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BACKGROUND

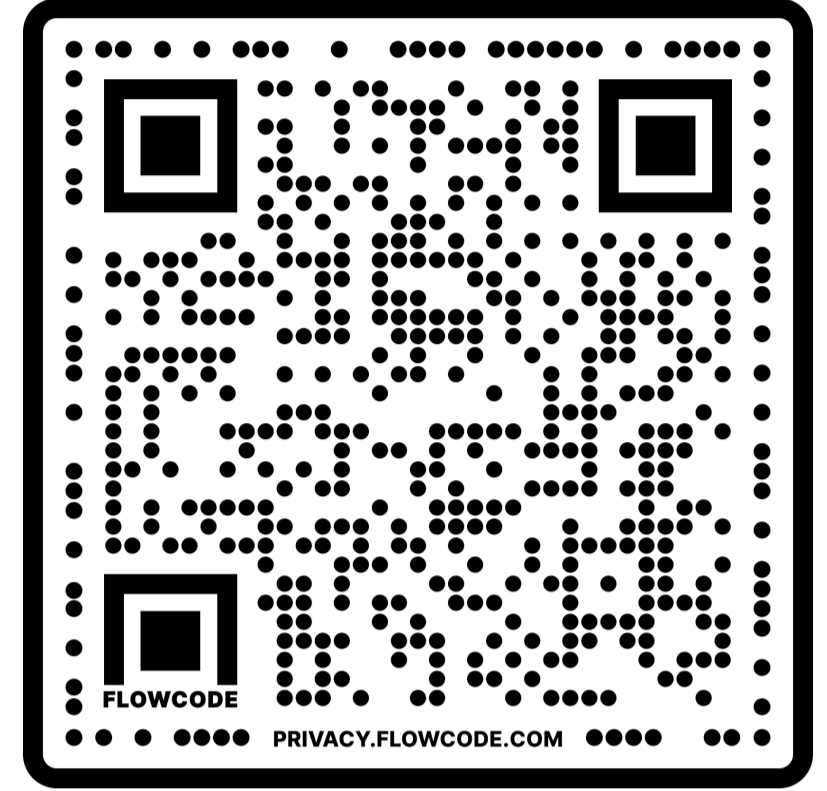
- Men who have sex with men (MSM) are disproportionately affected by HIV.
- Over 70% of MSM meet sexual partners via dating apps.
- Only about 15% of dating apps offer any sexual health information to users.
- MSM preferences for PrEP-related public health messaging on dating apps are not well described.

OBJECTIVES

- To describe preferences and desired content for PrEP advertisements displayed on dating apps among MSM.
- To include non-English speaking study participants, which has not previously been done for studies on this topic.

METHODS

- We conducted individual in-depth interviews (N=16) and one focus group (N=3) with MSM recruited from a mobile sexual health unit in Boston, Massachusetts.
- Open-ended questions focused on use of dating apps, attitudes towards PrEP promotion on dating apps, and preferences for content of PrEP advertisements on dating apps.
- Content analysis was used to identify themes related to ad content and integration with app use.
- Two coders double-coded three (>10%) of the transcripts and completed code application training tests in Dedoose to ensure inter-rater reliability.



MSM support receiving information about PrEP on dating apps, but feel that existing advertisements need modification. MSM prefer PrEP ads that are relatable, concise, optionally viewed, and reach a diverse audience.

RESULTS

Table 1. Participant Demographics (N=19*)

Age in years	
Mean (SD)	28 (± 6.8)
Race	
White	7 (37%)
Other	6 (32%)
Multiple races/mixed race	5 (26%)
American Indian/Alaskan Native	1 (5%)
Ethnicity	
Hispanic or Latinx	12 (63%)
Not Hispanic or Latinx	7 (37%)
Language of interview	
English	15 (79%)
Spanish	4 (21%)
Insurance status	
Insured	18 (95%)
Uninsured	1 (5%)
Highest level of education completed	
Associate's or Bachelor's degree	12 (63%)
Some college	5 (26%)
High school	2 (11%)
PrEP use	
Current	5 (26%)
Previous	9 (47%)
Never	5 (26%)
PrEP prescription source for previous and current users (N=14)	
Traditional clinic	7 (50%)
Mobile unit	7 (50%)

*includes a focus group with 3 mobile unit users

Table 2. Key Themes, Definitions, and Representative Quotes

- ### 1. Relevant and relatable ads

 - **Definition:** The preference for ads that are tailored to specific viewers based on key demographic variables such as age, race, gender, and geographic location, to increase relatability
 - **Example:** "If it literally said, like, 'This, in Boston,' or, 'This, in Fenway,' or, 'This,' in whatever place that's closest to me, I would be more interested because it would have more to do with me. I feel like the ads have nothing to do with me, so I don't engage."
- ### 2. Expansion of target audiences to promote access

 - **Definition:** A desire to expand PrEP advertisements beyond MSM audiences given that HIV can affect anyone, also includes interest in reaching MSM who do not identify as part of the LGBTQIA+ community
 - **Example:** "People think [PrEP] is only for gay men, so I think it would be good to like put women, trans, trans women, trans men, everyone like in one photo."
- ### 3. Concise and captivating ads

 - **Definition:** A preference for PrEP advertisements that are visually appealing but not at the expense of clarity and conciseness, also includes interest in ads containing practical and actionable information
 - **Example:** "I want to see single-word answers to my questions. I want to see four bullet points: free, safe, accessible, start tomorrow."
- ### 4. PrEP ads and services as options, not obligations

 - **Definition:** An aversion to PrEP advertisements that equate its use with a social obligation, also includes dislike of "pop-up" or forced-engagement style advertisements
 - **Example:** "I always felt like I was kind of pushed to get [PrEP] or something...Every ad that I've seen, or a lot of them, they talk about just being on PrEP as kind of like being a social obligation to society. I don't see it as a social obligation or a social necessity...it's personal."