



# Working with Dating Apps to Build Healthy Online Communities

---

Dan Wohlfeiler  
Building Healthy Online Communities  
December 16, 2019

Businesses are a social determinant.



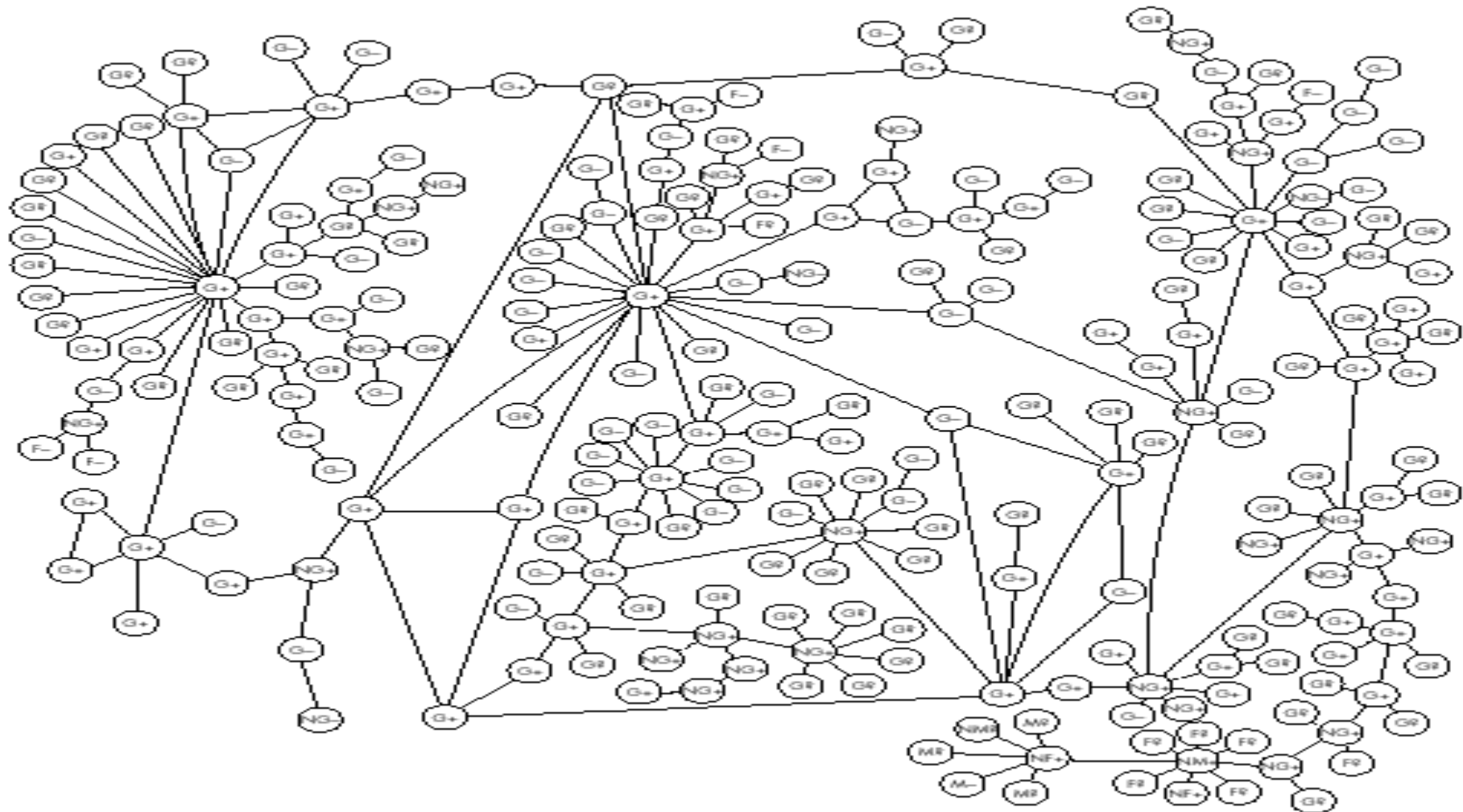
**COSMOPOLITAN**





# Risk-network structure in Colorado Springs in 1980s

Potterat, Phillips-Plummer, et al, 2002



# BHOC Goals

01

Build self-sustaining features into sites that promote both health and informed choices, and reduce stigma

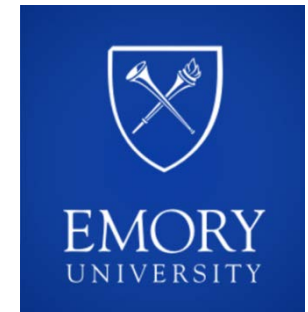
02

Coordinate and improve advertising and messaging

03

Coordinate interactions with sites and apps

# Public Health and Research Partners



# Website and App partners



*dudesnude*







Stakeholder input and feedback



# 2009: Stakeholder survey

18



Website owners/  
Managers

*How likely would you be  
to implement each idea?*

82



HIV/STD  
Directors

*Which ideas are most likely to  
reduce HIV and/or STD  
transmission?*

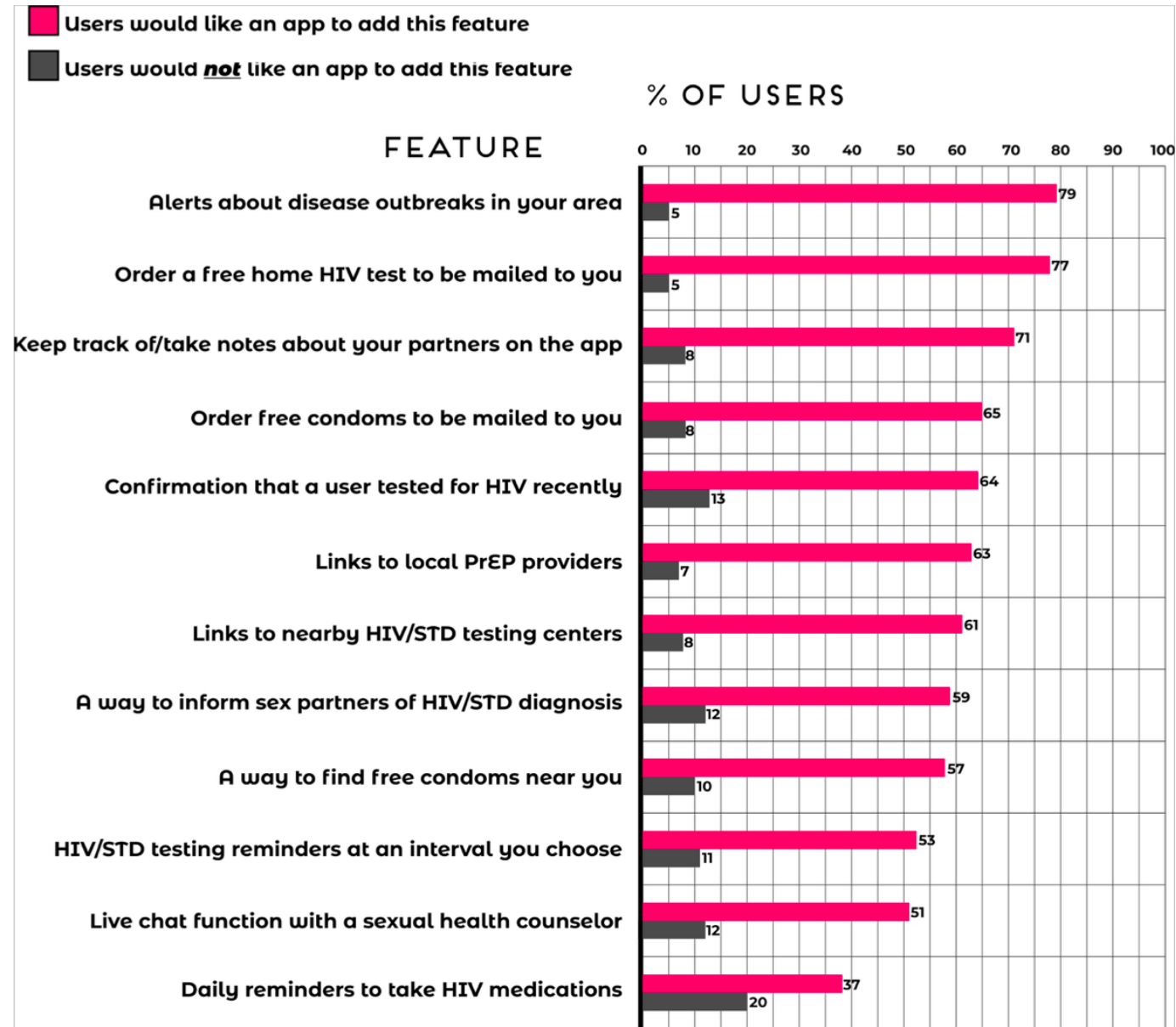
3,050



MSM website  
users

*Which interventions would  
you be most likely to use?*

# Users support sexual health strategies



# BHOC Activities based on stakeholder input



Making personal profile options more explicit



Automatic HIV/STD testing reminders at users' choice of interval



Comprehensive sexual health information on [bhocpartners.org](http://bhocpartners.org)



Coordination of advertising design and placement



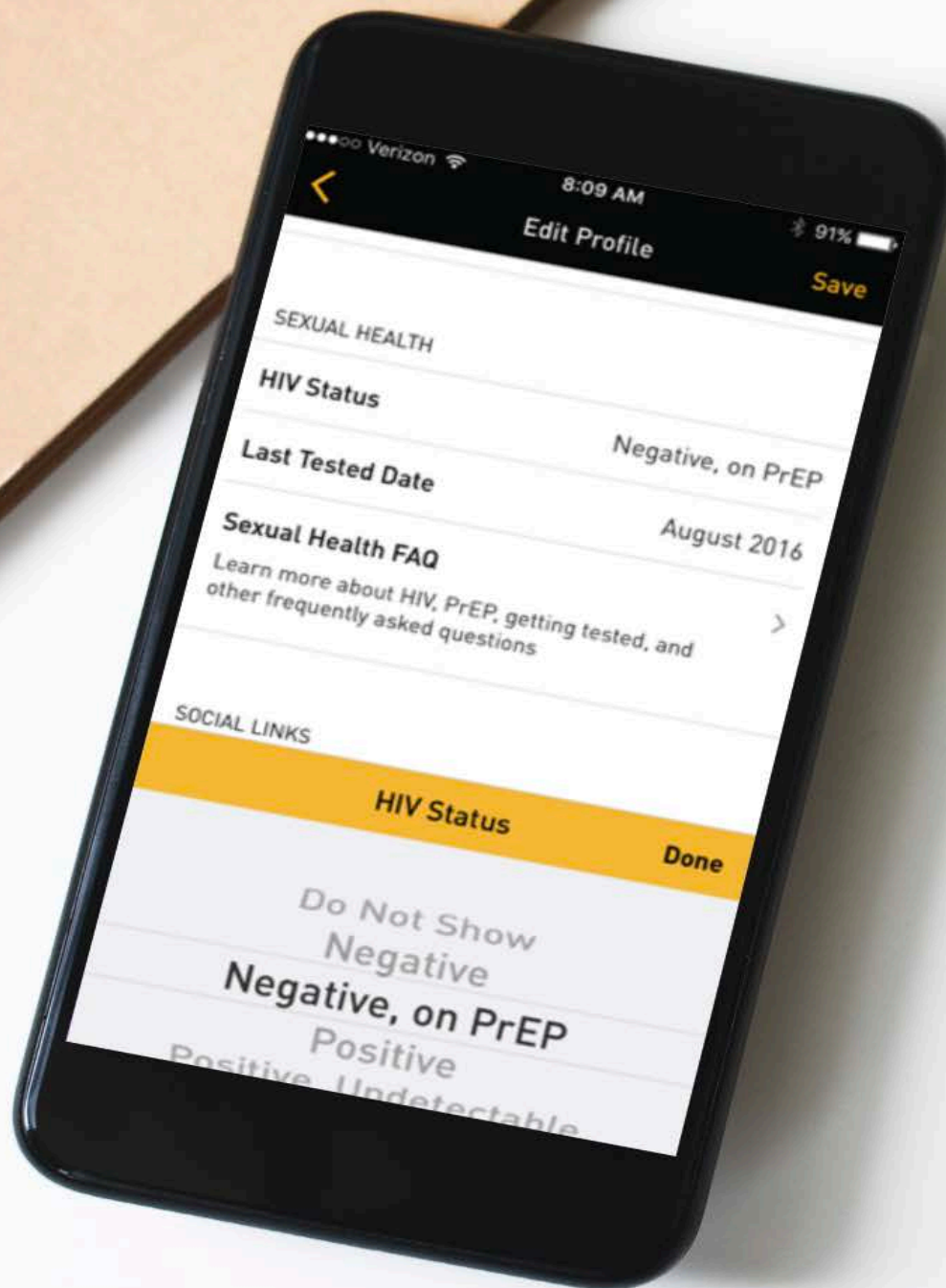
Promoting best practices (what to do and what not to do)

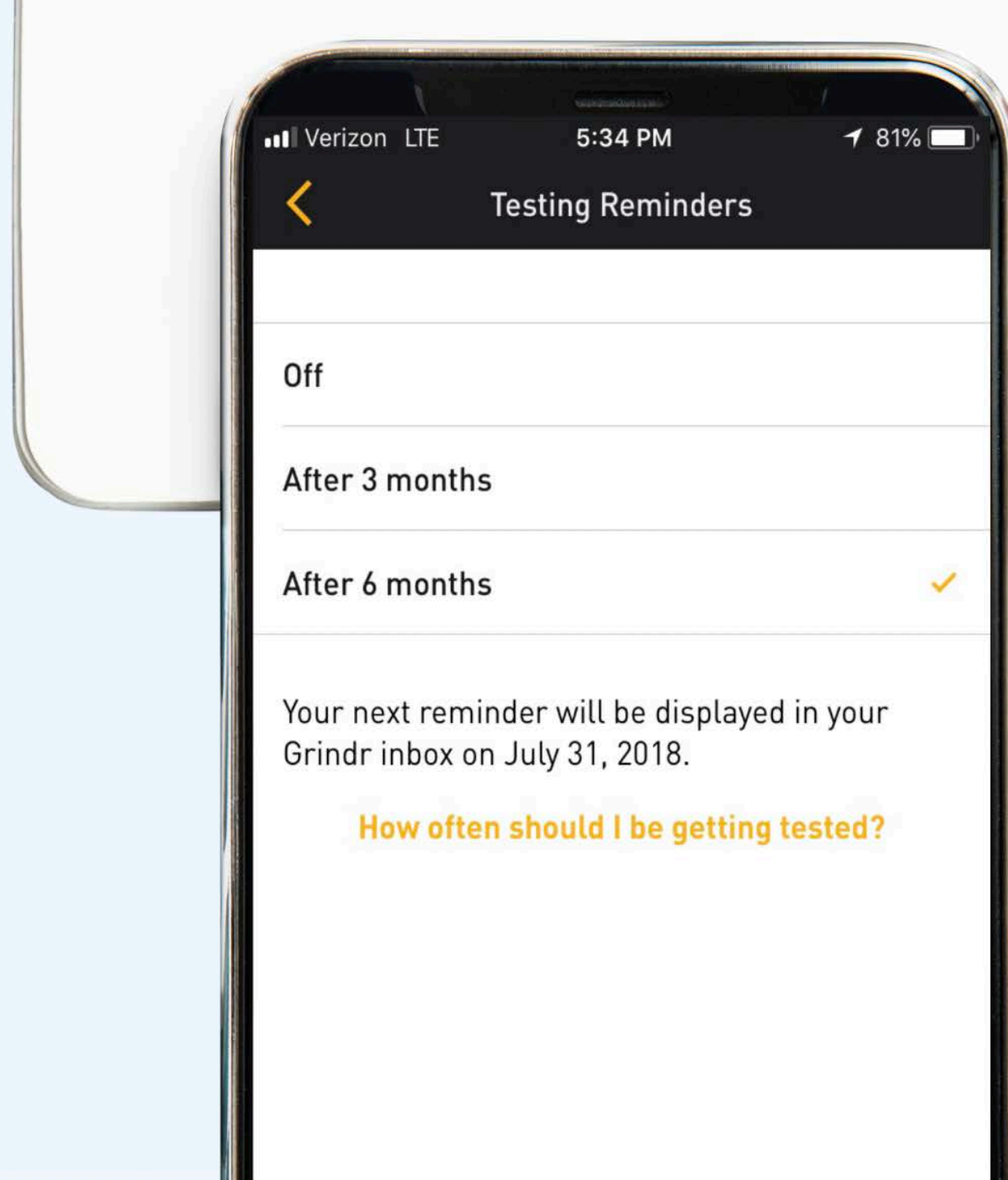


Online partner notification site and DIS training



Anti-stigma campaign, [NiceAF.org](http://NiceAF.org)

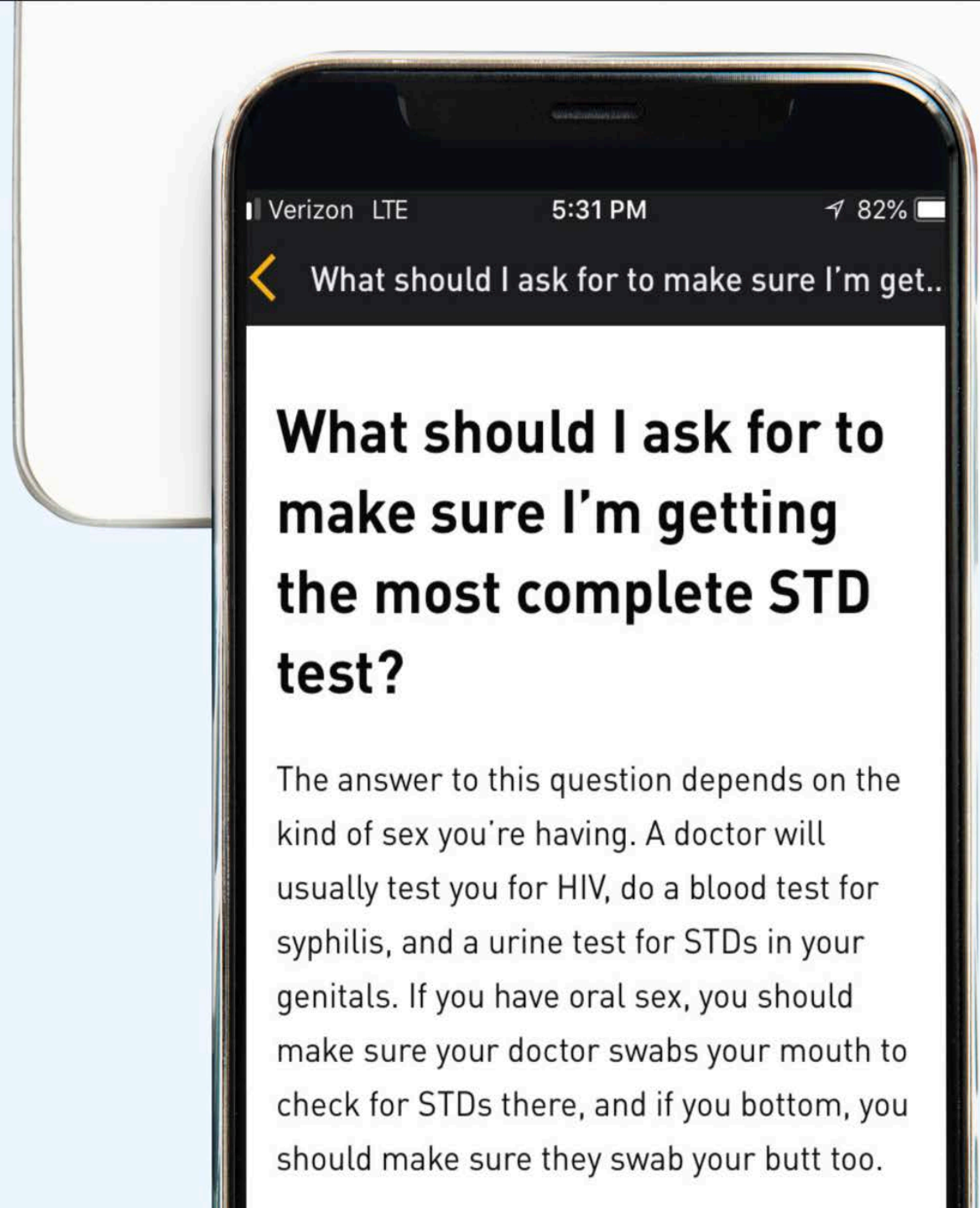






16.1 million unique viewers visited Grindr's Sexual Health Resource Center since it launched in November, 2016.

1. United States
2. United Kingdom
3. Brazil
4. Mexico
5. India

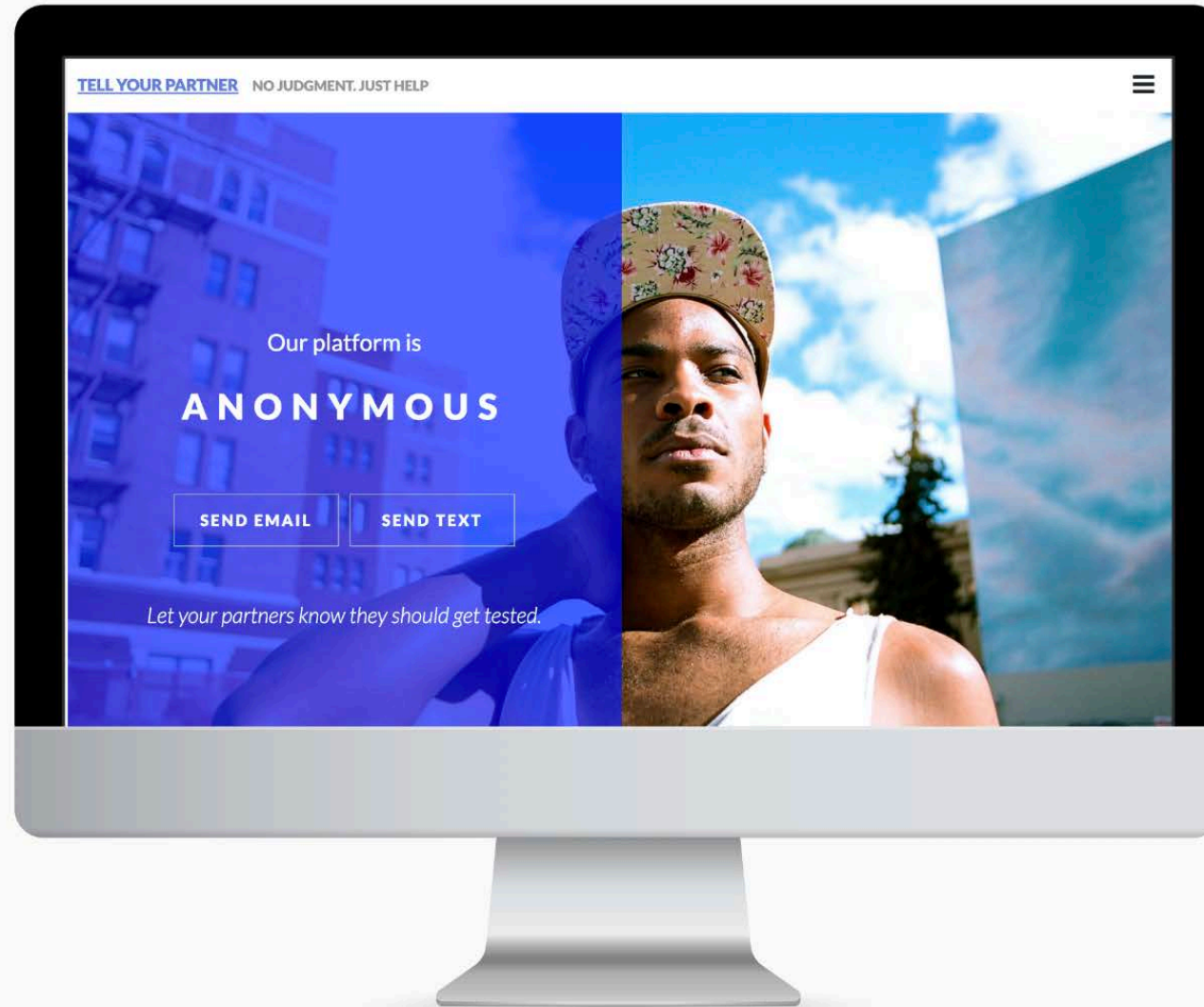




# App owners have incorporated many structural features

SITE	CONDOMS	PrEP USE	UNDETECTABLE	HIV STATUS	TEST REMINDERS
Adam4Adam	✓	✓	✓	✓	✓
Daddyhunt	✓	✓	✓	✓	✓
Grindr		✓	✓	✓	✓
GROWLr	✓	✓	✓	✓	
Hornet		✓	✓	✓	✓
Scruff	✓	✓	✓		

Tellyourpartner.org





2 of 4

## WHO DO YOU WANT TO TELL

WHAT IS THEIR PHONE #?

Phone #

TELL ANOTHER PARTNER(S)

Phone #



You can add up to 5 more partners

WHICH STD DID YOUR PROVIDER SAY YOU HAVE

Click all that apply



Chlamydia



Syphilis



Gonorrhea



Hep B



Herpes



HIV



Pubic Lice  
(Crabs)



Scabies

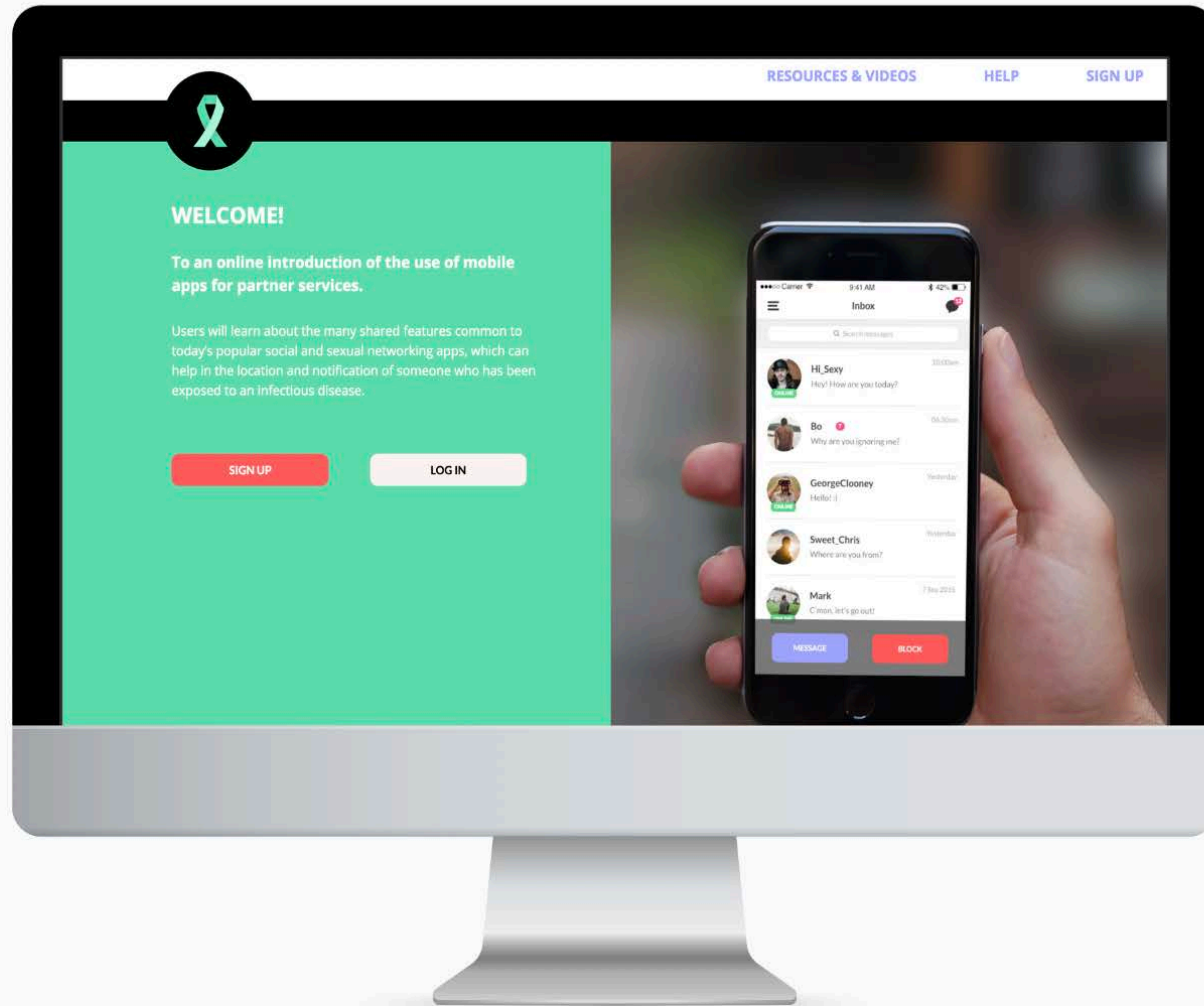


Other

BACK

NEXT

# Toolkitsimulator.org

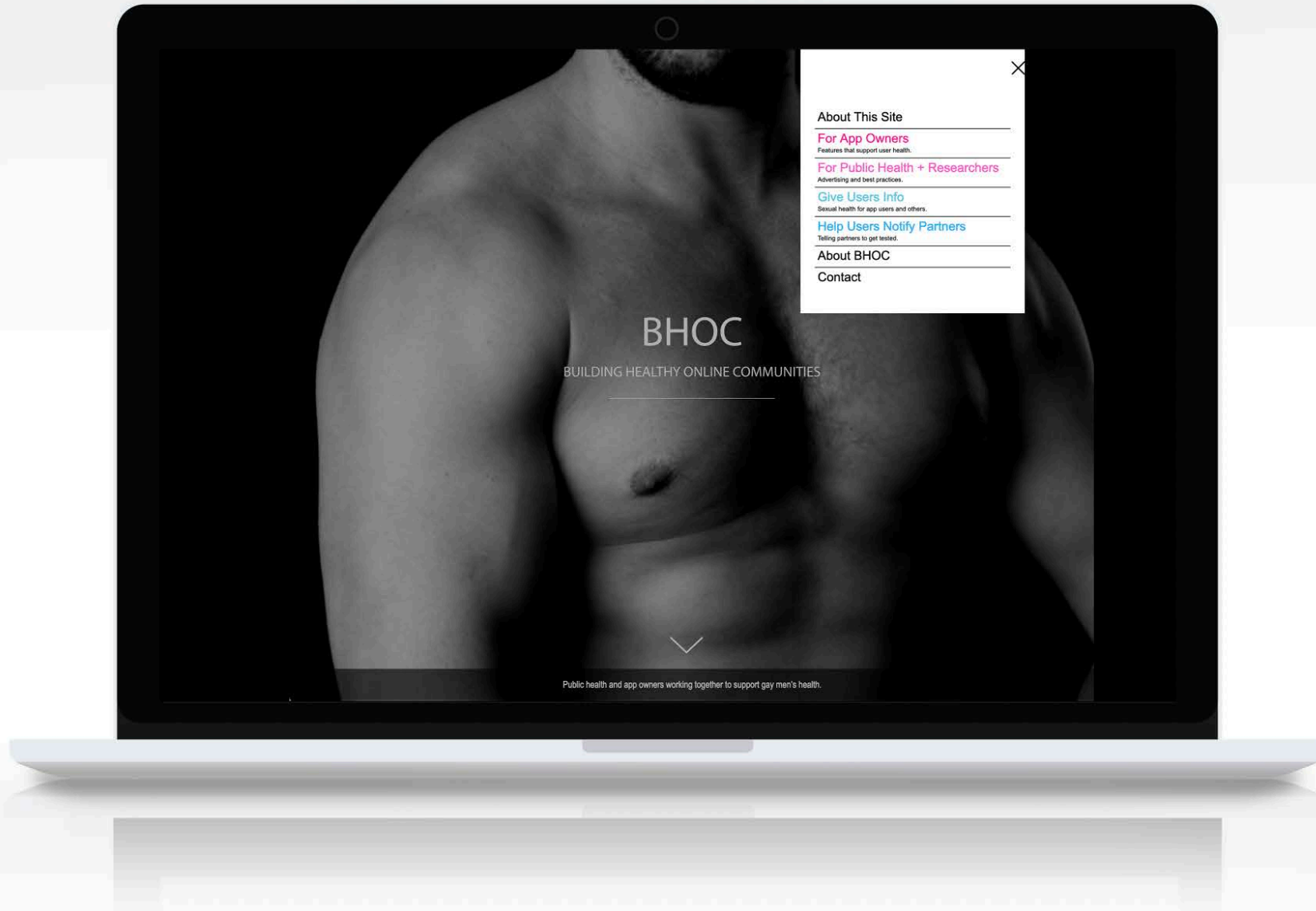


# National home testing program

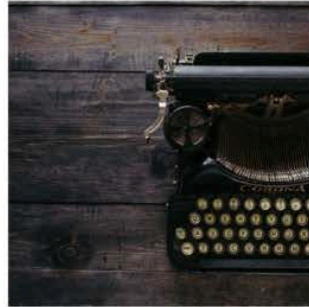
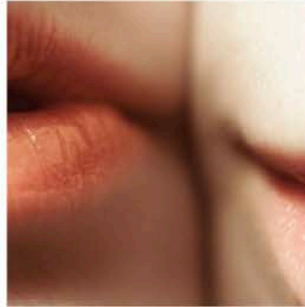
- ✓ Apps can reach users who haven't tested recently
- ✓ 77% of users want apps to make free home test kits available
- ✓ Already exists in Virginia, Arizona, and New York City, successfully reaching those who hadn't tested recently
- ✓ HIV home test programs pilot begins in March
- ✓ Grindr supporting, others interested
- ✓ Collaborating with NASTAD and Emory
- ✓ HIV now, STDs to follow



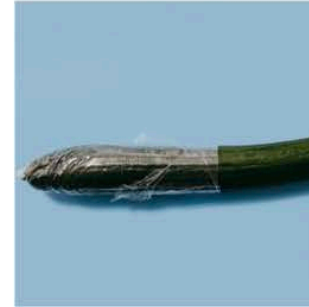
# Bhocpartners.org



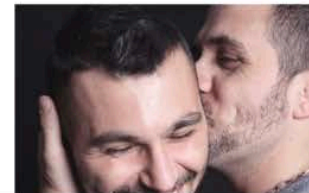
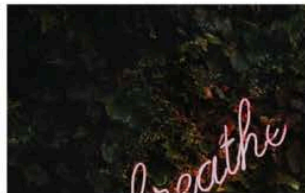


**ALERTS****SEX**

[What makes sex good?](#)  
[Prevention Options](#)  
[Types of Sex](#)  
[Anal Sex](#)  
[Oral Sex](#)  
[Vaginal/Front-hole Sex](#)  
[Masturbation](#)  
[Toys](#)

**CONDOMS & LUBE**

[We ♥ Condoms & Lube](#)  
[What's good about condoms?](#)  
[What if I don't like condoms?](#)  
[How to put condoms on](#)  
[Where to get condoms](#)  
[Latex Allergies](#)



#### "Play Sure"/ "Stay Sure"



2015

NYC Department of Health and Mental Hygiene

If your organization (health department, clinic, or community-based organization) is interested in adapting either the PlaySure or StaySure campaign, please contact NYC Department of Health and Mental Hygiene directly to request the images. To request permission, contact Giselle Jabalera ([gjabalera1@health.nyc.gov](mailto:gjabalera1@health.nyc.gov)). For more information visit their [website](#) and search for "Play Sure".

#### "Our Sexual Revolution" (PrEP Awareness)



2016

San Francisco Department of Public Health  
Better World Advertising

[Website](#)

[Evaluation](#)

For more information, or to utilize these ads and localize them for your own jurisdictions, please contact John Melichar at the San Francisco Department of Public Health at [john.melichar@sfdph.org](mailto:john.melichar@sfdph.org).

CDC Campaigns

Other Campaigns

















# DADDYHUNT

the serial

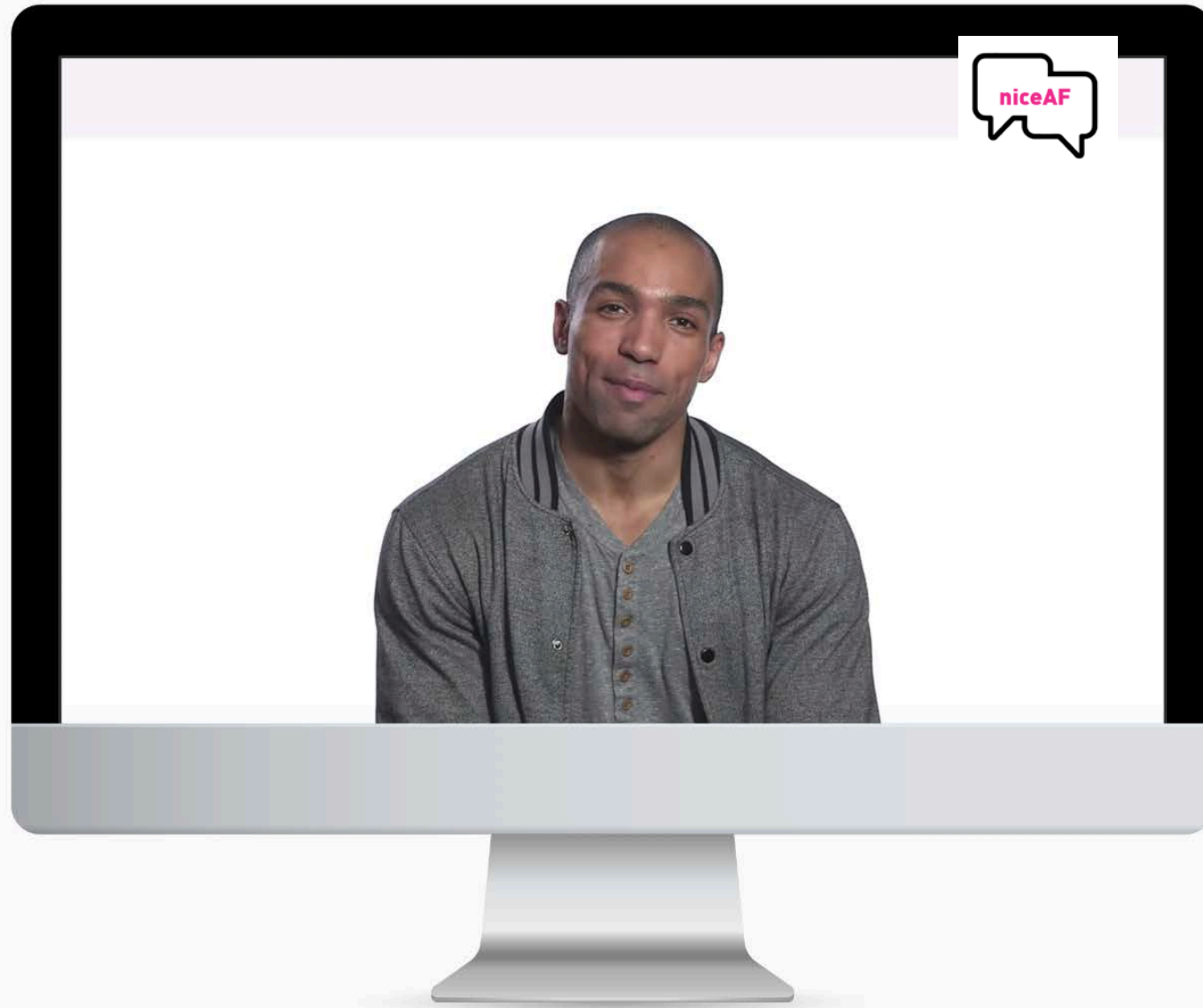


# PSAs: all open license

				
<a href="#">UNDETECTABLE</a> <a href="#">Find out the benefits of having an undetectable viral load. Get informed. Get tested. Take</a>	<a href="#">"I'd never dated someone...</a> <a href="#">The evidence is in: having an undetectable viral load or taking PrEP prevents HIV</a>	<a href="#">Graydon gets a call from t...</a> <a href="#">Find out how your local health department protects confidentiality and helps you</a>	<a href="#">Real talk about condoms.</a> <a href="#">Condoms work VERY well. When do you use them? Whatever your sexual health</a>	<a href="#">He said, "I got an STD an...</a> <a href="#">Just because you feel nervous about having to deliver what feels like bad news, your</a>
				
<a href="#">Be NiceAF.</a> <a href="#">No one's lucky 100% of the time. What's your favorite way to tell him it's not a match?</a>	<a href="#">I couldn't tell the STD clini...</a> <a href="#">You may not have been comfy talking with your parents and teachers about sex – but STD</a>	<a href="#">What Does Safe Sex Mea...</a> <a href="#">There are more ways than ever to take charge of your sexual health. For more info, visit:</a>	<a href="#">The Right Choice</a> <a href="#">The Cast of "Daddyhunt: The Serial" encourages gay men to choose the sexual health</a>	<a href="#">Worry-free Sex</a> <a href="#">Michael Snipe, Jr., from "Daddyhunt: The Serial" on how being on HIV meds helps</a>
				
<a href="#">Butt &amp; Throat</a> <a href="#">David Farrington, from "Daddyhunt: The Serial" on the importance of getting a</a>	<a href="#">Choices</a> <a href="#">Jim Newman, from "Daddyhunt: The Serial" (and the cowboy in the Village</a>			



[NiceAF.org](http://NiceAF.org)



Come up with a user-friendly definition of an outbreak.

# SYPHILIS SCARE IS AN ANTI-GAY LIE!

## Four cases are NOT an outbreak

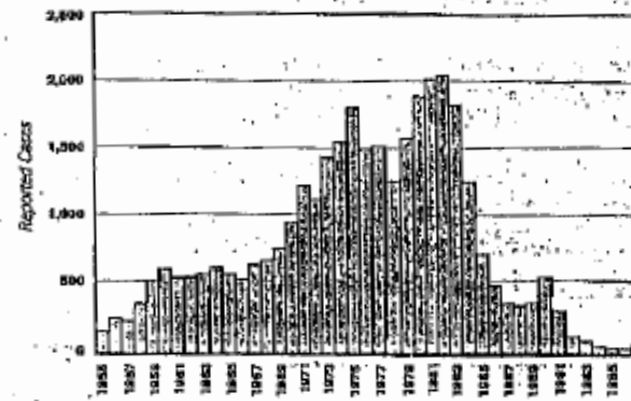
*Willie Brown's health department is corrupt,  
out of control, and on a relentless crusade to demonize  
gay male sex as diseased and deadly!*

In July 29, 1999 the San Francisco Department of Public Health (DPH) targeted San Francisco's gay community with an official syphilis alert after four guys who cruise AOL chat rooms allegedly caught the bug. Last week, the DPH upgraded the four-case alert to a "serious syphilis outbreak" by placing an alarmist full-page ad in the gay press.

What the DPH failed to inform the public is that all sexually transmitted diseases, including syphilis, are at their lowest rates since the 1950s. Early syphilis cases have fluctuated between zero and eleven cases per month for over two years. The truth is that four monthly cases of syphilis are statistically insignificant in a city with 800,000 residents. Our cases are nothing new, do not constitute an outbreak and do not warrant the drastic measure of a DPH alert aimed at all gay men.

This alert is the latest in a barrage of DPH terror messages intended to control gay sexual behavior. Broadcast through the media, this type of scare campaign is an unwelcome intrusion into our personal lives that

Reported early syphilis cases in San Francisco  
are at the lowest rates since 1955!



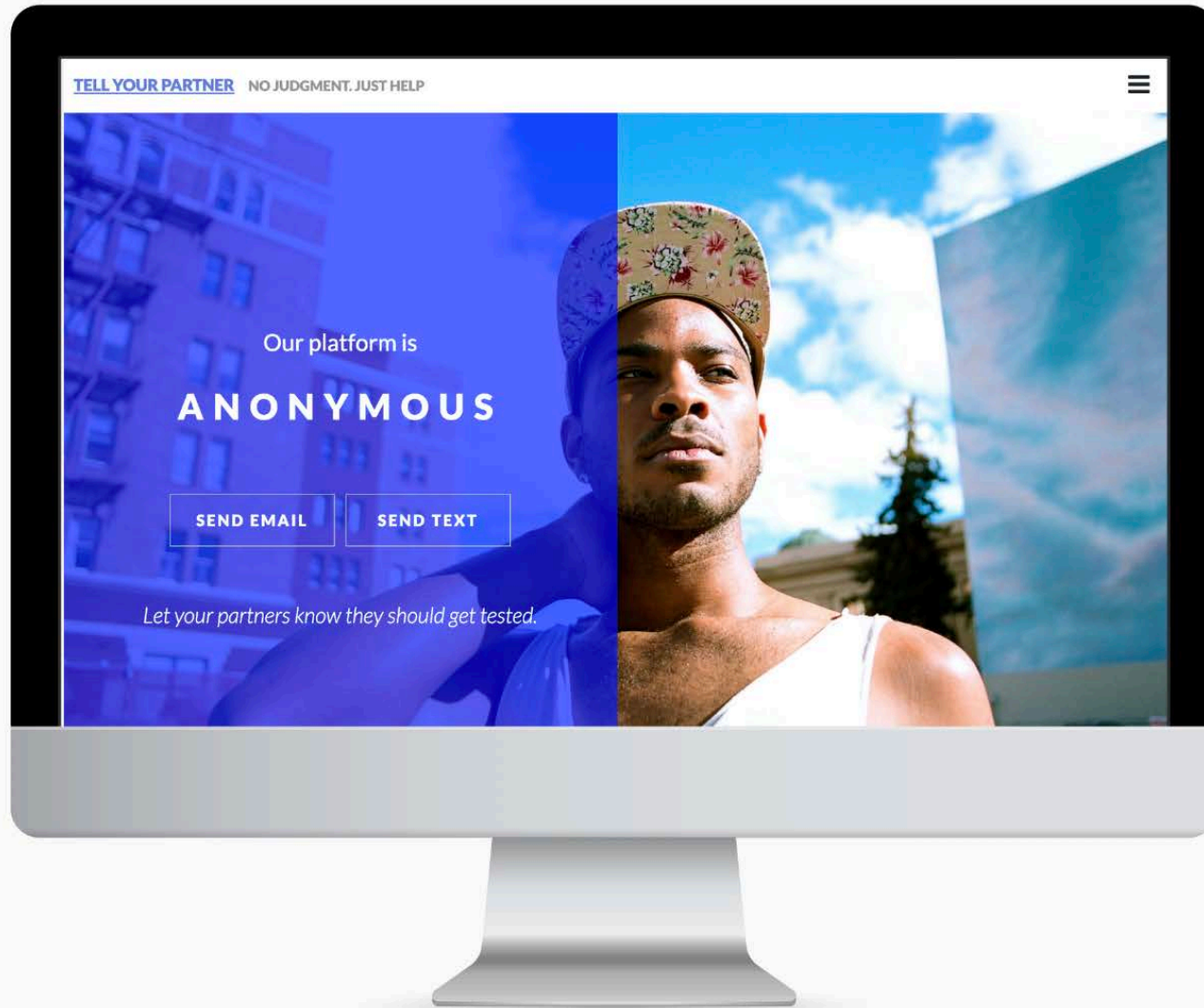


# Promote partner services.



[www.bhocpartners.org](http://www.bhocpartners.org)

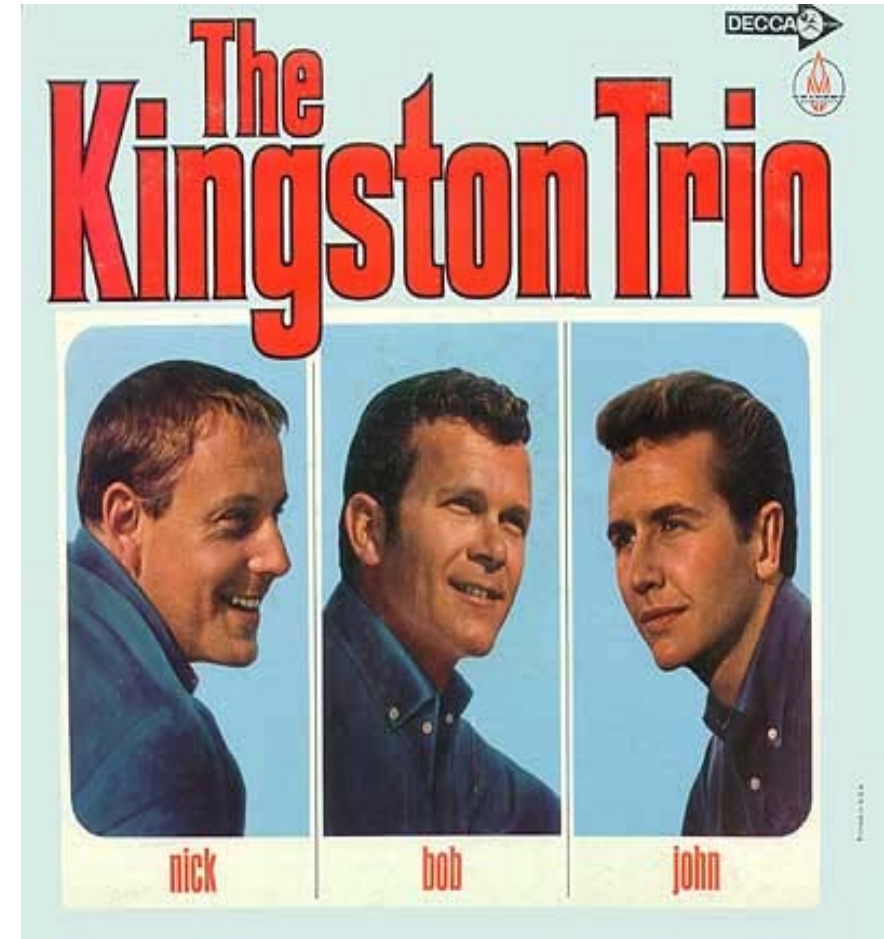
Figure out how many people notify their partners without help.



Tellyourpartner.org

## SCALE UP:

How can we know if it's our interventions that are failing or it's not just big enough?







# What else we need

- Advertising: share ads, guidance re online buys

- Good data and guidelines regarding outreach

- Fill in data gaps to improve targeting: report syphilis by venue

- Support online home testing distribution network

- Convert [gettested.cdc.gov](https://gettested.cdc.gov) (or [hiv.gov](https://hiv.gov)) into a one-stop-shop sexual health portal

# THANK YOU



App owners



Community members



Research colleagues



NCSD, NASTAD, and other partners



Annabel Mangold



Frank Strona and Rachel Kachur

Contact:

Jen Hecht

[jhecht@sfaf.org](mailto:jhecht@sfaf.org)

Dan Wohlfeiler

[danwohlfeiler@bhocpartners.org](mailto:danwohlfeiler@bhocpartners.org)



# Undetectable

