



Technology Based Outreach

Steve Beagle

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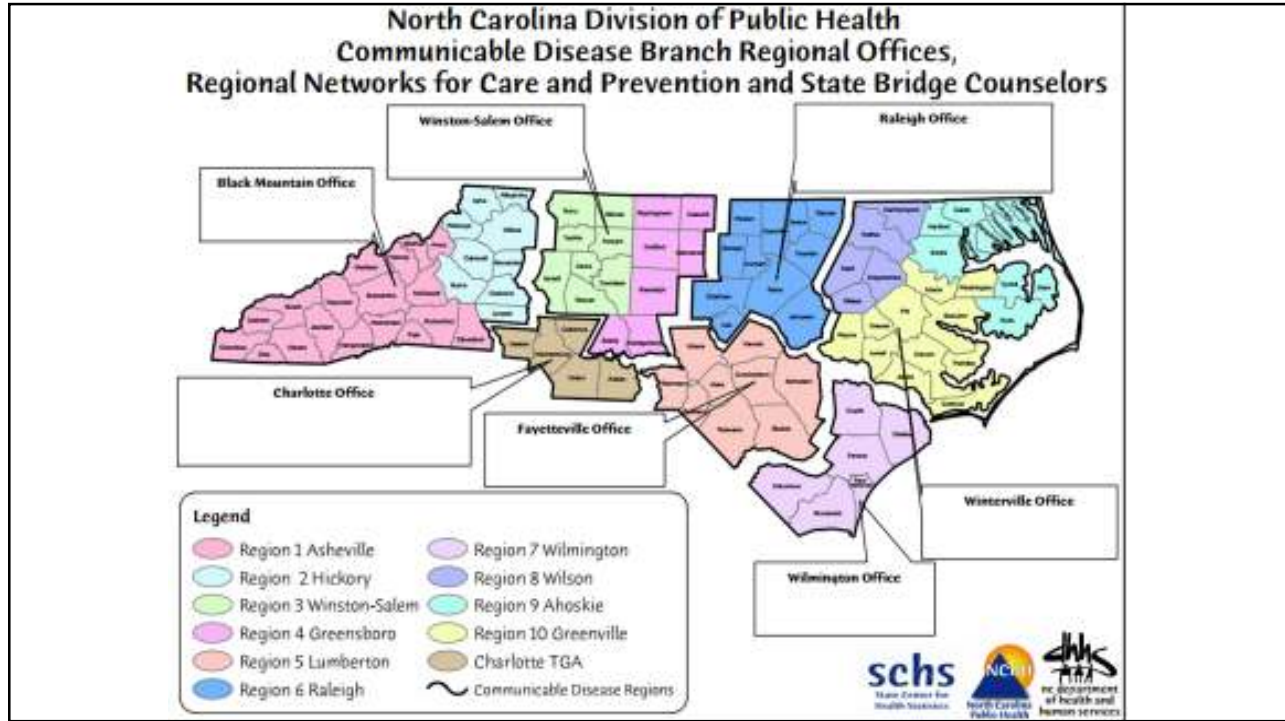
NC Department of Health and Human Services

Communicable Disease Conference

Wednesday, April 5th, 2017

Public Health and Technology

- 7/10/2000: DIS; Wake, Durham, Johnston, Chatham, and Lee counties
- Early 2000s: TDY in Region 7 (Wilmington); Columbus county syphilis
- 2006: Field Services Unit began emailing contacts to syphilis and HIV
- 2009: Social Media and Adult Websites
- 2012: Text Messaging and Smartphone Apps



The Old Days



Mid-Late 2000s

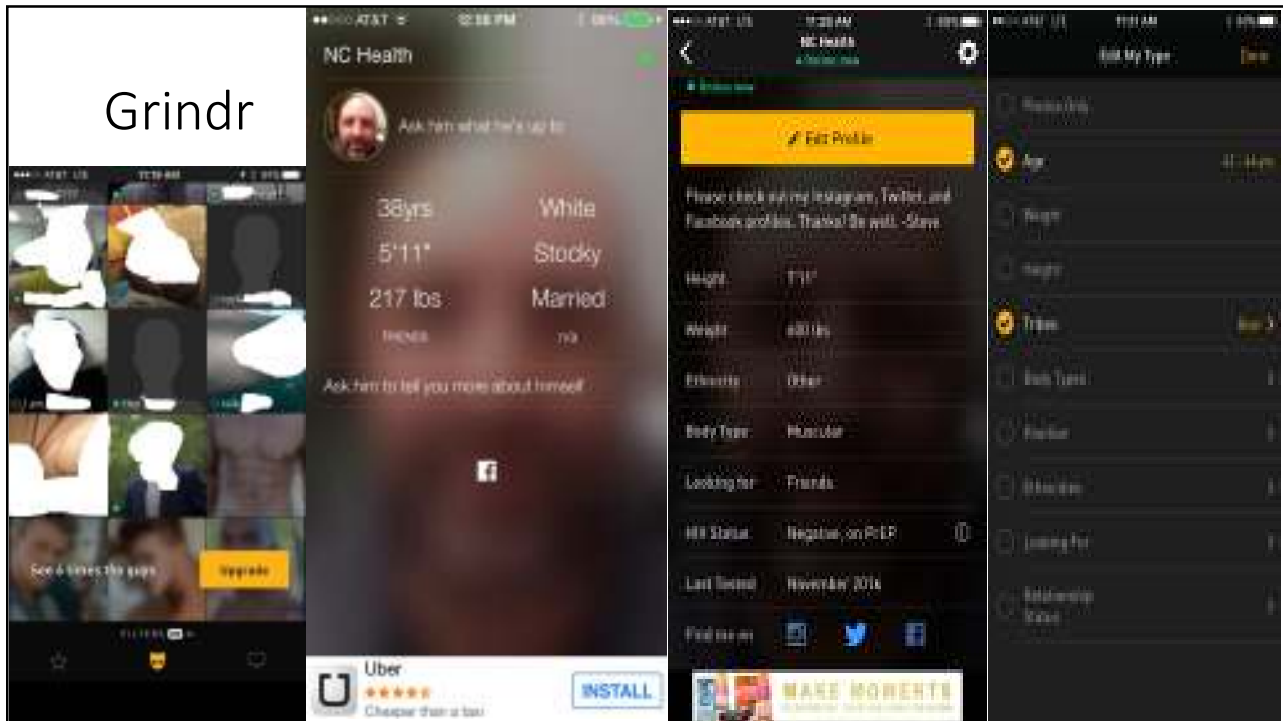
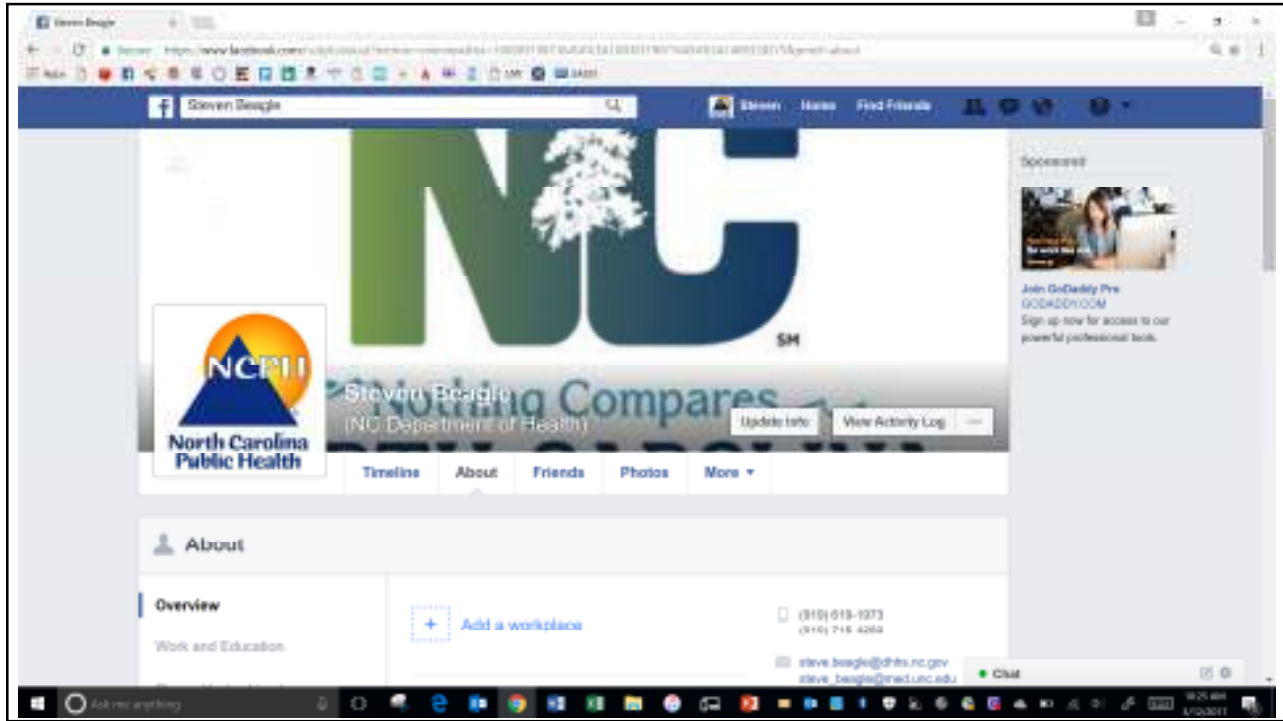


Modern Day Smartphone Apps

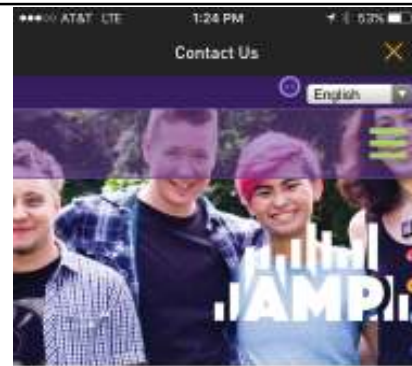
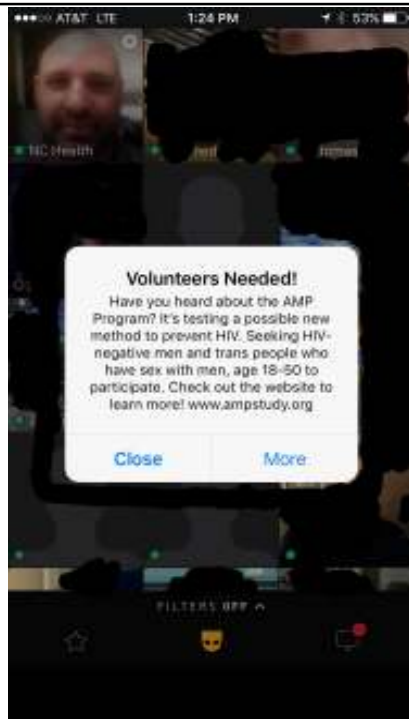


craigslist



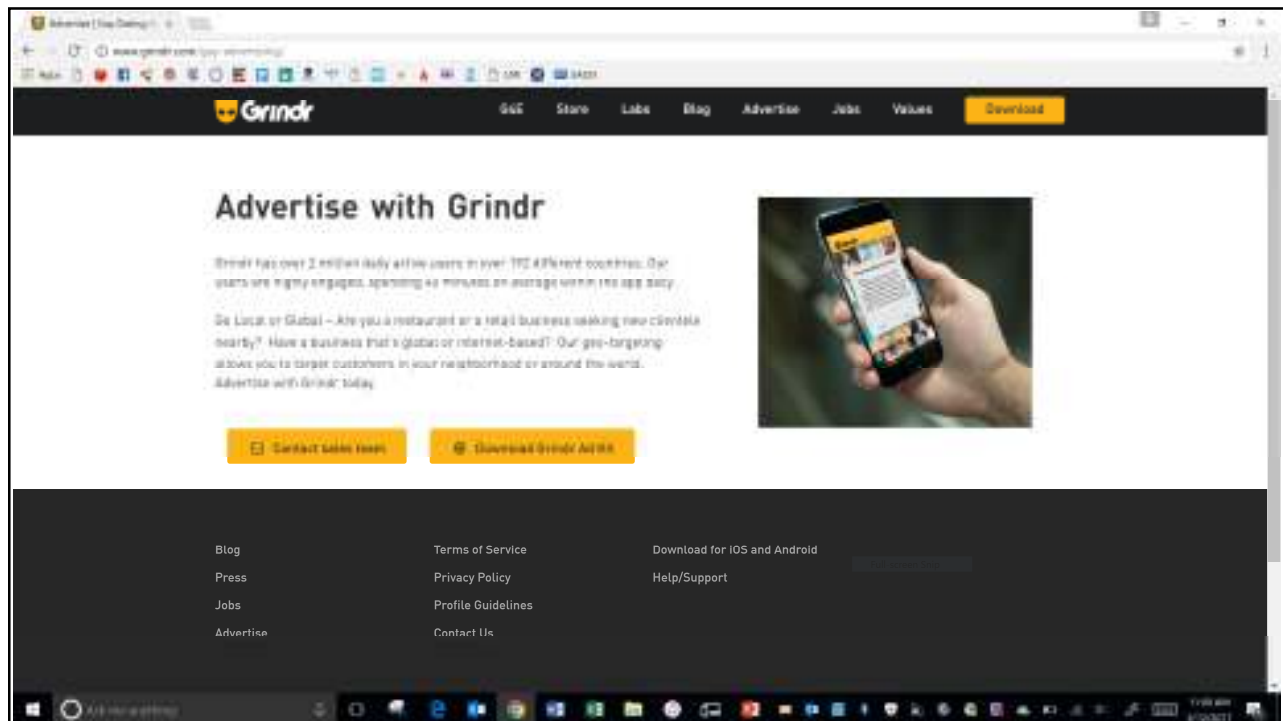


Grindr Ads

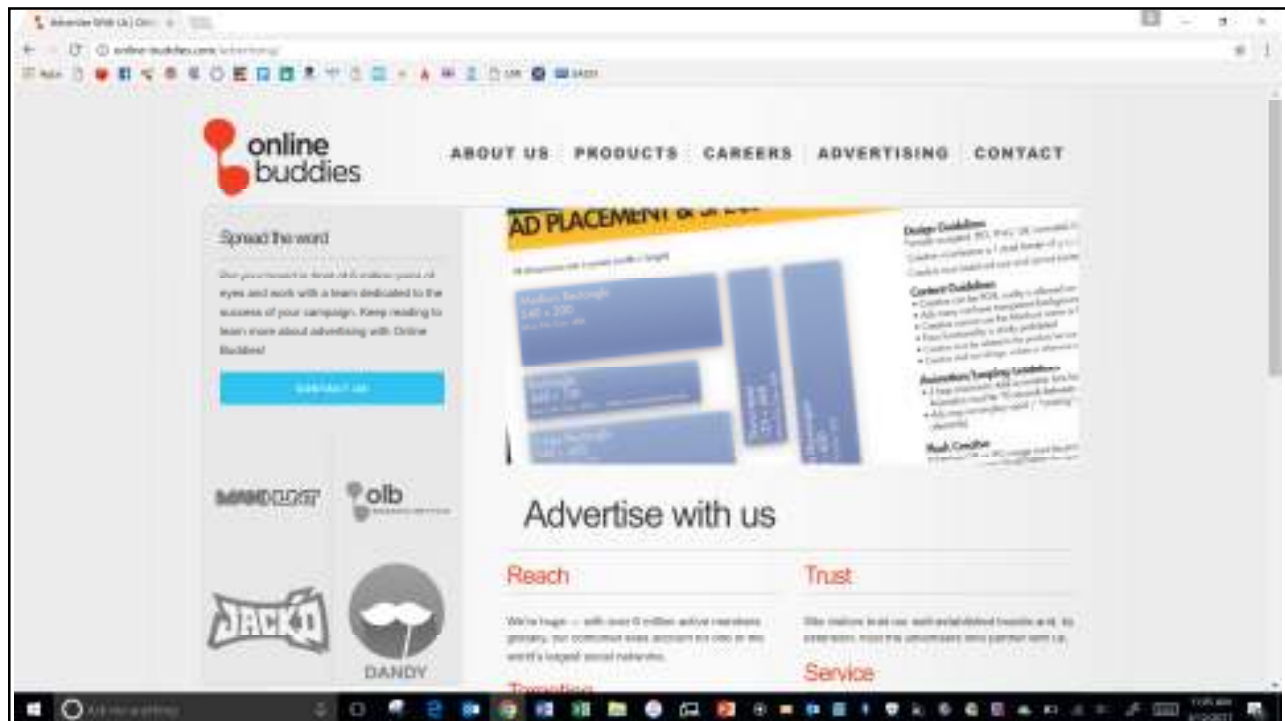
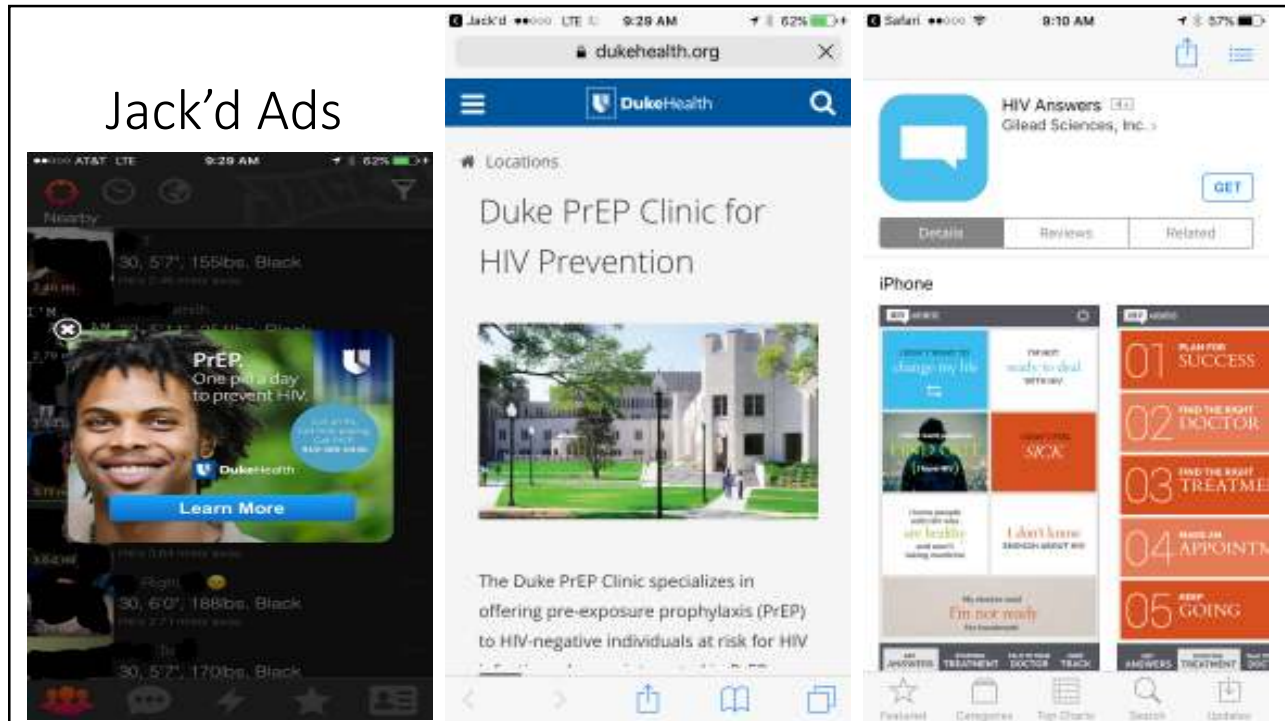


CONTACT US

We are currently looking for 2700 men and transgender individuals who have sex with men. Study clinics will screen volunteers to see if they are eligible to enroll.



Jack'd Ads



The screenshot shows the ADAM4ADAM website interface. At the top, the logo 'ADAM 4 ADAM' is on the left, and 'HealthNC | Support' is on the right. A navigation bar below the logo contains links for 'My Account', 'Mailbox', 'Live Cams', 'Sex Shop', 'Watch Movies', 'NEW Undies', and a green 'VIP ACCESS' button with a crown icon. On the left side, there is a sidebar menu with options like '84,138 Online', 'Members Online', 'New Members', 'My Friends', 'Visitors', 'Members Directory', 'Parties & Events', 'PROS', 'Change City', 'Search', 'Saved Searches', 'Member Search', and 'Last Visits'. The main content area is titled 'My Account' and features a sub-navigation bar with 'My Profile', '+ Add Photos', 'Edit Profile', 'Friends', 'ProAd', 'Party Ad', 'Plan-A-Trip', and 'Premium Access'. A profile picture of a man is shown, with 'Edit Profile' and '+ Add Photos' buttons below it. To the right of the photo, the profile name 'HealthNC' is displayed, followed by location information: 'USA - North Carolina - Raleigh - Raleigh'. A 'Profile' button is visible. The profile bio reads: '40, 5'11", 237lb, 38w. Large, Brown, Some Body Hair, White. Looking for: Friendship.' Below this is the text 'North Carolina Department of Health and Human Services'. A notice states: 'If you received an unsolicited email from us, it's because you may have been exposed to an STD (STI). We are here to coordinate free STI testing and treatment for you, as well as link you to medical and case management services. If you would like to confirm that this is a real profile, please contact support@adam4adam.com. Thank you Prefer meeting at: Public Place.'

The screenshot shows a web browser window displaying an email inbox. The browser's address bar shows 'adam4adam.com'. The email list includes a message from 'HealthNC' with the subject 'Hi Thank you'. The email content is partially visible, starting with 'Hi, I recently tested positive for gonorrhea and I need to let a few ppl know about it. These are the profiles of ppl I have been with recently:'. Below the text, there are several profile pictures of people, some of which are blurred. The email concludes with 'Thanks for your help with this.' At the bottom of the email, there is a promotional message: 'Member Conversations are up to 40 messages long*. Need more? Become a VIP. Supporter Conversations are 300 messages long. Get VIP Access here.' The browser's taskbar at the bottom shows the Windows Start button and various application icons.

ADAM 4 ADAM HealthNC | Support

My Account Mailbox Live Cams Sex Shop Watch Movies **NEW** Undies **VIP ACCESS**

92,656 Online

- Members Online
- New Members
- My Friends
- Visitors
- Members Directory
- Parties & Events
- PROS
- Change City
- Search
- Member Search

Conversations

Inbox Saved Notification Settings 7

Select all Deselect all **DELETE selected**

All

	U8 [redacted]	Thank you for letting me know. If you would not mind. (4)	03/13 09:05	
	raw [redacted]	Sure (3)	03/13 06:54	
	Yess [redacted]	Hello, I was asked to inform you that you may have (1)	03/13 08:48	
	single [redacted]	Hello, I was asked to inform you that you may have (1)	03/13 08:47	
	dat [redacted]	Hello, I was asked to inform you that you may have (1)	03/13 08:47	
	BLK [redacted]	Hello, I was asked to inform you that you may have (1)	03/13 08:46	
	Cris [redacted]	Hello, I was asked to inform you that you may have (1)	03/13 08:45	

ADAM 4 ADAM

Hey HealthNC,

You have new mail on Adam4adam:

From: **Cris**
 Received: Monday, Mar 13, 2017 08:45 AM EDT
 Message: Yeah, a lot of us probably has, so make sure you send this out to every profile, and thanks for your concern

[Click here to reply](#)

Thank you for being a member!

The Adam4Adam Team

<p>Get Premium Features</p> <ul style="list-style-type: none"> • VIPs have twice the gallery size. • Chat and save up to 200 conversations instead of 20. • Chat and save up to 200 messages per conversation instead of 40. • Ad Free Mobile. • Priority support. • Unlimited friends and block Lists. 	<p>Stay Safe!</p> <p>Because every encounter may not be friendly and safe, we encourage you to always use caution and common sense when using the site, especially when meeting anyone in person. Please read through these important safety tips. They have been provided to help you protect yourself both online and off.</p>
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To change the frequency of these notifications: Login, click My Account > Notification Settings.

[Click here to unsubscribe newsletter.](#)
[Click here to unsubscribe adam4adam news.](#)

FAQs | Community Guidelines | User Agreement | Privacy | Safety Tips

SCRUFF BENEVOLADS

FREE advertising for non-profits

SCRUFF Benevolads gives free, geo-targeted advertising in SCRUFF to selected non-profit organizations that work within the gay community. Using the Benevolads self-service tool, your organization can easily create and publish ads and then track reach and engagement statistics. Benevolads enables your organization to recruit members for a sports league, promote events, offer SCRUFF members about local health services or showcasing charitable going in your area.

How it works:

- 1 **CREATE** a campaign
- 2 **DESIGN** your ad
- 3 **TRACK** your results

Get Started Now! [Enter Benevolads](#)

Connect people and organizations to the global **SCRUFF** community

What can your health department do?

- Collect **email** addresses from clients when they register for services
- Ask your clients if you can email or **text** them (if able to obtain a device)
- Ask clients if you can message them through **Facebook** if you cannot reach them by phone, certified letter, or email
- Copy or scan IDs into medical records for future facial recognition
- Decide if local outreach on websites and apps is right for your county or jurisdiction (nurses, counselors, outreach workers)

Acknowledgements and Contact Information

- NC Health Departments, Citizens, DIS, Field Services Unit
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- Rachel Kachur and Frank Strona
- [steve beagle@med.unc.edu](mailto:steve_beagle@med.unc.edu) / 919-619-1973