

Hispanic HIV Research: Final Report

April 2018

Agenda

- Research overview
- National study findings
- One-on-one interview findings
- Major insights
- Next steps

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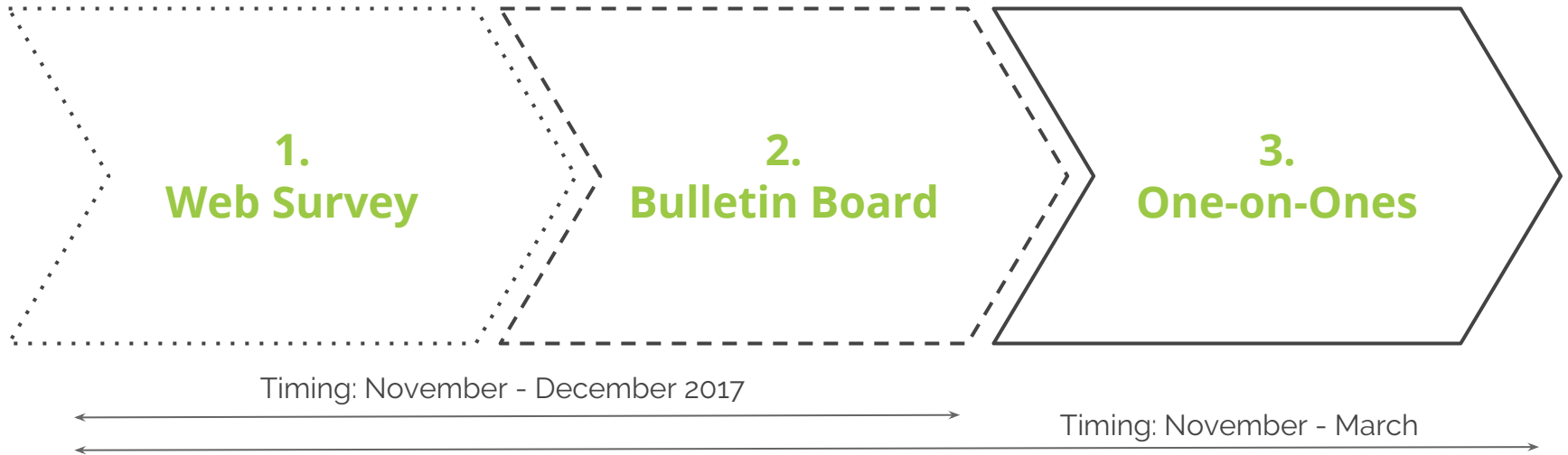
Research overview

Goals, tactics and methodology

Research Goals

- Gain a better understanding of Latinx MSM behavior, overall knowledge of HIV/AIDS, the resources available and attitudes toward/awareness of HIV in the Latinx community.
- Use audience insights to develop effective campaigns aimed at generating awareness and understanding of HIV testing, prevention and treatment.

Research Tactics



National Web Survey

- Hispanic MSM, 18-34
- Partnered with YouGov and Nielsen
- 114 respondents (103 in ENG and 11 in SPAN)

National Online Bulletin Board

- Select participants of web survey
- Private online forum in which users share information, ideas, opinions
- 10 total respondents

Arizona 1-on-1 Interviews

- MSM in the Hispanic community
- 36-question interview
- 26 total respondents in Phoenix (10), Tucson (10) and Yuma (6)

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Web-based Research

Recap of insights from national web survey and bulletin board

Web Survey/Bulletin Board **Insights**

- This audience knows the basics
- Low awareness of community resources
- Hispanics face additional hurdles
- Related emotions include shame, fear
- Advice is to normalize & generalize

This audience knows **the basics**

- Majority confirmed understanding benefits of knowing your status, early detection, treatment efficacy and risk factors
- Not as clear on testing specifics or methods of prevention
- PrEP regarded by some as “treatment” instead of prevention method

Gap in understanding of HIV / AIDS helps shape campaign language and affects communication objectives.

Low awareness of **community resources**

- Just ¼ are aware of local programs or activities aimed at preventing the spread of HIV
- As many as 1 in 3 participants question the support they would receive from family if they tested positive

Leverage opportunity to promote local organizations and assistance programs to remove barriers and create sense of ease.

Hispanics face **additional hurdles**

- Believe stigma, fear, discrimination experienced to a greater extent than other ethnic groups
- Barriers to acceptance include “machista,” Catholic upbringing, lack of gay role models, etc.

Campaign must account for these obstacles that likely prevent a proactive approach to prevention, testing or treatment.

Related emotions include **shame, fear**

- Nearly $\frac{2}{3}$ would feel ashamed with a positive result
- Fear of a positive result named as a disadvantage of HIV testing

Powerful negative emotions rooted in lack of control. Could potentially shape campaign messaging.

Advice is to **normalize & generalize**

- Messages directed to “homosexuals” or “gays” likely to be ignored; would not relate to those who are not “out”
- Positive response to the idea of positioning testing as part of a “normal” healthcare routine

Great participant feedback to help guide strategy, potentially keeping messaging general and targeting demo-specific.

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One-on-One Interviews

Insights from Hispanic MSM in Phoenix, Tucson and Yuma

Participants at a glance



Know **the basics** of HIV

“Some understanding”

All interviews had at least “some” knowledge of HIV and how it is contracted / prevented, though there was confusion around exact definition

Sources varied

About 50% learned in school while 30% learned from friends. Only 2 participants mentioned partner agencies

Acceptance of MSM **varies, leans negative**

- Friends OR family knew sexual preferences in almost every case
- More likely to talk about healthcare topics with friends vs family
- Community reaction very mixed:
 - *My family is accepting of my sexual identity*
 - *I feel misunderstood or judged*
 - *It isn't something we talk about*

Mixed perceptions on the authority

Doctors are #1
Healthcare providers
hospitals were mentioned
most often

Agencies / Partners
About 25% mention an
agency by name (SAAF,
COPE, etc.)

Education materials
Lack understanding of
where to access
education materials

Little awareness of **treatment options and efficacy**

- +61% did not know which methods are used to treat HIV
 - Only 19% could name a treatment option
 - Some said “pills”
- PrEP was mentioned incorrectly as a treatment by 6 participants
- Only 1 participant believed that treatments are absolutely effective

Testing is **reactive** instead of **proactive**

- **100% of people reported being tested**
- Only 2 people tested as part of regular health maintenance
- More often:
 - *"Just to make sure I was okay"*
 - Due to fear
- About 50% haven't tested in the past 6 months

Awareness of PrEP is **low**

- 96% mentioned condoms as a way to prevent HIV
- Only 26% said PrEP by name
 - Some said “pills” without knowing the name
 - Only 2 interviewees mentioned “testing” as a method of prevention

Best ways to communicate: **Social, Email, Mobile**

- Best way to reach Hispanic men:
 - Social Media: 73%
 - Mobile, Text: 34%
 - Email: 34%
- Preferred methods of communication:
 - Social: 46%
 - 80% use Facebook and Instagram
 - Email: 34%
 - Mobile: 19%

Communication should be in **English and Spanish**

- Preferred language
 - 42% said English only
 - 11% said Spanish only
 - 47% either

This group **does not seek out MSM-specific media**

- About 80% do not prefer literature related to the gay community
 - Assume general market media is more popular

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Takeaways

Insights from looking at the full body of research



COMMON **THEME**

It doesn't matter where you come from, the situation remains the same.

Let's review commonalities

Basic Knowledge



Hispanic MSM demonstrate a foundational understanding of what HIV is and how it is contracted and prevented.

PrEP & Treatment



High awareness of testing, low of awareness or understanding of PrEP and treatments.

Additional Hurdles



Community stigma and fear, shame or lack of openness results in obstacles not faced by other groups. Even more so in rural communities.

Generalize Message



Media consumption and advise point to generalizing messaging and targeting media.

Unsure of Resources



Low awareness of community resources and confusion around where to get treated, education, etc.

Digital Communicators



Social media, email and mobile are the best way to reach this audience.

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Next steps

Final tactics and launching into campaign development

Use **understanding** to create campaign

- Create target personas (distinct picture of ideal target)
- Develop communications plan (message, channels, opportunities)