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Abstract Proof

TITLE: Streaming Culturally Tailored Interactive HIV Prevention Interventions for Black and Latino High-Risk MSM

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Abstract Body: Black and Latino men who have sex with men (MSM) are disproportionately affected by HIV. To address this risk, culturally-tailored interactive video interventions (IAV) were developed for each group. Viewed on DVD in a laboratory setting, exposure to the IAV resulted in a reduction in unprotected anal intercourse(UAI) among young African American and Latino MSM. Could these IAVs also be migrated to, or successfully delivered over, the internet, and, if so, could a sufficient sample be recruited to assess the effectiveness, generalizability, and reach of the resulting intervention? To consider these questions, a streaming version of the IAV was developed and implemented to reach the selected population across urban, rural, northern and southern California. 360 MSM enrolled in the study (277 Latino and 83 Black MSM). To reach the sample size, we screened 2,122 MSM applicants of which 617 were Latino MSM and 284 were Black MSM. 41.3% of those screened (876MSM) met the screening criteria (over 18 years of age; identified as Black or Latino; in the last six months had both a) one or more instances of same sex UAI and b) no injection drug use.) Of 360 MSM who completed the baseline intervention, 253 (104 IAV, 124 control) also completed the immediate post measure. MSM in the IAV condition were significantly more likely to increase their intent to use condoms in the IAV as compared to those in the Control condition (following the intervention) as assessed by an overall multivariate test ($F(7,220) = 2.35, p=.025$). At the univariate level, the largest change (IAV $M=.72$; Control $M=.19$) was in willingness to talk about safer sex with a partner ($F(1,226)=7.60, p=.006$). These findings demonstrate the promise of interactive media delivered over the web and suggest the efficacy and reach of this approach for use with hard-to-reach populations.

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