



3T

TUNE IN!
TURN ON!
TURN UP!

Media Kit

For Youth-Serving Organizations

advancing
health
equity

etr.



dfusion



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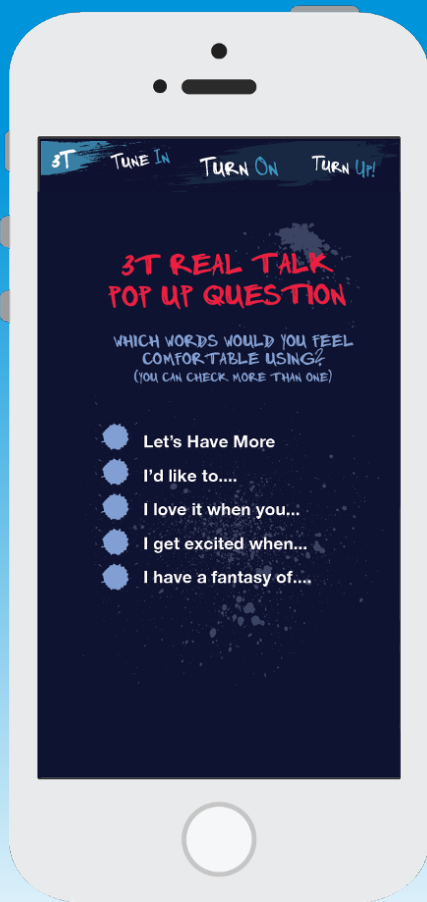
Project Overview

TUNE IN! TURN ON! TURN UP!

Tune In! Turn On! Turn Up! (3T) shares sexual health and healthy relationship information with black gay teenage guys right from their phone. We are looking for organizations to help recruit youth to take part in a study to test this new app.

3T is an innovative educational app that empowers young black gay teens by providing a multimedia, interactive, sex-positive HIV intervention designed specifically for **them**. With a focus on healthy relationships and pleasure, 3T is comprehensive, medically-accurate, and scientifically grounded.

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Eligibility to Participate in the 3T Paid Study

We are looking for youth who are male (birth sex=male), 14-17 years old, Black/African American, and who identify as gay, bisexual or attracted to men.

As part of the study, eligible youth will be invited to take part in three surveys (one before using an app and two afterwards) and will be asked to use an app during a 3-month time period after the first survey. Youth will be randomly assigned to use either the 3T app or a general health app. Youth will access all activities online through their phones. After assenting, young people will be asked to either upload a video to a secure site stating their understanding of the project or to meet on Zoom with a participant advocate to confirm their assent.

Participants will be compensated for their time filling out the surveys. They receive \$20 at baseline, \$40 for the first follow-up survey taken three months after using the app, and \$60 for the final survey taken six months after using the app.

Participants can refer up to three friends to take part in the study and will receive incentives for doing so.

Youth must assent to take part. They do not need to have their parents' permission.

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Recruitment

The **3T** study plans to enroll 300 youth participants.

Participating organizations would be asked to promote **3T** to members of their organization who may be eligible and interested by distributing flyers or posting them around the agency and by posting the link to study information on their organizations' social media.

Participants are welcome to share the study information with friends, allowing the study to build on pre-existing social networks.

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About dfusion and ETR



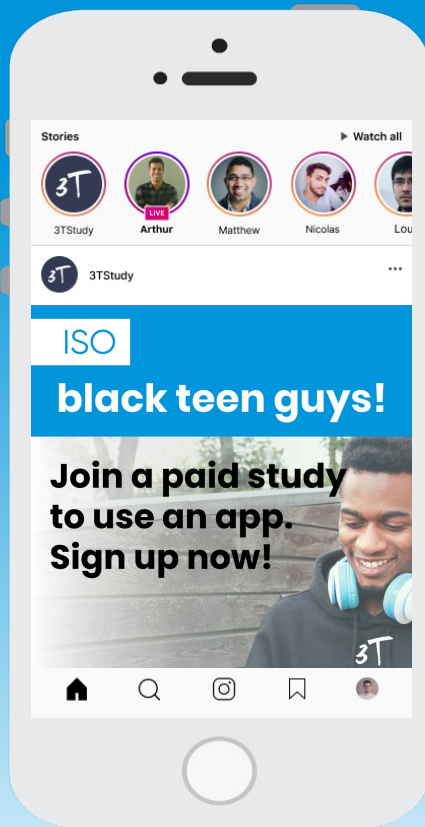
We are from **dfusion**, a small business that uses technology-based programs to improve people's health, and **ETR**, a nonprofit health education and research company.

dfusion and **ETR** have many years of experience developing health education programs and conducting studies with youth.

This project is funded by the National Institute on Minority Health and Health Disparities.



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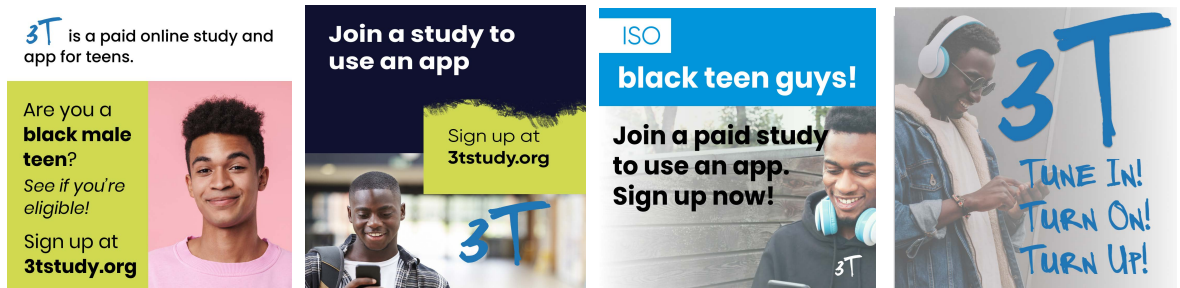


Media Downloads

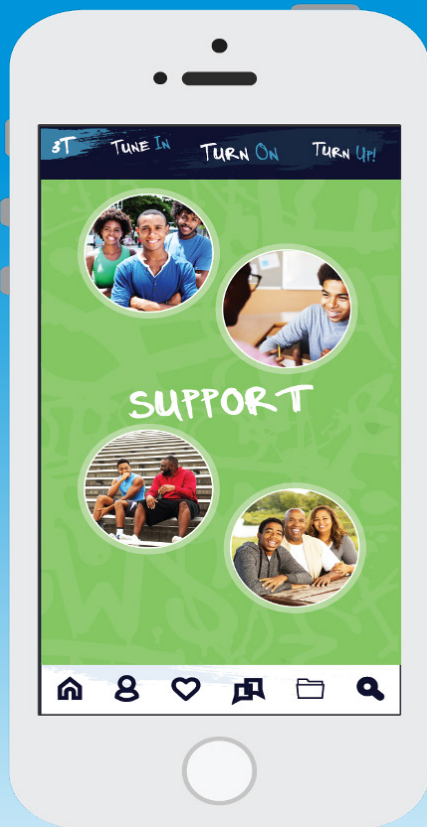
Please visit the [3T Media Download Page](#) for social media artwork and samples post texts.

[Click Here](#)

MEDIA SAMPLES INCLUDED



3T



Connect on Social Media



@3Tstudy



facebook.com/3TStudy/





Sample Social Media Posts

SUGGESTED HASHTAGS

#3TStudy

#researchstudy

#joinastudy

#testanapp

#YourHEALTH

#YoungBlackandGay

#Paidresearchstudy

#YouthResearch

#LGBTQ

When possible, please tag the 3T Study in your posts:

@[3Tstudy](#) on Instagram and Facebook.

FOR POSTS SEEN BY YOUTH:

- Be a part of something bigger and learn about health. Join this paid study and get ready to Tune In, Turn On, and Turn Up!
- Want to join a paid study from your phone? Go to www.3Tstudy.org to see if you can take part!
- Are you a Black or African American teen guy? Want to learn more about health? Join the 3T Study!
- The 3T Study is designed for today's young black guys. Join hundreds of other guys who are testing the app, taking a few surveys and getting paid!



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Contact Information



Want to promote the **3T** study at your agency?

For questions about the study or the app or to help recruit youth, please contact:

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