

# Presentation Focus: MSM 18-55

## Interactive Online Counseling Session

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# Outline

- **The Social Web & MSM Men**
- **Barriers for Health Agencies**
- **Online Counseling Sessions**
- **What is Poweron?**
- **PowerOn Evaluation**
- **Case Study: Healthy Living Projects**
- **Software Demo**

# The Social Web



orkut



twitter



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# MSM Social Web



- Over 80 websites facilitate 'hook ups' 24/7 365.

## Sample HookUp Sites

Adam4Adam.com

Adultfriendfinder.com

Brothahookup.com

CockHarmony.com

Craigslist.org m4m section

CruisingForsex.com

Dudesnude.com

Gay.com

GaySexSearch.Outpersonals.com

Hookuphunter.com

lifeout.com

M4m-world.com

M4msexnow.com

ManHunt.net

Squirt.org

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# Web Hookups Greater Risk

- **40% to 60% of gay men surf the web looking for a hook up**
- **Over a dozen studies show that MSMs are 2 to 10 times more likely to report condom-less anal sex from web hookups**
- **Hookup websites are rapidly becoming the number 1 method of meeting for offline casual sex**

For citations, email [dmelton@poweryouroutreach.com](mailto:dmelton@poweryouroutreach.com)

# MSMs Receptive To Web Outreach

**One study of 5000 gay/bi men online:**

**75% - thought health workers should be allowed in the chatrooms**

**78% would click on a health banner or link**

**84% would chat with a health outreach worker online**

(Bolding et al 2004)

# Agency Barrier To Online Outreach



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# Barriers to Agency Outreach

- **Technical Cost**
- **Content Creation**
- **Theoretical: What?**
- **Training on the Social Web**
- **Evaluation: How?**
- **Funding focus on offline**



## Contact Me



Dan Melton is online

blondguykc24: hi! I think I might have chlamydia

Dan Melton: What symptoms are you currently experiencing?

Dan Melton:

[http://www.webmd.com/search/search\\_results/default.aspx?sourceType=all&query=chlamydia](http://www.webmd.com/search/search_results/default.aspx?sourceType=all&query=chlamydia)

blondguykc24: What do I do?

Dan Melton:

<http://www.hivtest.org/subindex.cfm?FuseAction=search>

edit nickname: blondguykc24



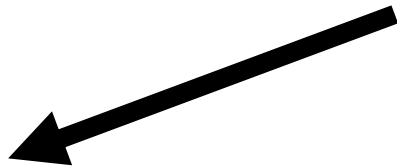
get meebop

- Medical professional engaged
- Needs to get tailored information to blondguykc24
- Needs to track whether they read it and understood it
- Need to track health outcomes of session

# Search Results

Printable Version

> [List your organization as a testing site on HIVTest.](#)



Your query returned 21 match(es) for ZIP code 66103 in a radius of 10 miles

Search results provided are for STD testing in general. The user should contact the organization directly to learn which specific STD tests are offered at that location.

Select All  Reset All

Show Details Display 10 Update Showing 1 - 10 of 21 Prev 1 | 2 | 3 | Next

WebMDsearch

Search input field containing 'hiv' and a 'SEARCH' button.

WebMD

Medline

Web

WebMDhealthscan

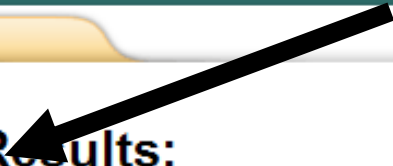
for HIV:

- ❖ [HIV & AIDS Health Center](#)
- ❖ [Treatment](#)
- ❖ [Diagnosis & Tests](#)

## Search Results:

We found 3,356 results for [hiv](#) [Definition]

- [HIV Positive?](#)  
www.reyataz.com - Get the Facts about an HIV Treatment that May Help.
- [HIV](#)  
www.JustOnceADay.com - Download helpful resources about HIV and a once-a-day
- [Simplified HIV Diagnosis](#)



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# What is PowerOn?

- **Community Level Information System**
- **Individual Delivered Counseling Program**
- **Developed by Univ of Washington in Seattle, funded by NIH and other sources**
- **Implemented in Kansas City, Seattle, Peoria and Tacoma**

# PowerOn: Program Components

- **300 pages of HIV prevention & related content**
- **Software to chat, track and evaluate chat sessions**
- **Social Network Profiles - MySpace/Facebook**
- **Branding and Online/Offline Advertising samples**
- **Training and Technical Assistance**
- **Grant templates & fundraising ability on the site**

# Case Study: PowerOn in Kansas

- **Healthy Living Projects, Inc in Olathe, Ks**
- **Target Population: Men who Have Sex with Men, Ages 18-55**
- **Geographic reach: Kansas City Metro, Eastern Kansas, Western Missouri.**
- **Program Budget: approx \$40,000**
- **Program Staff: 3 part-time (1 FTE equivalent)**

# Program Impact: Testing

- **Healthy Living's monthly testing increased by a factor of 5.**
- **One forum on crystal meth led to a spike in HIV+ tests from crystal meth users.**
- **Over 75% had not had an HIV test in the past twelve months.**
- **Five positives were -> 6.5% rate compared with KS .23%**

# Preliminary research

## PowerOn Medical College of Wisconsin Study with David Moskowitz, PhD

- ~300 online conversations
- Conducted from 2005 to mid-2007

# Parallels Offline Counseling Sessions

- **43% Addressed HIV/STD testing**
  - **Similar to an outreach session**
- **39% Risk Reduction**
  - **Similar to risk reduction counseling session.**
- **23% General HIV/STD info/counseling**
  - **Similar to HIV 101**



# Advantages over Offline Programs

- **One on One for shy people :)**
- **Follow up is potentially easier/more frequent**
- **Confidentiality = Personal Conversation**
- **Reach a broader audience**
- **Chat with multiple people from multiple 'venues' in the same session**

# Future of PowerOn

- **National evaluation 2009**
- **Decentralized content = fed by demographics to social networks**
- **Mobile phone version for offline outreach**
- **Goal: 250 agency sites 2010**