

# **PPE 623 PM (Project 1): Project Touch**

## **Executive Summary**

### **Aim and Objectives**

1. To socialize with newly come out and high risk young MSM to disseminate information on safer sex and positive attitudes on love and sex by establishing a healthy community culture;
2. To build up a supportive social network that is conducive to safer sex and testing practices and norms; and
3. To upscale the empowerment and participation of young MSM currently established in past projects.

### **Objectives**

1. To localize the model of M-empowerment, provide early intervention and promote sustainable behavioural change among young MSM through intensive community-based, peer-led multi-levelled early intervention. A diverse and youth centred mode of service delivery, including multi-session group intervention, peer education, peer support network, and mass programs will be provided to increase the awareness of young MSM towards their vulnerability to HIV, to raise their HIV/STI knowledge, to understand their risk limits and personal boundary and to master negotiation skills in regards to condom use;
2. To empower and mobilize young MSM to take charge in the prevention campaign and develop new initiatives that truly meet the need of MSM;
3. To replicate the model in Tuen Mun and university MSM groups.

### **Target population**

Newly come out MSM

### **Project Design**

The project is based on the CDC-recommended model of Mpowerment. The guiding principles of the projects are :

1. Personal and community empowerment
2. diffusion of new behaviors through social networks
3. peer-influence



4. putting HIV prevention within the context of other compelling issues for young gay/bisexual men (e.g. social issues)
5. community building
6. using gay-positive approaches

Key Components:

Core group	<ul style="list-style-type: none"> <li>◆ Consists of a group of dedicated young MSM volunteers, responsible to make all major decisions of the projects.</li> </ul>
Safer Sex Workshop	<ul style="list-style-type: none"> <li>◆ Address issues that are important to gay youths</li> <li>◆ helping members setting boundaries</li> <li>◆ teaching safer sex negotiation skills</li> <li>◆ promoting informal outreach and project involvement</li> </ul>
Mass Program	<ul style="list-style-type: none"> <li>◆ Hosts social outreach events that provide social opportunities and promote HIV prevention and testings.</li> <li>◆ Recruits safer sex workshop participants</li> <li>◆ Creates opportunity for positive peer influence</li> </ul>
Informal Outreach	<ul style="list-style-type: none"> <li>◆ Uses peer influence to diffuse safer sex norms</li> <li>◆ Reinforced through other project components</li> </ul>

**Main achievements and conclusions**

1. The project targets newly come out MSM. The average of participants are 23.9.
2. The project successfully reduces sexual risks among young MSM:
  - ✓ The number of sex partners of participants drop from 5.2 to 3.8
  - ✓ Condom use increases 9%
  - ✓ 83.3% of participants get tested.
3. Empowerment and youth involvement is a core part of the project. The project successfully promotes young MSM diffuses safer sex norms among peer:
  - ✓ The projects' volunteer group, Elements, has 64 active volunteers, which is the strongest volunteer group among AIDS prevention projects
  - ✓ 84% of volunteers have encouraged their peers to use condom and have HIV testing



**PPE 623 PM (Project 2)**  
**Youth Power and Safer Sex Supporting Internet Service Achievement**

**Executive Summary**

**Aims and Objectives**

1. To intensify the intervention on internet and mobile apps for changing it into a safer-sex supporting environment through young MSM mobilization.
2. To socialize younger MSM and MSM who newly come-out with safer sex practice and positive attitudes on love and sex by establishing a supporting network to them
3. To connect the young MSM outreached to face-to-face intervention and continuous participation in Project Touch

**Objectives**

1. To recruit, train, mobilize and support young MSM popular opinion leaders to effectively spread safer sex messages to their peers;
2. To reach out hard-to-reach, young and newly come out MSM online and encourage condom use and regular testing;
3. To provide early HIV education and risk prevention to teen MSM under 16 without sexual experience

**Target population**

Targets	Intervention
A. Popular Opinion Leaders: MSM who are popular in online MSM community and dedicated in HIV prevention work	1. Popular Opinion Leader Training and spreading of Safer Sex messages through their social network
B. Newly come out and young MSM aged 16 – 25	1. Facebook, Mobile Apps & Internet Outreach for newly come out and young MSM by online peer counselors 2. Social Media campaign 3. Mobile Apps “ Yes I Do” Photo Campaign
C. Teenage MSM under 16 without sexual experience	1. Online Early Education 2. MSM professional core group
D. Hard-to-reach & Internet-based MSM	1. Information website 2. Behavioral Surveillance

**Project design**



The project is based on the CDC-recommended model of Popular Opinion Leader. The guiding principles of the projects are:

1. Popular Opinion Leader training and spreading of safer sex messages through their social network
2. Facebook, Mobile Apps & Internet Outreaching and Hotline Service for young MSM aged 16-25 by online peer counsellors
3. Facebook, Mobile Apps & Internet Outreaching and Hotline Service for young MSM aged 16-25 by online peer counsellors
4. D1. Information website & Behavioural Surveillance of the internet-based MSM

### **Main achievements and conclusions**

1. The project successfully reduces sexual risks among young MSM:
  - a. Condom use increases 28%
  - b. No. of sex partners decreases 33%
  - c. 71% of participants get tested
2. The project has a thorough volunteer development system. Popular Opinion Leader (POL) training nourishes 35 quality volunteers to involve in different prevention works ("elements" core volunteer group, online mentorship & outreaching, VCT, and school inclusive sex education).



**PPE 623 PM (Project 3)**  
**Regular Testing and Safer Partners**

**Executive Summary**

**Aims and Objectives**

1. To socialize young MSM, newly come out MSM and couple with regular testing and safer sex practice by establishing a supportive norm and culture to them;
2. To expand VCT service for young MSM, couple and in remote area;
3. To tackle the unsafe sex practice among couples, addressing the psychosocial factors behind and building healthy couple relationship with better communication and mutual understanding; and
4. To address the tension of condom use in gay relationship and provide techniques on negotiation skills of condom use for gay couples.

**Target population**

Newly come out MSM

**Project Design**

Key Components and achievement:

VCT	<ul style="list-style-type: none"><li>◆ VCT service are provided in Diamond Hill, Wan Chai, Tuen Mun, Fanling and Tai Po. We provide the most extensive VCT service among AIDS prevention NGOs.</li><li>◆ Over 50% of our service users are below 24.</li></ul>
Couple intervention	<ul style="list-style-type: none"><li>◆ Couple group that addresses misconception about couple using condoms, and focuses on communication skills and negotiation skills in condom use</li><li>◆ Education booklets and videos on couple relationships were produced and received very good response from the community.</li></ul>



# PPE 623 PM (Project 4): Building Enabling Environment and Multi-Professional collaboration

## Executive Summary

### Project Aims

1. To build capacity of teachers, social workers and medical professionals in offering non-discriminative and supportive service to teenage and young MSM in related to safer sex and regular testing
2. To enhance the understanding, communication and support in family of teenage and young MSM and reduce the risk factors of unsafe sex and emotional instability
3. To establish multi-disciplinary professional collaboration on following up cases of teenage and young MSM in an holistic and systemic approach
4. To upscale the VCT service

### Project Objectives

1. To provide sensitivity and skill-building trainings to teachers, social workers and medical professionals
2. To equip parents with knowledge in HIV and have better communication
3. To perform school workshops and visits, media interviews and public exhibition
4. To collaborate with multi-disciplinary professional in VCT, case consultation and counseling

### Project Design and Target

Targets	Intervention
A. School-based prevention: High risk teenage and young MSM, teachers and social workers	1. Multi-disciplinary professional collaboration in case consultation and counseling 2. Sensitivity and skills-building training 3. Inclusive sex education workshops in schools and universities, and online teaching materials for MSM safe sex education
B. Family-based prevention: Parents of MSM	1. HIV education 2. Parents Educator Training
C. Media and the Public	1. Media interviews 2. Public exhibition



	3. Educational multi-media productions
D. Young MSM	1. VCT 2. Case Intervention

### **Achievement**

This year the project provided inclusive sex education in 13 schools, reaching to 2,076 students. Through means of drama education, safer sex messages were delivered in a more interactive way. 15 professional trainings were provided for teachers, social workers, counselors and medical professionals.

