

WEPDC0104

# Transgender-Led Social Media Interventions Effectively Identify Transgender Woman Subpopulations at Substantial Risk of HIV Acquisition and Successfully Link to HIV Prevention, Care, and Treatment Services



## Authors and Affiliations

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## Background

- Transgender communities are often neglected in mainstream health care facilities due to stigma, discrimination, and unavailability of transgender-specific and transgender-friendly services.
- Transgender people are therefore more likely to seek health information online and to rely on gender-affirming hormone treatment (GAHT) experiences from transgender peers and transgender social influencers.
- We utilized transgender-led, targeted social media interventions to raise health awareness and facilitate uptake of HIV testing, syphilis testing, pre-exposure prophylaxis (PrEP), and post-exposure prophylaxis (PEP) through integrated GAHT services among transgender women (TGW) in Thailand.

## Methods

- The Tangerine Community Health Clinic in Bangkok provides HIV and other sexual health services integrated with GAHT services for TGW.
- Beginning in August 2017, transgender social media influencers conducted Tangerine Facebook Live Sessions as the primary online demand-generation platform to transform online networking to offline health care services.

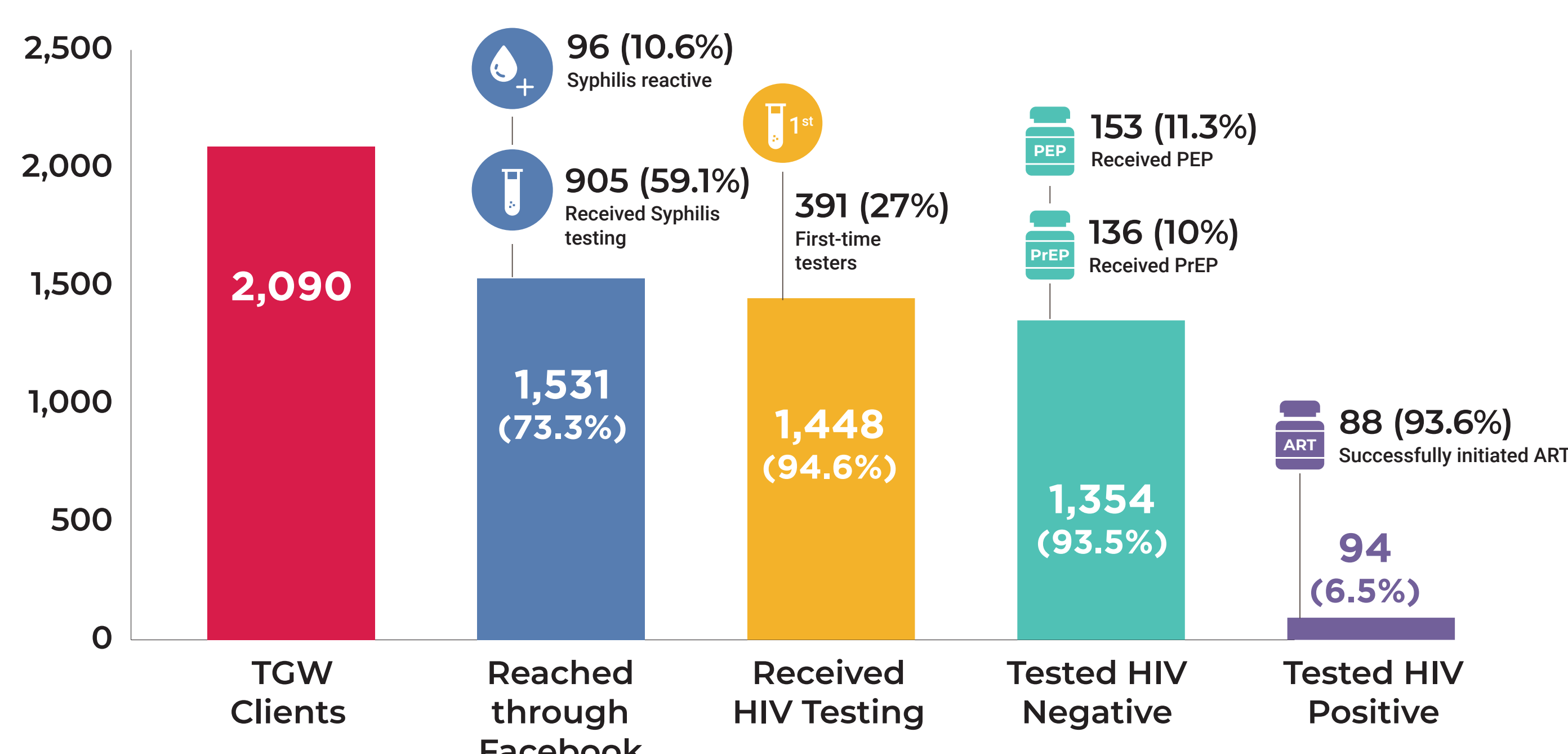
## Conclusions

- Transgender-led social media interventions reached vulnerable TGW subpopulations, identified those TGW at substantial risk of HIV acquisition, and facilitated linkages to HIV testing and treatment.
- As GAHT services were the primary entry point into care for most TGW reached online, addressing specific transgender health needs through virtual engagement should be brought to scale to increase the uptake of HIV prevention, care, and treatment services among transgender populations.

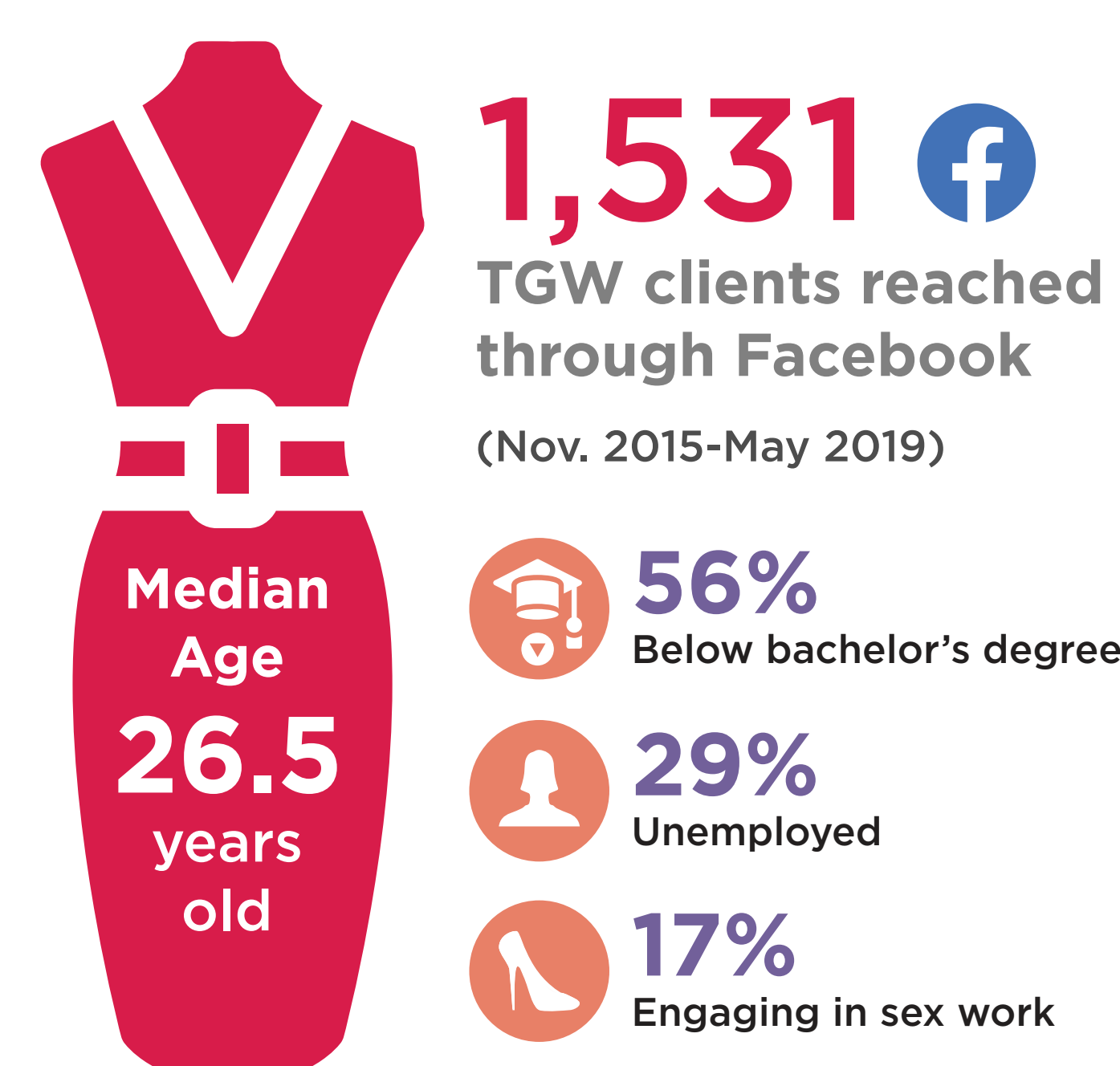
## Results

- Of the 2,090 TGW who attended the Tangerine Community Health Clinic between August 1, 2017 and May 25, 2019, 1,531 (73.3%) were reached through the Tangerine Facebook Live Sessions.
- Among these 1,531, the median age was 26.5 years, the education of 51.1% was below a bachelor's degree, 10.7% were unemployed, and 17.8% engaged in sex work.
- GAHT services were the primary purpose of clinic visits for 58.8%.
- Also among the 1,531 TGW reached through the Tangerine Facebook Live Sessions, 1,448 (94.6%) received HIV testing and 94 (6.5%) tested positive for HIV, of whom 88 (93.6%) successfully initiated antiretroviral treatment.
- Of the 1,448 who received HIV testing, 391 (27%) were first-time HIV testers.
- Among the 1,531 reached through Facebook Live, 905 (59.1%) received syphilis testing, and 96 (10.6%) tested reactive to syphilis.
- One hundred thirty-six (10%) were prescribed PrEP, and 153 (11.3%) were prescribed PEP.

**Figure 1: HIV cascade performance among transgender women clients recruited by transgender social media influencers**



**Figure 2: Characteristics of transgender women clients who were reached through transgender-social media interventions**



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# Transgender-led social media interventions focusing on gender-affirming hormone treatment identified transgender women at substantial risk of HIV acquisition, and facilitated linkages to HIV testing and treatment.



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- Transgender people are therefore more likely to seek health information online and to rely on gender-affirming hormone treatment (GAHT) experiences from transgender peers and transgender social influencers.
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### Methods

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- Beginning in August 2017, transgender social media influencers conducted Tangerine Facebook Live Sessions as the primary online demand-generation platform to transform online networking to offline health care services.
- Characteristics of TGW who were reached through social media and who subsequently accessed HIV and related health services at Tangerine were recorded.

### Conclusions

- Transgender-led social media interventions reached vulnerable TGW subpopulations, identified those TGW at substantial risk of HIV acquisition, and facilitated linkages to HIV testing and treatment.
- As GAHT services were the primary entry point into care for most TGW reached online, addressing specific transgender health needs through virtual engagement should be brought to scale to increase the uptake of HIV prevention, care, and treatment services among transgender populations.

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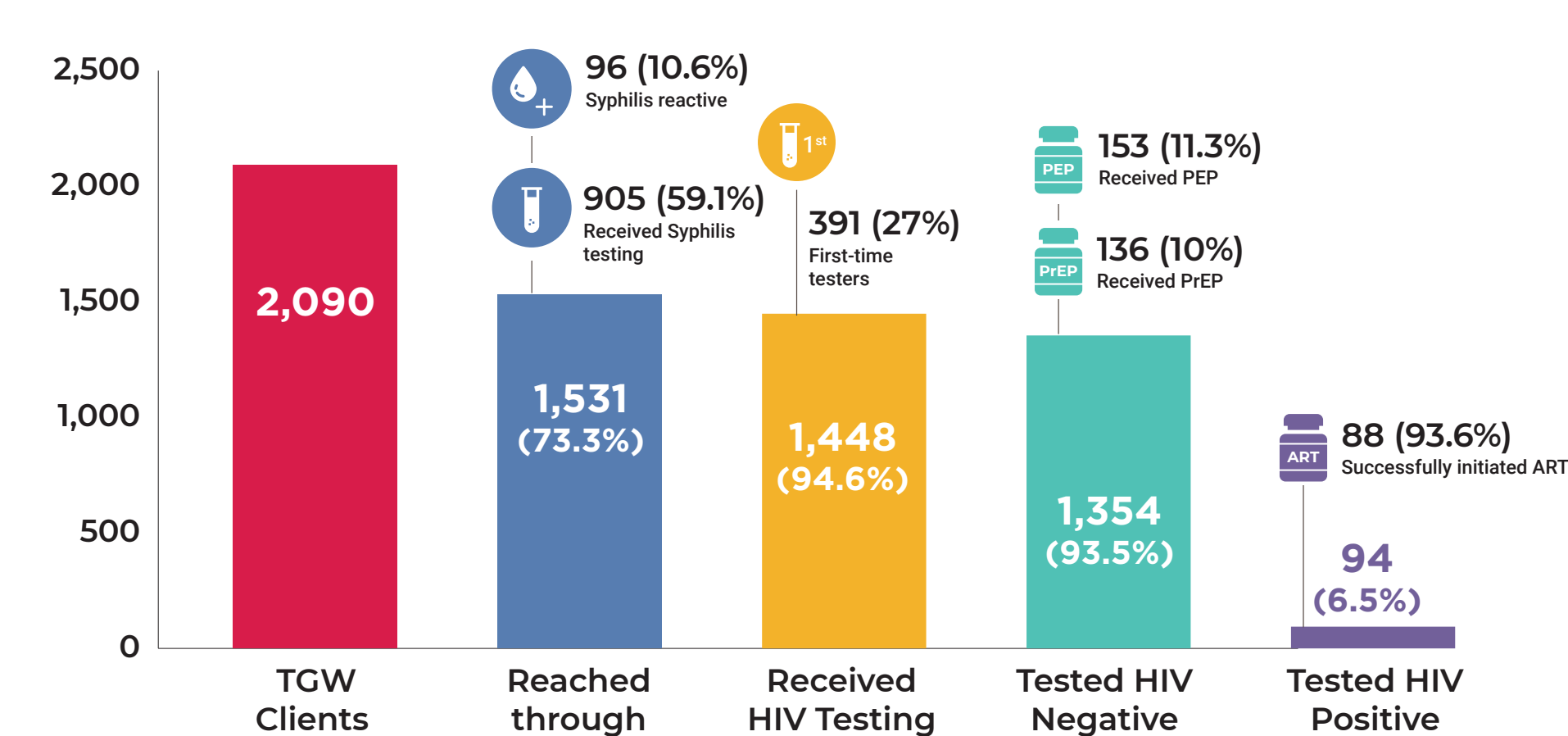
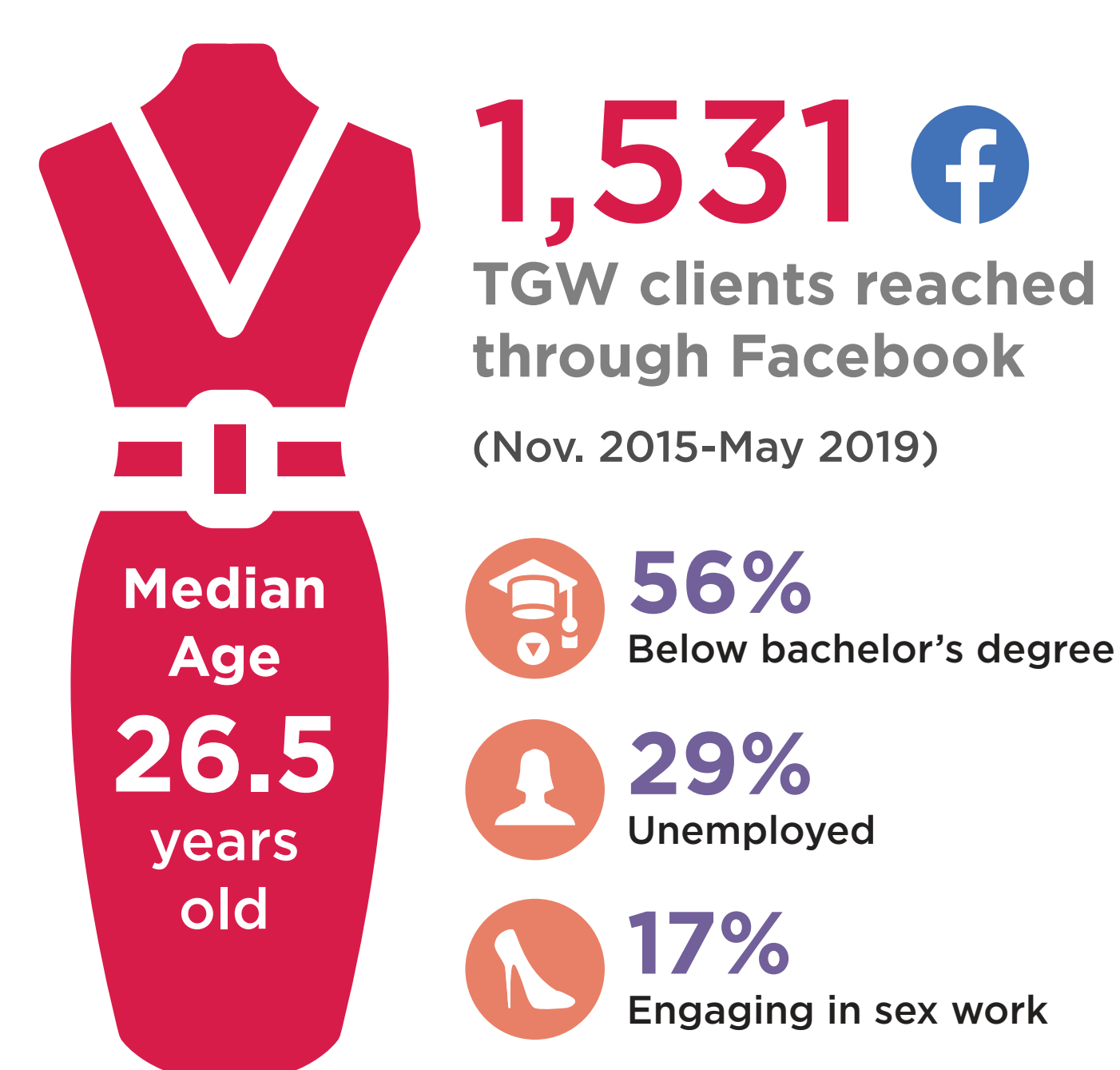


Figure 2: Characteristics of transgender women clients who were reached through transgender-social media interventions



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