

Internet Partner Notification (IPN)

Tools & Strategies New York City



New York City Department of
Health & Mental Hygiene

Bureau of STD Control

Overview

- Partner notification (PN)
- PN resources
 - in-Spot
 - Internet Partner Notification (IPN)
 - Additional resources

Partner Notification

- Partner notification (PN) is the most direct way to stop the spread of STDs.
 - Cannot compromise confidentiality/privacy
 - Allows exposed to be identified, examined and treated prior to infection spread
- Sex & needle-sharing partners should be notified of their exposure as soon as possible.

Partner Notification

- At the time of diagnosis, providers should counsel patients about PN & offer resources.
- Patients may elect to contact partners via:
 - 1) Self-referral
 - 2) Provider referral – patients can remain anonymous

Partner Notification

- Patients diagnosed in BSTDC STD clinics are interviewed for risk & partner information at time of diagnosis
- Partners named are contacted & encouraged to visit a clinic for testing and/or treatment
- Original patient's information is confidential

Partner Notification

- Patients diagnosed by private providers are often unaware of PN resources
- BSTDC has several resources to facilitate PN for patients diagnosed outside the Agency

PN Resources



BSTDC



Patient Partner Notification

The inSPOT Home Page

Address <http://www.inspot.org/gateway.aspx>

Go Links >>



[ABOUT THIS SITE](#) | [COMMUNITY GUIDELINES](#) | [FAQ](#) | [CONTACT US](#)

VISIT A SITE NEAR YOU

TELL them if you've been exposed to an STD
LEARN about STD cures and treatment
FIND local testing resources



▶ US: Cities

- San Francisco
- Chicago
- Los Angeles
- New York City
- Philadelphia
- Portland
- Seattle
- Washington, DC

▶ US: States


- California
- Colorado
- Florida
- Idaho
- Indiana
- Massachusetts
- Minnesota
- Wisconsin



▶ International

- Toronto
- Romania

WWW.INSLOT.ORG

Users Choose: "Tell them" to Notify Partners

Address  http://www.inspot.org/Home.aspx?regionid=45&sitevl=1

 Go  Links >>



[TELL THEM](#) | [GET CHECKED](#) | [STD INFO](#) | [RESOURCES](#) | [TESTING](#)

[ABOUT THIS SITE](#)

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In New York, there's an easy way to tell your sex partners you have a sexually transmitted disease (STD). Send them a free inSPOT e-card, ANONYMOUSLY or from your email address, [right here](#).

No information will be reported to any government or private agency. Please respect the community and don't use these cards to spam.

[More About This Site >](#)
[Community Guidelines >](#)



Tell your hookups, ex's, boyfriends, girlfriends, and partners they may have been exposed to an STD.

[TELL THEM](#)



If you've received an InSpot card, find out where to get screened and if necessary, treated, for an STD.

[GET CHECKED](#)



This site was created by
[I.S.I.S., Inc.](#), a non-profit
group, with funding from the
NYC DOHMH Bureau of STD
Control.

Design by Primaltal

Users Choose One of Six Cards

PICK A CARD

CLICK ON THE IMAGE TO PREVIEW. CLICK "SELECT" TO CONTINUE.



SELECT



SELECT



SELECT



SELECT



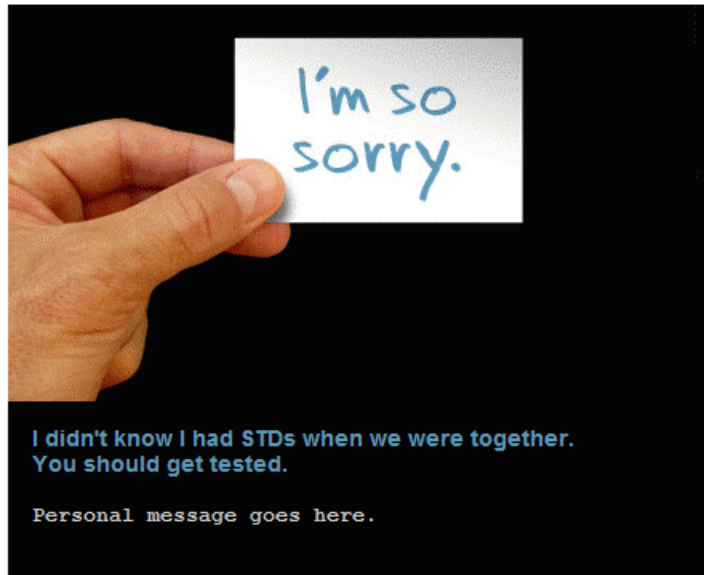
SELECT



SELECT

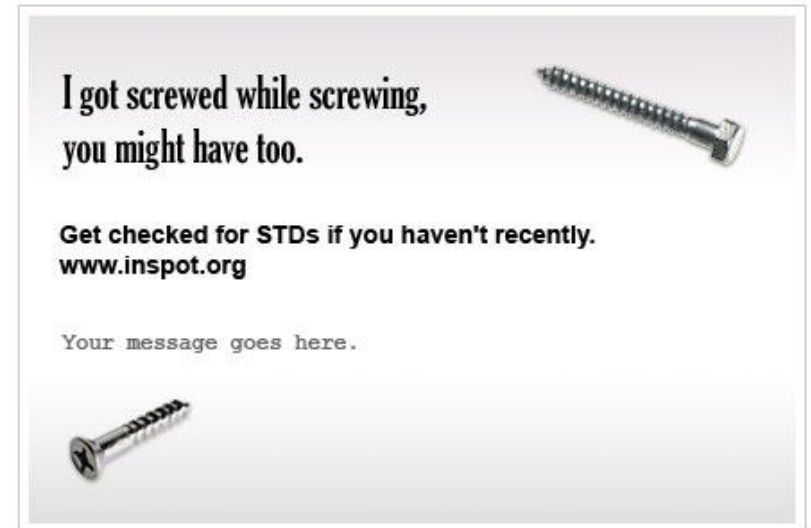


Most Frequently Sent By Card Mar 2007 – Oct 2009



This is from a friend at **in SPOT** the [STD] Internet Notification Service for Partners Or Tricks.

648 Sent (28%)*



This is from a friend at **in SPOT** the [STD] Internet Notification Service for Partners Or Tricks.

589 Sent (25%)*

Recipients Receive a Confidential Message from “inSPOT,” Not the Original Sender

Previous | [Next](#) | [Back to Messages](#)

[Delete](#) [Reply](#) [Forward](#) [Spam](#) [Move...](#)

This message is not flagged. [[Flag Message - Mark as Unread](#)] [Printable View](#)

From: "getchecked@inspot.org" <cardsend@inspot.org> [Add to Address Book](#) [Add Mobile Alert](#)

To: getchecked@inspot.org

Date: 13 Nov 2007 15:58:16 -0500

Subject: e-Card from a concerned friend re: your health - via inSPOT



I got diagnosed with Syphilis since we played. Get checked out soon.

This card does not seem like it would be effective, however I have an STD- Get yourself checked ASAP!!!!!!!!!!!!!!

After receiving a message, recipient can go to “Get Checked” for more information



[TELL THEM](#) | [GET CHECKED](#) | [STD INFO](#) | [RESOURCES](#) | [TESTING](#)

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GET **checked**

STDs are part of life. One reason they're so common has nothing to do with sex, and everything to do with silence.

If you've been diagnosed with an STD, what your playmates don't know could affect you again. Or affect a friend. Or a friend's friend.

[More About This Site >](#)
[Community Guidelines >](#)



- [▶ Learn About STDs](#)
Get detailed information about symptoms, testing, treatment and prevention.
- [▶ Find a Clinic in New York City](#)
View a clickable map of the City and locate the clinic nearest you for STD testing. Or see your private doctor today.
- [▶ STD Cures & Treatments](#)
STDs are either curable—they'll go away completely—or treatable, meaning symptom relief is available. Find out what's what.

HIV-Specific Tools



- Advice for talking about HIV
- Find a clinic in NYC
- Information about Post-Exposure Prophylaxis
- 119 HIV cards have been sent since June 2007*





inSPOT Use Mar 2007 – Oct 2009


- 9615 Senders sent 14487 Cards
 - 76% included a message
- 7471 (78%) sent anonymously
 - 1945 Recipients clicked through to more information
- 2144 (22%) sent from identifiable Email addresses
 - 456 Recipients Clicked-Through to More Information

Most Frequently Sent Cards by Condition (May 07 – Oct 30, 2009)

- Chlamydia: 1490
- STD (unspecified): 1625
- Crabs/Scabies: 2236
- Gonorrhea: 1566
- Syphilis: 1285

Keys to Success

- Broad awareness among providers & patients of inSPOT availability
- Confidence in anonymity and confidentiality
- Connection between inSPOT & resources for testing/treatment
- Limiting use to legitimate PN efforts



Public Health Advisor (PHA) Internet Partner Notification (IPN)



PHA Assisted Internet Notification

- BSTDC staff notifies potentially exposed individuals who would otherwise be “unreachable”
- A protocol was developed to ensure that IPN is conducted in a manner befitting representation of NYC DOHMH

Internet Partner Notification at NYC DOHMH BSTDC

- Identifying sex partners through internet services (i.e. Manhunt.net, adam4adam.com, etc.) is growing
- Reaching partners who access such sites is difficult
 - Partners are locatable only through internal email & messaging services
- BSTDC needed a way to notify & refer those partners
- Established PN accounts at popular sites

IPN Protocol, NYC DOHMH BSTDC

- To complement traditional PN strategies
- Staff can only:
 - E-mail addresses & screen names that exactly match the spelling provided by the OP
 - Maximum of 3 emails sent with escalating urgency
 - Mention of STD exposure prohibited in email messages

IPN Challenges

1) Confidentiality

- Assuring messages reach only the intended recipient
- Balancing the need for specificity with caution

2) Measuring Success

- How many partners are notified?
- How many partners are tested and treated?

IPN Sites with Accounts

- Current Sites
 - Manhunt.net
 - Adam4Adam.com
 - BGCLive.com
 - Xtube.com

Examples of Site Home Pages

- Manhunt.net
- Adam4Adam.com



MANHUNT

OVER 33,550 MEN ONLINE NOW

Need an account?
JOIN NOW

Want to learn more?
SITE TOUR

Member Name:

Password:

Remember me

LOGIN

Did you forget your member name or password?


Award-winning
MANHUNT is a proud recipient
of a Cybersocket award for
Best Adult Hookup Site

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Photos are posted by members and posted solely for the purpose of meeting other men.



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Password:

Remember my Username

Login

[Forget your Login Info?](#)

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4RX ONLINE PHARMACY [CLICK HERE!](#)

GENERIC CIALIS LAST UP TO 36 HOURS! AS LOW AS \$1.42/PILL

Each member must certify that he is 18 years of age or older. All profile photos are posted by members solely for the purpose of meeting other members. [RTA](#)

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Additional Resources for PN



Other Uses of the Internet

- Reverse Searches
 - Name
 - Address
 - Telephone Number
 - Cell phone Number

Uses of Information

Information ascertained is used to:

- verify information already available
- conduct additional searches

Common Sites Used for Searches

- Whitepages
- USPS
- Google
- Theultimates
- PIPL
- Google
- Netsleuth
- US Search
- Intelius (fee for searches with results)

Social Networking Sites

- Facebook
- MySpace

Personal “messages” are sent from
DOHMH Profile Account

Instant Messaging

- Due to concerns over confidentiality of messages, no contact is initiated through instant messaging systems or chat rooms

We Need Your Help

- Use the card provided at your table
- Email me at kmiddlet@health.nyc.gov
- Call me at (212) 788-4425

Thank you very much for your suggestions and comments!