



**John Snow, Inc.**

## JSI at USCA

### **Global and Domestic Perspectives on Effective Programming and Challenges**

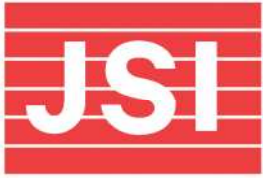
MSM Institute, October 29, 2009

A 2009 research study in the medical journal *The Lancet* reported that HIV prevalence among sub-Saharan men who have sex with men (MSM) is approximately 10 times higher than among other adult men even in countries with generalized epidemics. The study called for increased investment in programming to address HIV among MSM and action to decriminalize sexual acts between consenting adults of the same sex. Many MSM in sub-Saharan Africa and elsewhere are difficult to reach with interventions, remaining hidden in the face of stigmatization that is encouraged by cultural norms, political inaction, and legal marginalization. As a consequence, too many of these men are isolated from meaningful social support, ignored by prevention education efforts, and highly vulnerable to HIV.

HIV interventions for MSM implemented both in the United States and around the world provide many valuable lessons that can help strengthen both domestic and global programming. Participants in the Institute will gain an increased understanding of the difficulties MSM face globally. Parallel challenges such as discrimination, violence, inadequate investment, poor program coverage, and human rights abuses link MSM in the U.S. with MSM around the world. Through an analysis of case studies reviewing MSM programming in the U.S. and in a selection of other countries, participants will explore effective programming approaches and common obstacles faced by implementers. Participants can expect to leave the Institute with new insights into developing effective HIV programming for MSM and a renewed understanding of the ongoing need for advocacy on issues affecting MSM both domestically and globally.

#### Speakers:

- George Ayala, Executive Officer, Global Forum on MSM and HIV
- James Robertson, Senior HIV & AIDS Advisor, JSI Research & Training Institute, Inc.
- Representatives from Bay Area agencies serving MSM populations



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### **Wikis, Blogs, Texting, and More:**

#### **Using New Media Tools To Communicate about HIV**

New Media Institute and Presentation, October 29<sup>th</sup> and 30<sup>th</sup>, 2009

According to the [Pew Internet & American Life Project](#), 73% of all adults in the U.S. are using the Internet or e-mail. There is a gap in Internet use between White, non-Hispanic (75%), and Black, non-Hispanic (59%), users of these technologies, but it has been decreasing over the past several years. And 90% of all adults ages 18-29 are using e-mail or the Web. Recent statistics from [eMarketer](#) suggest African American and Hispanic adults are more likely to use certain new media technologies than Whites, such as social networking sites, online chat rooms, and instant messaging.

AIDS.gov is an online gateway to Federal domestic HIV and new media information, and supports the use of new media tools by Federal and community partners. By first understanding how communities of color are using new media, AIDS.gov identifies potential opportunities to reach minority and other communities most at-risk for, or living with, HIV, with HIV prevention, testing, and treatment messages.

The institute and presentation will provide an overview of new media tools—what they are, who is using them, and ways community-based organizations and government agencies are using them in response to HIV. Presenters will focus more specifically on using new media tools to reach communities of color with HIV messages and resources.

#### **Speakers:**

- Miguel Gomez, Director, AIDS.gov
- Jennie Anderson, Consultant, John Snow, Inc.
- Michelle Samplin-Salgado, Consultant, John Snow, Inc.
- Representatives from organizations using new media to communicate HIV information