

Executive Summary of PPE647PM-“LINK: Enhancing the link between HIV prevention, screening, treatment and care for the health of key populations”

The overall goal of the programme in 2015/16 was to build a stronger link between HIV prevention, screening, treatment and care in communities of MSM (men who have sex with men), Young people, Male clients of Female Sex Workers and PLHIV (people living with HIV). We do this via prevention and education, testing and counseling , peer and emotional support and anti-stigma projects.

MSM education project: We are particularly pleased that more than 14,000 MSM were reached through the social media campaigns and also that nearly 25,000 participated in the e-learning. We managed to significantly increase the number of MSM we reach through LGBT events.

Male clients of Female Sex Workers education project: One of the key lessons from the last year is that using key icons that the clients are already interested in can be an effective way to reach large numbers of high risk men. It is also clear that social media can help to mobilise heterosexual men to go for HIV testing. The social media education work resulted in a large increase in HIV testing numbers compared to the year before.

Youth education project: The performance on social media was beyond our expectations with more than three times the target reached. Social media is a vitally important tool for education of the younger audience. One of the key findings of the work is that relationships with key business and youth leaders are very important to have the impact we need. Businesses can give us access to audiences and networks. Youth leaders including party planners can help us to understand the changing needs of the community and also increase the potential for impact with a wider audience.

Testing and counseling project: The testing numbers compared to a year ago have significantly increased. In total 5935 HIV tests for MSM, CFSW, Youth were conducted. We identified 70 people with HIV through the service. It is important to note that a large proportion of the MSM infected also had co-infection with syphilis and this requires further investigation to consider the implications for program development. The pilot service in the New Territories showed community need but also that specific promotional tactics are required. Couples testing showed potential and may be useful in the future for couples in open relationships and also couples who are starting in a new relationship.

PLHIV support project: We are pleased with the growth in client numbers and also the growth of referrals from other agencies. 102 newly diagnosed clients were given a service, representing an important proportion of the new cases. The number of clients making use of the PozLife website is also significantly over target with 75,000 views.

Overall AIDS Concern aimed to establish a LINKED service for those vulnerable to HIV infection and PLHIV. The key objective is to improve wellbeing and to reduce the HIV infection in HK using a mixture of resources from ATF and the additional budget of AIDS Concern. The below table shows that AIDS Concern's prevention and education work can enhance the clients' knowledge and skills on HIV prevention and motivate those with high risk for HIV testing. The data shows that AIDS Concern contributed almost 50% of PLHIV cases among NGOs in last fiscal year. AIDS Concern supported over 100 newly diagnosed HIV positive cases, an increase of 29% compared with the previous year.