

Program ID#: EPHP2.01 / Abstract 5615

Track: Epidemiology and Public Health Sciences

Abstract ID: 5615- Bringing Language specific communities to Toronto to Zero - There is a need for a NEW campaign (digital intervention) for GB&MSM Latino Men (e.g., PrEP, U=U), ***GUYS LIKE YOU 2020***

(There is not conflict of interest)

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CSSP Presents:
The magazine story that will change your life forever...

Meet!
Carlos, Niko and Paco...

Discover! the things that happen to them

You'll make friends easier if you have a few drinks and smoke some of this.

In a new World!

If you want to live here, you're gonna do things my way! Now get naked!

There's nothing to talk about. It was just a fuck.

...where they don't know the **Rules!**

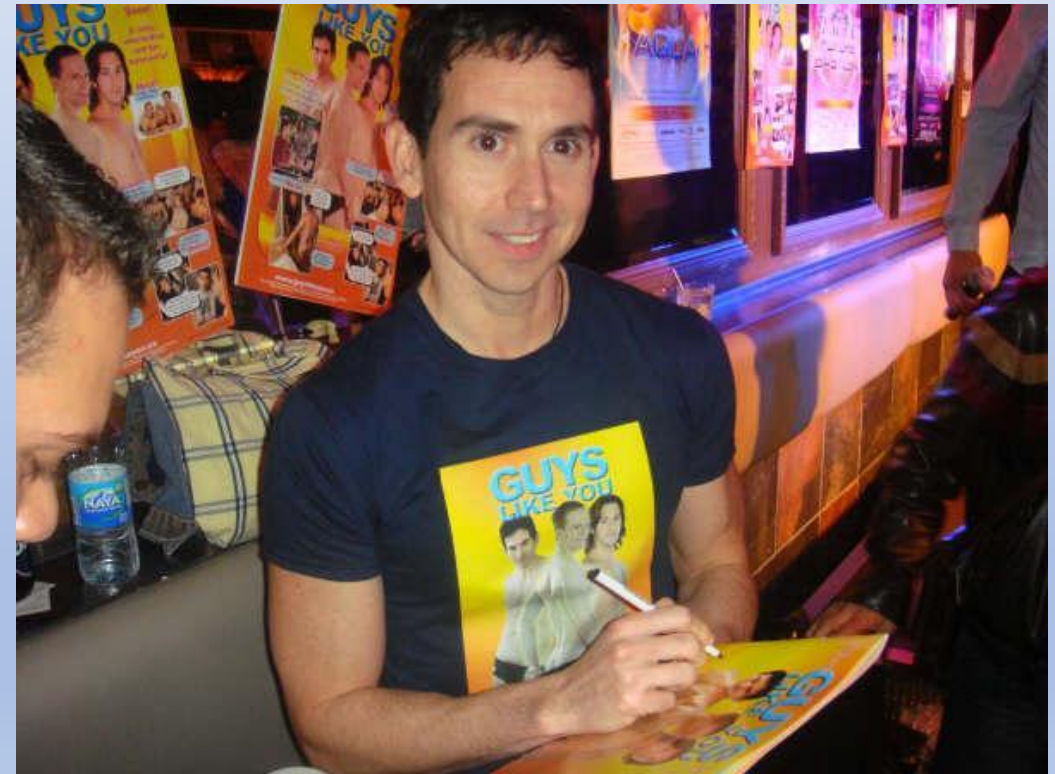
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Background

Toronto to Zero, the new 2020's decade's goal is to reduce HIV infections among individuals at higher risk. For the most part, campaigns in Toronto have been delivered in English, and maybe some limited parts are translated into another language (e.g., www.hivstigma.com, *The Sex You Want*). For large populations such as the gbMSM Latin community in Toronto, the lack of Spanish culturally specific-new sexual health information campaigns, hampering Toronto's goal.



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Experience

In 2009, Toronto's Spanish-speaking printed-paper campaign GLY took by surprise the field of HIV prevention. The visual innovating photo-novella story, in a sexual health knowledge attractive format, educated a whole generation. The project was a huge success in bathhouses, bars and ASO's. Reports, academic articles, and videos were published at that time.

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The Issue

In 2009 Internet was in an early development stage, iPhones were not widespread, GRINDR was only recently born, and social media was in pampers. Therefore, GLY was a paper-printed based effort that barely employed any social media we currently use nowadays. Moreover, the HIV field was about to go onto the new last knowledge revolution (PreP, U=U, sexual apps, home tests). There is an urgent need to educate completely new generations of individuals at higher risk of HIV. At the same time, sexually active Latin people who have never heard about the new health HIV technologies, need to learn it to catch up.



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Action Needed



Sexual health information in a language that is different from the intended target populations is more difficult to comprehend. Moreover, evidence-based knowledge has proved that immigrants learn in a deeper, more meaningful way, in their mother tongue, which they are culturally more receptive to. There is evidence behind GLY, (ecological-paperless) using online and social media (digital interventions) tools (e.g., Instagram/Twitter), to effectively intervene in Latin gbMSM individuals' behaviours.