



PRESS RELEASE
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WellFlorida launches HIV prevention study

GAINESVILLE, Fla. (Oct. 22, 2012)— WellFlorida received funding from the **Florida Department of Health** to launch a statewide HIV prevention study to better understand the knowledge, attitudes and beliefs of men who have sex with men (MSM).

MSM who are Florida residents and above the age of 18 can contribute to the study by participating in the **Florida MSM HIV Prevention Survey** at <http://www.surveymonkey.com/s/FLMSMNA>.

The survey is confidential and can be completed in five to ten minutes. Survey questions address prevention issues pertaining to awareness, testing behaviors, healthcare providers, and opinions on existing campaigns and efforts.

In addition to the online prevention survey, WellFlorida is conducting focus groups in Miami, Fort Lauderdale, Panama City, West Palm Beach, Tampa, Orlando and Tallahassee.

The main purpose of the study is to assess the receptiveness of HIV prevention messages among MSM in Florida that are distributed through state programs, interventions, media initiatives and campaigns.

For additional information on the study and how to get involved, please call Shane Bailey, director of community initiatives at WellFlorida, at 352-313-6500 ext. 110 or email Naomi Ardjomand-Kermani at NaomiAK@wellflorida.org.

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