An abstract network diagram with various colored nodes (yellow, red, blue, orange, black) connected by thin black lines, set against a light gray background with a faint grid pattern.

Recruiting and Retaining Young Black and Latinx MSM for Remote PrEP Project, Chat4Change

Will Kenny, Project Manager of Chat4Change at APNH

Claude Louis, PrEP Ambassador and Mental Health Clinician

Lessons learned:

1. Hire staff who know how to use GSNs like Jack'd and Grindr
2. Make it easy for PAs to participate
3. Make it worthwhile to keep showing up



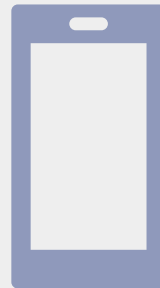
Chat4Change

- A peer driven, naturalistic intervention where young Black and Latinx MSM (YBLMSM) discuss PrEP with their peers on apps like Jack'd, Grindr, and Scruff with the goals of changing perceptions of PrEP uptake and inspiring community members to start PrEP. Chat4Change is a CDC Demonstration Project.
- APNH collaborated with CIRA at Yale, CHER Solutions, and bMindful Web.

Timeline of Work Covered



Fall 2020: Recruited YBLMSM for a series of workshops where participants informed the development of the intervention



Winter 2021: PrEP Ambassadors are recruited



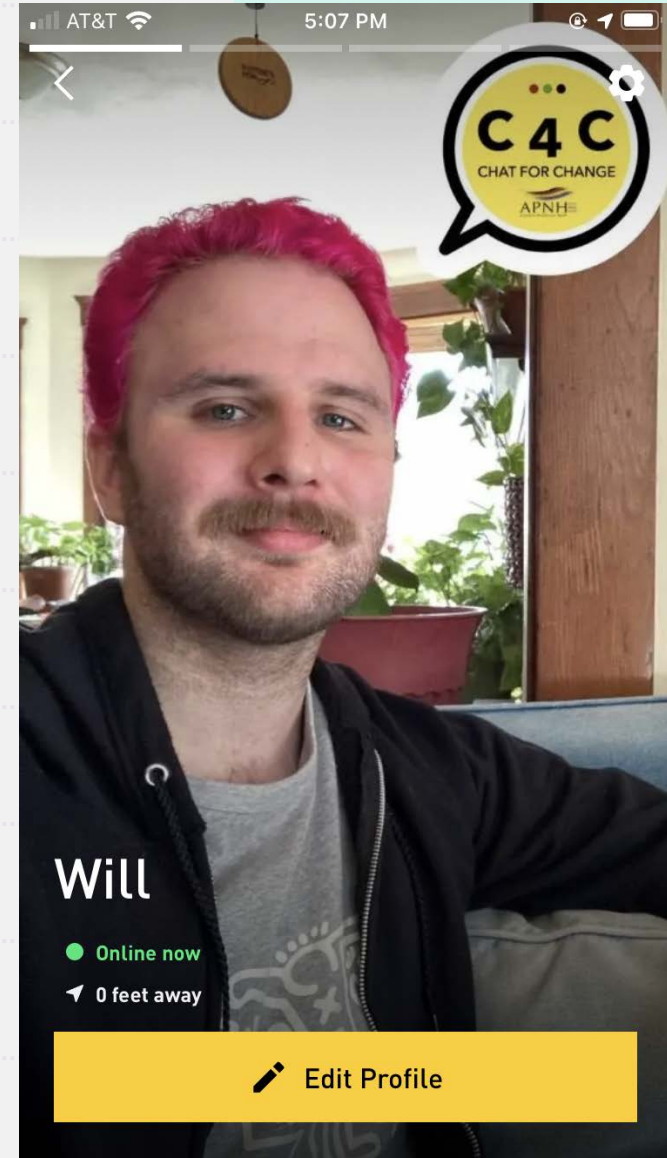
Spring 2021: First cohort of PAs trained, and Intervention launched

Recruitment Venues

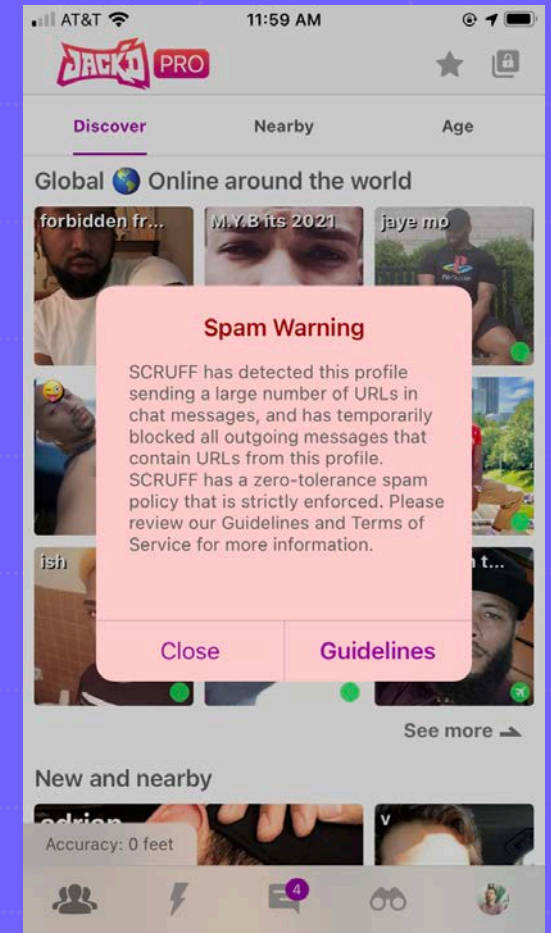
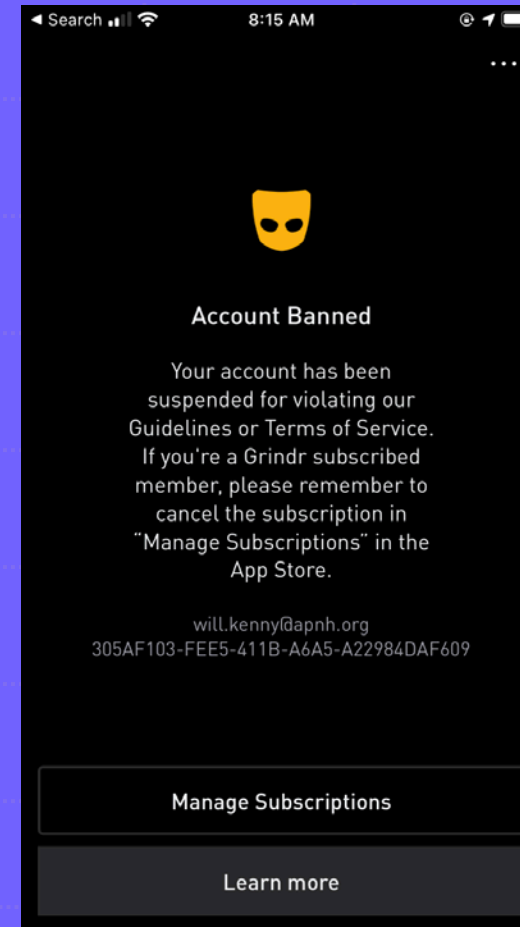
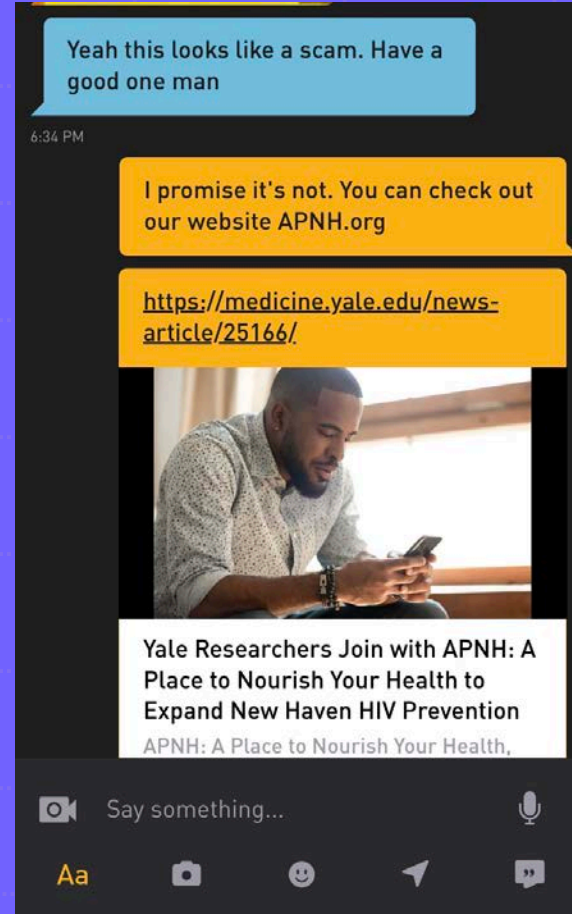
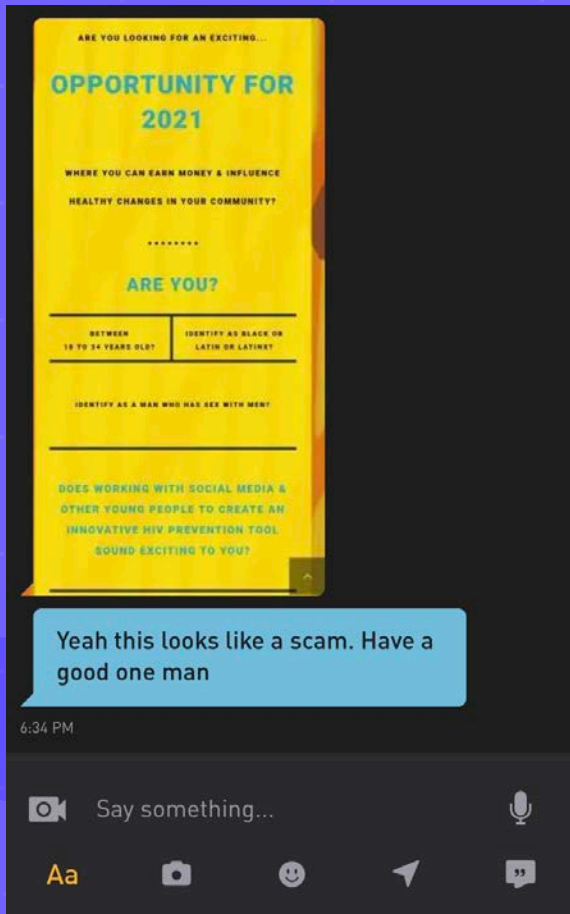
- Word of mouth
- People who participated in APNH research studies
- People who indicated interested on APNH's at-home HIV test request form
- Direct messaging on Grindr and Jack'd

Direct messaging on Grindr and Jack'd

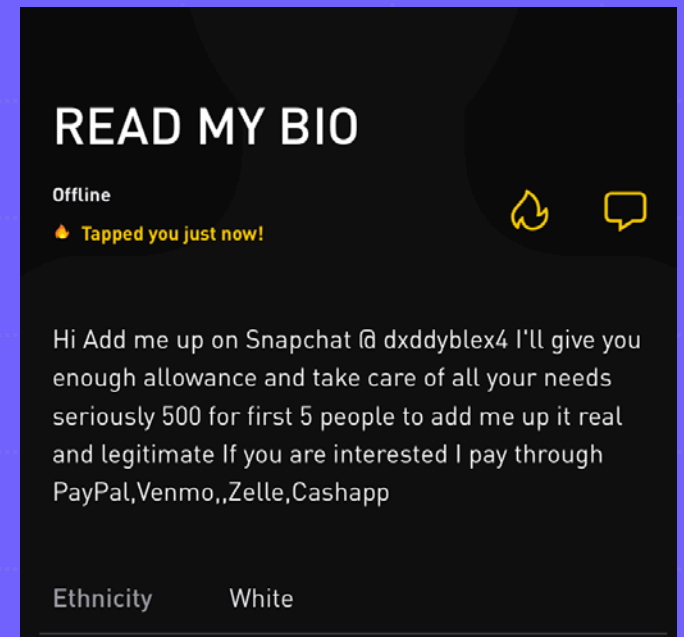
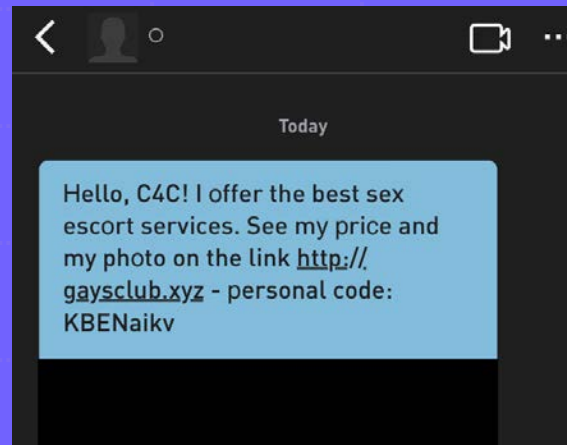
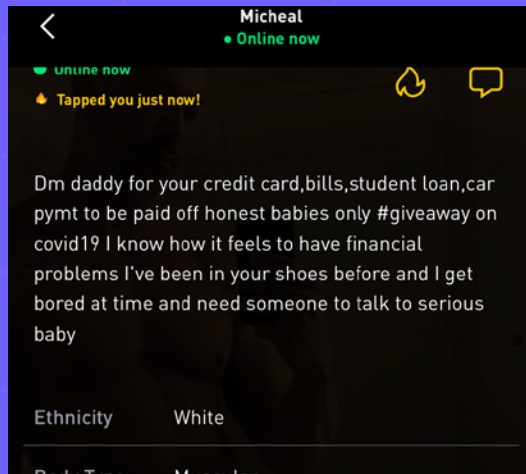
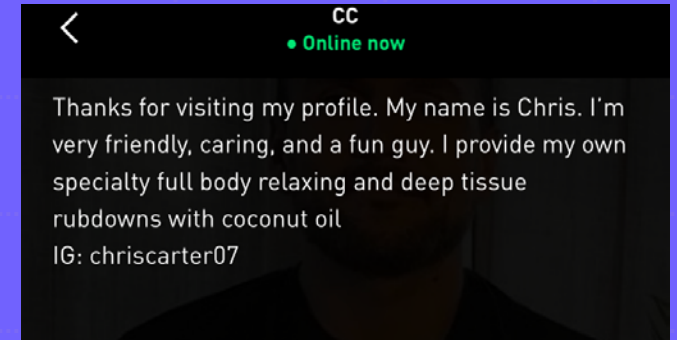
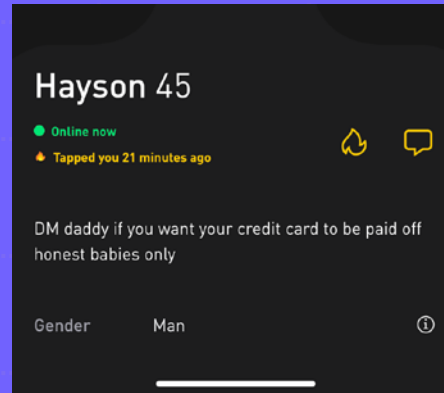
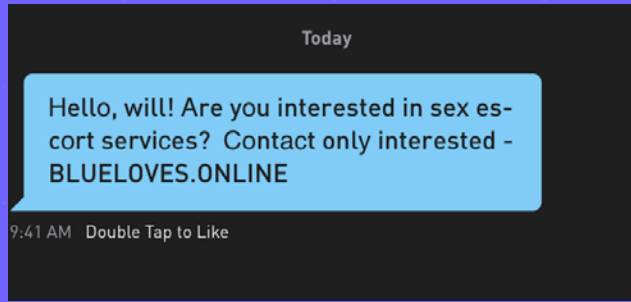
- Hire staff who know the ins and outs of GSNs.
- Pay for premium accounts, use the tools to the fullest.
- Be active when folks are active - nights, weekends, as well as daytime.
- Be legit, be sincere. Practice cultural humility.
- Connect to social media accounts for legitimacy.



Don't get Banned



Plenty of CatPhish in the Sea





2. Make it Easy to Participate

The story of when 9 people said they'd show up to our first workshop and only 1 person came.

Make It Easy to Participate

Email the
day before



Call the
morning of



Text an hour
before



Thank you
email the
day after.

Make Participating Worthwhile

- Compensation
- Engaging Activities
- Fun, funny, culturally relevant language.
- Build community and networks



Will Kenny

APNH: A Place to Nourish your Health

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