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

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

>130 different websites & apps to meet sexual partners have been reported by people newly diagnosed with HIV or syphilis since 2013

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

Proportion of Interviewed Newly Diagnosed Patients

- Grindr
- Jack'd
- Adam4Adam
- Facebook
- Craigslist
- Tinder
- Scruff
- Instagram
- PlentyofFish
- SnapChat

Proportion of Interviewed Patients

- 0%
- 5%
- 10%
- 15%
- 20%

Year at Diagnosis

2013 2014 2015 2016 2017 2018

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

How to use apps for communication

- Identify geographic priorities and reach users within a defined area
- Design communications to work across platforms
- Work with community to identify messages
- 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/lps/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.