

Development of a Mobile Messaging Intervention for Men who have Sex with Men:
Formative Study

4. Messages for Testing

Antiretroviral Use Messages

“Did you know...there are public and private drug assistance programs available that can help pay for HIV medicine?”

“Did you know...there are mobile apps that can help people remember to take their medications?”

“Taking HIV medicine as directed slows down the virus by making it hard for the virus to replicate (grow? Spread? Make copies of itself?).”

“When people living with HIV take their HIV medicines as prescribed, it's harder for them to pass HIV to their partners. “

“Antiretroviral therapy (ART) is the use of HIV medicines to treat HIV infection.”

“Most people take medication for health reasons. Whether you are living with HIV or not, it is important to visit your doctor and take any medications as prescribed.”

“Did you know...people who take their HIV medication as prescribed may live as long as people without HIV?”

“Sometimes we forget to take our medication. There's an app for that!”

“Did you know...even missing one dose a month can make HIV medicine less effective?”

Condom Use Messages

“One way to protect yourself and your partner is by always using condoms with compatible lubricant during anal sex. This simple step reduces your risk of getting HIV or passing HIV to your partner by 70%.”

“Condoms reduce the risk of getting sexually-transmitted diseases like HIV, Chlamydia, Gonorrhea, syphilis, and herpes, when used correctly and consistently”

“Using a condom during anal sex reduces the risk of HIV transmission between partners by 70%.”

“Consistent and correct use of latex condoms is highly effective in preventing sexual transmission of HIV, the virus that causes AIDS.”

“Got lube? Water-based or silicone-based lubricants can make sex more enjoyable and safer by reducing the risk of the condom breaking or slipping off.”

“When selecting lube, avoid anything oily like Vaseline, petroleum jelly, cooking oils, butter, conditioner, hand creams or body lotion.”

“Never use a condom that is dry, sticky, or has a tear or a hole. If the condom seems damaged, throw it out and use a new one.”

“Don't wait for a situation where you don't have a condom! Be PrEPared! Find out where you can pick up condoms: (link to a site)”

“Be sexy, be safe, wear a condom”

“Don't let cost stop you, there are ways to get condoms for free. Find out where you can pick some up: (link to a site)”

“Slide one on and use lube before you slide it in. Condoms protect, wear one every time.”

HIV Testing Messages

“Research shows that people can live a long healthy life with HIV if they start treatment early. Getting an HIV test is the only way to know your HIV status.”

“Hey guys, HIV is still common in our community. Know your status - get tested!”

“If you're between the ages of 13-64, CDC recommends an HIV test as part of your regular medical care.”

“The CDC recommends that all sexually active gay, bisexual, and other men who have sex with men who are HIV-negative or don't know their status get tested for HIV at least once a year.”

“If you have HIV, you may not show any symptoms for years. Regular testing is the only way to know for sure what your HIV status is.”

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“Know your HIV status to take care of yourself and your partners. If you have HIV, encourage your partners to test. If you are HIV-negative or aren't sure of your status, make an appointment to test soon.”

“Your phone tells you where to find the nearest coffee shop! It can also help you or your partners find the right place to get an HIV test. [Click here.](#)”

“Knowing your HIV status and talking to your partner about his status can feel awkward. But talking about it up front lets you feel more intimate in your relationship!”

“Ask your partner about his HIV and STI status. He might be wondering the same thing, and be glad that you brought up the topic!”

“Most male couples talk about HIV. Knowing your HIV status is an important part of that conversation!”

“Great sex starts with knowing your and your partner's HIV status.”

Pre-Exposure Prophylaxis Messages

“Studies have found PrEP to be up to 95% effective in reducing HIV infection in HIV-negative gay and bisexual men who took the medication once a day.”

“Studies have found PrEP to be 73-95% effective in reducing HIV Infection in HIV-negative gay and bisexual men who took the medication as prescribed.”

“Pre-exposure prophylaxis or “PrEP” is a pill taken to help prevent HIV infection in HIV-negative people.”

“PrEP is prescribed by a health care provider for men who are HIV-negative and are at high risk for HIV.”

“PrEP is not recommended for people who are at low risk for HIV infection or who are unable to take the medication as prescribed.”

“HIV-negative gay and bisexual men report that taking PrEP daily gives them comfort or peace of mind.”

“PrEP is not a magic pill that makes HIV go away, but it is one more thing people can do to protect themselves from HIV.”

STI Testing Messages

“If you think you have an STI, it's important to see a doctor. Some STIs, like syphilis, can be cured with antibiotics. Others, like herpes, can be treated to reduce the symptoms.”

“If you recently had sex and have noticed anything unusual down there—like a new rash, a burning sensation when peeing, or a white, yellow, or green discharge—it is time to stop having sex and get tested for STIs.”

“Testing for STIs at least once a year is recommended by the CDC. Make an appointment to get tested today.”

“Most STIs have no signs or symptoms, so you (or your partner) could be infected and not know it.”

“Talking with your partner about STIs can take some of the guess work out of sex and make sex more enjoyable.”

“If you have sex with men, get tested for syphilis, chlamydia and gonorrhea at least once a year.”

“Have you been sexually active? Get tested and enjoy being well. Protect yourself and protect your partners.”

“Getting tested for STIs is an important way to take care of your body. If you haven't tested for STIs recently, it may be time to get tested.”