



**HPTN**

HIV Prevention  
Trials Network

# Online Recruitment Strategies

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**The George Washington University  
Washington, DC, USA**

# Summary

- Previous, current, and upcoming studies at GWU
- Recruitment populations
- Apps and websites
- Creating an account
- Examples of online recruitment materials

## Completed HPTN Studies at GW

- HPTN 061
  - *To determine the feasibility and acceptability of a multi-component intervention for Black MSM, including peer health system navigation (N=227 in DC)*
- HPTN 064
  - *To determine the feasibility of estimating HIV incidence in women at risk for HIV and evaluate feasibility of enrolling/following cohort of women (N=210 in DC)*
- HPTN 069
  - *Phase II study of safety and tolerability of maraviroc as PrEP (N=70 in DC)*
- HPTN 073
  - *Truvada as PrEP + C4 counseling among black MSM (N=75 in DC)*

## Ongoing and new HPTN Studies at GW

- HPTN 077
  - *Early Phase II study of safety and tolerability of long acting injectable PrEP using GSK744LA (N=23 in DC, follow up ongoing)*
- HPTN 085
  - *A phase 2b study of VRC01 in reducing acquisition of HIV-1 infection among men and transgender persons who have sex with men (just re-opened!)*
- HPTN 083
  - *Phase study of injectable cabotegravir in reducing acquisition of HIV-1 infection among men and transgender persons who have sex with men (just opened!)*

## Other studies being conducted in our public health research clinic

- Telemedicine for transgender women of color
- Overcoming structural barriers to HIV prevention utilization by Black MSM
- Sexual violence / biomarkers in pre- and post menopausal women
- Molecular epidemiology
- Survey research
- Culturally-tailored PrEP resource center for young Black MSM



# Recruitment Populations

- Low risk individuals
- High risk individuals
- MSM
- Black MSM
- Transgender Individuals
- Adolescents



# ONLINE RECRUITMENT APPS AND WEBSITES



# Creating An Account

- Create an account as a general user
  - Valid email address
  - Username
  - Password
  - Sex, Age, Ethnicity, Interests, etc.
- Create an account profile based on the population in which you're focusing
- Use IRB approved photo for profile picture



# IRB APPROVED “GIVE PrEP A SHOT” ONLINE RECRUITMENT FLYERS

**HPTN 083**  
an HIV prevention clinical trial

**Give PrEP a Shot!**  
Learn more about HPTN 083, a research study comparing the effectiveness of injections and oral tablets to prevent HIV.

GIVEPREPASHOT.ORG

**ARE YOU:**

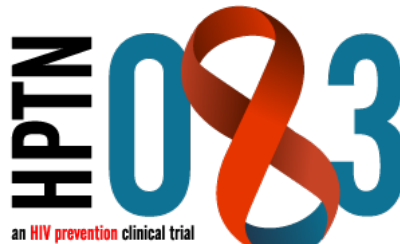
- HIV negative,
- A man (assigned male gender at birth), or a transgender woman, who has sex with men,
- Age 18 or older, and
- Able to attend study visits where this study is being conducted?

**YOU MAY BE ELIGIBLE FOR A RESEARCH STUDY THAT FEATURES:**

- Free and confidential HIV/STI testing,
- Free counseling and referrals, and
- Compensation for study procedures

**HPTN**  
HIV Prevention  
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This HIV prevention research study is funded by the U.S. National Institutes of Health (NIH) through the HIV Prevention Trials Network (HPTN).



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# IRB APPROVED “AMP STUDY” ONLINE RECRUITMENT FLYERS



**AMP**  
WWW.AMPSTUDY.ORG

**TURN UP**  
THE VOLUME ON HIV PREVENTION!

WANT TO HELP US FIGHT HIV?

We're looking for 18-50 year old HIV-negative men and transgender individuals who have sex with men for an HIV prevention study.

You CANNOT get HIV from participating in the study, and you will be compensated for your time.

Contact The George Washington University to learn more:

**(202) 652-4709**

THE GEORGE WASHINGTON UNIVERSITY  
WASHINGTON, DC



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# The AMP Study (HPTN 085) Recruitment Scripts



## Short social media (e.g., Facebook, twitter, craigslist, grindr, jack'd, etc.) script and print media with MSM and Transgender individuals specified

- Are you interested in helping to end the HIV epidemic? We are conducting a NIH funded study of broadly neutralizing antibodies that may one day help stop the spread of HIV. We are looking for HIV-negative men and transgender individuals who have sex with men. Eligible participants may be able to receive up to **\$2,400** over 2 years. If you or anyone you know might be interested in participating, please call 202 652 4709 or email [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)

## Shorter social media (e.g., Facebook, twitter, craigslist, grinder, etc.) script and print media

- Help prevent HIV! Join The AMP Study. Eligible participants may receive up to \$2,400 over 2 years. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)

## Shorter social media (e.g., Facebook, twitter, craigslist, grindr, jack'd, etc.) script and print media

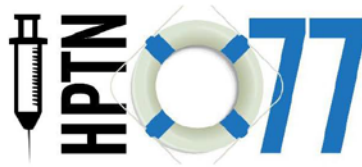
- Are you a man or transgender individual who has sex with men? Join the AMP Study. Participants may receive up to \$2,400 over 2 years. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)
- Get AMPed to help stop HIV! Participants may receive up to \$2,400 over 2 years. Interested? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)
- Join the AMP Study & test a broadly neutralizing antibody to prevent HIV. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)





# HPTN 077 Online Recruitment Flyers

**YOU CAN HELP  
PREVENT HIV!**



The George Washington University is conducting a NIH-funded study testing the safety and tolerability of a new non-vaccine injectable drug that may one day be able to prevent the spread of HIV.

Low risk, HIV-negative persons ages 18 to 65 may be eligible to receive up to \$1,175 for participating in a two year study



**To learn more and to see if you are eligible**  
call (202) 652-4709 | email [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)

\*\*local-only recruitment language and fliers created after consulting with GWU Community Advisory Board members.

## **YOU CAN HELP PREVENT HIV!**

Low risk, HIV-negative persons ages 18 to 65 may be eligible to receive up to \$1,175 for participating in a two year study. HPTN 077 [http://hotn.org/research\\_studies.asp](http://hotn.org/research_studies.asp)



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# HPTN 077 Recruitment Scripts

## **Short social media (e.g., facebook, twitter, , craigslist, grinder, etc.) script and print media with low risk specified**

- Are you interested in helping to end the HIV epidemic? We are conducting a new NIH funded study of injectable medications that may one day help stop the spread of HIV and we are looking for a few HIV-negative, low risk, and healthy individuals. Eligible participants may be able to receive up to \$1,175 over 2 years. If you or anyone you know might be interested in participating, please call 202 652 4709 or email [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)


## **Shorter social media (e.g., facebook, twitter, craigslist, grinder, etc.) script and print media**

- Help prevent HIV! Join HPTN 077. Eligible participants may receive up to \$1,175 over 2 years. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)

## **Shorter social media (e.g., facebook, twitter, craigslist, grinder, etc.) script and print media**

- Are you at low risk for HIV? Join HPTN 077. Participants may receive up to \$1,175 over 2 years. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)
- HPTN 077 to help stop HIV. Participants may receive up to \$1,175 over 2 years. Interested? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)
- Are you at low risk for HIV? Join HPTN 077 & test an injectable medication to prevent HIV. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)
- Join HPTN 077 & test a non-vaccine injectable medication to prevent HIV. Interested in participating? [gwuphc@gwu.edu](mailto:gwuphc@gwu.edu)

# HPTN 073 ONLINE RECRUITMENT FLYERS



**MY LIFE  
MY HEALTH  
MY CHOICE**

Learn more about a research project that may help protect you and your community. 

**MY LIFE // MY HEALTH // MY CHOICE**

**ARE YOU:**

- HIV negative or HIV status unknown,
- Black, Caribbean Black, or a multi-ethnic Black,
- A man who has sex with other men,
- Age 18 or older, and
- Living in one of the three areas where the project is being conducted?

**YOU MAY BE ELIGIBLE FOR A RESEARCH PROJECT THAT FEATURES:**


- Free and confidential HIV/STI testing,
- Free counseling and referrals, and
- Compensation up to \$250.00.

For more information contact one of the research locations listed below. They can answer your questions and let you know if you may be eligible.


**Chapel Hill, Durham, and Raleigh, NC**  
877-643-9040  
[www.med.unc.edu/infdis/actu](http://www.med.unc.edu/infdis/actu)


**Los Angeles, CA**  
866-449-UCLA [8252]  
323-461-3106  
[uclavsc@mc.cnet.ucla.edu](mailto:uclavsc@mc.cnet.ucla.edu)

**Washington, DC**  
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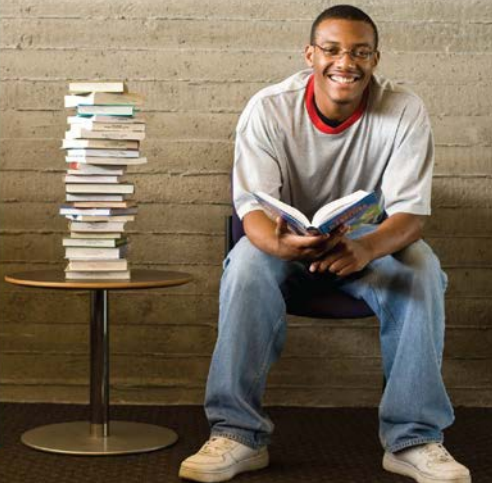
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# ACKNOWLEDGEMENTS

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