

# Recruiting High-Risk MSM for an HIV Prevention Clinical Trial in Cape Town, South Africa

SA AIDS 2009 MSM Satellite Conference  
Research and Advocacy: Sharing the strength, bridging the gap  
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MOTHER CITY **MEN'S HEALTH PROJECT**



Time to Stand Up.



Desmond Tutu HIV Foundation

Masibambane Ngezandla

# Background

- Launched in October 2008
- Pre-Exposure Prophylaxis (PrEP) clinical trial
  - Safety and efficacy of Truvada® in preventing HIV
  - High-risk MSM in greater Cape Town
- Multiple recruitment strategies to reach diverse population



# Methods

CAN A PILL A DAY  
**PREVENT**  
**HIV?**

FOR INFORMATION ON THIS NEW AND  
EXCITING **HIV PREVENTION STUDY**

SMS "Info" at no cost to 30060 or  
e-mail MCMHP@hiv-research.org.za

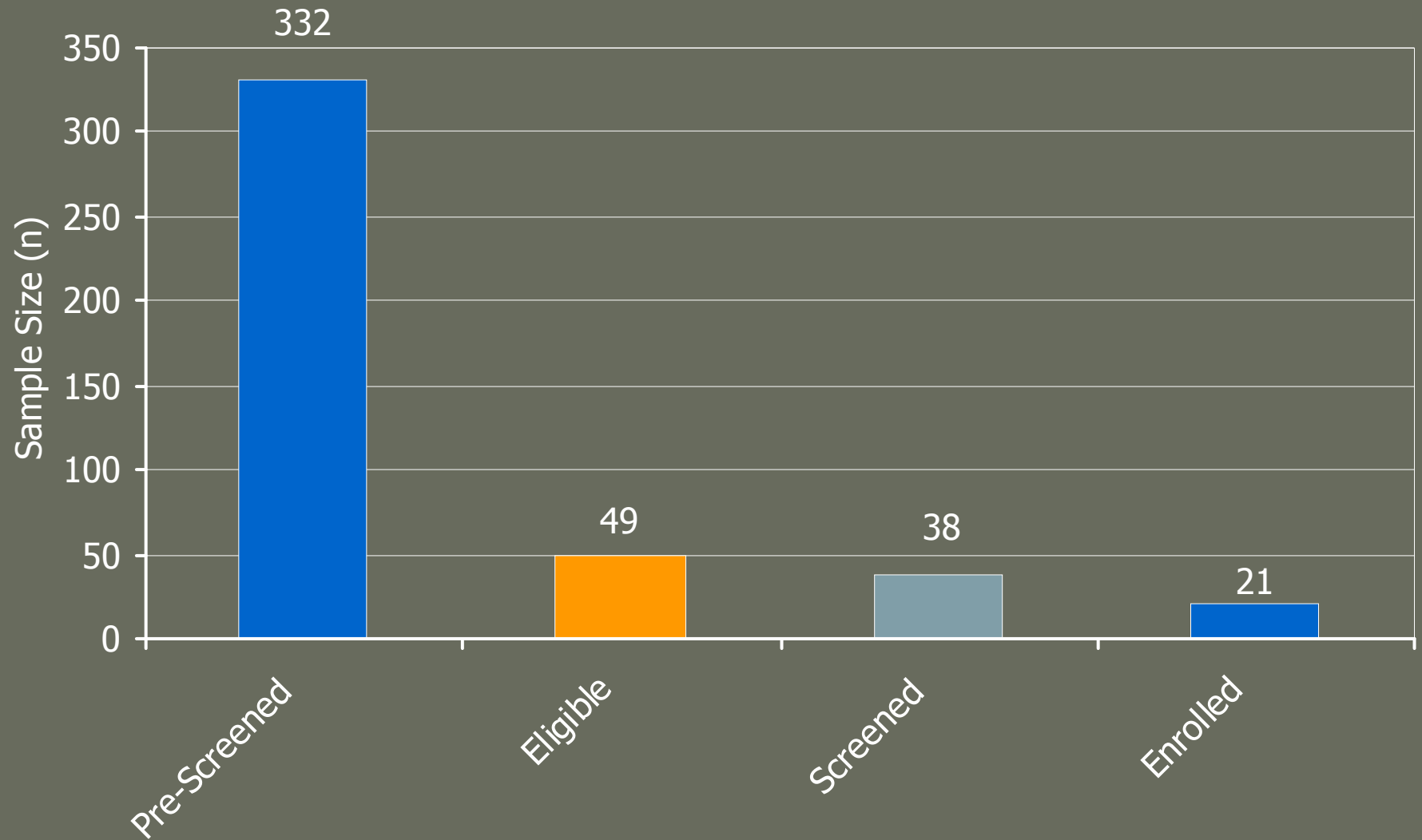
All participants will be compensated for their time and transport.

**PREP**  
MOTHER CITY MEN'S HEALTH PROJECT  
triangle project

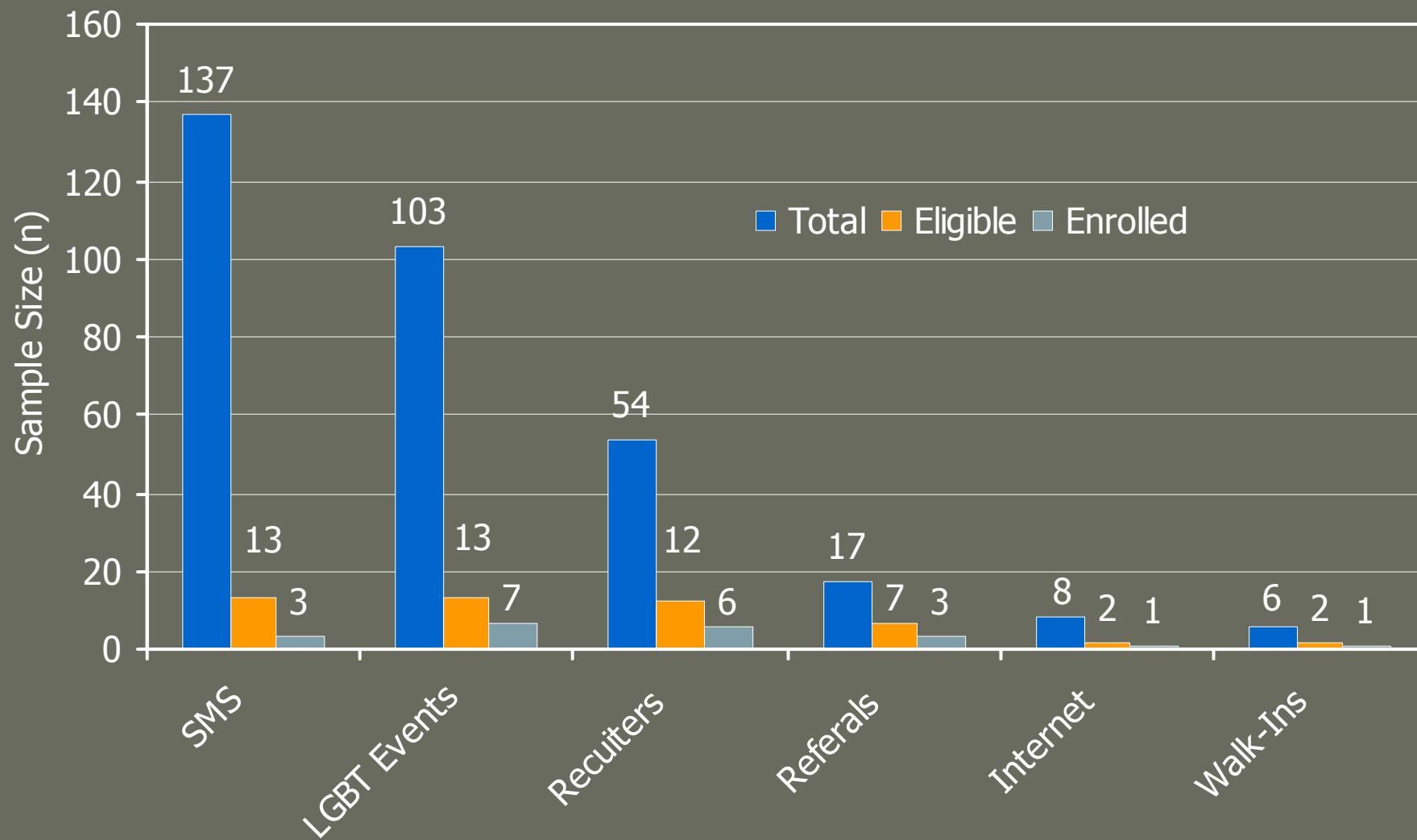
- Recruitment strategies
  - SMS advertising campaign
  - Active venue-based fieldwork at LGBT-identified events
  - Recruiters working in LGBT communities
  - Referrals from clinics, private physicians, and current study participants
  - Passive Internet recruitment

# Results

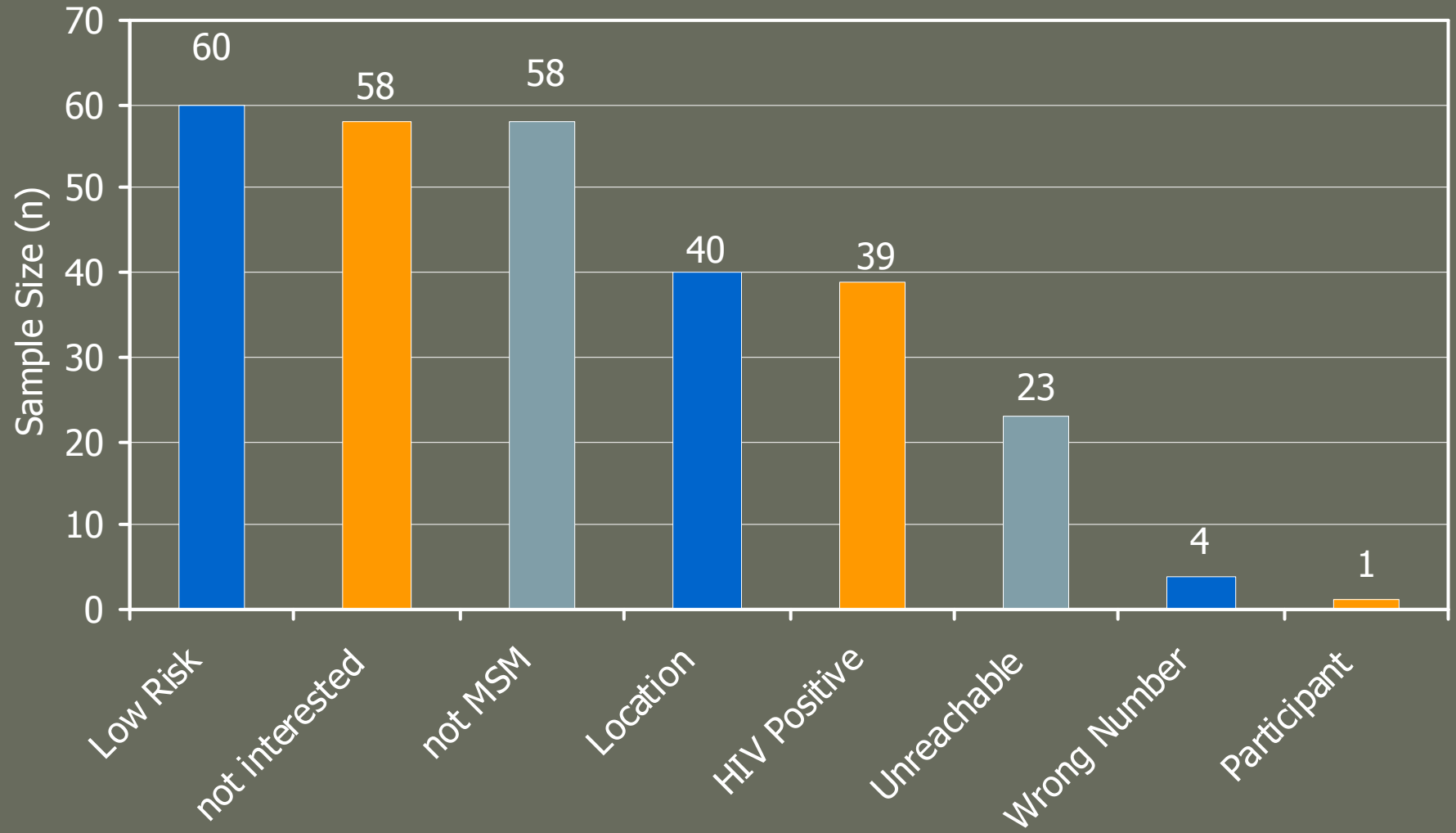
## Recruitment Strategies



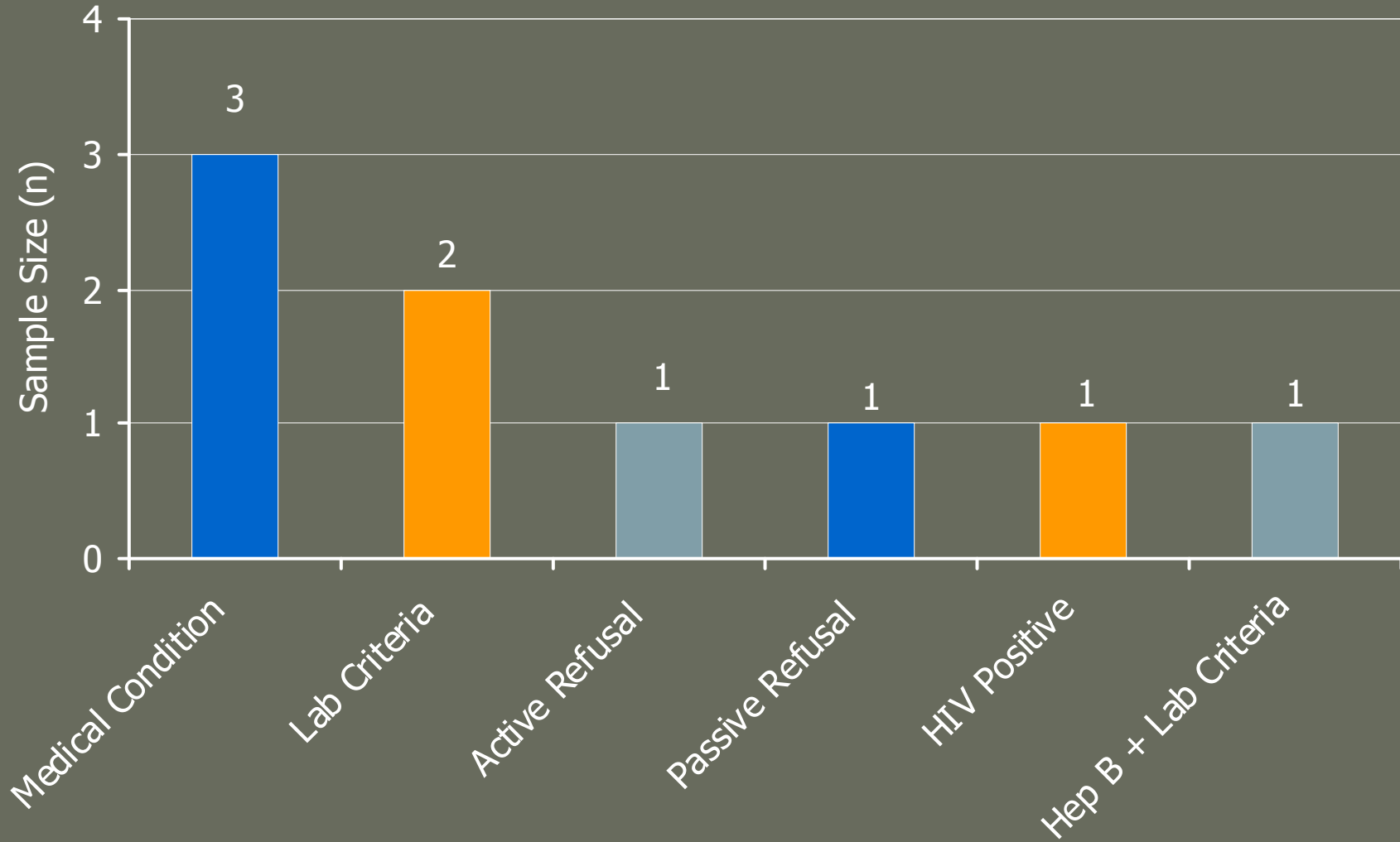
## Recruitment Strategies



## Pre-Screening Failures



## Screening Failures



# Conclusions

- Most productive recruitment methods
  - LGBT events
  - Referral networks
    - LGBT community
    - Study itself
- More targeted SMS advertising campaign
  - Limit pre-screening failures
  - More efficient recruitment

# Acknowledgments

- Desmond Tutu HIV Foundation
  - Daniel Ndzuzo
  - Ashraf Margeman
  - Ben Brown
- Gladstone Institute of Virology and Immunology
  - Robert Grant

# Thank You

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