

Brothers Keeping Brothers Safe refers to black MSM influencing one another to practice safer sex and stop transmission. The potential for impact is vast as the target of ***d-up!*** is a social network of black MSM -- not a mere individual here and there. When the social norm is shifted in the network the behavior of every individual in the network is impacted. ***Brothers Keeping Brothers Safe*** indicates that brothers are the most effective and far-reaching agents of sexual behavior change for themselves that exists in the world.

d-up! is a set of instructions for you as a provider to help mobilize black gay men to establish a norm of safety among themselves. ***Brothers do it, you help them.*** The ***d-up!*** intervention is ***Brothers Keeping Brothers Safe.***