

Hepatitis A & B Vaccination Campaign Preferences among MSM

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Cooperative Agreement No. U50/CCU423253-03

Introduction

- Men who have sex with men (MSM) are at increased risk of hepatitis A (HAV) and hepatitis B (HBV) infection and should be vaccinated.
- Vaccination has been recommended for MSM since early 1980s (HBV) and mid 1990s (HAV); however, vaccination levels in this population are still inadequate.
- As part of this cooperative agreement, we conducted formative evaluation of prior hepatitis campaigns for MSM to determine preferences, messages, and aspects of successful campaigns among a sample of online MSM.



Methods

- Three hepatitis vaccination promotional campaigns were selected by a panel of hepatitis experts for evaluation
- Participants were recruited from online baseline survey and snowball and convenience sampling techniques
- Respondents were staged for readiness to receive hepatitis vaccinations, reviewed three campaigns, and answered questions about message and campaign preferences



1. Seattle-King County Hep Squad

TWO VIRUSES:
TWO VACCINES
(Which do you want?)

TWO VACCINES
AB
CALL 205.STD

Hepatitis hurts. Get the shots.

TWO VACCINES
AB
CALL 205.STD

Everybody matters.
Everybody belongs.
Vaccine for everybody.

Hepatitis hurts.
Get the shots.

Hepatitis hurts. Get the shots.

TWO VACCINES
AB
CALL 205.STD

Vaccines make us stronger.

TWO VIRUSES
AB
CALL 205.STD

A few easy shots

OR weeks of misery

You choose.

Hepatitis hurts. Get the shots.

2. Protect Yourself from Hepatitis



National Minority AIDS Council
1931 13th Street, NW
Washington, DC 20009-4432
www.nmac.org

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protect yourself



Hepatitis B

- Hepatitis B is a liver disease caused by infection with the hepatitis B virus (HBV).
- HBV is most often spread by having sex with an infected person.
- Some people who get HBV stay infected for life and can spread HBV to others.
- There is a vaccine available to prevent infection with HBV.

Hepatitis C

- Hepatitis C is a liver disease caused by infection with the hepatitis C virus (HCV).
- HCV is spread most often through injection drug use. It can also be spread by sex, but this does not happen very often.
- Most people who get infected carry the virus for the rest of their lives. Most of these people have some liver damage, but many do not feel sick.
- Some persons may develop cirrhosis (scarring) of the liver and liver failure, which may take years to develop.
- There is NO vaccine to prevent infection with HCV.



Spread the word

The Centers for Disease Control and Prevention (CDC) recommends that men who have sex with men be vaccinated against hepatitis A and hepatitis B.

Hepatitis Facts

There are five types of viral hepatitis that have been identified. Hepatitis A, hepatitis B and hepatitis C are the types that are commonly seen in the United States.

Hepatitis A

- Hepatitis A is a liver disease caused by infection with the hepatitis A virus (HAV). HAV is spread primarily by swallowing contaminated fecal matter (poop).

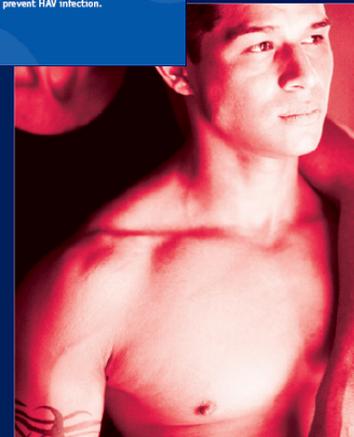
Examples of how HAV infection is spread:

- Close, personal contact with an infected person (e.g., anal rimming).
- Consuming food or water that has been contaminated by an infected person.
- There is no chronic long-term infection.
- Once persons recover from hepatitis A, they cannot get it again.
- There is a vaccine available to prevent HAV infection.



For more information:

- Ask your doctor
- Contact your local Health Department
- Call the National STD Hotline at 1-800-227-8922
- Visit www.cdc.gov/hepatitis or call 1-888-4-HEP-CDC



What if you don't feel sick?

Many people who are infected with hepatitis viruses will have no symptoms.

If symptoms do occur, they are similar for all types of hepatitis.

These symptoms can include:

- Yellowing of skin & eyes (jaundice)
- Fatigue
- Abdominal pain & bloating
- Nausea, loss of appetite
- Diarrhea
- Vomiting
- Fever

Don't gamble away your future.

What you do now could save your life.

- Get vaccinated against hepatitis A and hepatitis B.
- Limit the number of your sex partners.
- Use condoms and dental dams (latex barriers for oral sex) correctly every time you have sex.
- Wash your hands frequently with soap and water, especially after fingering, rimming, or penetrating your partner.
- The most reliable way to avoid transmission of STDs is to abstain from sexual intercourse or to be in a long term, mutually monogamous relationship with an uninfected partner.
- If a person chooses to have sexual intercourse with a partner whose infection status is unknown or who has an STD, a new condom should be used.
- Don't share items that may have blood on them such as needles, tooth brushes, or razors.

If you have hepatitis you should not drink alcohol. The risk of serious liver damage increases significantly if you continue to drink alcohol.

3. GH.com Hepatitis Resource Center



GayHealth™ Home / Sex / Hepatitis Resource Center

News

Sex

- Forum
- FAQs
- Things you can do
- Things you can catch
- Private parts
- HIV and AIDS
- Past articles

Drugs

Emotions

General Health

Image

Food & Fitness

Society

Check out Fitness!

Providers Only

Care Network

Who We Are

?

The cost of your well being? \$0 Free subscription to the

Hepatitis Resource Center

Men who have sex with men are at risk for certain types of hepatitis, most notably hepatitis A and B. Fortunately, there are now safe and effective vaccines available for hepatitis A and B.

If you're not already immune for hepatitis A and B (through vaccination or prior infection) you should consider vaccination. If you started, but never completed, a vaccination series, you can and should complete it to insure maximum protection.

Hepatitis 101

Is rimming safe? What about anal sex? People often confuse the different types of hepatitis, how they are transmitted and whether or not vaccines are available. Get the facts about hepatitis so you can take the appropriate preventative steps.

Risk Quiz

Find out if you are at risk!

Vaccination Available at Free or Low-Cost Clinics

Find a clinic near you!

Check out Fitness!

Today's Ask the Doctors

What's that tiny growth? [see more](#)

Newsletter Sign Up

see more > Hepatitis

see more > Hepatitis

see more > Important Vaccination Guide Released for Gay and

<http://www.gayhealth.com/templates/0/sex/hepatitis>

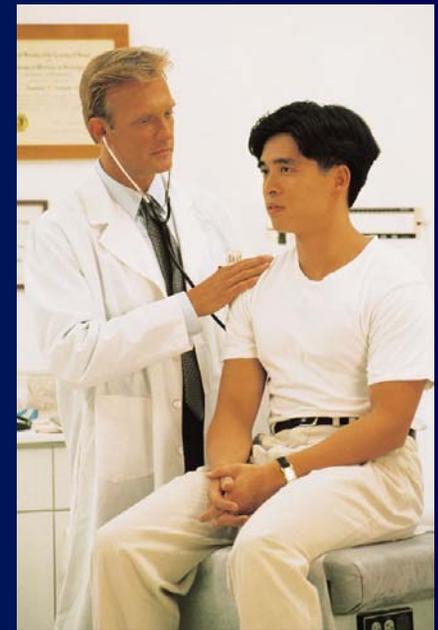
Results: Demographics (N=41)

Over half of the sample reported:

- education of college graduate or more
- living in an urban area
- Caucasian race and non-Hispanic ethnicity,
- having health insurance, a regular HCP, visiting their HCP within the last 12 months (over 70%)
- not vaccinated for hepatitis A and/or B (over 65%)

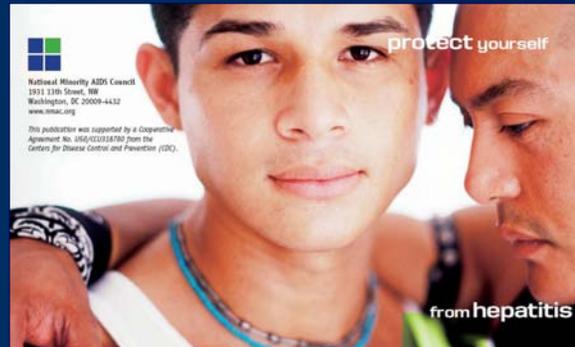
Results

- **Discuss sexual activities with HCP:** Agree (54%), Neither agree nor disagree (17%), Disagree (29%)
- **Partners met online:** None (18%), 1-4 (36%), 5-9 (15%), 10-19 (8%), 20-39 (8%), 40+ (15%)



Results: Campaigns

- 44% preferred NMAC's Protect Yourself from Hepatitis



- 32% preferred Seattle-King County Hep Squad



- 24% preferred GH.com's Hepatitis Resource Center



Protect Yourself from Hepatitis

- Memorable: 32% graphics, 27% specific messages, 15% format/layout, 7% symptoms list (and/or none), 7% minority-focused.
- Motivating aspects: 37% information itself, 12% detailed consequences of infection or “scary stats”

“Campaign #2 was more visually appealing. I felt it related more to my level. Yes, everyone likes to see hot guys together (campaign 1), but #2 depicted real images of everyday life. It was more informative but not over bearing.”

“the images were very cool and I think added to the message of each slide ”

“consumable chunks, flows well”

“It explains that you can be sick but not feel sick ”

“informative, appealing to a wide audience and giving me just enough information ”

“I liked the photos of the couples”

Hepatitis B

- Hepatitis B is a liver disease caused by infection with the hepatitis B virus (HBV).
- HBV is most often spread by having sex with an infected partner.
- Some people who get HBV stay infected for life and can spread HBV to others.
- There is a vaccine available to prevent infection with HBV.

Hepatitis C

- Hepatitis C is a liver disease caused by infection with the hepatitis C virus (HCV).
- HCV is most often spread by sharing needles.
- Most people with HCV do not feel sick.
- Some people with HCV have liver disease.
- There is no vaccine available to prevent infection with HCV.

What if you don't feel sick?

Many people who are infected with hepatitis viruses will have no symptoms.

If symptoms do occur, they are similar for all types of hepatitis. These symptoms can include:

- Fatigue
- Loss of appetite
- Nausea
- Dark urine
- Yellowing of the eyes (jaundice)
- Swelling
- Abdominal pain
- Fever
- Itching

Don't gamble away your future. What you do now could save your life.

- Get vaccinated against hepatitis A and hepatitis B.
- Limit the number of sex partners.
- Use condoms and dental dams (also barriers for oral sex) correctly every time you have sex.
- Wash your hands frequently with soap and water, especially after injecting, cleaning, or penetrating your partner.
- The most reliable way to avoid transmission of STDs is to abstain from sexual intercourse or to be in a long-term, mutually monogamous relationship with an uninfected partner.
- If a partner chooses to have sexual intercourse with a partner whose infection status is unknown or who has an STD, a new condom should be used.
- Don't share items that may have blood on them such as needles, tooth brushes, or razors.

If you have hepatitis you should not drink alcohol. The risk of cirrhosis (liver damage) increases significantly if you continue to drink alcohol.

Protect Yourself from Hepatitis

- Add: 44% “nothing”, 27% quick, catchy messages/phrases, 7% referrals, 7% more succinct, 5% personal experiences
- Dislikes: 15% graphics or colors, 12% certain men (older) weren’t reflected in images, 7% some of the messages, 5% too wordy.

“Lacked any real zingers. Catchy phrases would help.”

“[Add] a resource to get vaccinated or information on how much it might cost or how they could get it for free, if possible.”



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- If a person chooses to have sexual intercourse with a partner whose infection status is unknown or who has an STD, a new condom should be used.
- Don't share items that may have blood on them such as needles, tooth brushes, or razors.

If you have hepatitis you should not drink alcohol. The risk of cirrhosis and cancer increases significantly if you continue to drink alcohol.

Seattle-King County Hep Squad

- Memorable: 61% graphics, 24% specific message, 12% A+B logo on arm/notecards, 5% colors.
- Motivating aspects: 17% specific messages, 12% images of those susceptible

“The attractive guys and playfull format.”

“the one with the comment that if you get the vaccine, you can forget about hep A & B”

“it made me feel, like HIV testing, it is my duty”

“knowing these young men are subject to hepatitis exposure, it makes me want to get the vaccin.”

“cute men get hep too”

“visual images - cute, sexy men”

“the message was clear and simple.



Seattle-King County Hep Squad

- Add: 54% more information was needed, 17% more representative images of MSM (Latino, Asian, older, non-model types), 10% referrals, 7% less focus on sexual nature and “pretty men”
- 12 men (29%) campaign did not reach them at an individual level because it left out...

“There wasn't a whole lot of information; some of my questions were unanswered.”

“didn't seem as informative as it could have been”

“Thought it must be a GAP or Calvin Klein ad”

“men looked a little too perfect – unrealistic”



GH.com Hepatitis Resource Center

- Memorable: 34% information provided, 20% nothing, 15% risk quiz, 10% personal story about living with hepatitis
- Motivating aspects: 22% risk quiz, 22% *not* motivating, 20% specific messages or info, 7% links to local clinics

“lots of words hyperlinked, basic questions answered in straightforward language, learned about other things at the same time”

“realistic questions (is rimming safe?)”

“it talks specifically about sex and how you can catch hep”

“I also felt like it was speaking to other areas of the MSM community. ”

“Just presented the information in an easy to use straightforward way. Easy to find what I might be looking for. ”

The screenshot shows the 'Hepatitis Resource Center' page on GayHealth.com. The page features a navigation menu on the left with categories like News, Sex, Forum, FAQs, Things you can do, Private parts, HIV and AIDS, and Past articles. The main content area includes a 'Hepatitis Resource Center' header with a photo of two men, followed by an introductory paragraph about hepatitis A and B. Below this are sections for 'Hepatitis 101', 'Risk Quiz', and 'Vaccination Available at Free or Low-Cost Clinics'. A sidebar on the right contains a 'Check out Fitness!' button and a 'Today's Ask the Doctors' section. The bottom of the page has a yellow box with text about the cost of well-being and a free subscription offer.

GH.com Hepatitis Resource Center

- Add: 22% more graphics, 15% concise, central message (on homepage), 10% better referral info, 34% nothing
- Dislikes: 27% difficult to navigate/too many clicks, 24% graphics (or lack thereof), 15% aspects of messages/content, 10% too many ads on pages.

“something emotional, something central, something that just leaps out at you – it is very plain”

“have basic/general info on front page to draw interest, then navigate to other areas.”

“it’s kinda blah”

“could have had more photos”

“not the most intuitive layout. Repetitive links/articles”

The screenshot shows the homepage of the GayHealth.com Hepatitis Resource Center. The layout is cluttered with multiple columns of text and links. At the top, there's a navigation bar with 'Home / Sex / Hepatitis Resource Center'. Below this, a large header features a photo of two men and the title 'Hepatitis Resource Center'. The main content area is divided into several sections: 'News' with sub-links like 'Sex', 'Forum', 'FAQs', 'Things you can do', 'Things you can catch', 'Private parts', 'HIV and AIDS', and 'Feet articles'; 'Drugs'; 'Emotions'; 'General Health'; 'Image'; 'Food & Fitness'; 'Society'; 'Check out Fitness!'; 'Providers Only'; 'Care Network'; and 'Who We Are'. A prominent article titled 'Hepatitis 101' is featured, discussing the risks for men who have sex with men and the availability of vaccines. Below this, there are sections for 'Risk Quiz', 'Vaccination Available at Free or Low-Cost Clinics', and 'Important Vaccination Guide Released for Gay and...'. The page is filled with repetitive links and text, such as 'see more' and 'Check out Fitness!', which aligns with the feedback provided in the text.

Suggested Campaign Placement

MANHUNT.net
over 11,204 men online NOW!

FREE quick search
search for guys in:
country: United States
state: New York
age: 21 - 35

take the tour
Join for FREE!
view member profiles with hot photos
post your own FREE profile
instant message and email members
hook up with local guys

already a member?
screen name
password
Forgot Login Info

Customer Service

All photos and images are of men at least 18 years of age. All members have voluntarily represented to us that they are 18 years of age or older. Photos are posted by members and posted solely for the purpose of meeting other men.

27%

as part of your combination regimen **Just once a day!**

GayHealth

2005 LGBT Health Survey!
It's all about you...

ASK THE DOCTOR
What's that tiny growth?
Can we still baraback, doc?
Just say 'no' to enemies
Don't ignore anal fun!

CURRENT NEWS
Health care victory for HIVers
HIV: couple conquers stigma
Time: More gay teens come out

CURRENT FEATURES
Study: New vaccine blocks HPV
Dr. Husna Baksh Honored
Send Wows GLMA Conference

Take a survey
The GayHealth.com sports health news Update.

12%

GAY.COM

HOME CHATBELLS PERSONALS CHAT YELLOW PAGES SHOPPING MOBILE

Choose your country site

Sign in to your account
Member name
Password
Login
Save my member name (Forget your password?)

Find out about special offers -- update your e-mail address. >>

21,183 people online now
Enter zip code See who's online

Meet Our Members

9 in 10 LGBT students harassed

Andrew Mark You?

54%

PlanetOut.com

Topics: People, Personals, My Planet, Shopping, Entertainment, News, Travel

PlanetOutToday October 12, 2005

9 in 10 gay students harassed
Pick the WB's hottest hunk
Travel: Smash down the slopes
Poll: "don't ask, you tell" gay voice at millions here!

Personals Quick Search
I'm looking for: Man Woman
Who lives within of this Zip code
rooms search options

Featured profile: blukoufas
"Just looking for a relationship at this point in my life."

Quick links
Celebs
Judy gay gossip

17%

m4m-WORLD.com

Real Men, Real Sex, Right Now
...and there are 5,595 Men Online and Looking!!

GUEST ENTRANCE
Joining takes as little as 60 seconds. Your completed ad gains you immediate FREE access.

Site Features
M4M WORKS! Its one purpose is to provide you hookups with other local men.

Every member describes sexual tastes and has 1-5 photos
M4M worksheet All online photos posted on a single page
Search by neighborhood, top hunkers, or for those looking now
IM chat, email and mobile text messaging available
M4M Mobile: Get mail, view profiles and reply via cell phone
Make a Date: Plan in advance. You pick date time for hook up.
Personalized BlackBook, Buddy lists, special events

12%

Messages

- Stages of Change Background
- Culled top ten messages from three campaigns
- Questions asked to determine best messages to move a person from one stage to the next:
 - e.g., to move a person from Pre-contemplation to Contemplation (PC-C), participants were asked, “Which message would be most likely to motivate someone to begin *thinking* about getting vaccinated?”
 - Contemplation to Preparation: “Which message would be most likely to motivate someone to *make* a vaccination appointment?”

Top Messages and Corresponding Stage(s)

- Men who have sex with men (MSM) are at increased risk for hepatitis A and hepatitis B. (PC-C)
- Hepatitis A virus is spread by putting something in the mouth (e.g., food, water) that has been contaminated with the feces (poop) of a person with hepatitis A. It can also be spread through oral-anal sex (rimming). (PC-C)
- It is recommended that all men who have sex with men (MSM) get vaccinated against both hepatitis A and hepatitis B. (PC-C, C-P)
- Some people who get hepatitis B remain infected for life and can pass it to others, even without symptoms. (PC-C, C-P)
- Hepatitis B can have very serious long-term health consequences like liver cancer or even death. (PC-C, C-P)
- There are safe and effective vaccines for hepatitis A (2 shots) and hepatitis B (usually 3 shots) or a combination vaccine (3 shots). (C-P, P-A)
- The vaccines work – but only if you get them before you are exposed to the virus. (C-P, P-A, A-M)

Conclusions

- The electronic survey methodology was effective for collecting qualitative data from MSM regarding HAV and HBV vaccinations.
- The unsolicited positive feedback from participants was unexpected and unique compared to similar activities conducted with other populations.
- A comprehensive Web-based intervention is needed for this online population.
- ****In general**, campaigns need to include an appropriate balance of easily accessible text in a simple format and eye-catching, diverse graphics.

"This is one of the best surveys that I have taken. It is particularly relevant to the gay community and MSMs."

"Thanks... this survey made me more aware of the hepatitis!"

**"Thank you for letting me participate. I hope I helped. I'm going to get vaccinated now.
TAKE CARE AND
GOOD LUCK!!!!!!!!!"**

Implications

Interventions (regardless of medium) should emphasize concise, central messages including:

- MSM's increased risk for HAV and HBV;
- Modes of transmission and vaccination availability by hepatitis type;
- Consequences (e.g., liver cancer);
- List of symptoms (and that there may be none);
and,
- Clear, proactive messages about vaccination with direct referrals (e.g., www.hepclinics.com).

Implications

Interventions developed for the Internet should include:

- Simple, intuitive navigation (not too many clicks from homepage);
- Minimal advertisements on pages to avoid distracting or interfering (if pop-ups) with messages of the campaign; and,
- Interactive features such as risk quiz.

Next Steps...

- Design, test, and pilot comprehensive hepatitis prevention campaign
- Evaluate effectiveness of campaign and adjust accordingly
- Design effective dissemination strategy & disseminate campaign results

Limitations and Acknowledgements

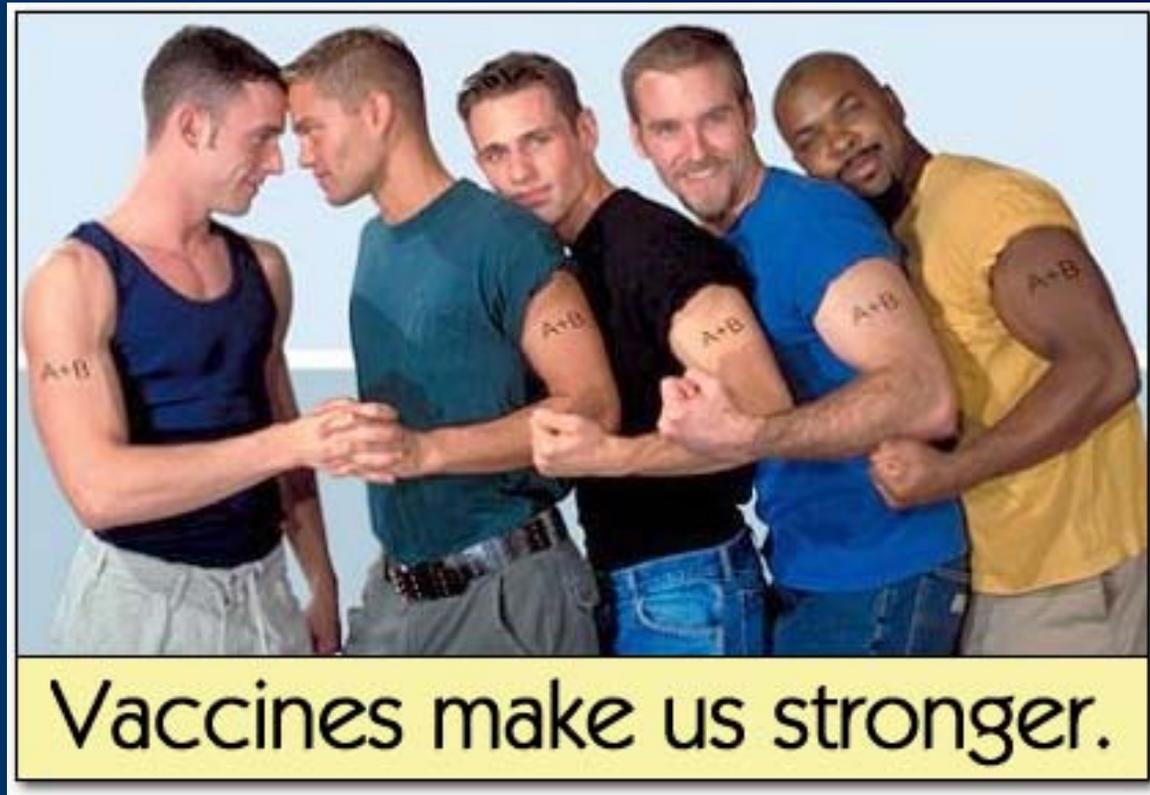
Limitations:

- Small sample size of participants self-reported data
- Not known how, if at all, these participants differ from online MSM who did not participate
- Cross sectional design

Acknowledgements:

- CDC's Division of Viral Hepatitis
- GH.com Partners
- National Expert Advisory Panel
- Participants

Thank you...



From Seattle-King County Campaign

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