



# GRINDR 4 EQUALITY

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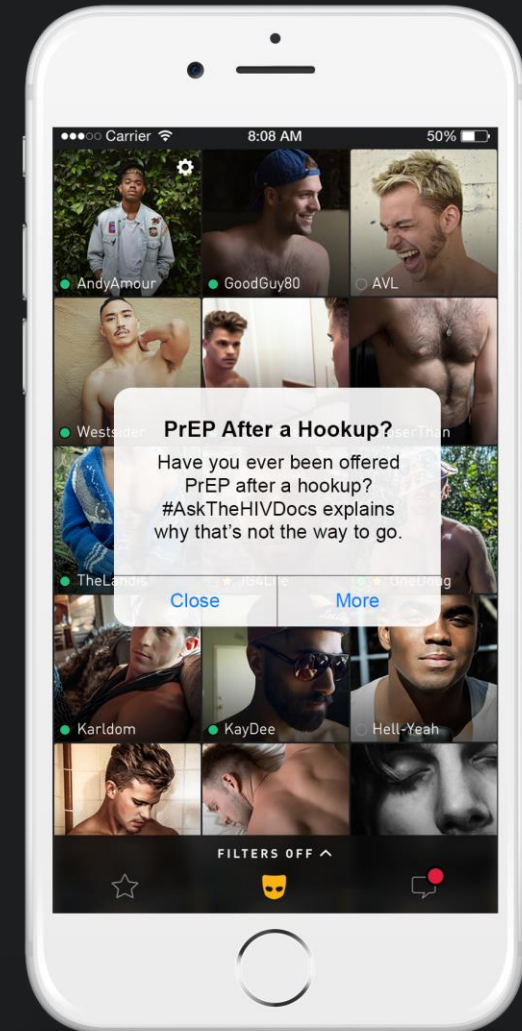
**OUR VISION:** Every user in the world uses us to stay connected and be in-the-know

1. To create a healthy community of Grindr users.
2. To create a politically engaged community of Grindr users.

## Key Value:

Racial Justice

Community self-determination



# IN-APP MESSAGES



# SEGMENTING OUR MESSAGES

1. Geography.

2. Gender Identity.

Trans Tribe.

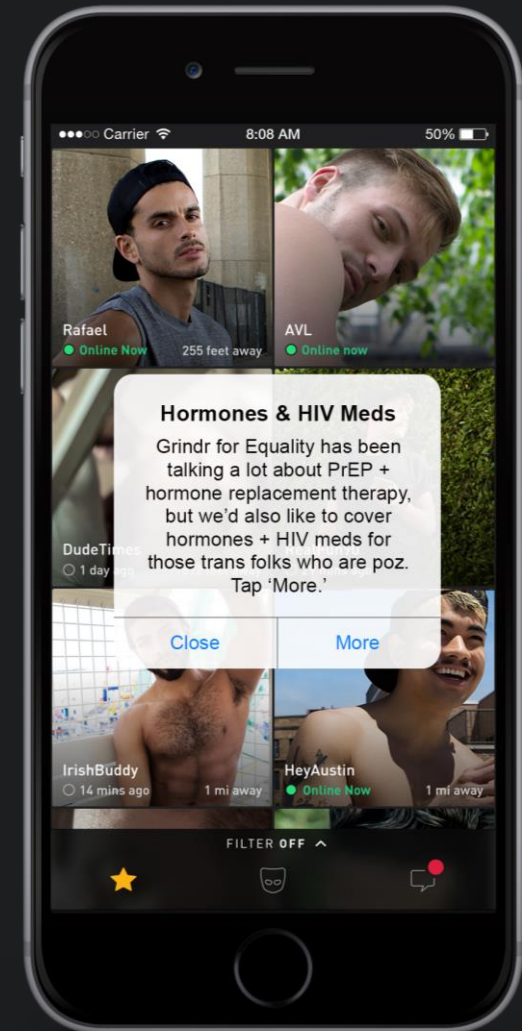
3. HIV Status.

4. Race.

White, Asian American, South Asian, Middle Eastern, Native, Pacific Islander, Latino, Black

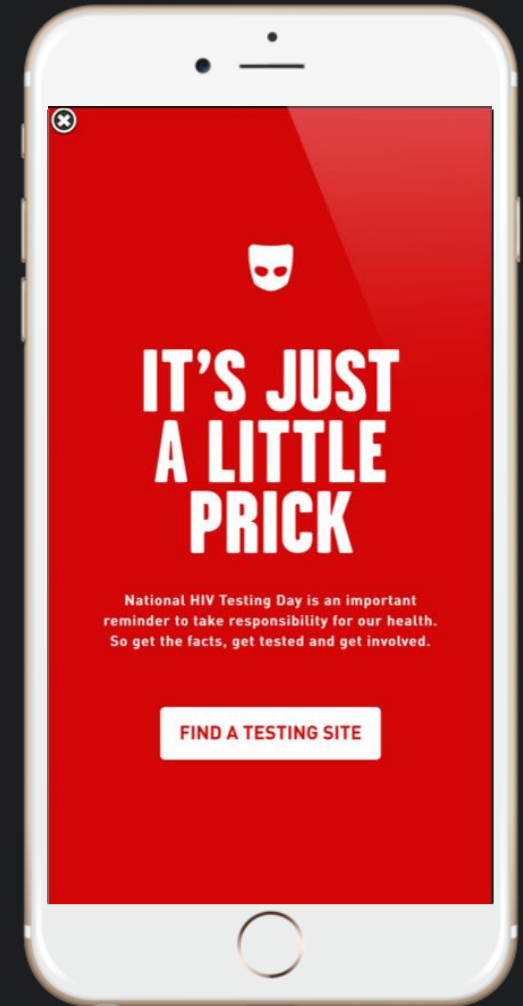
5. Age.

Individual Ages, Age ranges



# PREP UPTAKE IN THE U.S.

- Surveyed over 10,000 users
- 1 in 5 who are on PrEP today cited Grindr 4 Equality's campaign as having directly impacted their decision to talk to their doctor about the drug.



# GRINDR FOR EQUALITY

Adapting apps for increased social consciousness around HIV



# Grindr 4 Equality + Navajo Area

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## GRINDR4EQUALITY

### PrEP & HIV Testing in Navajo Country

PrEP, or pre-exposure prophylaxis, is a daily pill that prevents HIV infection for people who are currently HIV-negative. Truvada is the medication currently recommended to prevent HIV infection, but there may be more options available in the future.

The only way to know whether you are HIV-negative or HIV positive is to get tested. It is recommended that everyone get tested at least once for HIV and that some people should be tested more often. Knowing your status is an important part of keeping your body healthy.

For those who are HIV-negative, there are three clinics in the Navajo area where you can go to get PrEP prescribed and reduce your anxiety about HIV: – reduce your HIV risk

#### Gallup Indian Medical Center

516 East Nizhoni Blvd, Gallup NM 87301

Contact the confidential pharmacy PrEP line for more information about PrEP at 505-399-9552

#### Tsehootsoi Medical Center

On the corner of routes N12 and N7 in Fort Defiance, AZ 86504

#### Northern Navajo Medical Center

Located on Highway 491 North in Shiprock, NM 87420

If you are interested in PrEP but do not have a primary care doctor, please be seen in the Urgent Care Clinic or Emergency Department. If you have a primary care provider, please ask your doctor if PrEP is right for you

#### Frequently Asked Questions

Each of the following questions is answered in a short, one minute video.

- [How effective is PrEP?](#)
- [Is PrEP right for me?](#)
- [Can I start and stop PrEP?](#)
- [What if I miss a dose of PrEP?](#)
- [Why do I have to get an HIV test every three months while on PrEP?](#)
- [Will PrEP conflict with my anti-depressants?](#)
- [Will PrEP conflict with my trans-related hormone replacement therapy?](#)
- [What is PEP or post-exposure prophylaxis?](#)

In the first weekend of running targeted ads in Navajo area, we garnered **50 click-throughs** to the custom resource page.

# Special Thanks & Contact Info

- Philene Herrera
- Marie Johnston
- **Jonathan Iralu**
- **Lisa Neel**
- Jack Harrison-Quintana
- jack@grindr.com
- **@jchq59**