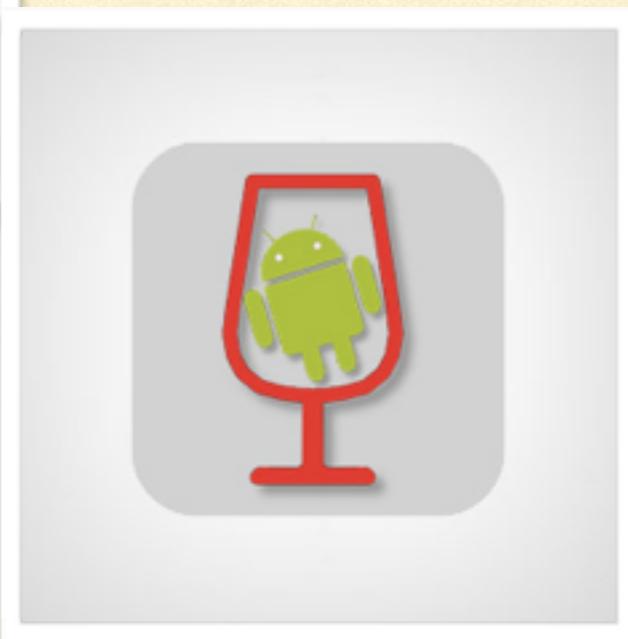
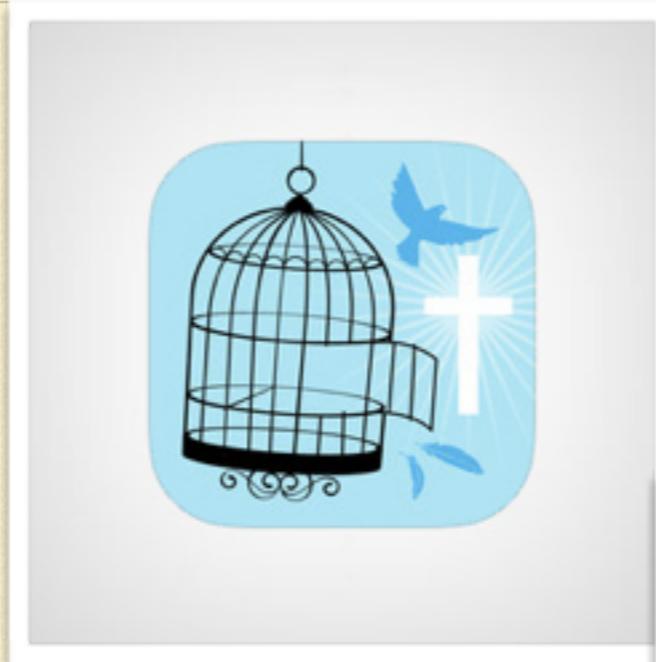
SOCIAL TECHNOLOGIES AND
SOCIAL DATA TO CHANGE AND
PREDICT HEALTH BEHAVIOR



<http://www.cbsnews.com/videos/can-a-mobile-game-reduce-anxiety>

- CURRENT TECH BEING USED
- CURRENT RESEARCH BEING DONE
- SUGGESTIONS FOR FUTURE RESEARCH







NREPP is a searchable online registry of more than [350 substance abuse and mental health interventions](#).

NREPP was developed to help the public learn more about evidence-based interventions that are available for implementation.

NREPP does not endorse or approve interventions.

Learn more [about NREPP](#) and current [minimum requirements](#) for inclusion in the registry.

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Enter keyword or phrase

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Find interventions reviewed by NREPP.

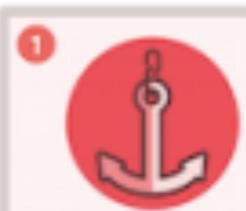
Introduction to Thinking Errors

"What you get by achieving your goals is not as important as what you become by achieving your goals."
— Johann Wolfgang von Goethe

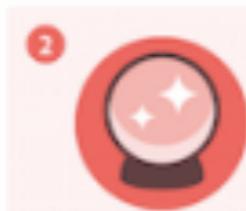
Thinking Errors Lesson

Name the thinking error:

Judging yourself by arbitrary standards of what you
“should” or “shouldn’t” do



Should Statements

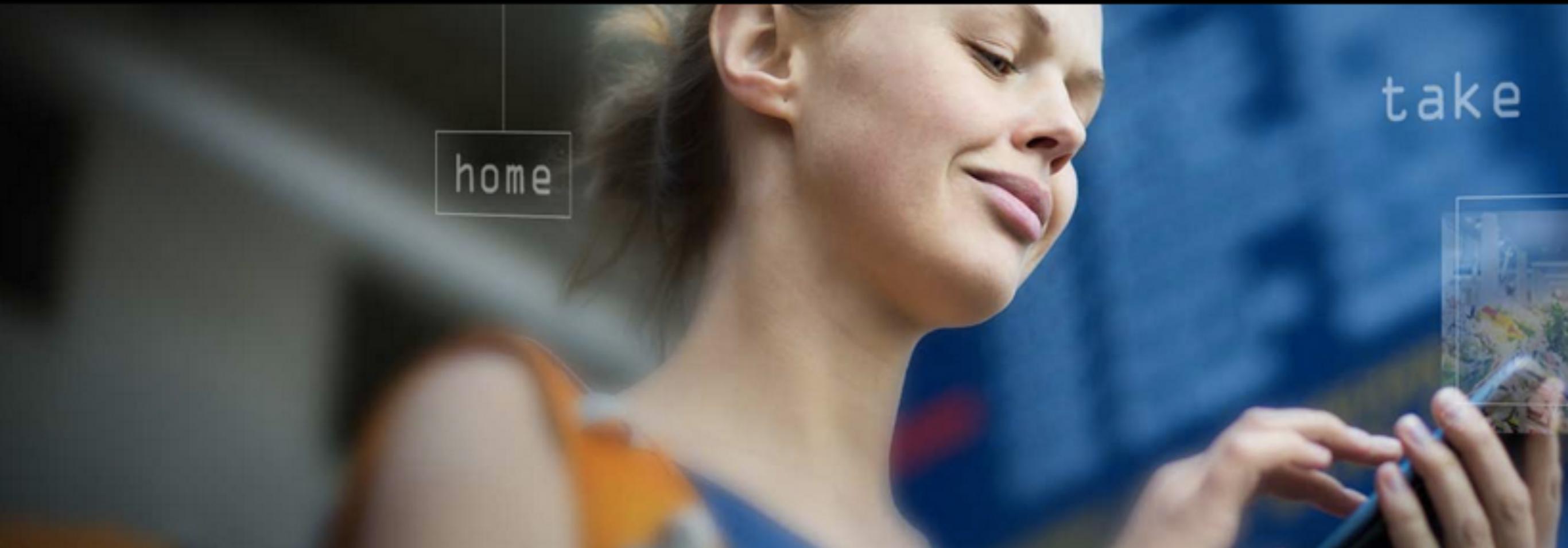


Fortune Telling



Personalizing

CHECK



Information for family and friends

Get

For many people who are dependent on opioids, coming off is the hardest thing they'll ever do. The support you give them is vital for their recovery, along with their medical treatment and professional counseling sessions.

Nobody understands the experience through it. Read success stories, p

agreed to



PsycEssentials

A Pocket
Resource for
Mental Health
Practitioners

Janet L. Sonne

Contents

- ▶ Introduction
- ▶ 1 - Initial Clinical Assessment Interview
- ▶ 2 - Standardized Screening Measures
- ▶ 3 - Structured and Semistructured Interviews
- ▶ 4 - Mental Status Examination
- ▶ 5 - Psychological Assessment Measures
- ▶ 6 - Clinical Assessment of Self-Harm and *Intergenerationally Violent Thoughts and Behaviors*



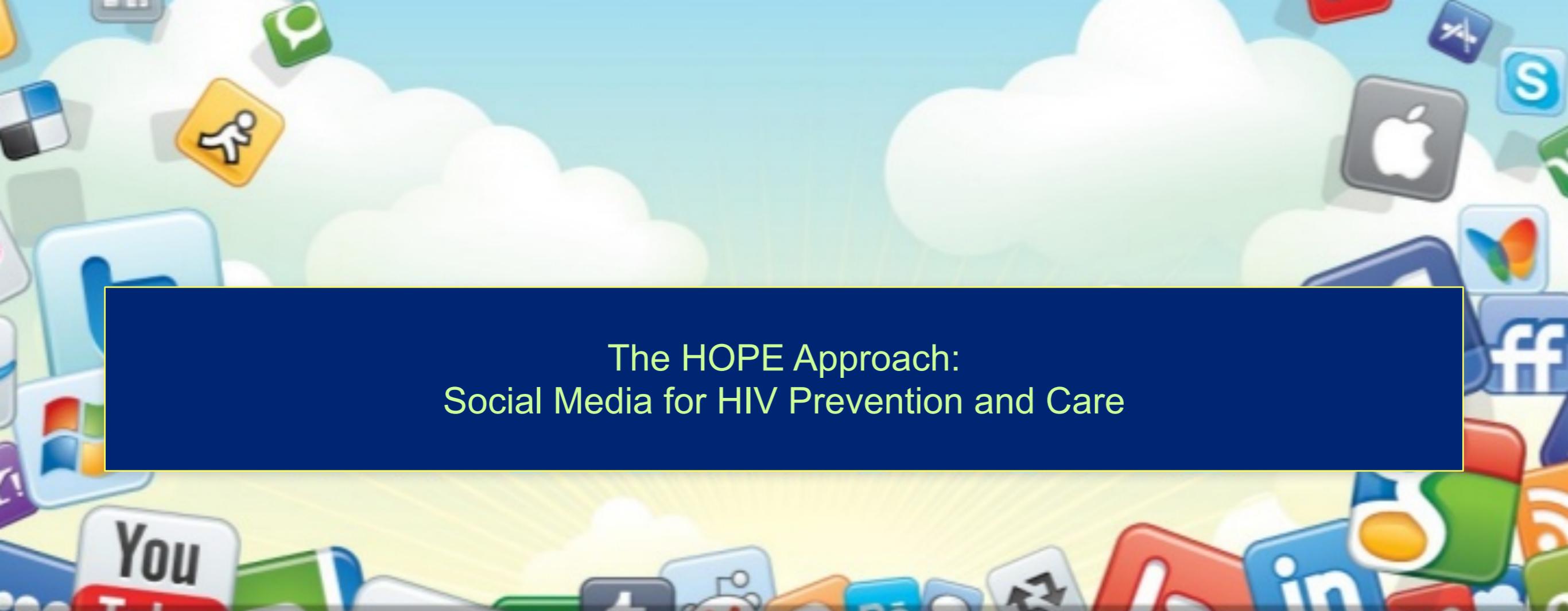
Smart Wireless Pill

Bottles

Improve and Track Adherence in
Real-Time.

Contact Us for Orders or Questions





The HOPE Approach: Social Media for HIV Prevention and Care

Sean D. Young, PhD, MS
UC Institute for Prediction Technology



IAPAC Adherence
June 28, 2015



FUNDING

- NIH
- UCOP

OBJECTIVES

- Identify the role that social media can play in the HIV care continuum
- Learn about the HOPE intervention
 - Ability to adapt it for HIV care



Dave Hall @skwashd

14 Mar

I made it to US and A. I've received my traditional TSA welcoming - having my nuts fondled.

[Details](#)



Adria Richards

@adriarichards



Follow

@skwashd you should put something in your pants next time...like a bunch of socks inside one...large...sock. TSA agent faint

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2:12 PM - 14 Mar 13

Fashion & Style

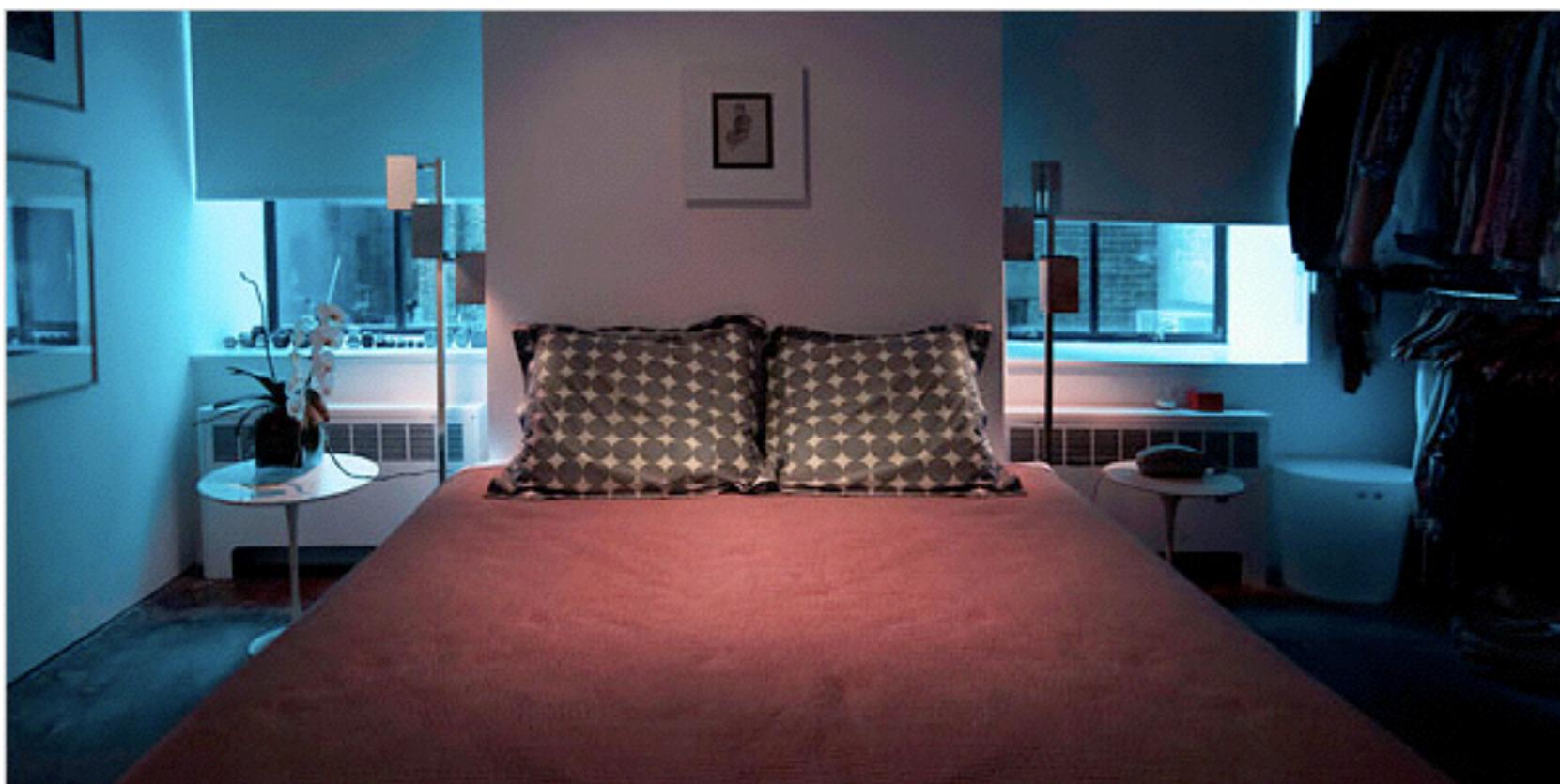
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[Advertise on NYTimes.com](#)

Recklessly Seeking Sex on Craigslist



Matthew Peyton for The New York Times

By DOUGLAS QUENQUA
Published: April 17, 2009

THIS is it, Melvin thought: [Craigslist](#) is about to get me killed.

A recent divorcee who lacked the money and confidence for a conventional date, Melvin, 37, had

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acer
ICONIA TAB
A500

Ultimate fun

HIV/AIDS Epidemiology

- African Americans and Latinos in Los Angeles at high risk for HIV
- Men who have sex with men (MSM) account for over 3/4 of all infections

Community-based HIV Prevention Methods

- Community-based HIV prevention is powerful
 - Often make use of social networks and social connectedness, such as peer leader diffusion of innovations interventions
- But it has limitations
 - Price
 - Access
 - Location/time
 - Stigma
- Can social media be used to overcome the limitations?

Using The Internet to Scale HIV Prevention Interventions

- Internet interventions are easily scalable
 - Quickly recruit participants to chat sites
 - Allow large audiences to receive HIV prevention/testing information (Bowen et al., 2008)
- Timely
 - In the past, interventions could only focus on upper middle class White populations
 - SES differences in Internet access are disappearing/changing (Pew Research, 2007; 2008; 2011).
- Using Internet technologies might be a cost-effective way to scale HIV prevention within high-risk groups.

Reduce Scientist-Practitioner Lag

- Internet “sex seekers” at high-risk
- Use modern methods of finding sex partners to reduce stigma
 - Craigslist
 - Dating sites
 - Social networking sites
- Research, practice, and policy need to keep up to date with sex risk practices

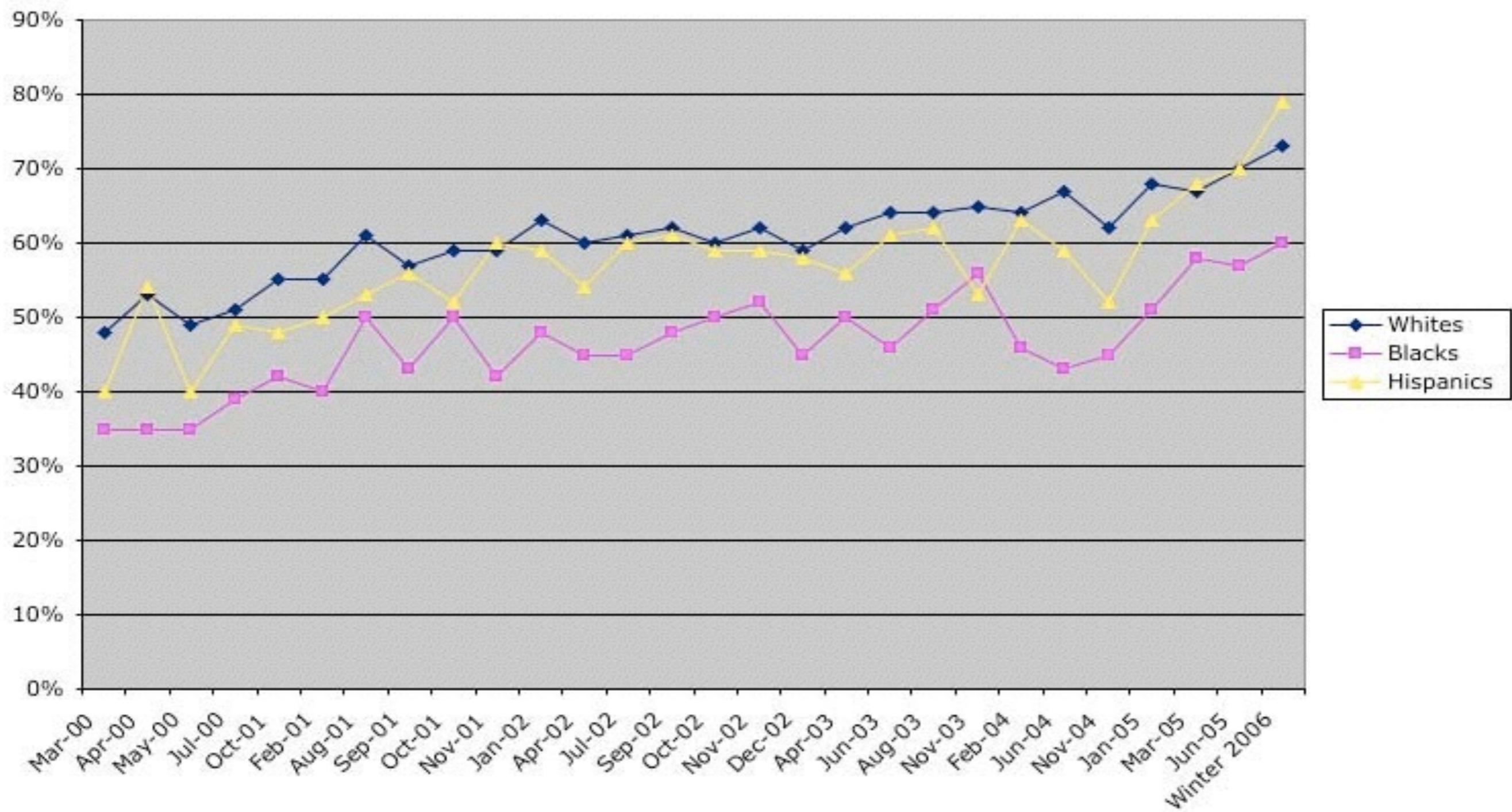
Benefits of Social Media Technologies For HIV Prevention

- Social media/mobile technologies are designed for social interaction
- Allow users to:
 - befriend and find mutual friends
 - post and share pictures, videos, and other multi-media
 - have an online persona that can be publicly or privately available for other users
 - Access profiles from computers and cell phones

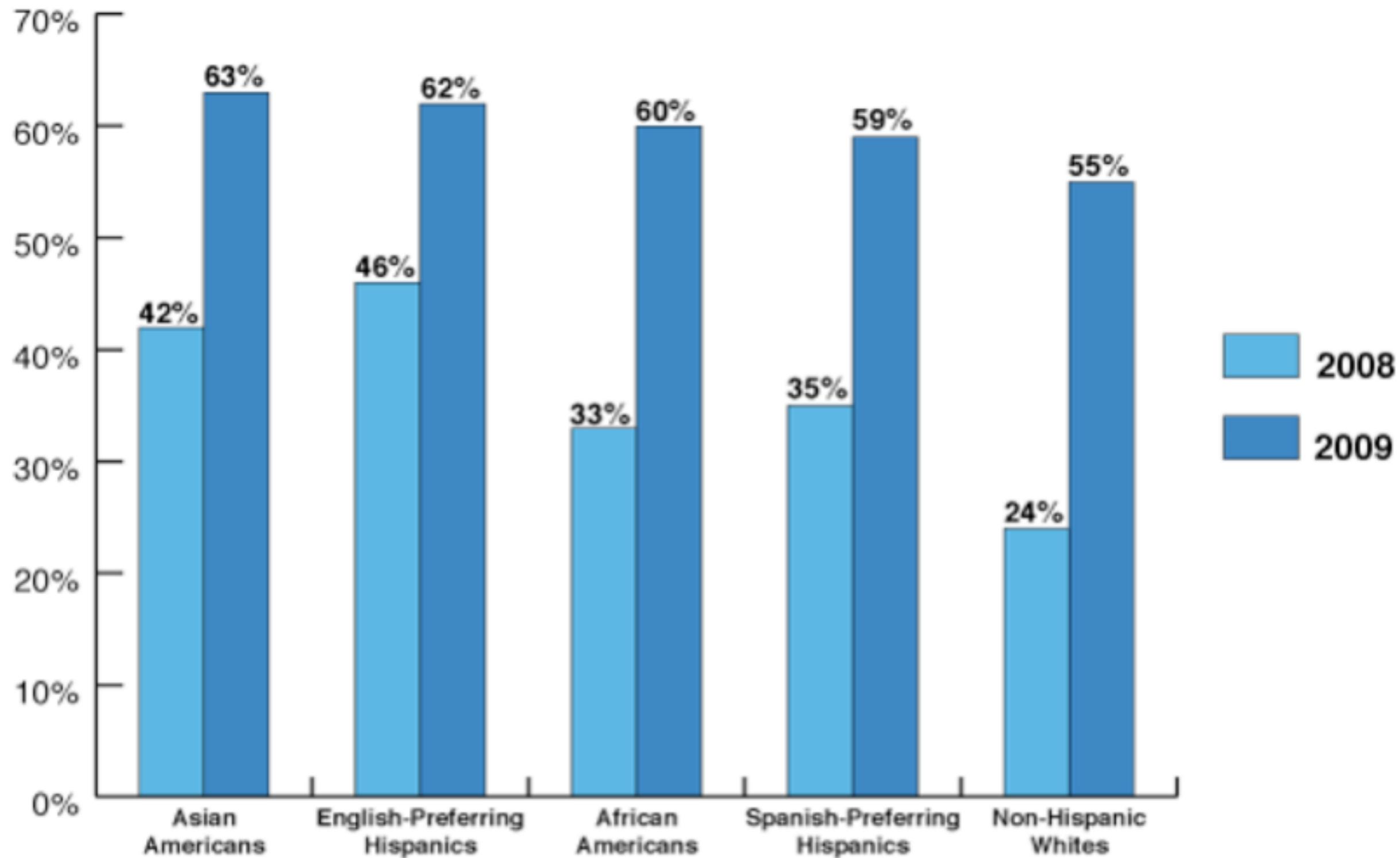
Digital Divide Is Decreasing

- 2000-2010, African American/Latino Internet users increased from 11% - 21%
- In California, 58% of Latinos access the Internet (63% of Californians)
- Among Internet users, 70% African Americans and English-speaking Latinos use social networking sites, 60% Whites
- 50% of African Americans visit OSN daily, 33% of Whites

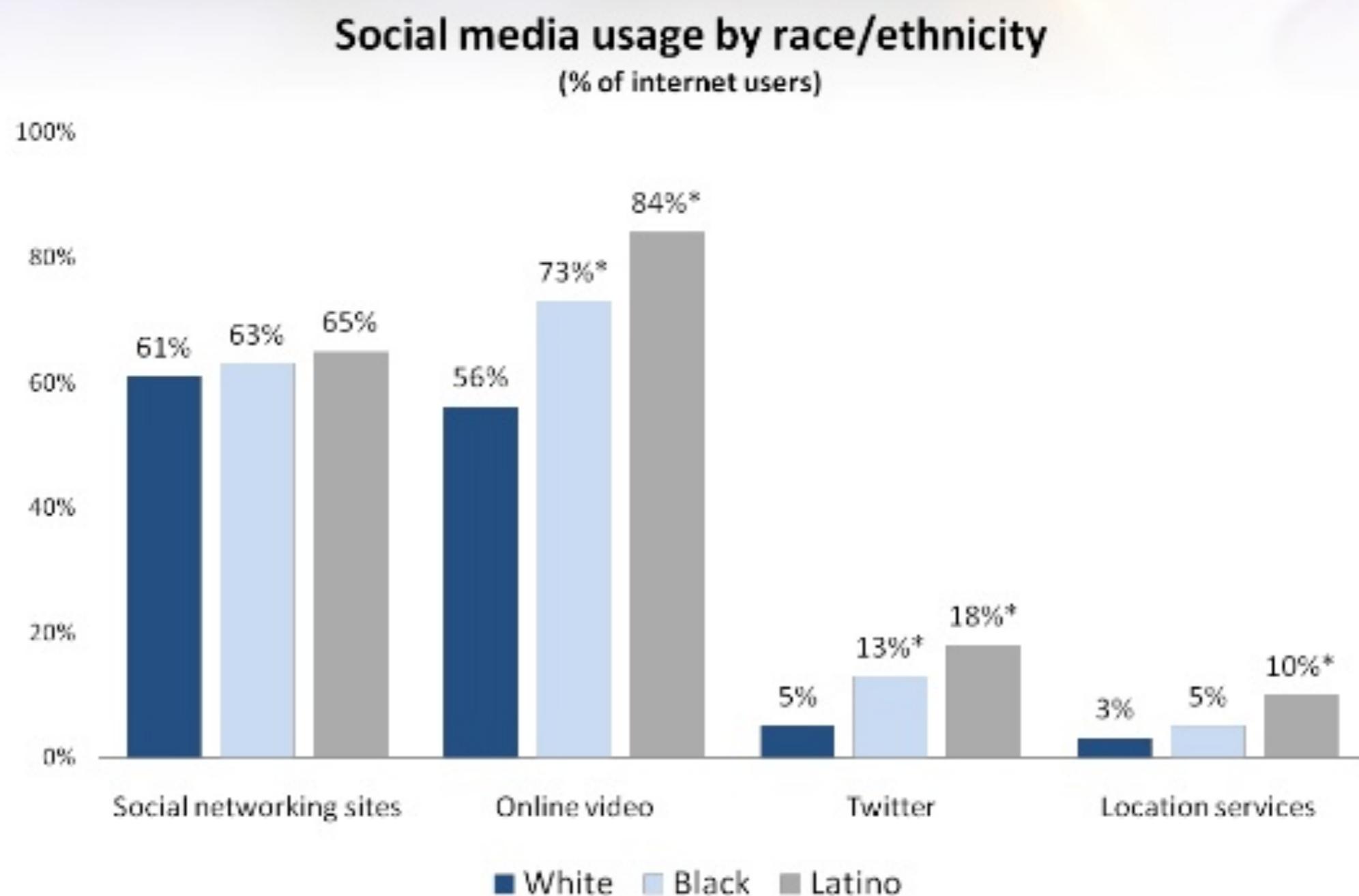
Percentage of People Who Have Been Online, 2000-2006
Source: Pew Internet & American Life Project



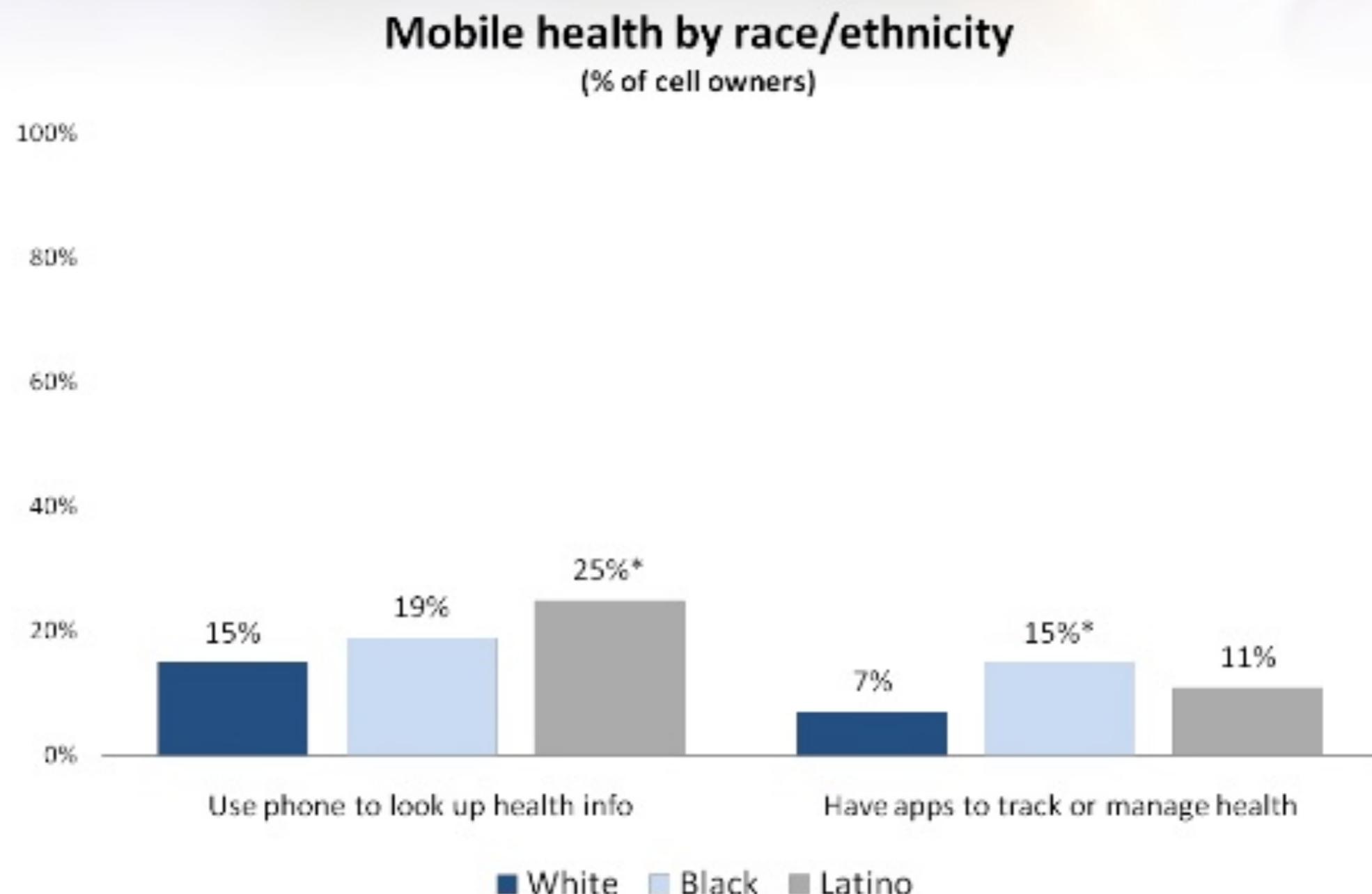
Percent of a given segment who visit a social networking site at least 2-3 times per month



People of color have equal or greater rates of usage on most major social media platforms



Mobile in action – health apps and information



MEMBER OF SOCIAL NETWORKING SITES

"Are you a member of the following social networking sites?"

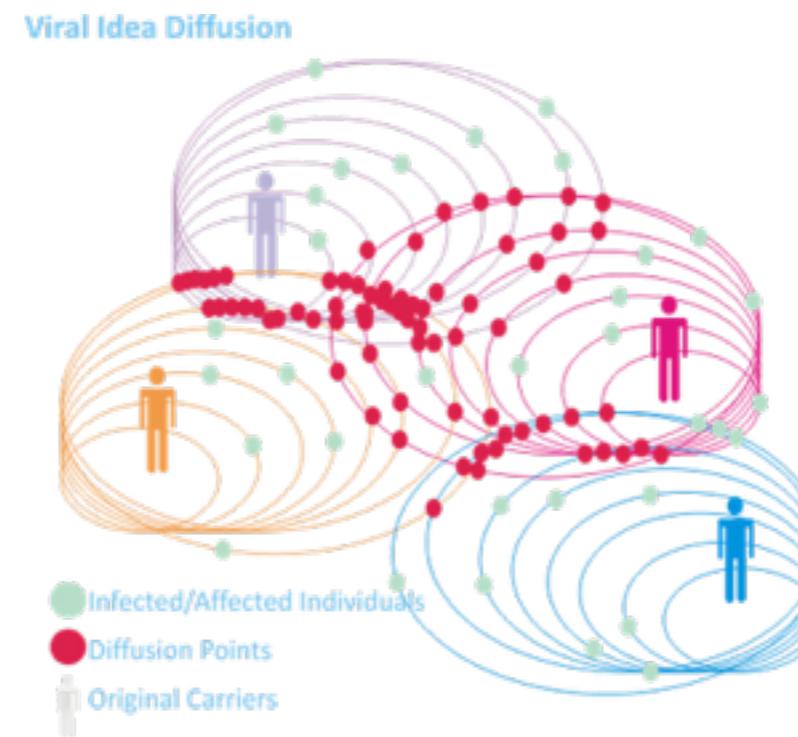
Percent saying "Yes"

Base: All adults

	May 2009						June 2010					
	Total	Gays and Lesbians					Total	Gays and Lesbians				
	%	%	%	%	%	%	%	%	%	%	%	
Facebook	47	55	50	65	46	65	73	74	70	65		
MySpace	32	43	44	41	30	23	32	33	31	22		
LinkedIn	13	23	23	23	13	16	22	24	18	16		
Plaxo	6	9	11	4	6	3	8	8	8	3		

HOPE
For HIV Prevention and Care

- Using social media for HIV prevention/ sex education
- Peer-Leader Diffusion Model



Sample

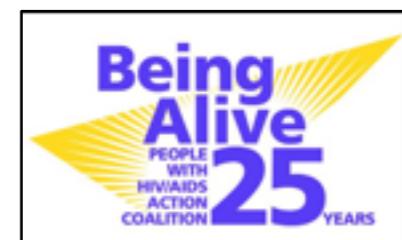
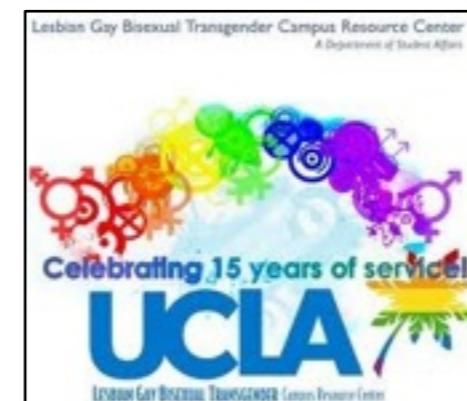
- Sample:
 - Primarily Latino and African American men who have sex with men (MSM)
 - Living in the Los Angeles area
 - 120 participants
 - 18 peer leaders

Intervention Methods

- Control group  Peer leaders discuss general health topics
- Experimental Group  Peer leaders discuss HIV education topics
- Aims:
 - Home-based HIV testing
 - Self-reported sexual behaviors
 - Reduction in stigma

PEER LEADER RECRUITMENT PLAN

- Partnering with Community Outreach
 - Fliers
 - Discussion Boards
 - Live Presentations



REACH LA



PARTICIPANT RECRUITMENT PLAN

- (Offline) Print Advertisements
 - Adalante, Weho News, Vanguard Newsletter
- (Offline) Flier
 - Restaurants, clubs, bars
- (Online) Social media:
 - Banner ads + “Fan” Pages
 - Dating sites: Adam4Adam, Gay.com
 - Networking sites: Twitter, Facebook

RECRUITMENT

DO YOU WANT TO MAKE A DIFFERENCE?

DO YOU WANT TO LEARN MORE ABOUT YOUR HEALTH?
DO YOU WANT TO MAKE BETTER HEALTH DECISIONS?
INTERESTED IN LEARNING HOW TO GAIN A DIFFERENT PERSPECTIVE IN A RELATIONSHIP?

DO YOU USE FACEBOOK?

GAIN VALUABLE INSIGHT AND LEARN HOW TO COMMUNICATE MORE EFFICIENTLY!

LOOKING FOR AFRICAN AMERICAN OR LATINO MEN WHO ARE INTERESTED IN MEN



VISIT HOPEUCLA.COM FOR MORE INFO

PARTICIPATE IN BREAKTHROUGH RESEARCH. PARTICIPANTS WILL BE COMPENSATED!

ARE YOU INTERESTED IN MEETING OTHER MEN?

ARE YOU A MAN INTERESTED IN MEN AND ATLEAST 18 YEARS OLD?

DO YOU USE FACEBOOK?

ARE YOU LATINO OR AFRICAN AMERICAN?

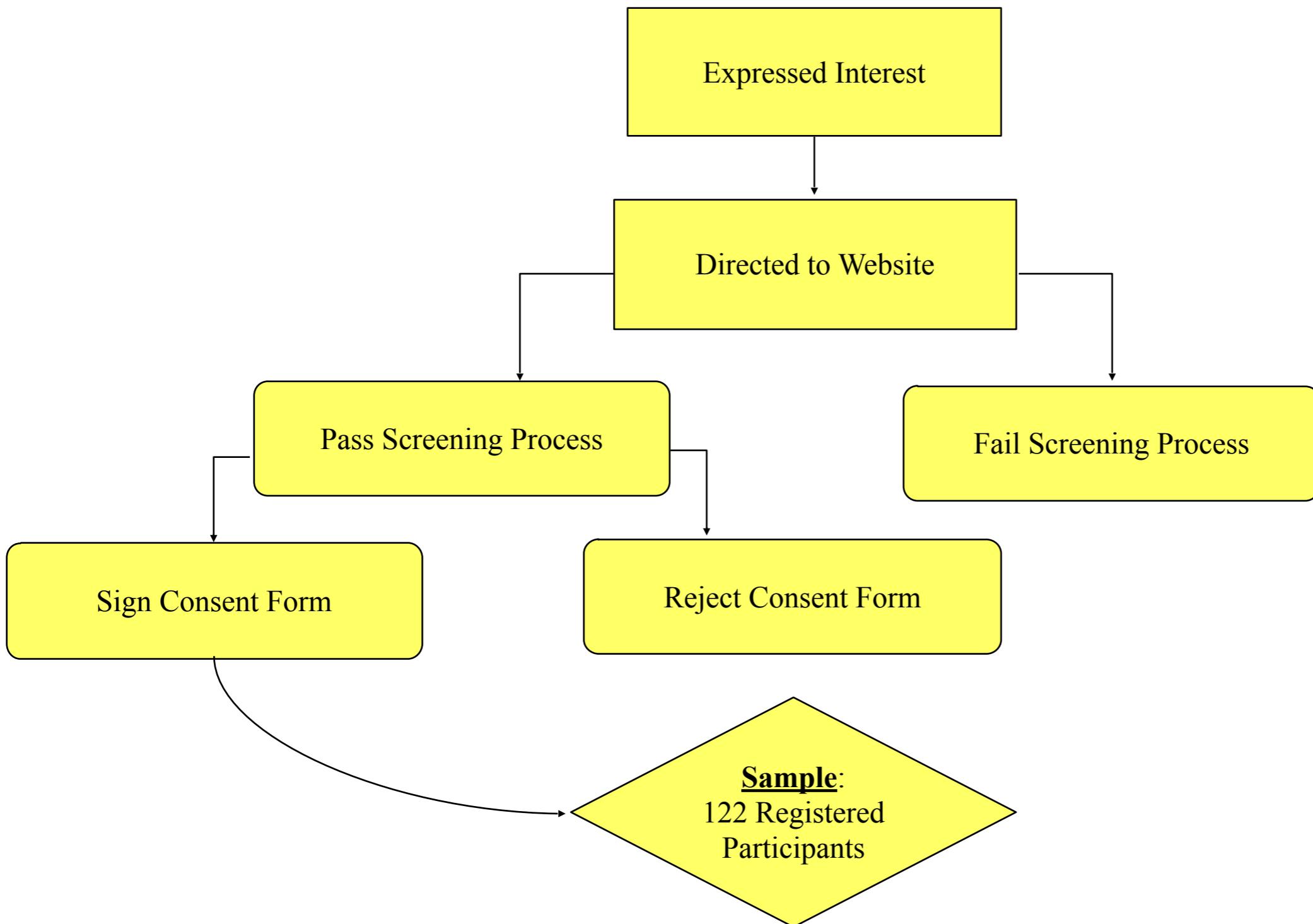
DO YOU WANT TO MAKE A DIFFERENCE?

VISIT HOPEUCLA.COM



PARTICIPATE IN BREAKTHROUGH RESEARCH. PARTICIPANTS WILL BE COMPENSATED!

RECRUITMENT SEQUENCE

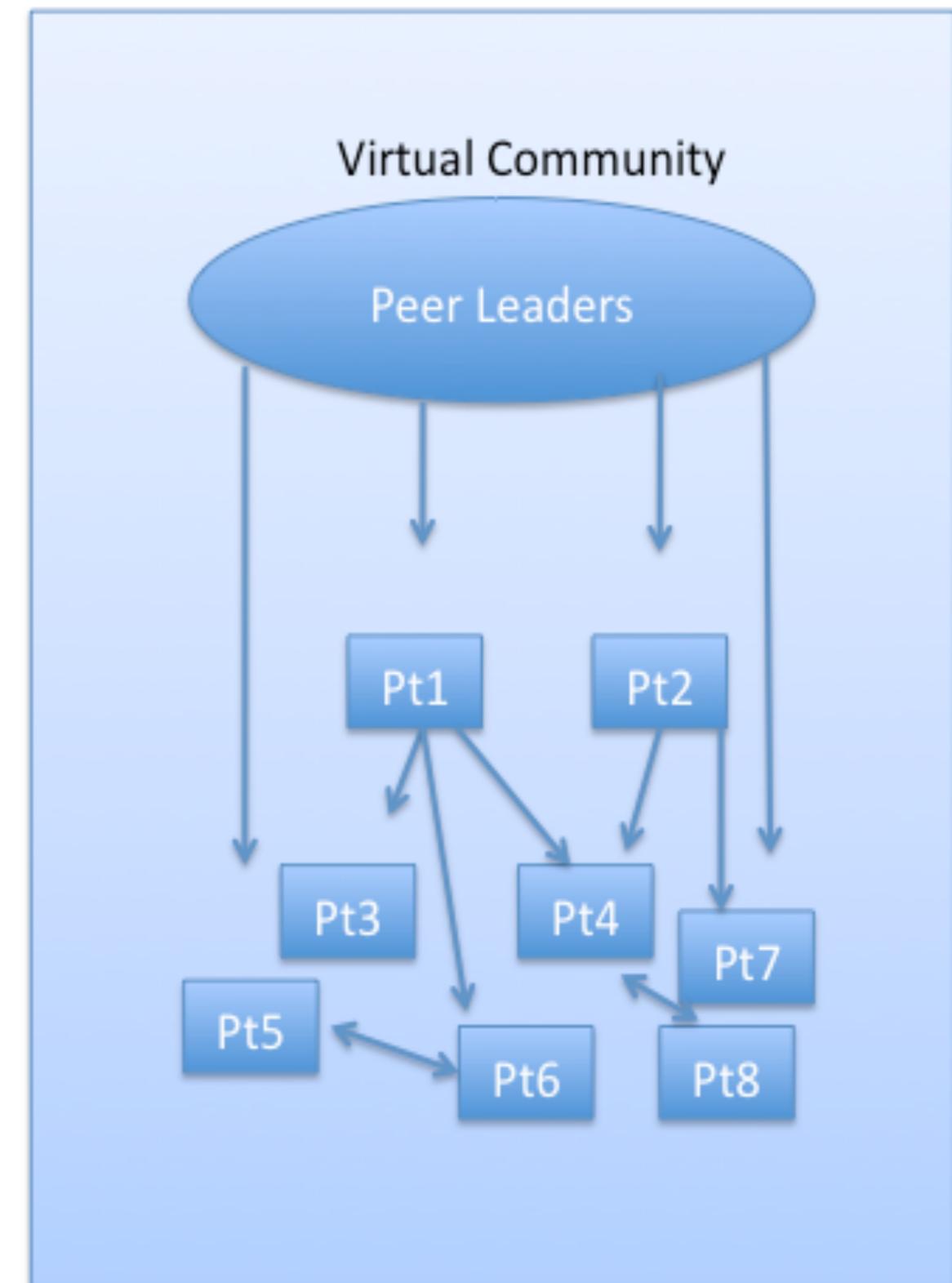


Step 1: Establish community norms

Peer leaders reach out at community and individual level to promote HIV prevention norms

Step 2: Community norm diffusion

Participants communicate with each other about the importance of HIV prevention and testing. Vocal community members help to spread norms to other community members, and ultimately, to people outside of the virtual community.



Results

- Retention rates were >90% at 12-week follow-up
- Home-based HIV testing was an acceptable method of testing among these groups
- Intervention differences¹⁰:
- Increased home HIV testing requests
- Decreased unprotected sex among intervention group participants
- Initial results suggest intervention diffusion
- Among intervention group, increased network growth associated with HIV prevention
- Established initial standards for use of social mHealth in HIV prevention research¹¹

Results

- **Feasible** to recruit/train minority MSM peer leaders^{1,2}
- **Feasible** to recruit minority MSM participants³
- AA MSM less likely to engage in unprotected receptive anal intercourse compared to Latino MSM⁴
- Number of partners met on social networks associated with:
 - 1) exchanged sex
 - 2) number of new partners,
 - 3) number of male sex partners,
 - 4) frequency of engaging in oral sex⁵

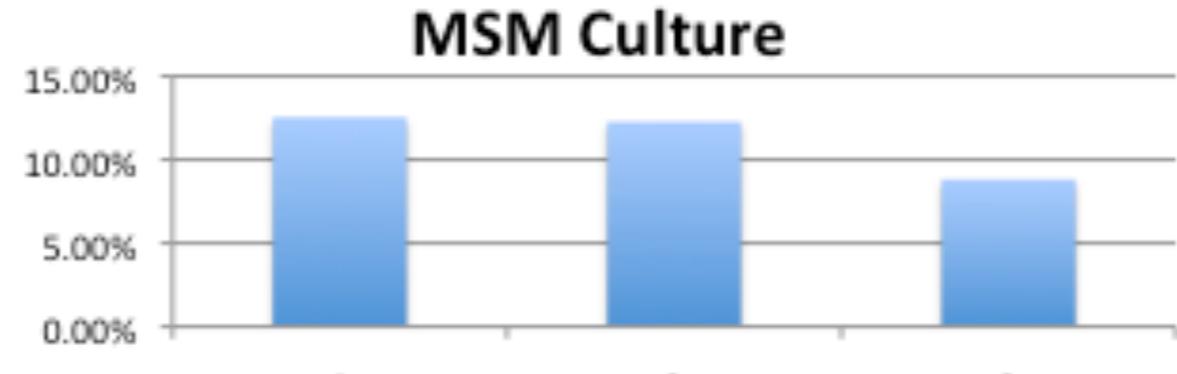
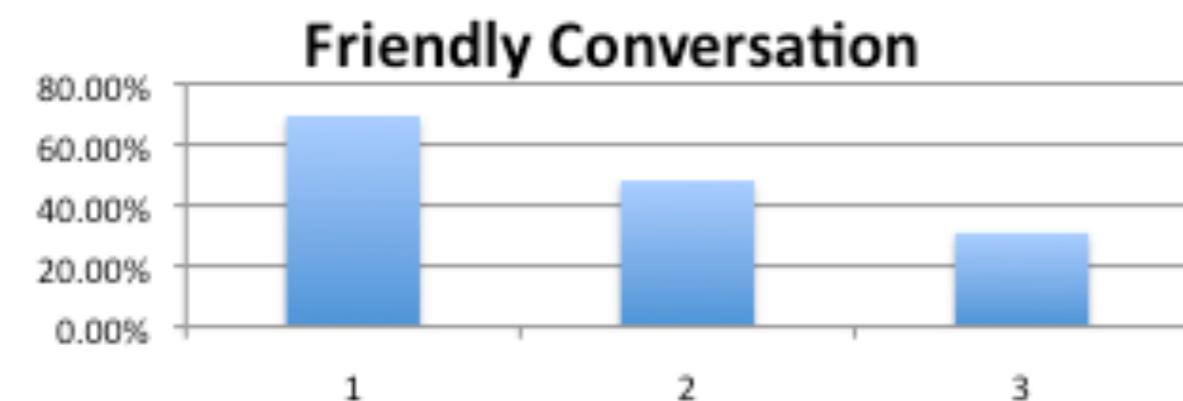
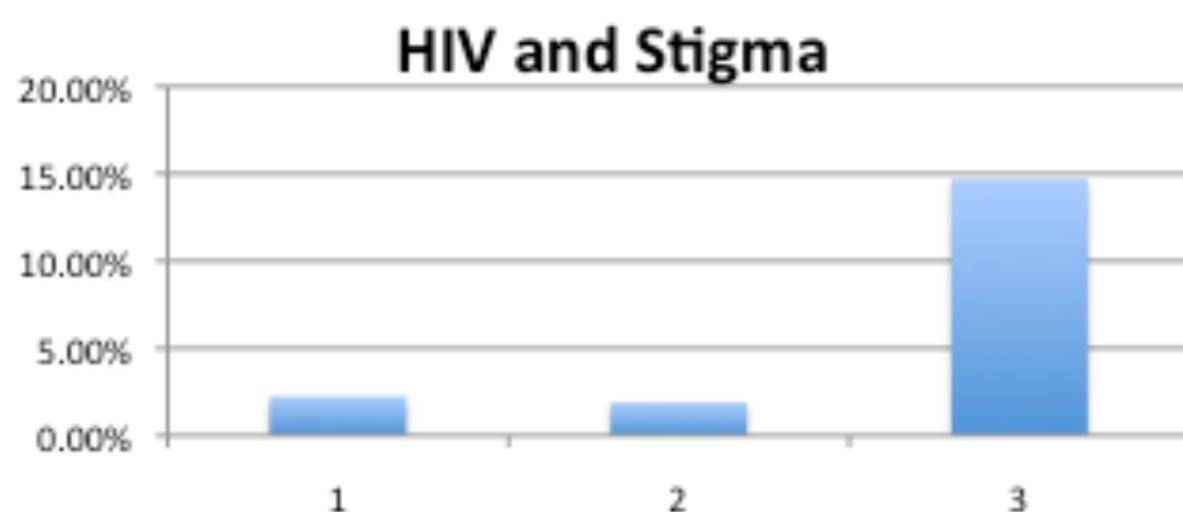
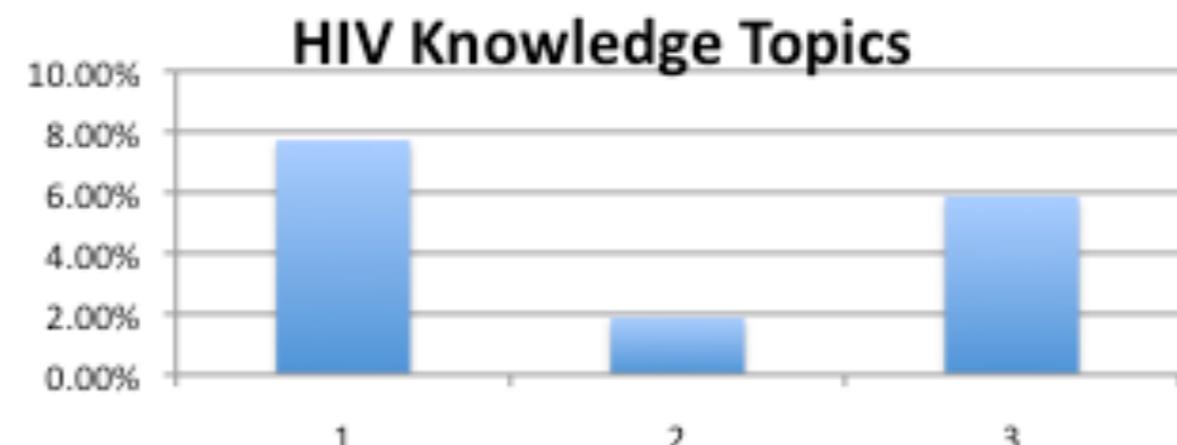
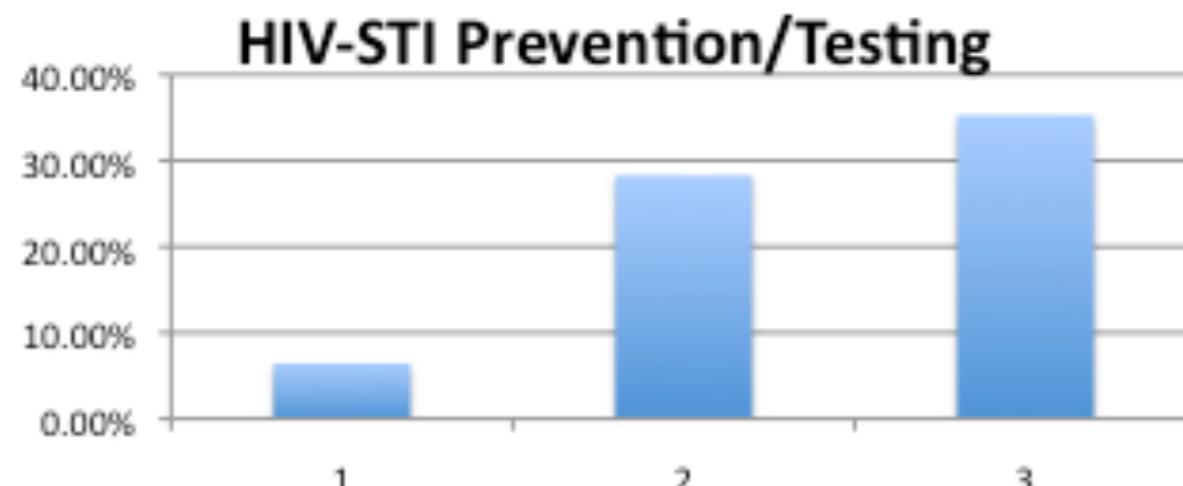
Results

- High rates of stimulant drug use among the sample
- **> 1/3 used social networks to seek sex**
- more likely to have used methamphetamines in the past 12 months ⁶
- Participants were highly engaged and shared personal information
- HIV prevention discussions increased over study, demonstrating effectiveness
- Conversation associated with > HIV testing requests
- Social networking can be a tool for mixed (qualitative and quantitative) methods ^{7,8}

Example quotes (N = 485) from participants in HIV prevention Facebook group, Los Angeles, CA, 2011.

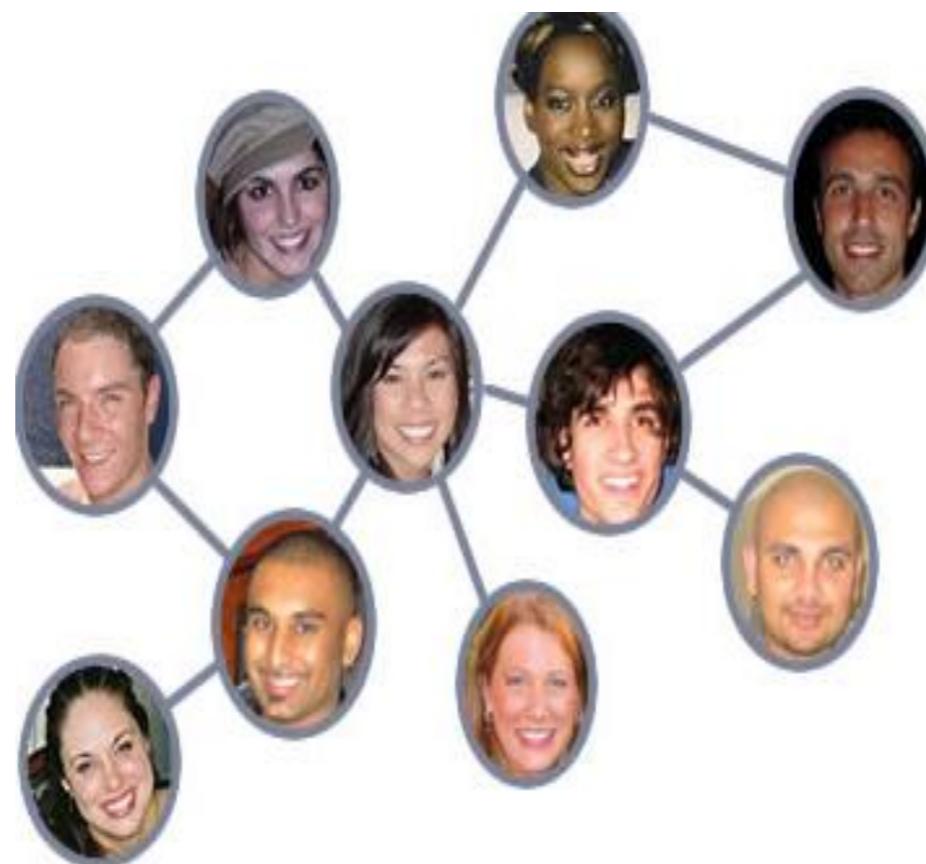
HIV-STI prevention/testing (15%)	I tend to feel that despite it all, being a part of the group would inspire each of us to get tested. I agree it is a personal responsibility but on some level I feel it is a social one as well. Despite what ever your reasoning, it will remain a private matter unless you chose to divulge it with the group. But, for all of those who haven't; knowing is worth it in the end. Let's just do it!
HIV and Knowledge (6%)	HIV is 90 nanometers in size... almost as big as a pit on a CD... and it affects the red and white blood cells...
HIV/AIDS and culture (0.2%)	I am a Gay Black man who is not in jail, alive & healthy and HIV free. Despite all of it, I am a man who continues to be and be a better man daily. So, in the end; I remain most humble.
HIV and stigma (4%)	Despite 30 years of living with HIV within the gay community there is still MAJOR stigma attached to being poz from neg guys...It also further harkens back to a deep underlying pathology within this community...Welcome to the Scarlet "H".
HIV advocacy (3%)	I doubt there will be a cure or vaccine for HIV/AIDS because spending money on a lifelong treatment is better than one treatment and you're set. The Pharmaceutical Companies are in business for profits not remedies.
LGBT/MSM Culture (12%)	Hi Everyone, Every year we host an event at Disneyland in October called Gay Days. It is a chance for the community to come to the park, meet new people and show your pride by wearing red shirts.

Figure 1. Percent of total excerpts related to a given topic, by time period



FOLLOW-UP: ONLINE SOCIAL NETWORK DIFFUSION

- HOPE participants contacted friends
- Friends completed a survey
 - Sexual risk behaviors and drug use



Conclusion

- Facebook can be used as a tool for HIV prevention interventions
- Results are associated with changes in network growth
- Results generalize to other populations and regions
 - Replicated in Peru among Peruvian MSM

Conclusions

- Social media continues to rapidly grow
- HOPE can be used for HIV prevention/
testing and applied for HIV care

THANK YOU

- Thomas Coates
- Steve Shoptaw
- Greg Szekeres
- Devan Jaganath
- Eric Rice
- Ian Holloway
- Kiran Gill
- Harkiran Gill
- Renee Garett
- Lucho Menacho
- Jerry Galea
- Hugo Sanchez
- NIMH