

Project CHALO!: Surpassing virtual barriers in HIV care and prevention.

CHALO is a pilot research study to develop and test the feasibility and acceptability of a social-media (SM) -based HIV prevention intervention to increase consistent condom use and linkage-to-care for HIV testing and other services at The Humsafar Trust. This project is being developed and implemented by The Humsafar Trust in partnership with the Albert Einstein College of Medicine based in Bronx, New York. The objective of this research is to build on Humsafar's current SM-based peer outreach efforts to develop and evaluate a theoretically ground virtual intervention using a community based participatory research approach. Our central hypothesis for CHALO! is that peer-driven social media-based outreach can efficiently identify and reach an otherwise hard-to-reach Indian MSM population, modify risk behaviors, and motivate individuals to seek in-person health services at a MSM safe-space.