

Research: Using Hierarchical Text Messaging to Help Prevent HIV Infection in Black and Latino Men

HIV Among Black and Latino Men

HIV incidence among Black and Latino men who have sex with men (MSM) in the U.S. continues to be high. Given the availability of multiple prevention options including condoms, pre- and post-exposure chemoprophylaxis, and adaptive behaviors based on viral load and sexual position, there is a need to understand the most appropriate communication approaches to maximize risk reduction. Specifically, there is a need to understand the efficacy of “hierarchical” prevention messages that go beyond a “condom only” focus and present multiple prevention options in order of decreasing effectiveness.

Studying Which Messages Resonate

The CDC contracted with JSI to conduct a cross-sectional study to assess the efficacy of multiple messages in reducing HIV risk among Black and Latino MSM, and to determine this strategy’s relative effectiveness compared to a single, condom-only prevention message. A secondary goal was to determine whether message effectiveness is moderated by race/ethnicity or other demographic variables.

The study known as *Messages4Men: Exploring New Health Information for Our Communities* consisted of a randomized controlled trial of 1,000 MSM,



WHAT'S YOUR POSITION?

We want your opinions about new and emerging health messages.

You may be eligible if
you are a Black or Latino man, are age 18 or older, live or work in Chicagoland, and had sex with a man in the past year.

If you complete the 90-minute survey, you will receive a \$40 gift card as a token of appreciation.

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including those who are HIV-positive, high-risk negative, and low-risk negative. Messages were delivered online and by text to mobile phones. JSI conducted the study in partnership with community-based organizations in Chicago, Kansas City, and Ft. Lauderdale.

JSI’s research will help inform CDC messaging as well as future projects that develop HIV prevention messaging.