

# **Online Video Intervention in Reducing Condomless Sex among Chinese MSM: An Online Cohort Study**

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# Background

Condom use promotion is the corner stone in preventing HIV transmission, but...

Condom use remains consistently low among Chinese men who have sex with men (MSM).

Delivering interventions through online platforms could be effective in promoting condom use.

The objective of this study is to understand the effects of an online video intervention and to identify factors associated with the impact of the intervention.



# Methods

- An online non-inferior RCT conducted in 2015 comparing the effectiveness of two condom use promotion videos among Chinese MSM.
- Participants from the two intervention arms were combined in this analysis since the two video interventions were shown to be non-inferior to each other.

## Crowdsourced winning video



Cartoon villains attempting and failing to break down the wall (metaphors of virus and condom)

## Social marketing video



Two men about to engage in intercourse, but stopping to discuss condom use and sexual health as a symbol of love.

# Methods

## Measures

Socio-demographic characteristics	Age, place of residence, highest level of education, annual income, marital status, sexual orientation, sexual orientation disclosure
Condomless Sex	Sex without a condom with any male/female partner in the last 3 months
Community Engagement in Sexual Health	Awareness and advocacy of sexual health among community members
Sex while intoxicated with alcohol	Sex while one or both partners were intoxicated in the last 3 months
Sex tourism	Having traveled outside of the city of residence to purchase sex with gifts or money
Viewing additional condom use promotion videos	Had viewed any additional condom use promotion videos by themselves in the last 3 months

## Data analysis

- Descriptive analysis
- Univariate and multivariable logistic regressions

# Results

**Table 1. Comparison of characteristics between MSM who had and did not have condomless sex, 2015 (n=791)**

	All n(%)	Condomless sex, n (%)		P value
		No (n=338)	Yes (n=453)	
<b>Age* (mean, SD)</b>	25, 6.7	24, 6.3	26, 7.0	<0.01 <sup>†</sup>
<b>Education</b>				
<b>High School or Below</b>	253 (32.0)	111 (32.8)	142 (31.4)	0.66
<b>College or above</b>	538 (68.0)	227 (67.2)	311 (68.7)	
<b>Annual income, US\$</b>				
<b>&lt;2700</b>	327 (27.9)	134 (39.6)	102 (22.5)	<0.01
<b>2701-5500</b>	309 (26.3)	74 (21.9)	132 (29.1)	
<b>5501-9100</b>	328 (28.0)	87 (25.7)	119 (26.3)	
<b>9101-15000</b>	137 (11.7)	32 (9.5)	63 (13.9)	
<b>&gt;15001</b>	72 (6.1)	11 (3.3)	37 (8.2)	
<b>Student status</b>				
<b>No</b>	747 (63.7)	196 (58.0)	300(66.2)	0.02
<b>Yes</b>	426 (36.4)	142 (42.0)	153 (33.8)	
<b>Marital status</b>				
<b>Never married</b>	667 (84.3)	300 (88.8)	367 (81.0)	<0.01
<b>Ever married</b>	124 (15.7)	38 (11.2)	86 (19.0)	

\* 5 missing value

# Results

**Table 2. Variables associated with condomless sex among MSM China, 2015 (n=788)**

	Condomless sex OR (95% CI)	Condomless sex <sup>a</sup> aOR (95% CI)
<b>Sex while intoxicated with alcohol in the last 3 months</b>		
No	ref	ref
Yes	1.90 (1.22, 2.97)*	1.79 (1.13, 2.83)*
<b>Ever had sex tourism</b>		
No	ref	ref
Yes	2.75 (1.34, 5.63)*	2.40 (1.14, 5.03)*
<b>Viewed additional condom use promotion videos<sup>b</sup></b>		
No	ref	ref
Yes	0.67 (0.50, 0.89)*	0.67 (0.50, 0.91)*
<b>Community engagement in sexual health</b>		
No/ Minimal	ref	ref
Minimal	0.74 (0.52, 1.36)	0.66 (0.46, 0.94)*
Substantial	0.54 (0.35, 0.82)*	0.49 (0.32, 0.75)*

<sup>a</sup> Adjusted for age, education, income, marital status, and initial viewed video.

<sup>b</sup> During the 3-month follow-up interval.

\*  $p$ -value<0.05

# Conclusion

- The effect of intervention videos on reducing condomless sex may be attenuated by some risky behaviors like having sex while intoxicated with alcohol and sex tourism.
- Viewing additional condom use promotion videos and having a higher level of community engagement may strengthen the effectiveness of the intervention video.
- Online intervention videos and active, in-person community engagement events may consider to be incorporated in future sexual health interventions.

# Acknowledgement



- We thank the organizer of APACC for providing this opportunity, the moderator of this panel for providing feedback for the presentation, and the audience for their time and patience.
- Funding Support: NIH (NIAID 1R01AI114310; FIC 1D43TW009532) and UNC CFAR (NIAID 5P30AI050410)

