



# Social Marketing to Reach Non-gay Identified Latino MSM

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# Background

- NGI Latino MSM:
  - Embedded in the heterosexual Latino male population
  - At increased risk for HIV infection?
  - A difficult target for HIV prevention:
    - Secretive lifestyle
    - Not responsive to programs targeting gay or bisexually identified MSM

# Study Purpose

- To gain knowledge of a little-studied and poorly understood at-risk population
- To develop and test the effectiveness of a social marketing intervention to increase:
  - Condom use
  - HIV testing & counseling, with emphasis on male health exam

# FORMATIVE RESEARCH FINDINGS



# Common Narratives

- Self-identification as “normal” (i.e., heterosexual) men
- Importance of acting as insertive partners (activos)
- Normative “masculine” values
- Same gender sex does not define (sexual) identity
- Stigma surrounding HIV
- Homophobia, both internalized & social
- Reliance on appearance to assess HIV/STI risk

# CAMPAIGN DEVELOPMENT



# Strategies

- Market segmentation
- Organizational framework: 4 P's
  - Product
  - Price
  - Place
  - Promotion
- Campaign branding: Hombre Sanos



# CAMPAIGN IMPLEMENTATION





# April 2006 through December 2006

Venues	170
Brochures (3)	6,125
Condoms	21,642
Posters (9)	264
Business cards	9,697
Comic books	278
Beverage napkins	5,000
Postcards (3)	7,748
Webpage hits	445 unique visitors
Radio ads (3)	247
Traffic report sponsorships	101

# EVALUATION STRATEGY



# Methods

- Quasi-experimental ABC design:

A<sub>1</sub> A<sub>2</sub> A<sub>3</sub> X B<sub>4</sub> B<sub>5</sub> B<sub>6</sub> B<sub>7</sub> C<sub>8</sub> C<sub>9</sub>

- Repeated cross-sectional community surveys
- Sampling & Recruitment

# Survey Locations

- High Risk Venues (n = 130 per wave)
  - Bars & Clubs (4)
  - Adult Bookstore (1)
- Low Risk Venues (n = 130 per wave)
  - Swap Meets / Shopping Centers (2)
  - Workplace (1)
  - Shelter (1)
  - Labor Pick-up Site (1)
  - ESL Classes (1)
  - Migrant Camp (1)

# Measures

- Self-administered survey, via PocketPC
- Measures:
  - Demographic information
  - HIV testing history
  - Knowledge of risk reduction services
  - Unprotected sexual practices
  - Attitudes toward HIV, condoms, HIV testing, & homosexuality
  - Campaign exposure and response\*

# EVALUATION RESULTS



# Subjects

	All (N=2,378)	NGI (N=135)
Age, Mean (SD)	28.3 (8.8)	27.9 (7.8)
Married/cohabiting, %	39.2	31.3
Completed high school, %	27.1	24.4
Born in Mexico, %	89.0	78.5
Less than 5 years in US, %	60.1	29.8
Occupation (most common), %		
•Agriculture	24.3	19.3
•Factory	21.4	31.9
•Service	24.5	28.9
•Construction	20.1	6.7
Sexual orientation, %		
•Heterosexual	84.8	N/A
•Heterosexually-identified MSMW	5.5	
•Gay or Bisexually-identified	8.9	
Study phase, %		
•Baseline	33.6	27.4
•Campaign	44.2	52.6
•Post-campaign	22.2	20.0

# Campaign Exposure<sup>†</sup>

	All (N=1,580)	NGI (N=98)
Heard of Campaign, %	50.6	58.2*
Campaign Logo, %	51.3	51.0
Printed Materials, %	77.3	82.2***
Mobile Ads, %	55.2	45.9*
Radio Ads, %	48.6	45.9
Club Events, %	28.6	22.4
Campaign Condoms, %	41.6	32.7*
Any of the above, %	83.0	89.8*

<sup>†</sup> Campaign and post-campaign data only; \* p<.05; \*\*\*p<.001



# Response to the Campaign†

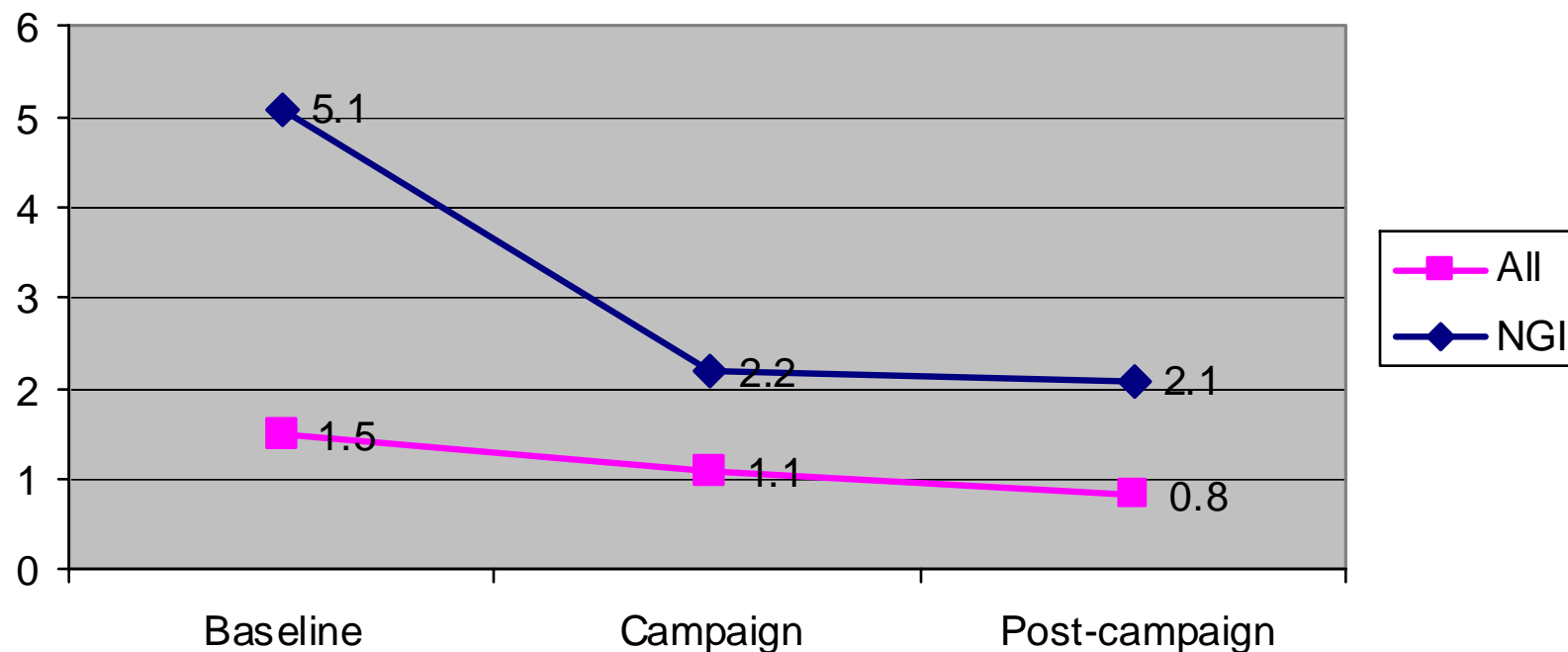
	All (N=1,580)	NGI (N=98)
Made appointment for HIV testing, %	11.2	11.6
Made appointment at VCC, %	25.3	21.1
Obtained condoms, %	10.5	8.4
Used condoms, %	26.2	22.1
Got tested for HIV, %	3.6	8.4*
Got tested for other STIs, %	5.1	7.4
Talked to sexual partners about HIV risk, %	8.4	11.6

† Campaign and post-campaign phases only; exposed respondents only.

\*  $p < .05$

# Unprotected Female Partners

Average # of Unprotected Female Partners



All:

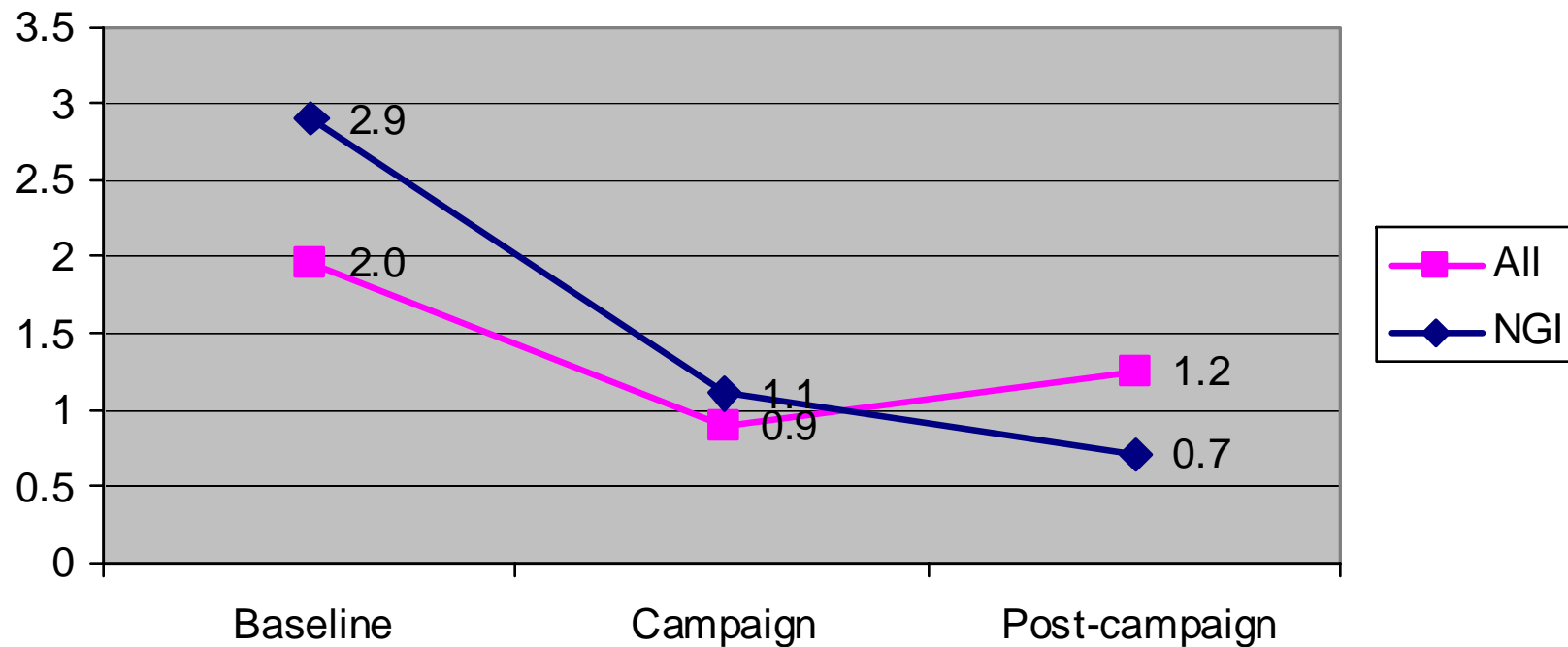
Baseline > Campaign (p<.001)  
Baseline > Post-campaign (p<.001)

NGI Subsample:

Baseline > Campaign (p<.001)  
Baseline > Post-campaign (p<.001)

# Unprotected Male Partners

Average # of Unprotected Male Partners



All:

Baseline > Campaign ( $p < .001$ )

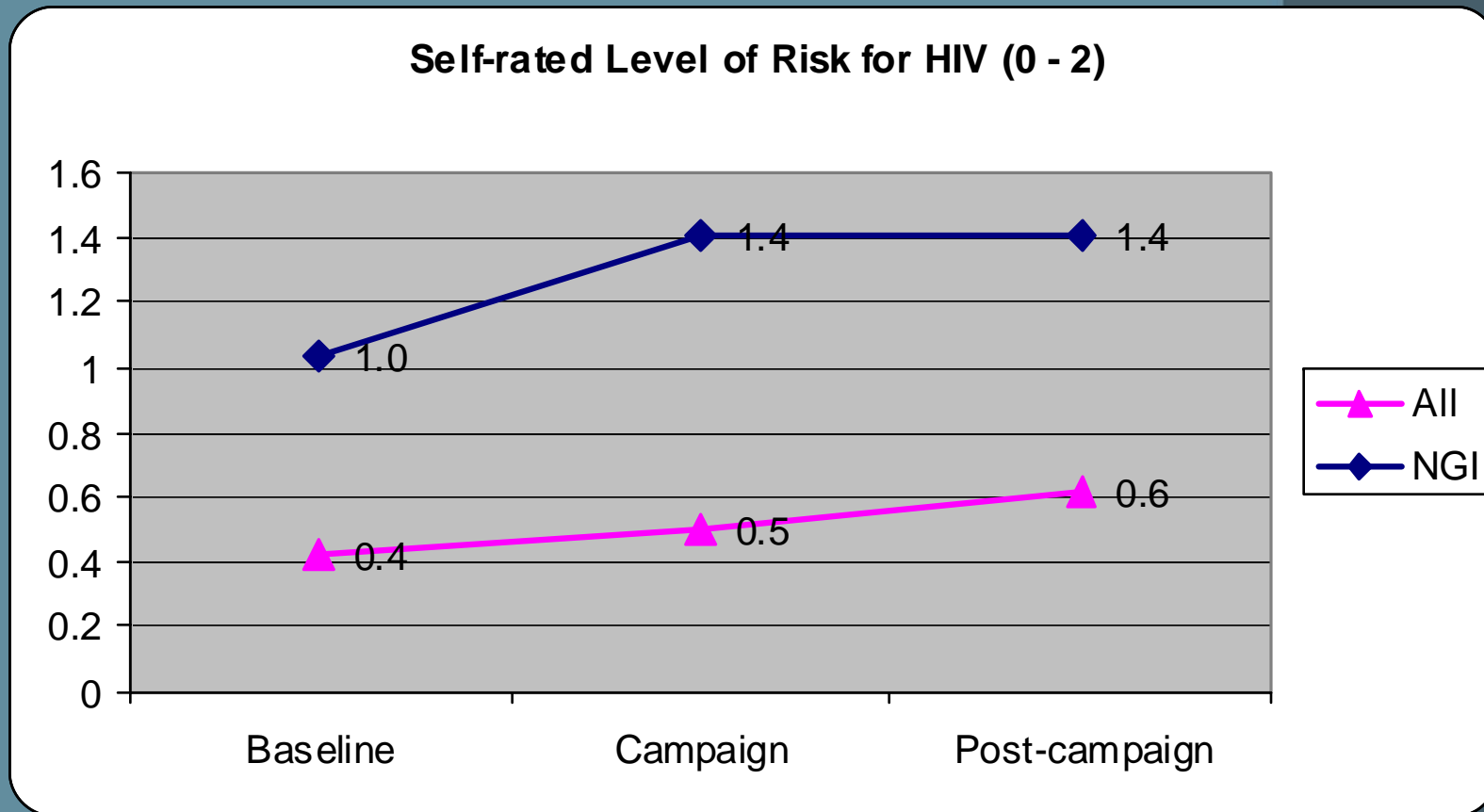
Baseline > Post-campaign ( $p = .001$ )

NGI Subsample:

Baseline > Campaign ( $p < .001$ )

Baseline > Post-campaign ( $p < .001$ )

# Perception of Risk for HIV

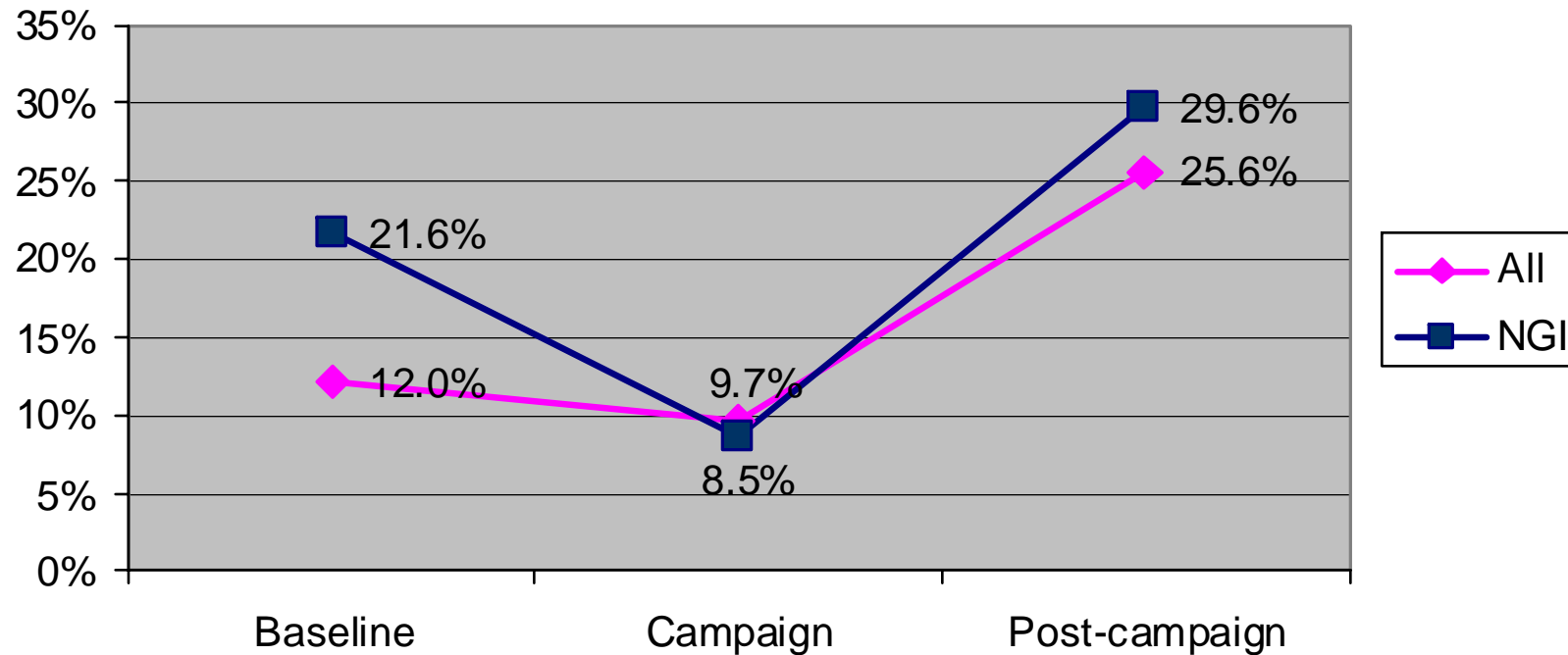


All:

Baseline < Post-campaign (p<.001)

# HIV Testing

HIV Testing During Last 6 Months

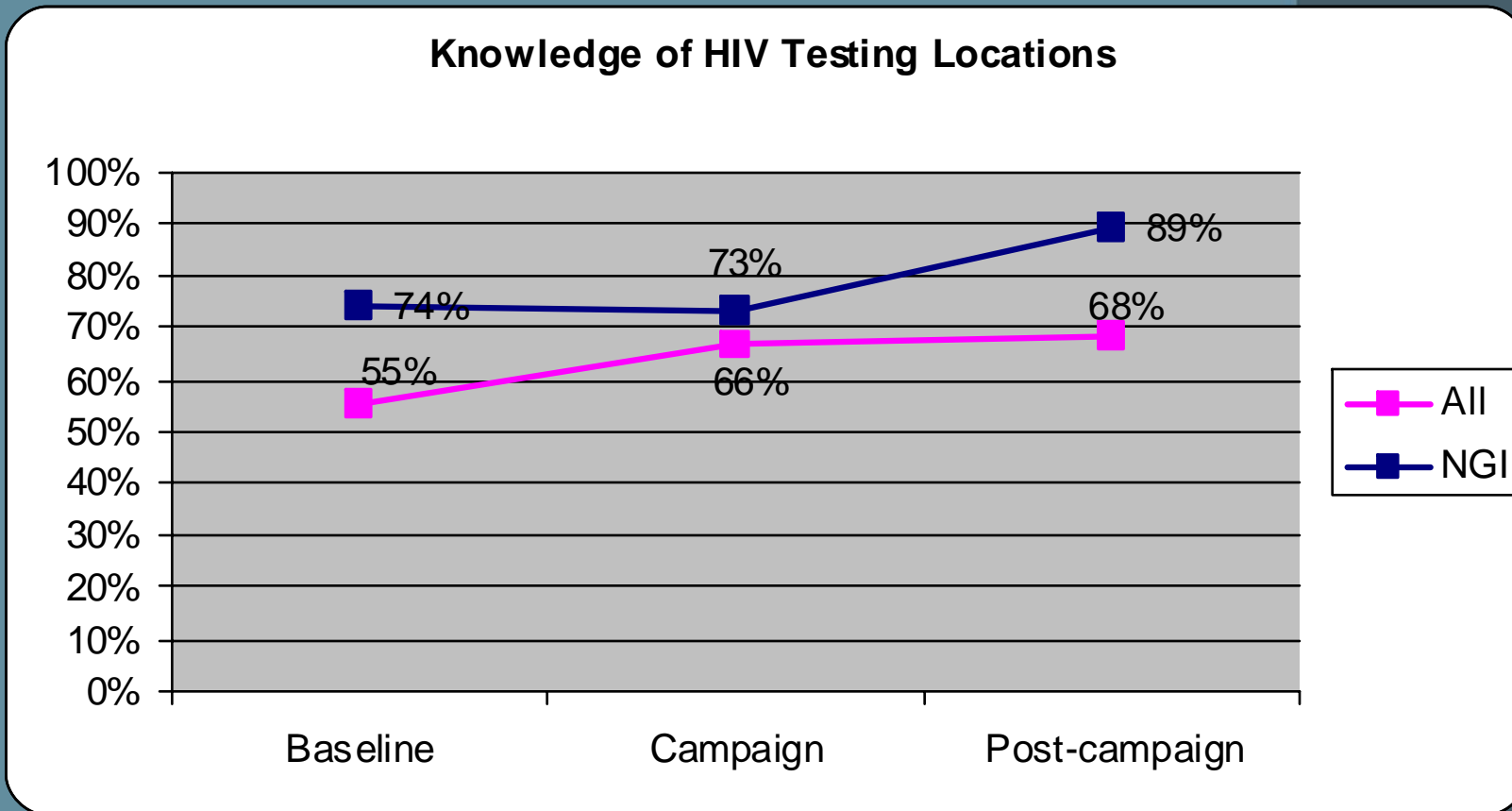


All:

Baseline < Post-campaign ( $p < .001$ )

Campaign < Post-campaign ( $p < .001$ )

# Knowledge of HIV Testing Locations

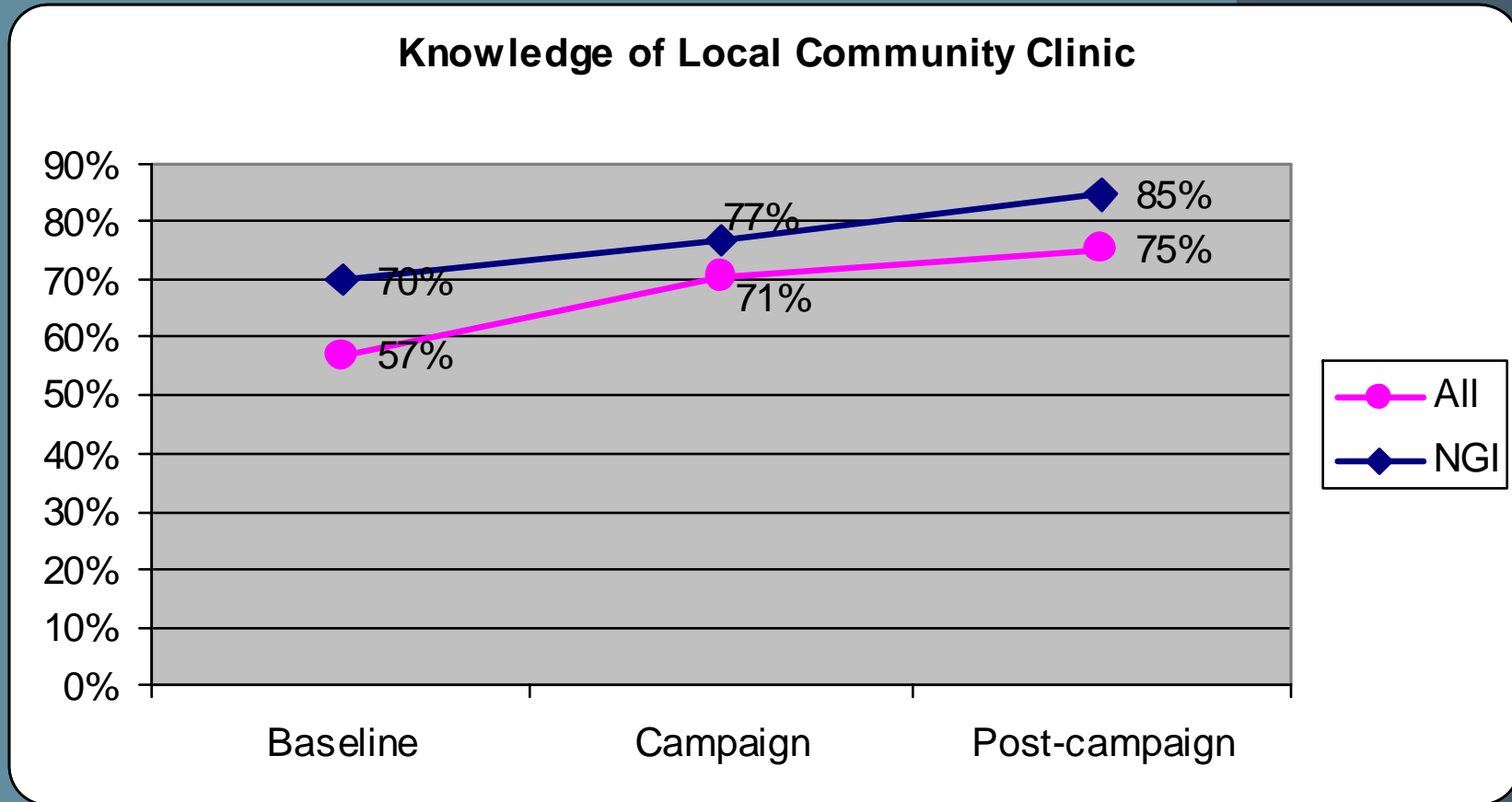


All:

Baseline < Campaign (p<.001)

Baseline < Post-campaign (p<.001)

# Knowledge of Community Clinic

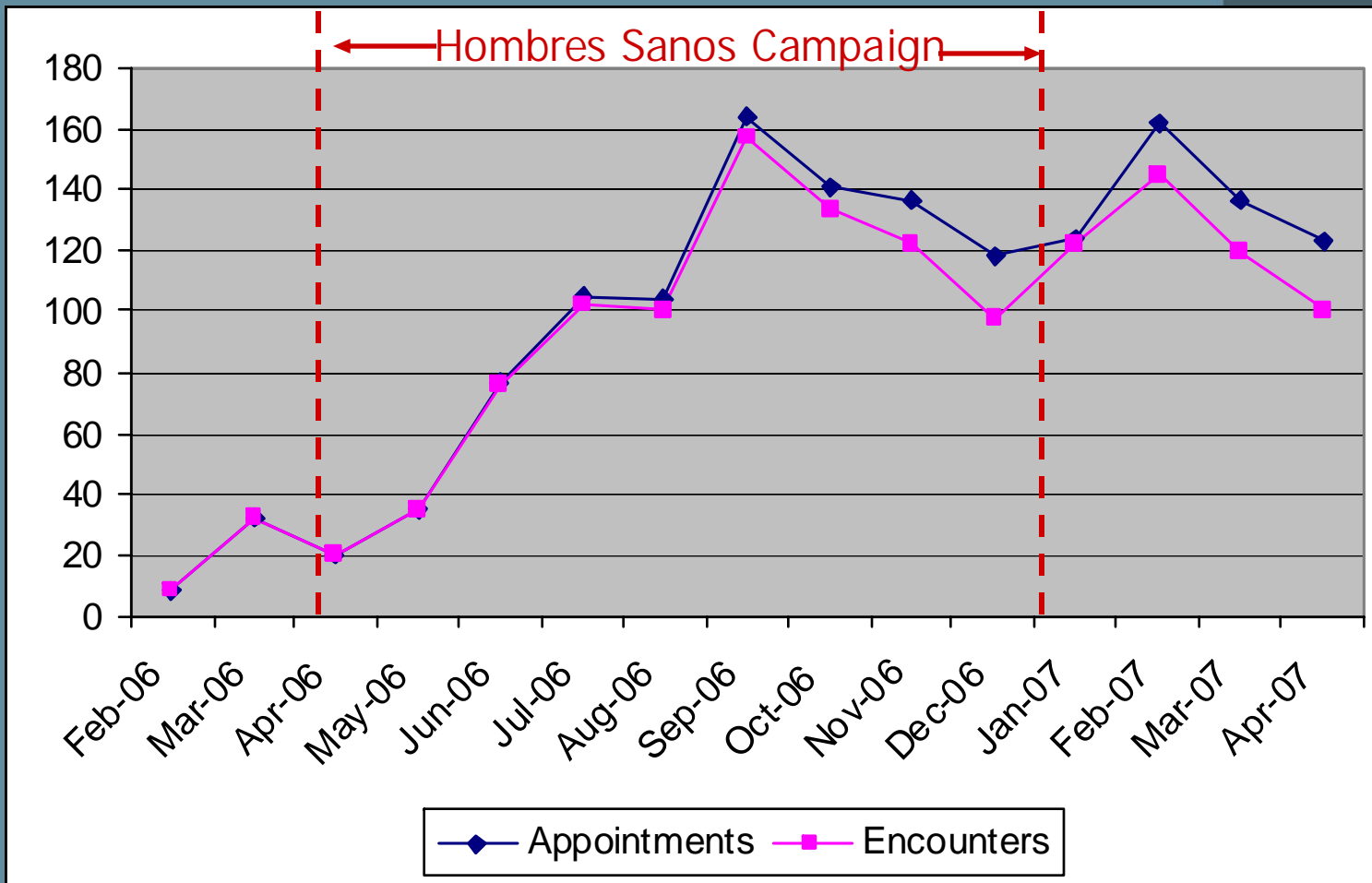


All:

Baseline < Campaign (p<.001)

Baseline < Post-campaign (p<.001)

# Clinic Data: Male Health Exams





# Conclusions

- Campaign strategy was effective to reach Latino males, in general, and NGI MSM, in particular.
- Intervention is associated with reduced sexual risk, increased HIV testing, better knowledge of testing resources, and increased perception of HIV risk.
- Evidence of sustained changes during follow-up period.

# Limitations



# Limitations

- Quasi-experimental design
  - Community trends?
  - Potential contamination by measurement and other interventions
- Self-report measures
- Limited power to test effects on NGI subsample
- Aggregated data analysis
- Limited baseline and follow-up periods

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