

INTRODUCTION

- Since 2017, Brazil has been offering oral PrEP at no cost to high-risk individuals, including MSM (1). However, increasing awareness of PrEP within young and lower income MSM remains a challenge.
- Internet and mobile phones are widely available in Brazil (2) and could be used to disseminate information about HIV prevention and testing services.
- This study describes the online cascade of MSM recruitment to a large PrEP service in Rio de Janeiro, Brazil.

METHODS

- From Mar-2018 to Oct-2019, we promoted advertisements on GSN dating apps (Hornet and Grindr) and social media (Facebook/Instagram) targeting MSM to increase PrEP awareness and to encourage HIV testing.
- Advertisements included peer-educator contact information (phone, email, WhatsApp) and invited viewers to schedule a visit at the service, which included HIV risk assessment, testing and referral to PrEP.
- The success of the online recruitment cascade was assessed based on the number of MSM who: (1) reached by the advertisement; (2) contacted the peer-educator; and (3) received healthcare services.
- We used chi-square test to compare characteristics of MSM recruited through dating apps vs. social media.
- We calculated the estimated cost with advertisement to recruit a participant to receive healthcare services for Hornet, Grindr and Facebook/Instagram.

RESULTS

- All strategies of online advertisements reached approximately 1,500,000 MSM.
- Of these, 0.1% contacted the peer-educator and 36.3% (462/1270) received healthcare services (Figure).
- Of those who contacted the peer-educators, 44% were recruited using Facebook/Instagram, 33% on Grindr and 23% on Hornet.
- The proportion of MSM younger, non-white and with lower education was higher among those recruited on social media compared to apps (Table).
- The estimated costs with advertisement to recruit one participant were: US\$40,19 on Hornet; US\$34.54 on Grindr and US\$15.82 on Facebook/Instagram

CONCLUSIONS

- Social media and dating apps advertisements are effective means to disseminate online HIV and PrEP information and recruit MSM to PrEP services.
- Social media advertisements were less expensive and reached more vulnerable MSM.

REFERENCES

- (1) WHO. Brazil begins PrEP roll-out on World AIDS Day [Internet]. World Health Organization. 2017 [cited 2018 Oct 29]. Available from: <http://www.who.int/hiv/mediacentre/news/brazil-prep/en/>
- (2) Cetic.br - Centro Regional para o Desenvolvimento da Sociedade da Informação. Disponível em: <<https://cetic.br>>. Acesso em: 20 out. 2019.

Figure. Online cascade of MSM recruitment to a large PrEP service. Rio de Janeiro, Brazil 2019.

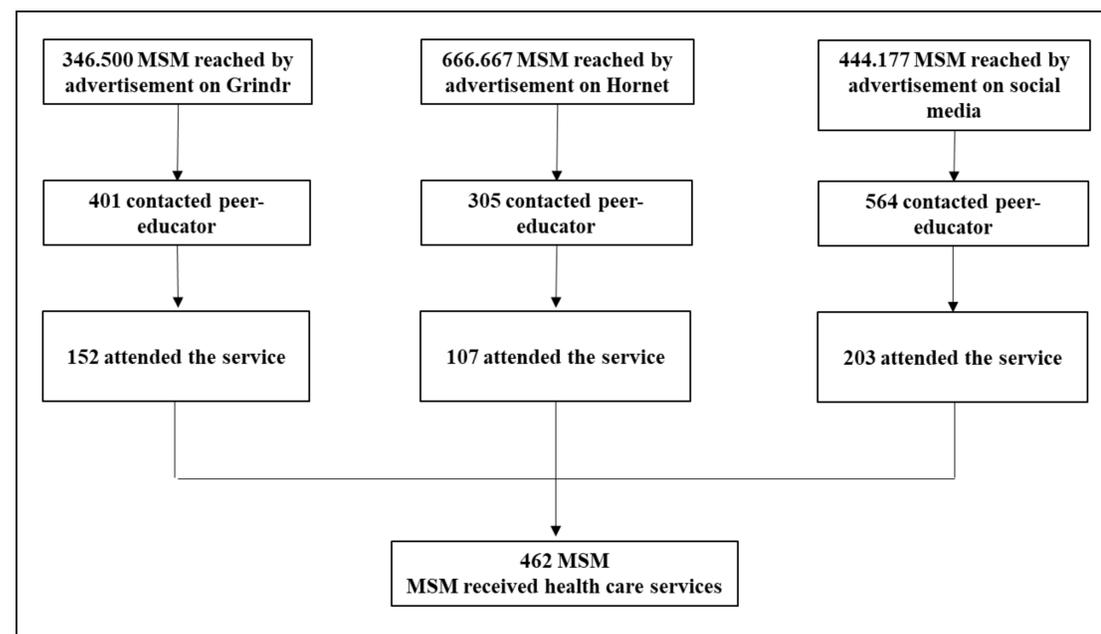


Table. Characteristics of MSM recruited online (apps vs. social media). Rio de Janeiro, Brazil, 2019.

	Apps 259 (56.1%)	Social media 203 (43.9%)	Total 462	p-value
Age (years)				<.001
Median (IQR)	30 (24,37)	26 (23,31)	28 (23,34)	<.001
18-24	66 (25.5)	80 (39.8)	146 (31.7)	
25-35	116 (44.8)	94 (46.8)	210 (45.7)	
>35	77 (29.7)	27 (13.4)	104 (22.6)	
Race				0.027
White	111 (44.9)	62 (32.5)	173 (39.5)	
Black	43 (17.4)	44 (23)	87 (19.9)	
Pardo/Mixed-black	93 (37.7)	85 (44.5)	178 (40.6)	
Schooling				0.007
Elementary	7 (2.8)	3 (1.5)	10 (2.2)	
Secondary	90 (35.4)	97 (50)	187 (41.7)	
Pos-secondary	157 (61.8)	94 (48.5)	251 (56)	

Apps: Hornet and Grindr; Social Media: Facebook and Instagram

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