

Gay men's concerns and understandings on HIV vaccine research: results from focus groups on recruitment materials for HIV vaccine efficacy trials

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REVOLUCIONÁRIO

Junte o esforço global lutar para trás de encontro ao AIDS

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HIV VACCINE TRIALS NETWORK

o começo da mudança com VOCÊ

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HIV VACCINE
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Methodology

- **Aug.2007**
- **Quantitative Study – *focus group technique***
- **Population:**
 - MSM: self-identified as gay men
 - Active sexual life
 - Multiple partners (including *sex with transvestites*)
 - Age: 25 to 38
 - Variety of ethnic and racial backgrounds

CD1

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Slide 7

CD1

é assim que devemos nos referir?

Is it the way we should refer to - as backgrounds?

CRT DST/Aids, 10/9/2008

Study participants

- **GROUP 1:**
8 participants from C and D socio-economic status*
- **GROUP 2:**
9 participants from A and B socio-economic status*

**on Brazilian socio-economic classification: Brazilian Marketing Research Institutes Association (ABIPEME-ABEP)*

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Recruitment

- Sao Paulo marketing research company – participants recruited from that company's database.
 - Inclusion criteria: discussed with investigator

Brazilian socio-economic classification

- * *Brazilian Marketing Research Institutes Association (ABIPEME-ABEP) considers the following indicators:*
- *amount of schooling for the head of the family;*
 - *amount of consumer goods' (household appliances);*
 - *amount of household employees and*
 - *amount of bathrooms.*

CD2

These indicators receive scores in a crescent manner and depending on the score achieved people are categorized by their socio-economic status: A, B, C or D

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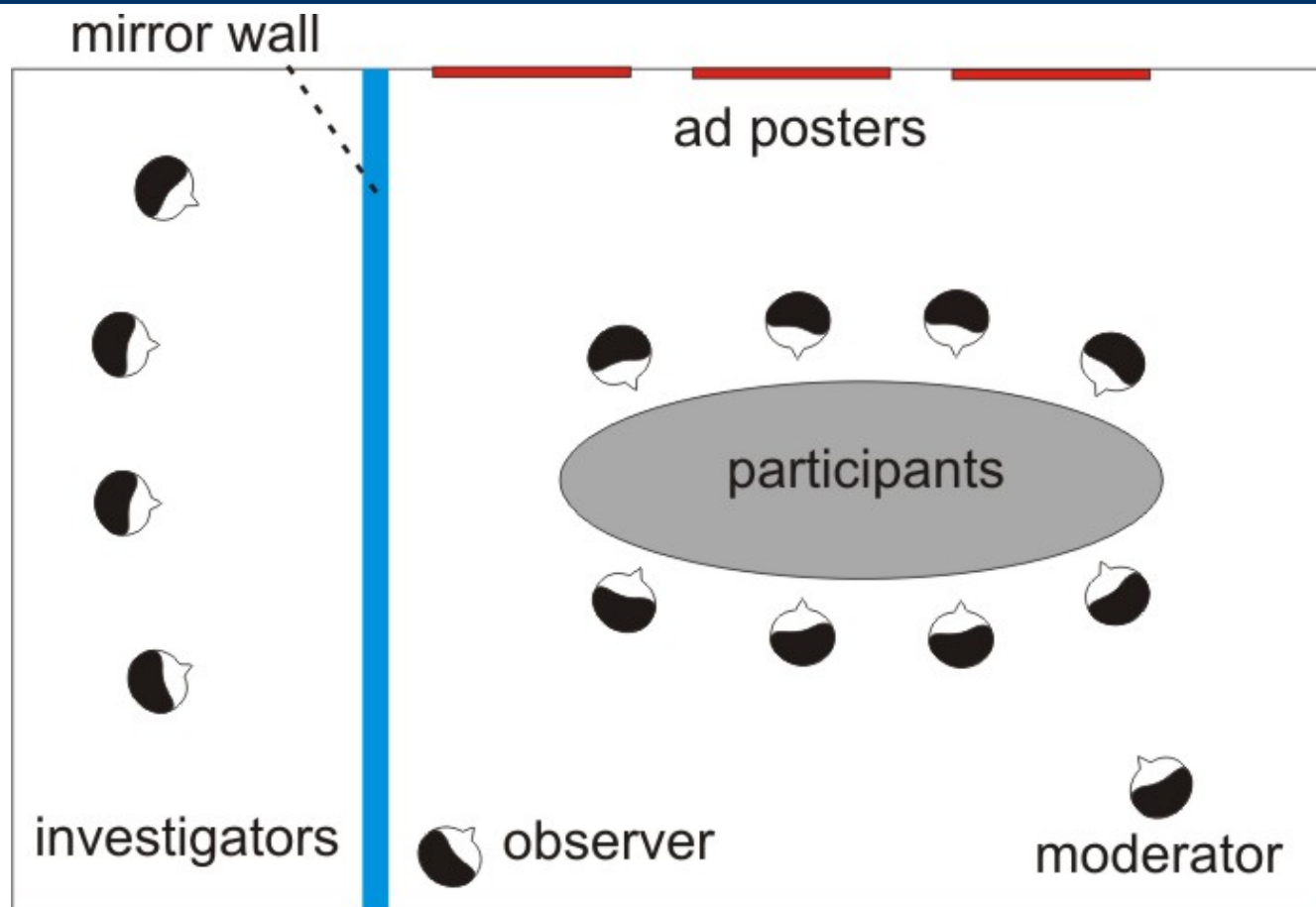
Slide 10

CD2

servants or maids would be better?

CRT DST/Aids, 10/9/2008

Data collection



Topics covered in focus groups

- **Keys issues on the script:**
 - a) knowledge of HIV vaccine trials,*
 - b) projected image of trial participant,*
 - c) attitude toward HIV vaccine trial recruitment,*
 - d) imagery and wording of recruitment ads for vaccine efficacy trials,*
 - e) the use of Internet as a recruitment venue.*
- **Each group was scheduled to last a maximum of 2 hours, and both of them lasted 1.5 hour.**

Analysis

- Thematic content analysis techniques*.
 - Exhaustive reading of the transcribed discussions
 - Identification of recurrent themes and categories
 - Establishment of analytic categories
 - Analyses of groups' discussions

* *Bardin. Análise do Conteúdo. [Content Analysis].*

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Results

Analytic categories

- ⌘ *Knowledge on HIV vaccine trials*
- ⌘ *Willingness to participate in trials*
- ⌘ *HIV vaccine trial participation conditions*
- ⌘ *Ads assessment*

Knowledge



Knowledge is superficial and diffuse

- AB Group have more knowledge on vaccine research and other STD vaccines

Groups were skeptical about an HIV vaccine

“I do talk that AIDS prevention, in my opinion, will long a little, I think that it’s possible for them to find vaccines to all other diseases but AIDS”

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Willingness



Low willingness to participate in HIV vaccine trials due to lack of faith in HIV vaccine trial results

- **Fear of contracting Aids:** *“I am clear, imagine that you go to do the test and ends up contracting the disease? I fear participating”.*
- **Fear of adverse effects:** *“an arm, a leg or the hair could drop out, you should elucidate very well adverse reactions”; “I don’t want to get skinny, people would think that I am sick”*

CD3

Greatest fears refer to the possibility of endangering health and physical appearance

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CD3

(or faithlessness)

CRT DST/Aids, 10/9/2008

G1

G2

Gay men participation vaccine trials



CD Group:

Egocentric positioning, with no commitment to the other or to a greater cause

‘Oh, how nice, I will help mankind, my name enters history and what’s on? I don’t want to be one of these guinea pigs that dies during the way. Before loving the other, I love myself first.’

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Slide 17

- G1** Crucificar, how do we say that someone was crucified as Jesus???
Gabi, 10/10/2008
- G2** rejuvenescer?
Gabi, 10/10/2008

Gay men participation vaccine trials



AB Group

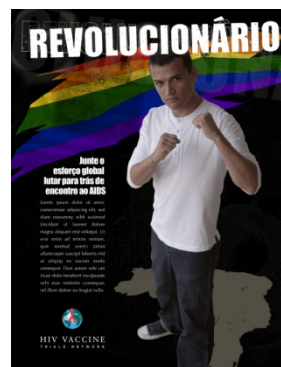
Altruistic positioning, a more humanitarian discourse, and a great feeling of belonging

‘Our group has courage, because gay men don’t have what to fear about’; ‘Outing towards society and the family was such a big step, that the rest is easy’.

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Projected image of trial participant



CD Group

Do not identify gay men population as a high risk group for HIV and Aids: *'Gay men protects himself, he is conscious, do not have sex without condoms'*

High risk group would be unfaithful hetero and bisexual men: *'there is too much infidelity, lots of engaged men, married to women, that say to be hetero but seduces us; they are all old queers'.*

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Projected image of trial participant



CD Group:

Recognizes an HIV vaccine trial exclusively focused on recruiting gay men population as a discriminatory action against gay men.

Projected image of trial participant



AB Group

Identify gay men and female commercial sex workers as target populations for an HIV vaccine research trial due to having more frequently sex to multiple partners:

'Let's say it, gay men do like fucking a lot, this is the true! So if this vaccine existed, this would be the paradise's door'.

Willingness



AB Group

Affirm greater identification between this population and HIV vaccine trials due to their cultural willingness to openly communicate about AIDS:

'We have an open mind, we talk more openly on it with friends'

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Projected image of trial participant



AB Group

Focus on gay men for an HIV vaccine trial is understandable due to multiple sexual partnership

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Conditions to trial participation



Information on:

- Individual risks and benefits
- Trial proceedings (procedures or conducts)
- The vaccine and its scientific basis

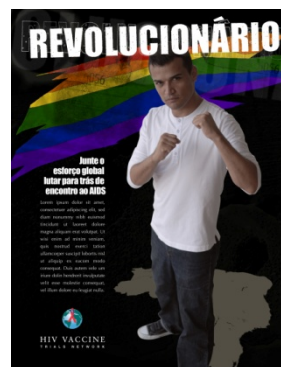
Conditions to trial participation



- *‘Today I wouldn’t participate exactly due to the uncertainties of this vaccine. I don’t have anything concrete that tells me which are the pros and cons that this vaccine would bring to me. Today I’m fine with my health, but what about after?’*
- *‘I would participate, first if I had all the detailed information, on everything that will happen, I would request warranties’*
- *‘One would have to be a guinea pig? Certainly one would not lend one’s body if one do not have everything very well explained’*

Besides information, study participants from lower socio-economic status expect to be paid for trial participation

Ads assessment Target



Both groups reacted defensively in observing the focus on recruiting gay men

'Is it just gays that have AIDS? Is it just us to be promiscuous? Does the guilty comes again over our shoulders?'

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Ads assessment Mood



Images should stimulate and encourage the potential trial participant communicating a serene, calm and pacified mood, at the same time bright and good-humoured, depicting healthy people.

'It lacks a smile, a sweet glance, spontaneity, reflecting hope in his face'

'It looks like they don't believe in the ads message'

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Ads assessment Incentives



Images should stand out the international characteristics of HIV vaccine research initiative, what adds value to the recruitment campaign, in showing seriousness and credibility

'One have the feeling that many people are taking part on it, that is not something not serious, it expires greater commitment with the cause'

Ads assessment Wording



Ads messages should directly reference vaccine research on Aids

‘Engage in the global struggle for an AIDS vaccine’

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Internet use



Intensive and diversified Internet use

Images should have beautiful, muscled and naked bodies

Internet use



They have expressed differences related to the images that should be used to attract this group attention for Internet recruitment strategies for HIV vaccine trials:

- Beautiful, muscled (not excessively) and naked bodies
- Images that indicates seriousness of vaccine research initiative

Acknowledgements

To:
Groups' participants
HVTN

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