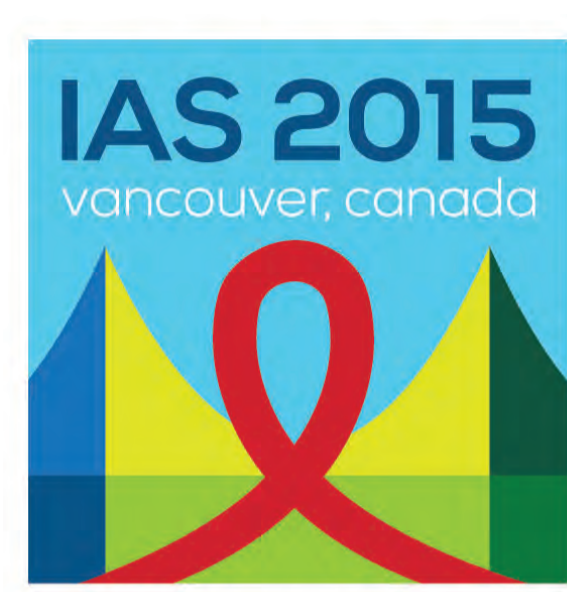


How effective are innovative strategies that use communication technology in scaling up HIV testing and engaging MSM in HIV awareness? A case study from Thailand.

Presented at the 8th IAS Conference on HIV Pathogenesis, Treatment & Prevention, 19-22 July 2015 at Vancouver, Canada.

MOPEC 428



8th IAS Conference on HIV Pathogenesis, Treatment & Prevention 19-22 July 2015

Tarandeep Anand^{1,2}, Chattiya Nitpolprasert^{1,2}, Jintanat Ananworanich MD PhD^{2,3,4}, Jureeporn Jantarapakde¹, Donn Colby MD^{1,2}, Praphan Phanuphak MD PhD¹, Charnwit Pakam^{1,5}, Nittaya Phanuphak MD^{1,2}

- 1 The Thai Red Cross AIDS Research Centre, Bangkok, Thailand
- 2 SEARCH, The Thai Red Cross AIDS Research Centre, Bangkok, Thailand
- 3 Present Address: U.S. Military HIV Research Program, Walter Reed Army Institute of Research, Silver Spring, United States
- 4 Henry M. Jackson Foundation for the Advancement of Military Medicine, Bethesda, United States
- 5 The MSM Sexual Health Clinic, The Thai Red Cross AIDS Research Centre, Bangkok, Thailand



BACKGROUND

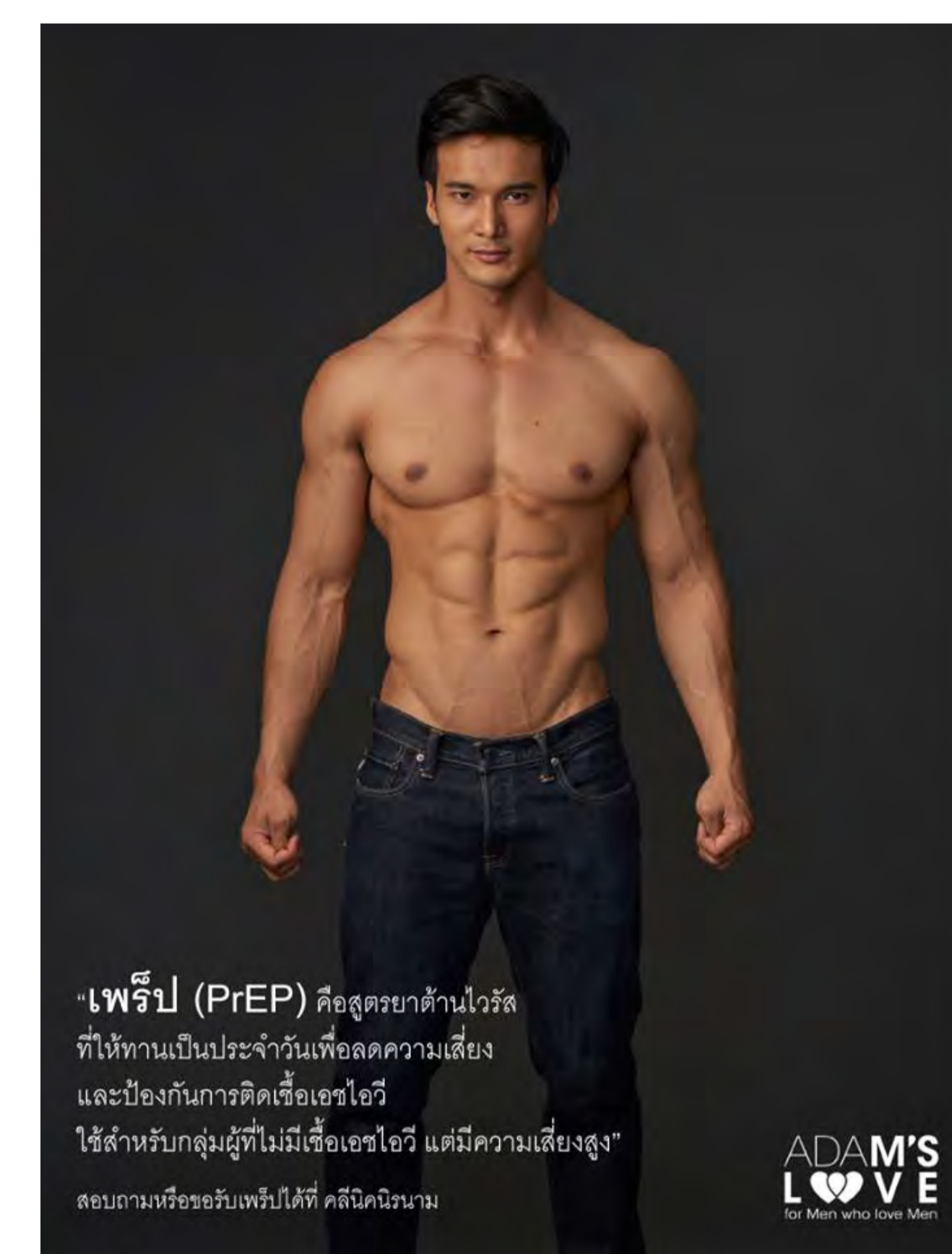
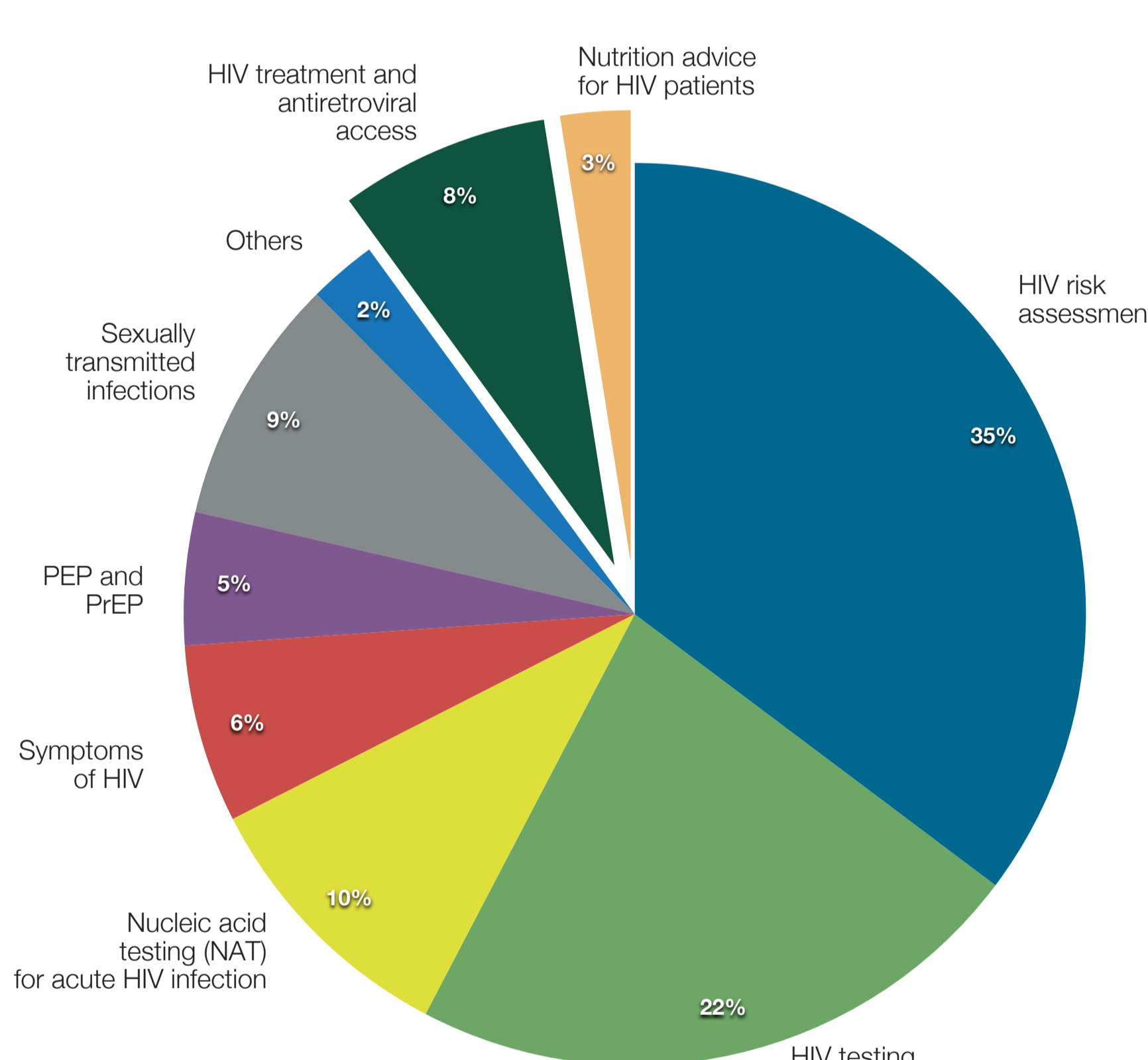
- Thailand has faced a rapidly growing proportion of new HIV cases among men who have sex with men (MSM) over the past decade.
- The HIV testing rate among the MSM population, estimated to contribute 40% of the country's new HIV cases during 2012-2016, is very low at 29%.
- Only 7% of MSM reached through traditional outreach under Thailand's Global Fund Round 8 Program received HIV testing.
- In September 2011, The Thai Red Cross AIDS Research Centre launched "Adam's Love", Thailand's official MSM health project.

METHODS

- An innovative model, adamslove.org offers 60% HIV/STI education and 40% entertainment in English and Thai.
- The campaign features over 300 expert advice videos, a comprehensive HIV prevention package, a membership program offering designer incentives for HIV testing, fashion photography and integrated social media and web message boards for health advice.
- Video coverage of celebrities getting tested are posted on Adam's Love social media networks that have gone viral among the MSM community.
- Billboards are placed in strategic locations promoting safe sex and HIV testing messages.
- The campaign is linked with The Thai Red Cross AIDS Research Centre, community drop-in centres like RSAT and SWING, and 5 private hospitals in Bangkok to make HIV/STI testing easily accessible.

RESULTS

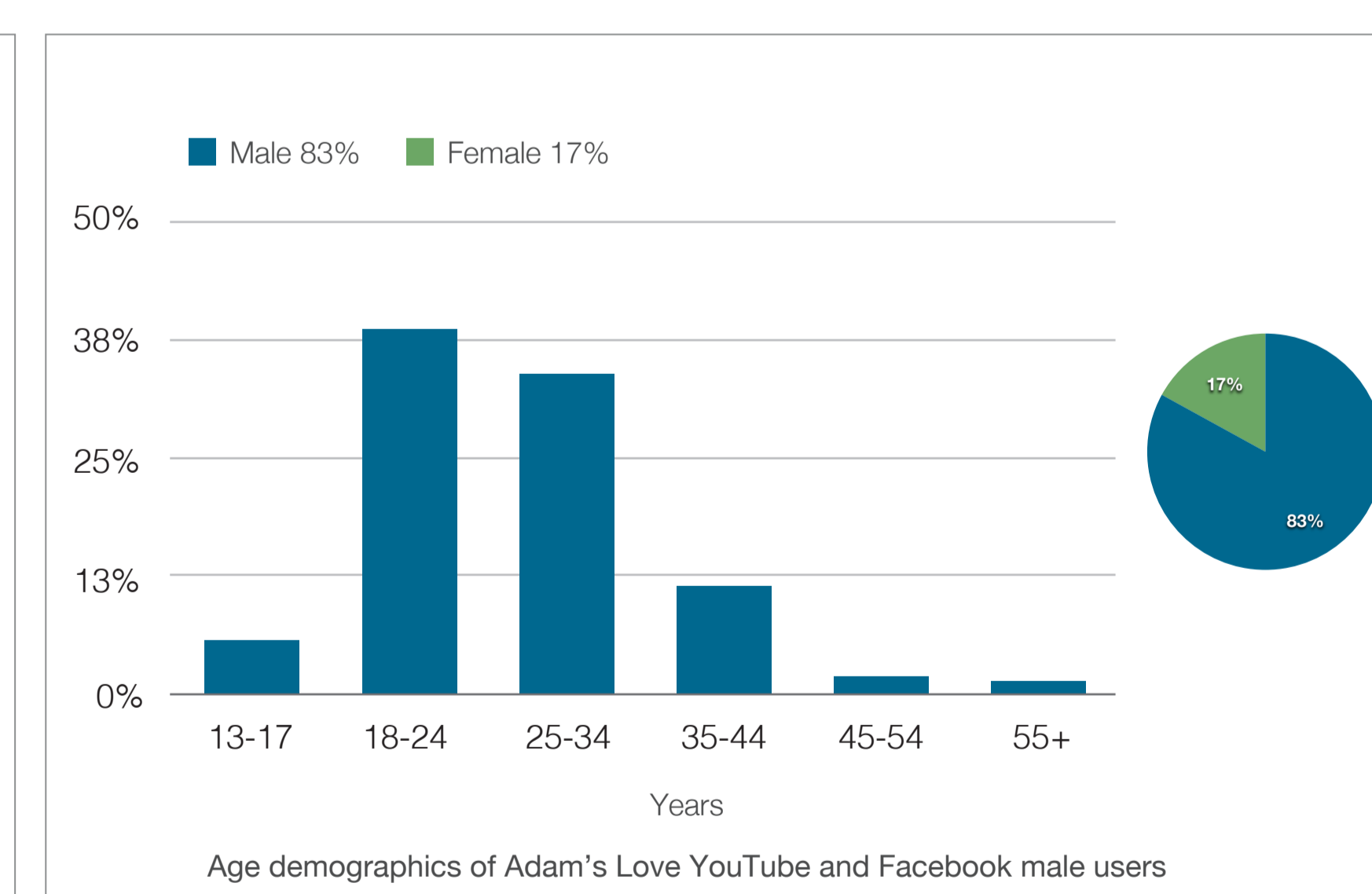
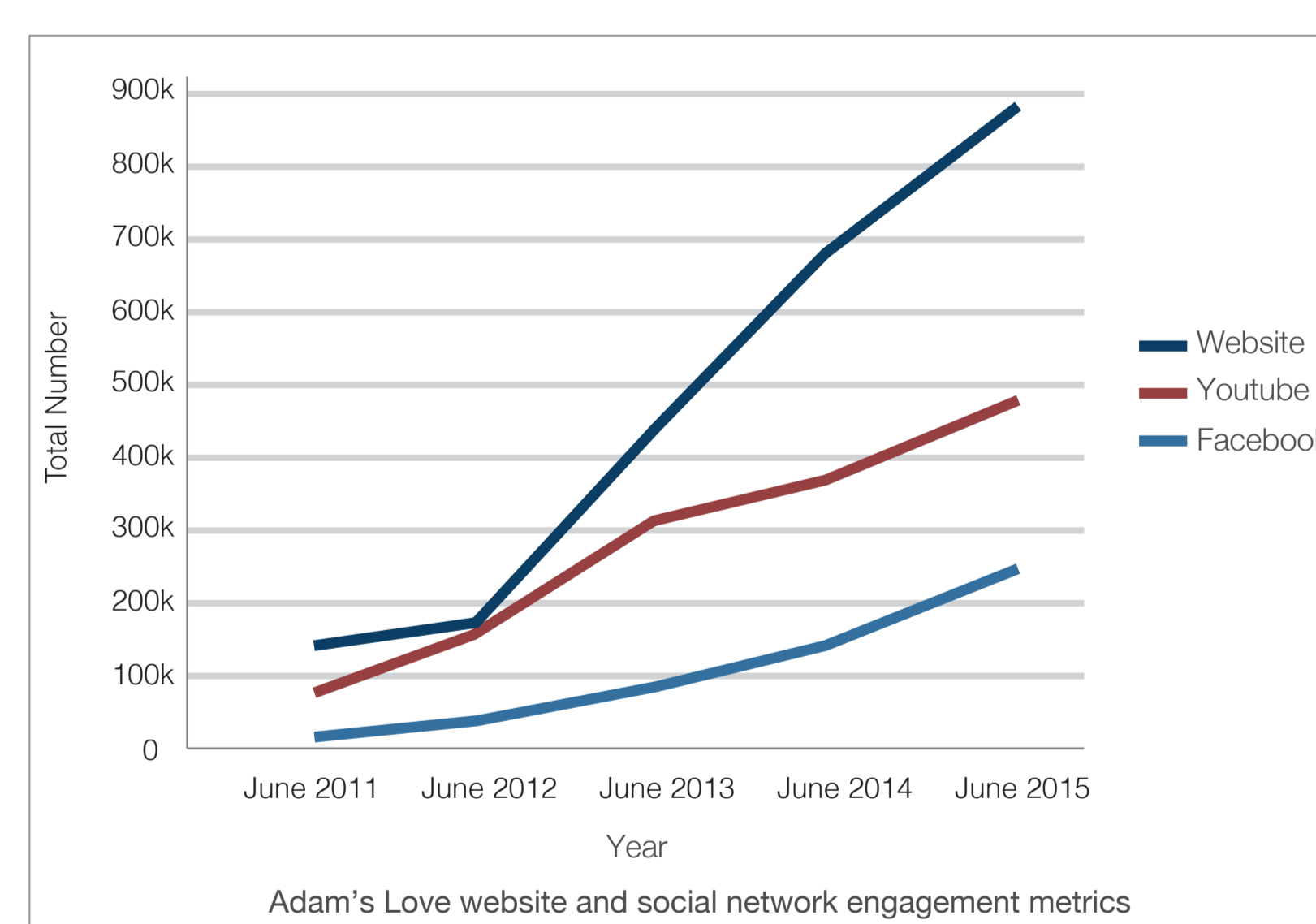
- Between Sep 2011 - Jun 2015, Adam's Love website received 171 million hits, engaged 2,163,391 total visitors (21% repeat visitors), with 10,266,946 page views with an average visit duration of 4.28 minutes per visitor.
- YouTube videos gained over 1.35 million views (82% male viewers).
- The three top-rated videos included symptoms of HIV infection, oral sex advice, and three simple steps for HIV testing.
- An estimated 15,749 gay men and other MSM received online counselling; 10,400 MSM were referred to HTC services; 1,681 to STI testing services; 648 to Post-Exposure Prophylaxis (PEP) and Pre-Exposure Prophylaxis (PrEP) services; and 1,323 MSM living with HIV were advised regarding HIV treatment.
- In total, 1,286 MSM recruited online were enrolled in the club membership programme, and 15.2% were diagnosed with HIV.
- Majority of the MSM recruited online into HTC services in the programme were young (half were 14-25 years old) and more than one-third (36%) were discreet about disclosing their gender identity.



An Adam's Love Facebook post promoting the PrEP-30 campaign

Characteristics of MSM recruited online through the Adam's Love website at partner clinics and hospitals in Bangkok (n=1,286).

n=1,286		Number of sexual partners in the past month	
HIV status		≥5	1,045 (81.3%)
Negative	1,091 (84.8%)	6-20	234 (18.2%)
Positive	195 (15.2%)	21-50	7 (0.5%)
		≤51	0 (0%)
Age group, years		Condom use in the past month	
14-18	50 (3.9%)	Always	603 (46.9%)
19-25	572 (44.5%)	Sometimes	364 (28.3%)
26-35	536 (41.7%)	Never	148 (11.5%)
36 up	128 (9.9%)	No sex	171 (13.3%)
Gender identity		Planned interval for next HIV test	
Gay or MSM	1,173 (91.2%)	Within 3 months	335 (26.1%)
Bisexual	93 (7.2%)	3-6 months	514 (40%)
Transgender	20 (1.6%)	6-9 months	102 (7.9%)
		9-12 months	48 (3.7%)
Disclosure status of gender identity		More than 12 months	37 (2.9%)
Open (out)	822 (63.9%)	Not sure	250 (19.4%)
Discreet (hidden)	464 (36.1%)		



CONCLUSIONS

The Adam's Love programme has clearly demonstrated the potential for utilising an 'online-to-offline' recruitment model in Thailand, successfully reaching out to hidden and discreet MSM, and has emerged as a reliable resource on HIV and for referrals to testing and care.

ACKNOWLEDGEMENTS

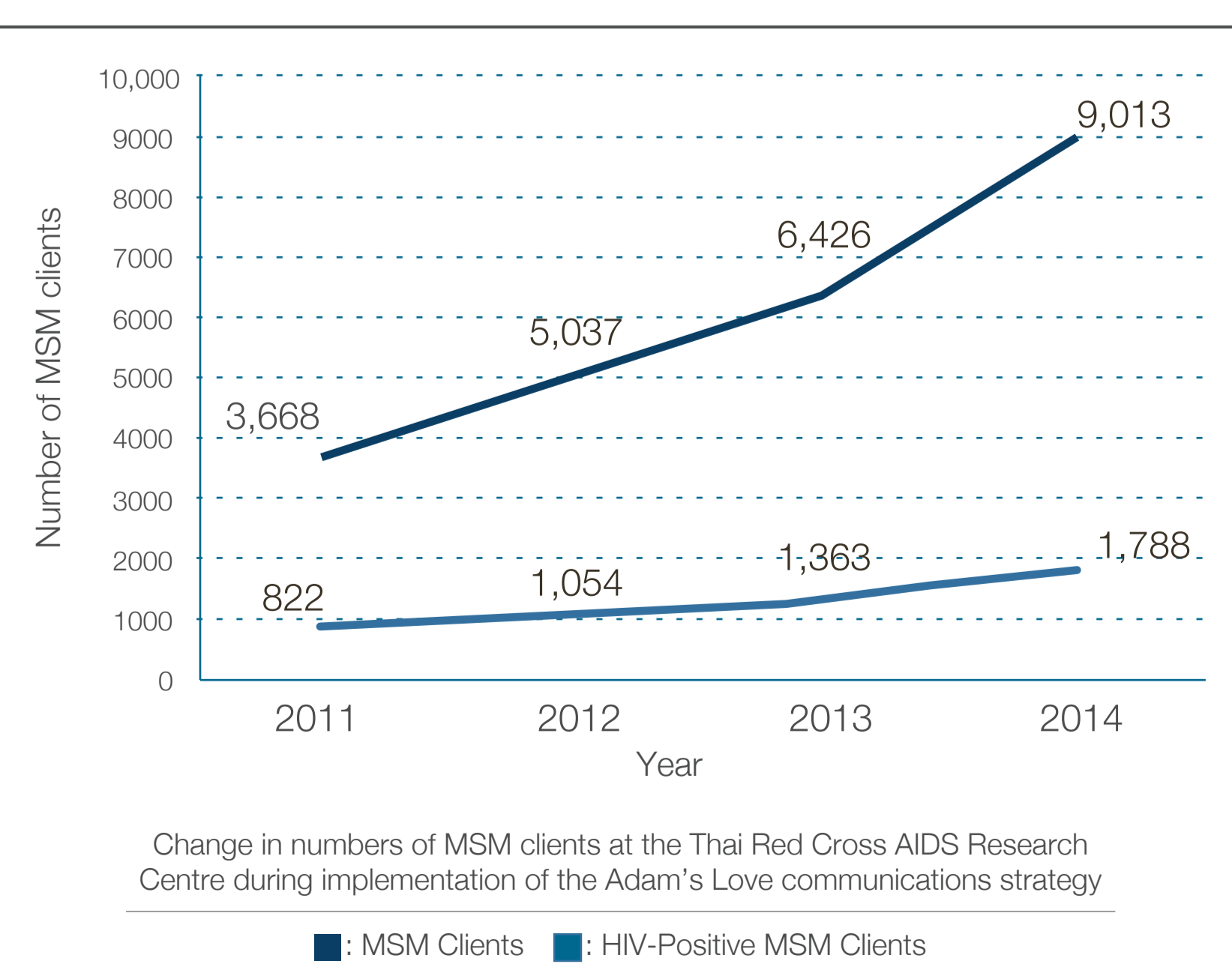
We would like to thank all sponsors, supporters, contributors and participants of Adam's Love.

FOR FURTHER INFORMATION

Please contact tarandeepsinghanand@gmail.com

Website: www.adamslove.org

Social Media: Facebook.com/AdamsLoveThailand, YouTube.com/AdamsLoveThailand, YouTube.com/AdamsLoveClub



MSM couple receive Adam's Love T-shirts as incentives after getting tested for HIV