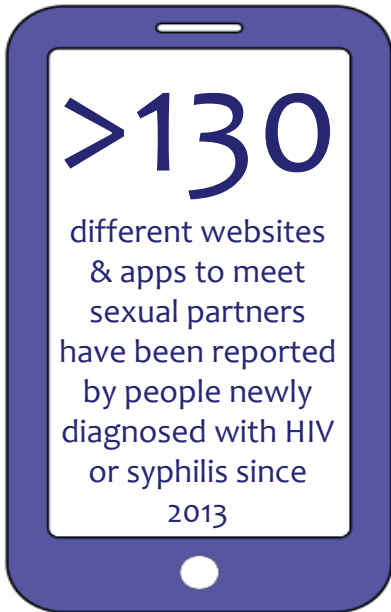
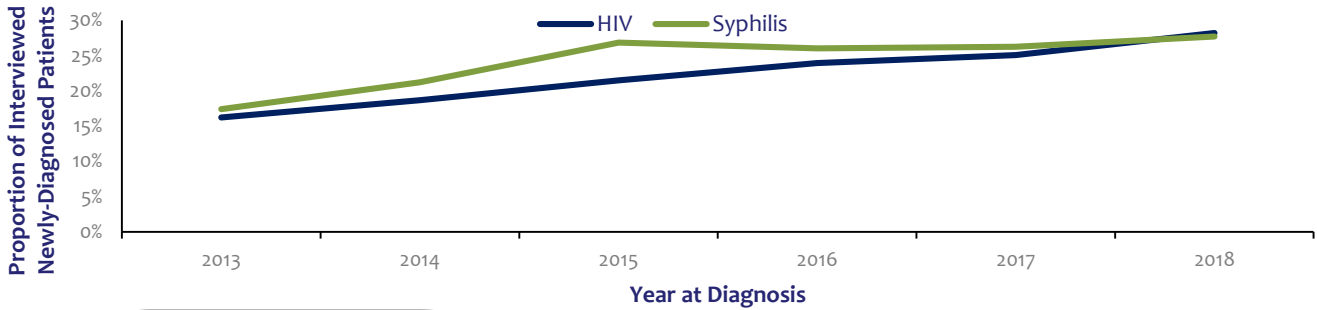




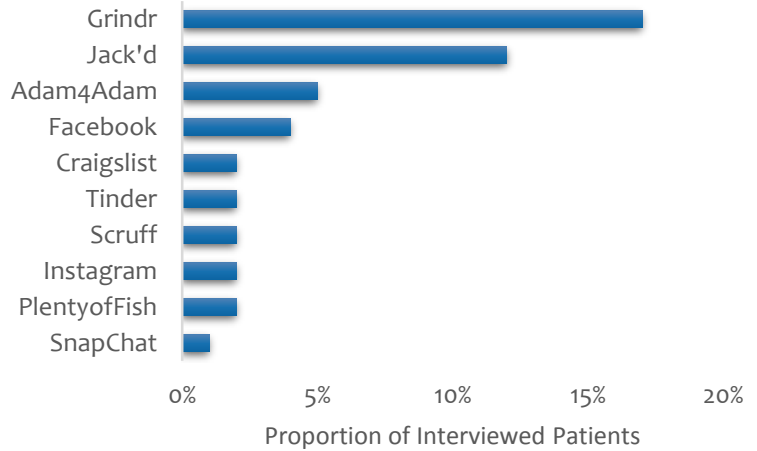
Websites and Apps used to meet Sex Partners, North Carolina 2013-2018

The proportion of people diagnosed with HIV or Syphilis meeting sex partners online or on apps is increasing

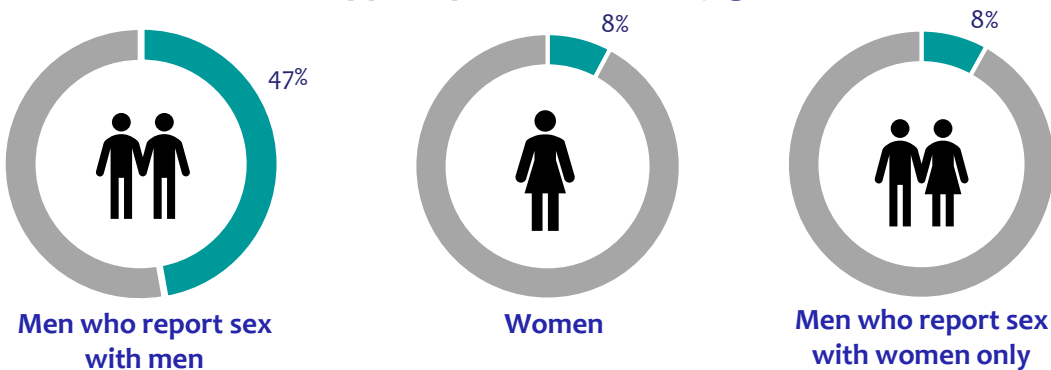
Met sex partners online or on apps in the past 12 months, 2013-2018



Top 10 hookup websites & apps used by people diagnosed with either HIV or syphilis, 2018



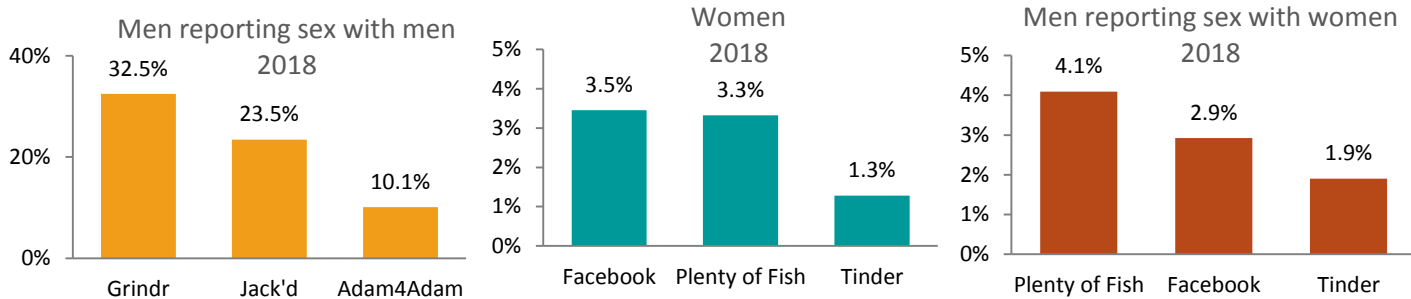
Proportion of people diagnosed with HIV or syphilis who met partners online or on apps in past 12 month by gender, 2018





Websites and Apps used to meet Sex Partners, North Carolina 2013-2018

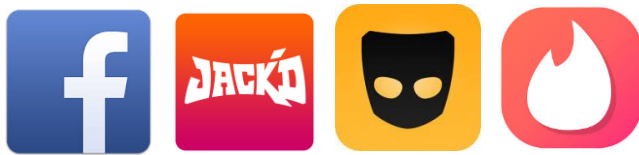
Most popular website/apps to meet sex partners varies by gender and gender of sex partners



How to use apps for communication



Design communications to work across platforms



Identify evaluation goals

- ✓ Do you want to count impressions?
- ✓ Or actions, like entering a zip code to find services?

Additional Resources

- **Building Healthy Online Communities** (<https://www.bhocpartners.org/>): Provides multiple evidence-based resources for public health professionals to conduct HIV & STD prevention activities online for men who have sex with men. Resources include online ad campaigns, messaging, and recommendations for creating an online public health presence on dating apps & websites.
- **Centers for Disease Control & Prevention (CDC) Toolkit for Internet Partner Services** (<https://www.cdc.gov/std/program/ips/default.htm>): A general resource for health departments and community based organizations to use mobile phones, the Internet, and social networking sites to find and contact people potentially exposed to HIV & STDs.