

Usage of gay dating apps for prevention and other information – Challenges and opportunities

CSF Meeting, October 10, 2016

Luxembourg

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Introduction

- Email to the CSF Members on good practice examples at national level
- What are the barriers?
- What are the opportunities?
- Two introducing examples from Germany and Finland

Example Grindr in Germany

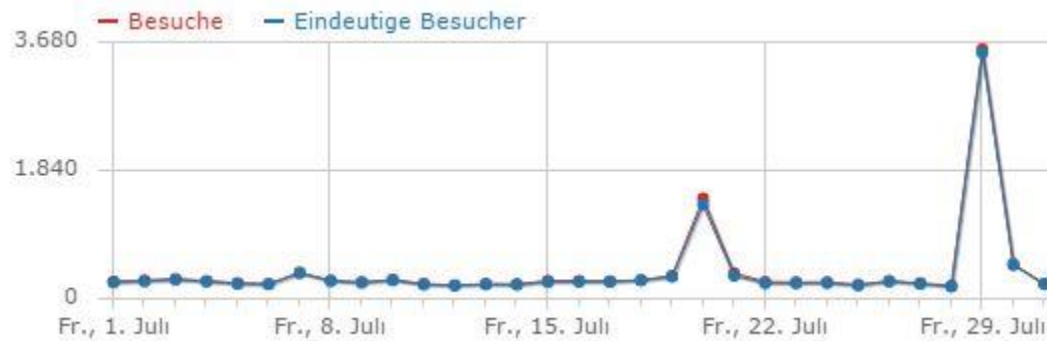
- Grindr reached out to DAH via the German MoH

- 1000 Euros monthly for
 - 3 broadcast messages
 - 600,000 banner flashes

leading users to a website, in this case the campaign website „Testhelden“



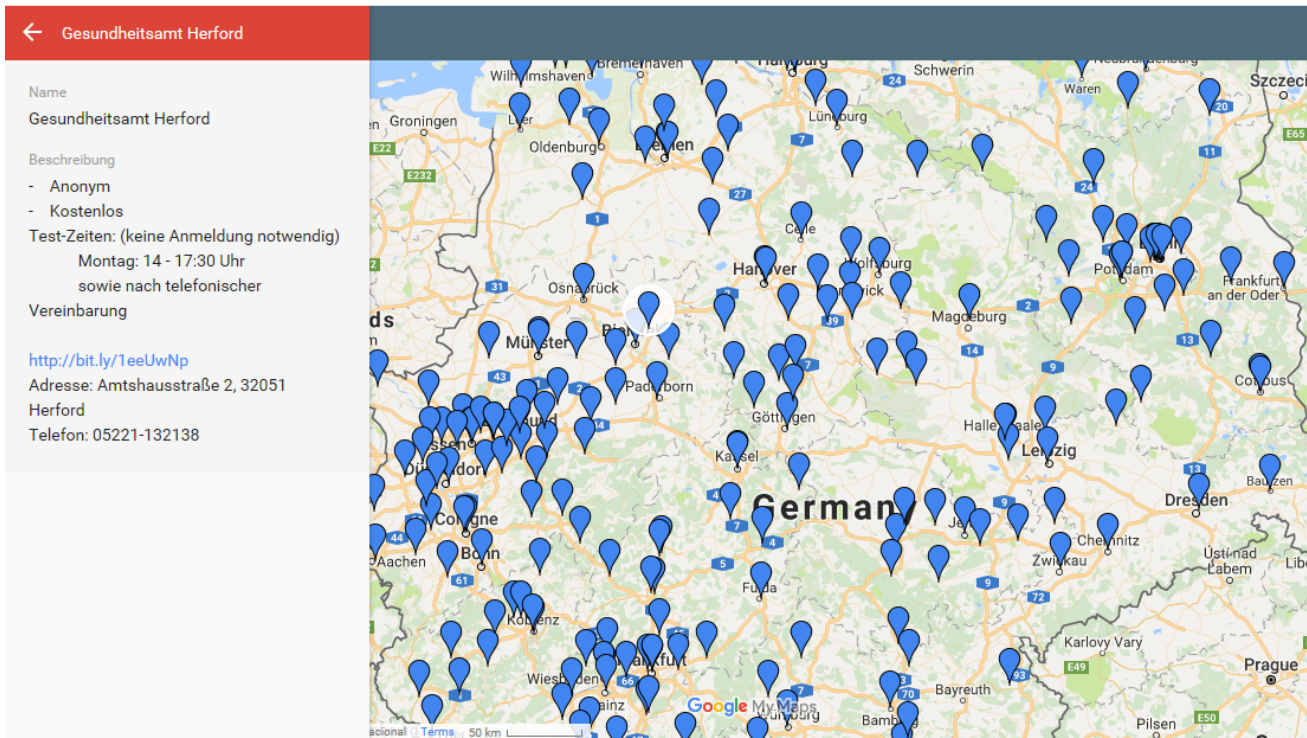
Example for broadcast message



WO KANN ICH MICH TESTEN LASSEN?

Banner
flashes for
testing sites

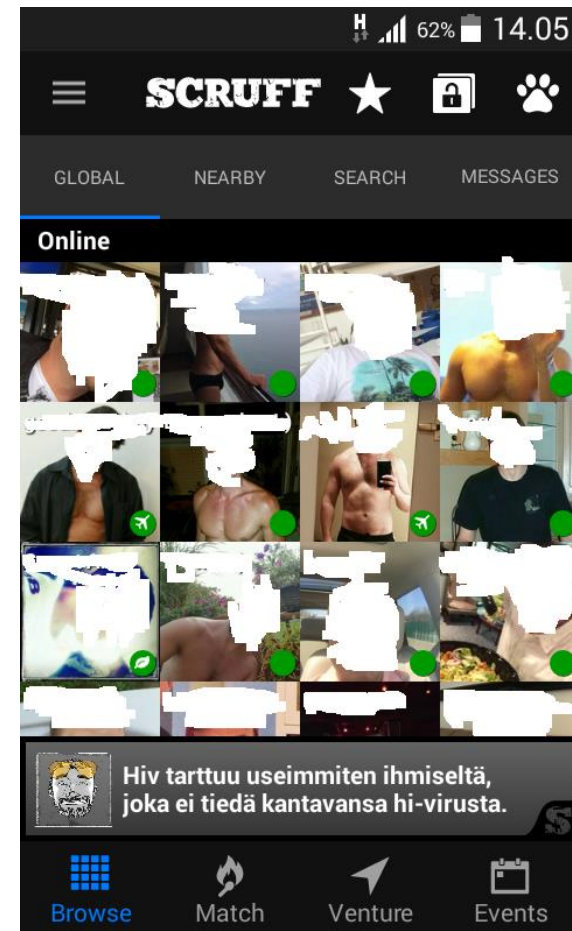
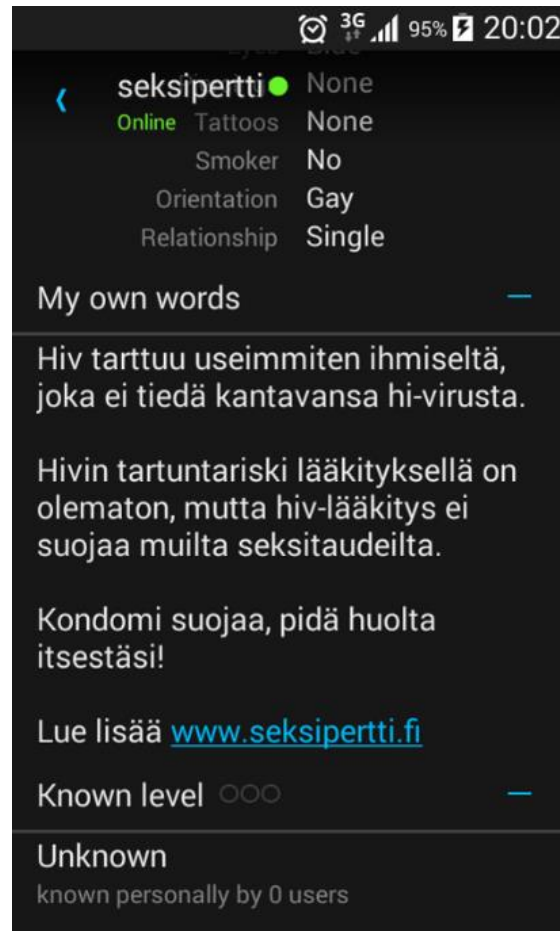
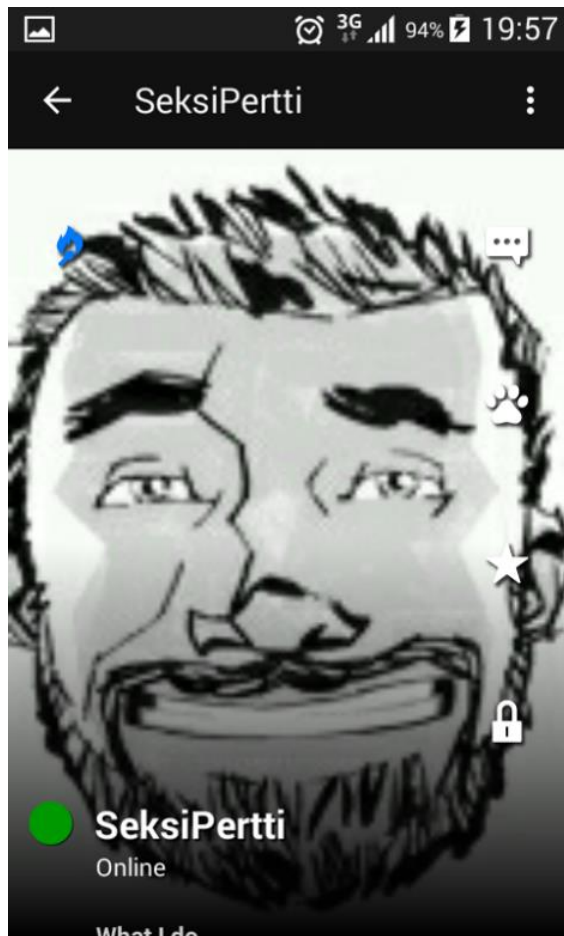
- Testing site map: 150.000 clicks per year
- In general: name branding, awareness and visibility



Gay Mobile Apps in Finland

SeksiPertti has profiles in Gayromeo, Grindr and Scruff. In addition, SeksiPertti has a free banner in Scruff Benevolads.

"Hiv is usually transmitted by a person who is not aware of his HIV status. The risk of transmission is non-existent with treatment but the treatment doesn't protect against other STI's. A condom does, take care of yourself! More information www.seksipertti.fi



SCRUFF BENEVOLADS

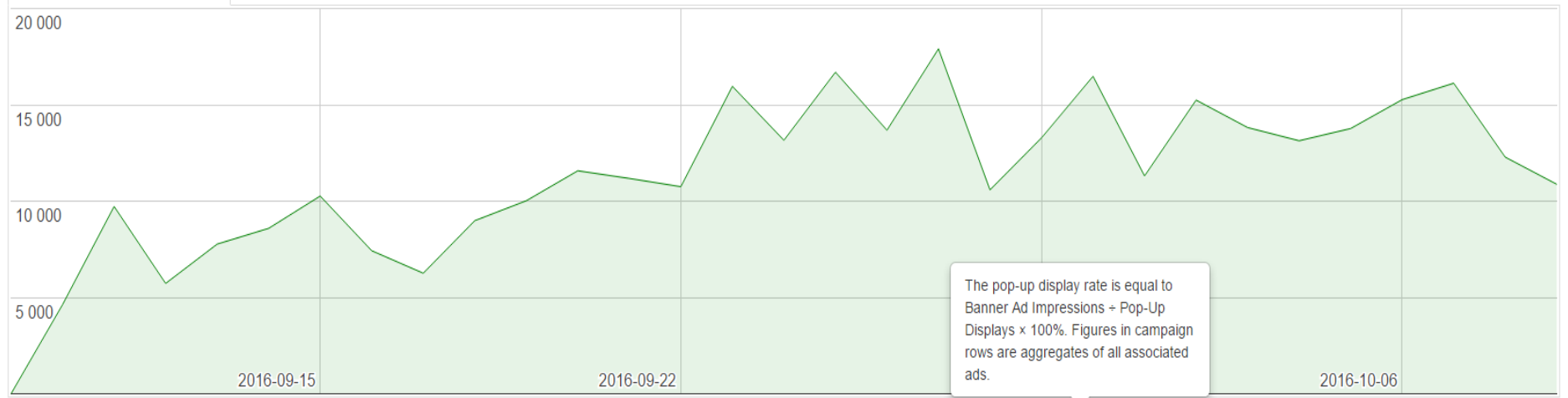
Statistics [Up Arrow] Images [Image Icon]

Erik :: Positiviset ry | Support | Sign Out

Statistics 2016-09-10 to 2016-10-10 [Calendar Icon]

+ Create Ad + Create Campaign

352,478 Banner Ad Impressions 221 Pop-Up Displays 0.06% Pop-Up Display Rate \$4,346.05 Effective Donation



	Ad Status	Banner Ad Impressions	Pop-Up Displays	Pop-Up Display Rate	Effective Donation	Stats Start	Expiry	Edit
All Campaigns		352,478	221	0.06%	\$4,346.05	2016-09-10		
SeksiPertti (Helsinki, Uusimaa)		352,478	221	0.06%	\$4,346.05	2016-09-10		
SeksiPertti		352,478	221	0.06%	\$4,346.05	2016-09-10	Sun, 11 Dec 2016	

Deutscher
AIDS-Hilfe

Ein richtig fettes Teil
Die neue Servicekarte von **ICH WEISS WAS ICH TU**

HIV-Teststellen
Drogenberatung
Psychologische Beratung
Aidshilfen

Manchmal braucht man in Leben Unterstützung. ICH WEISS WAS ICH TU hilft dir ab sofort mit einer stetig wachsenden Servicekarte beim Suchen. Finde aus, die aktuell rund 500 Angebote schnell, das passende in deiner Nähe: von Adressen für HIV-Tests, die PEP und von regionalen Aidshilfen über psychologische Beratungsteams oder Selbsthilfegruppen bis hin zu Kontakten für ehrenamtliches Engagement.

www.iwwt.de/servicekarte

Barriers

- Too costly (not compared to print media)
- App service providers tend to not be interested in negotiating with single, smaller organisations
- Spreading loss
- ??? – Up for discussion

Opportunities: Reach-out via „new“ media

- Compared to print media the immediate effect is documented on how many people are reached visiting the website
- Gay dating apps play an increasingly important role when it comes to negotiating sex between men – using them for prevention and other messages is only consequent
- Possibility to cluster the target group, for instance geographically or in terms of age
- Linking to direct services and to topical actions like drug checking in specific venues, testing on occasion of community street fairs for instance, flexible and prompt
- Fundamental awareness and visibility
- ??? – Up for discussion