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Increasing HIV Testing Among Sexual and Gender Expansive Men in Kazakhstan: A Stepped-Wedge Randomized Trial of a Community-Level Intervention

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KEY POINTS

Question: Does the *PRIDE in HIV Care* intervention exert a community effect of increasing HIV testing among men who have sex with men (MSM) and transgender and nonbinary people who have sex with men (TSM) in Kazakhstan?

Findings: We employed a stepped-wedge, cluster-randomized controlled trial among three cities in Kazakhstan. There was a statistically significant increase in odds of recent HIV testing for every additional month the intervention was implemented in a respondent's city.

Meaning: The intervention increased HIV testing among MSM and TSM in Kazakhstan who had not directly received the intervention, providing support for a community-wide impact.

ABSTRACT

Importance: HIV transmission in Kazakhstan has increased among men who have sex with men (MSM) and transgender and nonbinary people who have sex with men (TSM), driven by low HIV testing rates.

Objective: To determine if the *PRIDE in HIV Care* intervention had a community effect of increasing HIV testing among MSM and TSM in Kazakhstan.

Design: We employed a stepped-wedge, cluster-randomized controlled trial with MSM and TSM community members recruited from three cities in Kazakhstan: Almaty, Astana, and Shymkent. We collected serial cross-sectional data where community members completed one assessment between 21 August 2018, and 30 March 2022.

Setting: We collected data from 629 MSM and TSM among the study cities. Community respondents were recruited from real-world (e.g., NGOs, bars, clubs) or virtual sites (e.g., social media, apps) where MSM and TSM in each of the three cities were known to frequent.

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Participants: Eligibility criteria for community respondents were: $(1) \ge 18$ years old; (2) identifying as male at any point in life or being assigned male at birth; (3) having consensual sex with another man in the past 12 months; (4) engaging in binge drinking (i.e., ≥ 5 drinks in a 2 hour period), illicit use of drugs, or both in the past 90 days; and (5) residing in one of the three study cities.

Intervention: The *PRIDE in HIV Care* intervention is a theory-driven "crowdsourcing and peeractuated network intervention" designed to amplify community members' successes and resilience via "influencers" who can strengthen and impart benefit to their networks and community.

Main outcome measures: Received an HIV test in the prior six months.

Results: There was a statistically significant increase in odds of recent HIV testing for every additional month the intervention was implemented in a respondent's city (AOR=1.08, 95% CI=1.05-1.12; p<.001).

Conclusions: The *PRIDE in HIV Care* intervention appears to be efficacious in enacting a community wide increase—i.e., promoted HIV testing among those who did not go through the intervention itself—in HIV testing among MSM and TSM.

Trial Registration: This trial is registered with clinicaltrials.gov (NCT02786615).
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Keywords: men who have sex with men, sexual and gender minorities, Kazakhstan, HIV, HIV testing, crowdsourcing, social marketing, social networks

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INTRODUCTION

2	Public health efforts to end the HIV epidemic have successfully reduced HIV incidence
3	and improved HIV care outcomes across many national contexts. In Kazakhstan, however, HIV
4	incidence has increased 88% from 2010 to 2021-the 7th highest increase in the world-and the
5	number of people living with HIV more than doubled. ^{1,2} This trend is accelerated among gay,
6	bisexual, and other men who have sex with men (MSM), who experienced an increase in
7	prevalence from 1.2% in 2013 ³ to 6.5% in 2020. ¹ Additional studies suggest higher prevalence
8	among some sub-groups of MSM and transgender and nonbinary people who have sex with men
9	(TSM), ^{4–6} such as those who use substances and/or engage in binge drinking (15.6%). ⁶ In 2019,
10	it was estimated that only 30% of MSM living with HIV knew their status, ⁷ signaling a great
11	need to increase HIV testing.
12	MSM and TSM in Kazakhstan face significant barriers to HIV testing and engagement in

the HIV care continuum. Evidence suggests that HIV stigma as well as stigma arising from
 homophobia and transphobia are pervasive and impede access to care.^{6,8–13} Resultant internalized
 homophobia and transphobia compromise psychosocial wellbeing and have been associated with
 lower rates of HIV testing among MSM and TSM in Kazakhstan.^{6,8,14}

Despite the demonstrated need, evidence-based HIV preventive interventions involving MSM and TSM in Kazakhstan are scarce. To address this gap, we developed and tested an intervention for increasing the number of MSM and TSM engaged in the HIV care continuum in Kazakhstan. We built upon more than two decades of evidence-based social network interventions,¹⁵ demonstrating their flexibility and utility in disseminating HIV information among peers and leveraging social support to improve HIV outcomes. Given the longstanding oppression and marginalization of MSM and TSM in Kazakhstan, we buttressed the peer

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24	influence and social network approach with community empowerment. ¹⁶ In particular, viewing
25	MSM and TSM as experts and catalysts of change, we utilized crowdsourcing, the process of
26	engaging the public to develop and share solutions. ^{17,18} Finally, we drew upon social marketing
27	principles and practices ^{19–27} to optimize promotion reach and impact within networks.
28	Synthesizing across these approaches, we conceptualized and developed the Peer Reach
29	and Influencer-Driven Engagement in the HIV Care Continuum (PRIDE in HIV Care)
30	intervention as a crowdsourcing and peer-actuated network intervention. We then employed a
31	stepped-wedge randomized clinical trial that utilized a serial cross-sectional data collection and
32	analysis to test its efficacy on increasing broader community-wide HIV testing. Specifically, we
33	hypothesized that the odds of MSM and TSM community members (who were not directly
34	participating in the intervention) having a recent HIV test would increase after the
35	implementation of the intervention in their city of residence.

36 METHODS

37 Trial Design

This study was an open-label stepped-wedge randomized trial focused on a target 38 population of MSM and TSM in Kazakhstan engaged in substance use; the trial period covered 39 21 August 2018 to 30 March 2022. Because the social networks of individuals are not known in 40 advance—hence cannot be reliably assigned to a single experimental condition—and the peer 41 influence mechanism can exert an influence over some geographical distance, we utilized a 42 design in which experimental control and random assignment were performed at the city level in 43 three geographically disparate cities: Almaty, Astana, and Shymkent. These cities were chosen 44 based on (1) being among the cities with the highest prevalence and incidence of HIV in the 45 country, and (2) having physical and digital infrastructures to access MSM and TSM residing 46

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there.²⁸ Figure 1 presents a CONSORT diagram depicting the major aspects of trial design and performance. The trial began with a 6-month "pre-implementation" period in which all cities had no intervention delivered/available. Study steps were planned to be six months in duration, with intervention delivery beginning in one new city each subsequent step until the intervention was delivered/available in all three cities (total of 18 months). Data collection and analysis utilized a serial cross-sectional design; all respondents were unique individuals.

Two unexpected changes to the trial design occurred due to the COVID-19 pandemic. 53 First, COVID-19 emergence and transmission mitigation measures resulted in a loss of 54 recruitment time and, consequently, a lower-than-targeted sample size. Second, intervention 55 delivery shifted from an in-person, group-based modality to a remotely delivered, individual 56 modality. The pause began in March 2020, initially involving a halt in participant-facing study 57 activities, while intervention delivery protocols were revised to be conducted remotely (e.g., via 58 internet or digital telecommunications apps); the study's Institutional Review Boards (IRBs) 59 approved remote intervention delivery in December 2020. In-person activities, specifically the 60 main assessment—hence enrollment—were allowed to recommence in November 2021. 61

62 Intervention

The *PRIDE in HIV Care* intervention was a novel crowdsourcing and peer-actuated network intervention designed to promote engagement in the HIV care continuum among MSM and TSM in the community. The intervention drew upon Social Cognitive Theory (SCT)²⁹, social marketing principles,¹⁹ and adult learning theories³⁰ to focus on facilitating intervention recipients become "influencers" for HIV testing and treatment among MSM and TSM community members.

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69	Figure 2 presents the formal logic model for the intervention. Activities were specifically
70	designed to target intervention mediators and key clinical processes (e.g., attendance motivation,
71	safety). For instance, crowdsourcing prompted intervention recipients to share strategies for
72	effectively engaging in the HIV care continuum, including identifying MSM/TSM-friendly
73	providers, coping with stigma, and fostering or maintaining motivation for testing. Intervention
74	activities also encouraged recipients to use contemporary digital marketing approaches (e.g.,
75	influencer marketing, viral marketing) in social marketing. To aid in the application of social
76	marketing concepts, the intervention had recipients consider the following (with example
77	prompts):
78	• Behavior (What is the desired behavior? e.g., getting an HIV test)
79	• Location (Where might the behavior be performed?)
80	• Audience (Who are you targeting?)
81	• Strategy (How will you promote the behavior? e.g., tone of messaging)
82	• Tools (What do you need to execute your marketing strategy? e.g., social media account).
83	Prior to the COVID-19 study interruption, the intervention was delivered as a single one-
84	on-one orientation session followed by four facilitator-led group sessions. During the COVID-19
85	study pause, the intervention was adapted to be delivered remotely in a one-on-one fashion. This
86	allowed the study to resume in accordance with COVID-19 mitigation measures/requirements.
87	The adaptation method to ensure rigor and reproducibility have been published previously. ³¹
88	Figure 3 presents representative examples of materials developed (i.e., crowdsourced)
89	and used by intervention recipients during the trial to influence and assist MSM and TSM
90	community members in their city to engage in HIV testing, prevention, and care.

91 Community Respondents

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92	We underscore that the intervention was primarily designed to exert an impact in the
93	community rather than spur individual change among intervention recipients. Thus, we assess
94	primary outcomes among community respondents who were not involved in the intervention at
95	the time of assessment.
96	Starting six months before the trial, research staff recruited community respondents at
97	real-world (e.g., NGOs, bars, clubs) and virtual (e.g., Instagram, Grindr) sites where MSM and
98	TSM were known to frequent. ²⁸ Respondents also referred people from their social networks to
99	the study team as potential respondents.
100	Eligibility criteria for community respondents were based on self-report and included: (1)
101	\geq 18 years old; (2) identifying as male at any point in life or assigned male at birth (AMAB); (3)
102	having consensual sex with another man in the past 12 months; (4) engaging in binge drinking
103	(i.e., \geq 5 drinks in a 2 hour period), illicit use of drugs, or both in the past 90 days; and (5)
104	residing in one of the three study cities. Individuals were excluded if language and/or cognitive
105	abilities prohibited providing informed consent. Eligibility was determined via a brief computer-
106	assisted structured interview (CASI) administered by a trained interviewer.

107 **Randomization**

Six months prior to the start of the trial, the investigative team used a computerized
 random number generator to determine the order in which cities would enter the implementation
 phase in the stepped-wedge design. Respondents were not informed about the implementation
 status of their city at the time of data collection.

112 Data Collection and Measurement

Data collection followed a serial cross-sectional design. Each respondent completed a survey at a single timepoint administered in Kazakh or Russian (at the preference of the

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respondent) by trained interviewers. The survey consisted of questionnaires used in prior studies 115 focused on HIV and/or substance use by the investigative team, including studies with MSM.³² 116 Primary Outcome 117 Respondents reported if they ever had an HIV test (prior to this study) and the time 118 (month and year) of their most recent HIV test. For the primary outcome of this study, 119 respondents who had received an HIV test in the past six months were coded 1=yes, 0=no. 120 *Covariates* 121 Sociodemographic data included age, sex assigned at birth, current gender identity, 122 sexual orientation, marital status, employment, and monthly income. 123 Respondents self-reported lifetime binge drinking and use of marijuana/cannabinoids, 124 heroin/opioids, stimulants, cocaine, hallucinogens or psychedelics, inhalants, and club drugs. If a 125 respondent indicated lifetime use, they were asked about recent use (i.e., in the past 90 days). 126 Biological assays for HIV and STIs were conducted immediately after the survey. 127 Community respondents self-collected urine and rectal swab specimens, which were shipped to 128 certified laboratories in each city for testing of Chlamydia trachomatis and Neisseria gonorrhea 129 (AmpliSense molecular/DNA amplification assay). Finger prick blood samples were used for 130 syphilis testing (Alere Determine Syphilis TP rapid screening test). For respondents with reactive 131 results, venous blood was collected for confirmatory testing using a non-treponemal test (test of 132 Venereal Diseases Research Laboratory [VDRL]) and a second treponemal test (Treponema 133 pallidum particles agglutination [TPHA]) when needed. The study also provided HIV testing, but 134 the study-provided HIV test was excluded from the analysis approach for the primary outcome of 135 recent HIV testing. 136

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137 Statistical Methods

138 *Primary Outcome*

139	The primary outcome for the study was recent HIV testing (i.e., receiving an HIV test in
140	\leq six months). Respondents were instructed to not consider the study-provided HIV test. As
141	noted earlier, the intervention was designed to make an impact on engagement in the HIV care
142	continuum among MSM and TSM in the community (as opposed to increasing such behaviors
143	among intervention recipients themselves). Thus, efficacy analyses focused on HIV testing
144	behavior prior to a respondent being able receive the intervention to become an HIV care
145	continuum influencer.

146 Sample Size

Power analyses based on the original study design predicted that 1,000 participants would provide 80% statistical power for the step in the HIV care continuum having the hardest-todetect outcome, which was ART adherence among those living with HIV. The unavoidable pause in study activities due to COVID-19 resulted in a loss of about a third of the planned recruitment time. We enrolled 629 participants, which was proportionate of the actual vs. planned recruitment time; this was still adequately powered for HIV testing but not for the other points in the HIV care continuum.

154 Inferential hypothesis testing

For the main analysis, we used a Generalized Linear Model with a logit link function to test the hypothesis that the primary outcome of recent HIV testing would increase as a function of time (measured in months) since the intervention began to be implemented in a respondent's city. Models accounted for clustering within cities using random slopes and intercepts. To

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159	account for secular trends, the initial model included time-in-months from start of study as a
160	constant, and time-in-months since the intervention was implemented in the respondent's city at
161	the time of data collection from the respondent (for periods before intervention implementation
162	in a city, the value of this variable was set to zero). This "bent stick" model has been used in
163	prior efficacy tests of stepped-wedge randomized trials. ³³ The final model added covariance
164	adjustment for self-reported sociodemographics, recent binge drinking and illicit use of drugs,
165	and STI status (independently for Chlamydia, Gonorrhea, Syphilis) determined via biological
166	assay.

Post hoc analyses were conducted using the same analytic approach described above to (1) restrict data to the period before COVID-19 and, hence, before the change of the intervention delivery to the remote modality; and (2) gain preliminary insight into the impact of the substance use criterion on the generalizability of the sample/findings.

171 **Research Ethics and Review**

All respondents provided informed consent at the start of screening and assessment visits. Respondents were compensated with gift cards with 2000 and 6000 Kazakhstan Tenge (~\$5 and ~\$15USD) for completion of the screening and main assessment respectively. All study procedures were approved by the Institutional Review Boards at Columbia University and Kazakhstan National University.

177 **RESULTS**

We conducted 1062 screening interviews across the three cities (*n*=437, 330, and 295 in Almaty, Astana, and Shymkent respectively). Overall, 648 individuals screened eligible for the study (Figure 1). We enrolled 629 (97%) of study-eligible individuals, which constitutes the analytic sample for the primary outcome hypothesis testing.

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182	There were significant differences for most of the sociodemographic characteristics by
183	city (Table 1). Shymkent had the highest proportion of participants who preferred to
184	communicate in Kazakh, were transgender, bisexual/pansexual/etc., married, did not complete a
185	high school education, and employed part-time or unemployed.
186	Among this sample, 254 (40%) reported having received an HIV test in the past six
187	months. These testing rates differed significantly ($p < 001$) by city, with 112 (46%), 91 (47%), and
188	51 (27%) of the participants from Almaty, Astana, and Shymkent respectively who underwent
189	HIV testing in the prior six months.
190	Efficacy Outcomes
191	Results from the primary outcome analyses (Table 2) indicate a statistically significant
192	increase in odds of recent HIV testing for every additional month the intervention was
193	implemented in a respondent's city (AOR=1.08, 95% CI=1.05-1.12; p<.001) and this offsets the
194	statistically significant estimated negative trend over time in HIV testing (AOR=0.95, 95%
195	CI=0.93-0.97; p <.001). These relationships remain significant and within their 95% CIs with
196	covariance adjustment for sociodemographic factors, substance use behaviors, and STI status.
197	Ancillary analyses

We conducted an ancillary analysis restricting data to those collected pre-COVID-19; the statistical significance remained unchanged. As an exploratory analysis regarding the impact of the substance use eligibility criterion, we analyzed screening data for MSM and TSM regardless of the substance use criterion (i.e., including MSM or TSM who did not engage in binge drinking nor illicit drug use in the past 90 days) but met all the other eligibility criteria, albeit with covariance adjustment with the variables available at screening (age, income, sexual orientation, being cisgender, marital status, preferred language, employment, and recent binge drinking and

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205	illicit use of drugs); the odds of having a recent HIV test among this larger sample (N=849) of
206	MSM and TSM for each month the intervention was implemented in the respondent's city was
207	statistically significant in a beneficial direction (AOR=1.08, 95% CI=1.06-1.10; p<.001); this
208	effect size offsets the statistically significant negative trend over time in HIV testing (AOR=0.96,
209	<i>95% CI</i> =0.95-0.96; <i>p</i> <.001).

210 **DISCUSSION**

Results support *PRIDE in HIV Care* as an efficacious behavioral intervention that can increase HIV testing among MSM and TSM communities in Kazakhstan. Of note and particular value, the intervention was designed and assessed to have a community-level effect: *PRIDE in HIV Care* can prompt behavior change among individuals who never directly received the intervention.

The intervention was designed such that intervention effects would diffuse out through a 216 recipient's social networks. The stepped-wedge randomized trial design accommodated for 217 social networks within a city. It has limited ability to control for secular and external events that 218 exert non-linear temporal trends. Contamination across cities is still possible, especially given 219 digital social media which can have a wide geographical reach. Yet the use of three 220 socioeconomically varied cities geographically dispersed across the country is a strength. The 221 COVID-19-driven pause resulted in several unavoidable changes: a decrease in sample size and 222 loss of statistical power to detect secondary outcomes (e.g., receiving ART, achieving viral 223 suppression); and intervention delivery modality being confounded with time (i.e., all 224 intervention delivery starting in January 2021 was remote). However, even with the smaller-225 than-planned sample size, we believe this is still considerably the largest sample of MSM and 226 TSM in Kazakhstan reported in the behavioral science literature to date. 227

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Most of these limitations would result in decreasing the detectable effect and, thus, increase Type II error. However, we were able to reject the null hypothesis for the primary outcome, indicating that the substantial strengths of our study and the stepped-wedge design outweigh the limitations. Given that HIV testing represents the greatest gap in the HIV care continuum for MSM and TSM in Kazakhstan,²⁸ our findings have significant implications for future HIV programs and research.

234 *Conclusions*

This clinical trial supports the addition of *PRIDE in HIV Care* to the set of evidence-235 based HIV preventive interventions and advances evidence-based community-level, peer HIV 236 prevention in other ways. A new community-level intervention is a noteworthy advance given 237 the difficulties and accompanying scarcity of rigorous trials designed to change the social milieu 238 in ways that lead to HIV-protective behavior.^{34,35} This intervention also uses contemporary 239 digital social marketing, virtual social networks, and social media, whose importance took on 240 greater significance with disruptions to traditional intervention delivery venues due to COVID-241 19 mitigation protocols that disrupted face-to-face delivery. With respect to cultivating peers for 242 promotion and/or social marketing, the crowdsourcing approach reduces the necessity of 243 ethnographic and social network mapping steps needed to identify popular and socially 244 influential members of the target population; these steps are not only time and resource intensive, 245 but also may prove particularly challenging for key populations experiencing oppression. 246 Crowdsourcing also ensures the ways to overcome challenges are ecologically valid for the local 247 service system, sociocultural milieu, and safety considerations. These benefits are buttressed by 248 PRIDE in HIV Care's social marketing skill enhancement, which has been updated for current 249 social trends (e.g., influencers) and technologies (e.g., digital social media). Remote delivery of 250

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the intervention also offered an important avenue for enhancing scale-up and increasing its
dissemination and reach. Given that *PRIDE in HIV Care* strengthens and amplifies the local
supports and strengths within a community, we hope that this intervention provides a valuable
program and template for community empowerment in addressing future psychosocial and health
issues.

256 **Contributors**

EW, TH, SP, AT, and BB contributed to study conceptualization, funding acquisition, methodology, and investigation. YGL, VV, GZ, GM contributed to project administration and data curation. EW, YGL, VV, GZ, GM, EAP, TH, KR, SP, and AT provided supervision of staff and oversight of key areas of the study. EW and MC led the formal analyses. EW wrote the initial draft and all authors contributed to manuscript review and editing. All authors contributed to interpretation of the work and final approval of this manuscript.

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274 **Registration**

This study is registered with clinicaltrials.gov, number NCT02786615.

276 **Protocol**

277 Protocol materials are available upon request.

278 Role of the Funding Source

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284 **Declaration of Interests**

285 We declare no competing interests.

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Figure 1: CONSORT Diagram



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Figure 2: Logic model for the PRIDE in HIV Care intervention

Core Elements

- Crowdsourcing wisdom and solutions; i.e., work with the target population to elicit and emphasize their personal experience & knowledge, gain social support from peers, & explore and overcome trust & safety issues
- Identifying how HIV testing & HIV treatment & other healthcare services will reduce HIV transmission & negative outcomes
- Building interest & commitment to one's personal health & the health of their network
- Understanding & using local substance use & harm reduction services as HIV prevention
- Building peer network communication skills & increasing educator selfefficacy to promote group shared solutions & problem solving
- Help participants to use social marketing techniques with social network (e.g., face-to-face, social media, print, & website) to reach more target population & spread information on HIV risk/protection & how to engage in healthcare services
- · Use modeling, role play, real play, & feedback during sessions combined with practice between sessions to master outreach & education

Mediators/Targets

- Trust to share knowledge & support
- Perceived risk [for HIV infection]
 - Self
 - Others
- Knowledge [about:]
 - HIV risks, prevention, & treatment
 - Benefits of using substance use services
 - Being an effective educator
 - Effective communication with peers
 - Social network methods
 - Social & physical safety issues (self & others) working with peers
- Outcome expectancies:
 - HIV testing, HIV treatment, ARV adherence
 - Substance use services
 - Being a peer educator
- Intention
 - Improve own health & the health of my network
 - Use various social network methods
- Self-efficacy
 - Knowledge sharing
 - Problem solving
 - Using various social network methods
 - Being a peer educator
- · Social support for being a peer educator

Activities

- Develop group norms for cohesion and safetv
- Conduct HIV knowledge guiz
- Assess/raise awareness of HIV vulnerabilities in target community
- Explore preventive/interventive points in the HIV care continuum
- Build understanding of the concept and practice of lifehacking
- Build understanding of the principles of social marketing, and apply them to health promotion
- Build capacity to assess HIV risks (e.g., sexual, substance use) in network members/peers
- Crowdsource HIV prevention and care points and substance use treatment options
- Review types of social media applications and platforms
- Roleplay health promotion through social media posting, communication in a digital setting, and communication in a face-toface-setting
- Homework: Identify a target audience, and develop a plan for social marketing of HIV prevention and care using various social network methods: follow through with the plan
- Build support mechanisms for individual health goals and network health promotion
- Reward and acknowledge participants for successful completion of the program

 	Immediate ↑ knowledge of HIV/STI transmission & prevention, including drug & harm reduction services	Outcomes Intermediate • ↑ number & quality of outreach activities • ↑ number of target population outreached by	Long-Term • ↑ number of target population receiving HIV test; • ↑ percent of HIV positive
 ↑ giving & receiving of social support ↑ ability to identify how HIV testing & treatment services will reduce HIV transmission & negative outcomes ↑ knowledge of s afe, friendly & quality HIV testing & treatment services & service providers ↑ skill to use social network channels to engage more members of the target population ↑ ability to communicate, outreach & educate safely ↑ comfort & commitment to being a peer educator 	 ↑ awareness & ability to realistically assess risk for oneself & others ↑ intention to get HIV tested and/or initiate treatment and/or stay in treatment ↑ peer communication & educator self-efficiency 	 the intervention participants ↑ satisfaction & pride in educating & outreaching to network & community ↑ number of different types of communication channels used by an intervention recipient 	target population who target population who target population who target population receiving the target population receiving target population receiving target population with 90% of t
members of the target population • ↑ ability to communicate, outreach & educate safely • ↑ comfort & commitment to being a peer educator	 † giving & receiving of social support † ability to identify how HIV testing & treatment services will reduce HIV transmission & negative outcomes † knowledge of safe, friendly & quality HIV testing & treatment services & service providers † skill to use social network channels to engage more 		↑ percent of HIV positive target population with the suppressed viral load ↑ number of target population who access services for substance use & harm reduction
et	members of the target population ↑ ability to communicate, outreach & educate safely ↑ comfort & commitment to being a peer educator		nse . nse .

Figure 3: Sample individual and crowdsourced items developed and social marketed by *PRIDE in HIV CARE* intervention recipients. From left to right: a crowdsourced map sharable for users to add and "pin" local resources for MSM and TSM; social media post promoting well-being of MSM (Red box: "*High risk group(s), groups with high-risk behavior*", Green box: "*High risk behavior, community that suffered greatly, key population groups, key groups at increased risk*", White box: "*These terms imply that membership in a particular group can lead to a positive HIV diagnosis. It is important to distinguish between high-risk behavior and the groups of people in whom it may occur, so that people do not get the impression that every person who associates with this group must be infected with HIV. These terms can also provide a false sense of security to those who do not identify with one of these groups."); social media post promoting HIV testing ("Know your status, get tested for HIV"); and a social media post promoting PrEP ("PrEP – Safe, Effective, Modern"); (Note: images have been edited, solely to preserve anonymity)*



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Table 1: Sociodemographic and clinical characteristics (N=629)

	Total				<i>p</i> -value
	sample $(N=629)$	Almaty $(n=245)$	Astana $(n=194)$	Shymkent $(n=190)$	among cities
Age (yrs.) $x \square$ (SD)	29.0 (9.0)	29.8 (7.9)	27.1 (7.0)	29.9 (8.6)	<.001
Preferred language n (%)					
Russian	553 (88%)	238 (97%)	182 (94%)	133 (70%)	< 001
Kazakh	76 (12%)	7 (2.9%)	12 (6.2%)	57 (30%)	<-001
Cisgender man n (%)	560 (89%)	217 (89%)	179 (92%)	164 (86%)	·17
Sexual orientation n (%)					
Gay/homosexual/etc.	323 (51%)	134 (55%)	116 (60%)	73 (38%)	
Bisexual/pansexual/etc.	268 (43%)	101 (41%)	66 (34%)	101 (53%)	.002
Straight/heterosexual	11 (1.7%)	3 (1.2%)	3 (1.5%)	5 (2.6%)	002
Other	27 (4.3%)	7 (2.9%)	9 (4.6%)	11 (5.8%)	
Marital status n (%)					
Single, never married	496 (79%)	202 (82%)	152 (78%)	142 (75%)	
Married	49 (7.8%)	12 (4.9%)	9 (4.6%)	28 (15%)	< 001
No longer with spouse	55 (8.7%)	26 (11%)	11 (5.7%)	18 (9.5%)	<-001
Other	29 (4.6%)	5 (2.0%)	22 (11%)	2 (1.1%)	
Education ^a n (%)					
Less than high school	41 (6.7%)	6 (2.5%)	11 (6.1%)	24 (12.6%)	
High school to some college	281 (46%)	106 (43%)	79 (44%)	96 (51%)	<.001
Baccalaureate or higher degree	292 (48%)	132 (54%)	90 (50%)	70 (35%)	
Employment n (%)					
Working full-time	331 (53%)	134 (55%)	106 (55%)	91 (48%)	
Working part-time	153 (24%)	65 (27%)	33 (17%)	55 (29%)	001
Student	67 (11%)	16 (6.6%)	34 (18%)	17 (8.9%)	.001
Unemployed	76 (12%)	29 (12%)	20 (10%)	27 (14%)	
Monthly income (KZT \times 1000) $x \square$ (<i>SD</i>)	192 (332)	189 (192)	194 (179)	192 (534)	.99
Substance use (past 90 days) n (%)					
Binge drinking	532 (85%)	205 (84%)	160 (83%)	167 (88%)	·30
Illicit use of drugs	260 (41%)	111 (45%)	77 (40%)	72 (38%)	·25
Sexually transmitted infection <i>n</i> (%)					
Chlamydia	111 (18%)	34 (17%)	38 (20%)	39 (22%)	·39
Gonorrhea	48 (7.6%)	20 (9.9%)	10 (5.2%)	18 (10%)	·15
Syphilis	128 (20%)	42 (17%)	46 (24%)	40 (21%)	·22

^a N= 614 (15 missing observations due to "refuse to answer")

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Table 2: Adjusted Odds Ratios of Recent HIV Testing (primary outcome)

	AOR (95% CI)	<i>p</i> -value	AOR (95% CI)	<i>p</i> -value
Mos. of intervention implementation	1.08 (1.05-1.12)	<.001	1.07 (1.04-1.11)	<.001
Calendar time (mos.)	0.95 (0.93-0.97)	<.001	0.96 (0.95-0.98)	<.001
Constant	0.93 (0.67-1.31)	·67	0.69 (0.07-7.41)	•76
Age (yrs.)			0.99 (95-1.03)	·58
Preferred language Russian Kazakh			2.17 (1.47-3.20) ref.	<.001
Cisgender man			1.62 (1.04-2.53)	·03
Sexual orientation Gay/homosexual/etc. Bisexual/pansexual/etc. Straight/heterosexual Other			ref· 0·43 (0·29-0·64) 0·51 (0·39-0·68) 0·87 (0·28-2·69)	<·001 <·001 ·99
Marital status Single, never married Married No longer with spouse Other			ref. 0.99 (0.55-1.77) 0.72 (0.21-2.50) 0.93 (0.25-3.48)	-96 -61 -91
Education Less than high school High school to some college Baccalaureate or higher degree			0.42 (0.23-0.77) 1.02 (0.60-1.75) ref.	·01 ·93
Employment n (%) Working full-time Working part-time Student Unemployed			ref. 1.07 (0.70-1.62) 1.23 (0.47-3.23) 1.10 (0.40-3.02)	.76 .67 .86
ln (Monthly income)			1.02 (0.88-1.18)	·82
Substance use (past 90 days) Binge drinking Illicit use of drugs			0.51 (0.39-0.66) 1.24 (1.21-1.27)	<·001 <·001
Sexually transmitted infection Chlamydia Gonorrhea Syphilis			0.73 (0.46-1.15) 1.31 (0.64-2.71) 1.64 (1.25-2.14)	·17 ·46 <·001

Adjusted odds ratios (*AORs*) and associated 95% confidence intervals (95% *CIs*) for the primary outcome measure of receiving an HIV test in the past 6 months estimated using multilevel logistic regression models with random slopes and intercepts for each study city.