The Role of New Media on Sexual Health

David S. Novak, MSW, CAS
Senior Public Health Strategist, Online Buddies, Inc.
Managing Director, OLB Research Institute
Agenda

- Online Buddies, Inc. Family of Brands
  - Industry Leadership
  - Goals & Guiding Principles
- Examples of New Media
  - Research
  - Interventions
  - Services
- Future New Media Direction
- Acknowledgements
Sexual and Social Networking Sites

www.manhunt.net

www.dlist.com
Community and Health Blogs

www.manhuntdaily.com

www.manhuntcares.com
Online Buddies, Inc. as Industry Leader

HISTORY:

- Established health department (2004) and dedicated health site (2009)
- Pioneered Internet Partner Notification and Outreach delivery in the US (2004); contributed to National Internet Guidelines (2006)
- Partnerships with online / home HIV/STD testing companies, condom companies, inpatient GLBT substance abuse treatment center, and GLBT media / health / advocacy organizations (2009)
- Participated in the European MSM Internet Survey (EMIS) design and Everywhere Project deliverables (2009)
- Established OLB Research Institute to formalize research across our family of brands; partnered with the Public Health Solutions and the Center for Sexual Health Promotion (Center) to create expert advisory boards (2009/2010)

CURRENT PROJECTS:

- Planning original research agenda with Center / OLB Research Institute Advisory Board (May 2010)
- Preparing to disseminate EMIS survey across 31 European Countries (Summer 2010)
- Entering Phase II Elton John Foundation / UK Internet partner notification pilot (Summer 2010)
Goals & Guiding Principles
Based on Center for Sexual Health Promotion & SIGMA Research Partnerships

GOALS:

▶ Use Internet Innovation for global sex research and health promotion
  Address critical sexual health issues and knowledge gaps that impact sexual health

▶ Support and produce asset-based research and interventions
  
  "We have devoted too much time, energy, and resources trying to change sexual behaviors that we really might not understand... examining sexual behaviors only for their potential to contribute to disease results in a limited understanding of the complexity of how humans construct their sexual lives." (Dr. Michael Reece, Center for Sexual Health Promotion)

GUIDING PRINCIPLES:

▶ Help gay men and other MSM have the best sex lives with the least harm
▶ Educate gay men and other MSM about sex and the law, with a focus on HIV / STI stigma and discrimination
▶ Use scientific evidence to further understand and implement structural interventions employed / to be employed across our sites (e.g. HIV status field and drug use language ban interventions, US / UK Internet Partner Notification, online / home based testing services) and to inform industry peers of our findings
Using New Media for Research: Internet Partner Notification

New Media Used: 2005 US national banners on Manhunt

Publications by *The Fenway Institute, et al.*:

- HIV and STD Status Among MSM and Attitudes About Internet Partner Notification for STD Exposure (N=1,878), *Sexually Transmitted Diseases, Online Publication Date September 27, 2007*
- Acceptability of an Internet-Based Partner Notification System for Sexually Transmitted Infection Exposure Among Men Who Have Sex With Men (N=1,878), *American Journal of Public Health, February 2008*
Using New Media for Research:
HIV Big Deal Online Video Intervention

New Media Used: 2007 US national banners on Manhunt

Publication by Public Health Solutions, et al.:
Increased HIV disclosure three months after an online video interventions for men who have sex
with men (MSM) (N=1,003), AIDS Care, Online Publication Date September 1, 2009
Using New Media for Research:
National Men’s Sex Study

New Media Used: 2009 national email broadcast on Manhunt

Publications by Center for Sexual Health Promotion, Indiana University and Online Buddies, Inc. (in press):
Characteristics of Vibrator Use by Gay and Bisexually Identified Men in the United States (N=25,249), *Journal of Sexual Medicine*
Relations between Circumcision Status, STI History, and HIV Serostatus among a National Sample of Men who have Sex with Men in the U.S. (N=25,249), *AIDS Patient Care and STDs*
Using New Media for Research

Blogs, Facebook & Twitter Promotion

New Media Used: 2010 Manhunt Cares & Manhunt Daily Blog Posts & FB/Twitter
Using New Media for Interventions:
Internet Partner Notification Profiles

New Media Used: 2004 Internet Partner Notification Health Profiles on Manhunt

Publication by Washington DC Department of Public Health, et al. (in press):
Evaluation of an innovative Internet-based partner notification program for early syphilis case management,
Washington, DC, January 2007 - June 2008, Sexually Transmitted Diseases
Using New Media for Interventions:
Video Intervention Dissemination

New Media Used: 2008 World AIDS Day Worldwide email broadcast on Manhunt

Oral Presentations by Online Buddies, Inc. at the following conferences in 2009:
3rd National Conference on Health Communication, Marketing, and Media
18th Annual International Society for STD Research
27th Annual Conference of the Gay & Lesbian Medical Association
2009 National HIV Prevention Conference
Using New Media for Interventions:
Structural Interventions to Profile

New Media Used: Change to Manhunt’s HIV Status Profile Field Since Last Release
Using New Media for Services:
Online, Home, Clinic, and Physician Testing Options Dissemination

**New Media Used:** 2009 HIV Testing Day US national email broadcast on Manhunt
Using New Media for Services:
Online Testing Service Integration on Manhunt Cares

New Media Used: Online Testing Service Video
Company Perspective
Future New Media Direction
Goals & Guiding Principles

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United States

- Joshua G. Rosenberger, MPH & Dr. Michael Reece, Center for Sexual Health Promotion
- Dr. Mary Ann Chiasson, Public Health Solutions
- Drs. Ken Mayer & Matthew Mimiaga, The Fenway Institute
- Drs. Keith Horvath & Walter Bockting, University of Minnesota
- Dr. Beryl Koblin, New York Blood Center
- Stewart Landers & Jim Pickett, Gay Men’s Health Agenda
- Tracey Powell, DCT MD (GetSTDTested)
- www.defukit.org

United Kingdom & EU

- Dr. Ford Hickson and Catherine Dodds, SIMGA Research
- Dr. Udi Davidovich, Amsterdam Public Health Service
- Drs. Nigel Sherriff & Liz McDonnell, University of Brighton
- Donal Heath, GMFA (Gay Men’s Health Charity)
- Ben Tunstall, THT (Terrence Higgins Trust)
- Mick Quinlan, Gay Health Network
Contact Information

David S. Novak, MSW, CAS

Senior Public Health Strategist, Online Buddies, Inc.
Managing Director, OLB Research Institute
250 First Street, Suite 500
Cambridge, MA 02142
Direct +1 617-674-8945
dnovak@online-buddies.com

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