

**Programme Title: Invest Hong Kong – Building a health population by intensifying HIV/STI prevention and care in the community
(Programme Code: PPE 611 PM)**

Executive Summary:

In total 6 projects are included in the programme: Invest Hong Kong ó Building a health population by intensifying HIV/STI prevention and care in the community.

Aim and Objectives

The main objective of the programme is to intensify the efforts on HIV prevention and support to PLHIV.

Target population

The six projects were as follows:

- Prevention and education for men who have sex with men (MSM)
- Prevention and education for young men who have sex with men (YMSM)
- Cross border men who have sex with men
- Clients of female sex workers (CFSW)
- HIV and STI testing
- Support for people living with HIV (PLHIV)

Project design

The main strategy for the prevention and education projects is to reach out the target populations through physical outreach, social media and internet outreach, using a peer approach and collaboration with community stakeholders. HIV testing and risk reduction counseling is targeted at the vulnerable population with high risk behaviours. The one stop service for people living with HIV is provided to ensure emotional, social and practical support.

Main achievements

Through the 3 year programme, the key achievements and lessons learned were as follows:

- The internet is now a core communication tool for HIV education in MSM, YMSM, Cross border and Heterosexual males. The majority of the testing users knew the HIV testing service through social media. HIV prevention

messages can be effectively delivered via the internet.

- The MSM testing output targets were all met or exceeded for this project. This service is now an important contributor to the identification of new HIV positive cases among MSM. The testing numbers on CFSW have risen significantly year on year but are below the target numbers set 4 years ago. One of the key learning points here is that this work is very difficult among heterosexual men because awareness of HIV/AIDS is still low while the high risk targets believe HIV/AIDS is not highly relevant to them.
- Couple testing may have potential for further development as piloting in the past year shows some interest in the community, particularly among people who may be starting new relationships.
- A pilot using a mobile van in the New Territories for testing showed that there is demand from clients for this service. We will look to develop this service further.
- Infotainment where entertainment techniques are combined with education present an interesting way to get education across and seem to help drive testing in high risk heterosexual men.
- A peer approach is effective in MSM and PLHIV. For MSM, peers play an important role in service referral and spreading the HIV prevention message. For the PLHIV support service, peer engagement plays a crucial role to provide emotional support to the PLHIV to overcome the difficulties in HIV diagnosis.
- The stigma watch study conducted by AIDS Concern and Chinese University of Hong Kong provided direction for the support service and anti-stigma work for PLHIV in which mental health and relationship issues need to be tackled to enhance the wellbeing and eliminate the stigma of PLHIV.

Table: Number of HIV tests, HIV cases diagnosed in AIDS Concern and PLHIV followed up by AIDS Concern from 2012/13-2014/15

	2012-2013	2013-2014	2014-2015
No. of Testing :MSM	1688	2078 (+18.7%)	2354 (+13.3%)
No. of Testing: CFSW	1385	1751(+20.9%)	1863 (+6.4%)
No. of HIV positive cases-MSM	31/1688 (1.84%)	44/2078 (2.12%)	59/2354 (2.51%)
No. of HIV positive cases-CFSW	1/1385 (0.07%)	4/1751 (0.23%)	2/1863 (0.11%)
No. of newly diagnosed HIV cases follow up by PLHIV team	65 31 (from testing)	74 42 (from testing)	79 51 (From testing)