

## **Executive summary of PPE 657 PM**

### **"LINK: Enhancing the link between HIV prevention, screening, treatment and care for the health of key populations"**

#### **1. Stepping up: Scale up the efforts in HIV education and testing through multimedia and platforms with community stakeholders**

##### **-Aim and Objectives**

1. To enhance MSM's accessibility of HIV testing service
2. Reach out hard-to-reach MSM through outreach strategies to increase the awareness of HIV prevention
3. To increase the awareness of HIV prevention and reduce the risk behavior of MSM community

##### **- Project design**

This project was aimed to recruit the MSM through physical outreaching, internet/ social media outreaching, volunteer group and campaign activities by sharing of HIV related knowledge, testing promotion, in order to enhance their motivations in behavior change of risk behavior as well as minimize the HIV related harm to them.

The identified MSM were encouraged to receive our free HIV testing service at our testing Centre, mobile sites where able to reach most MSM and the testing service vehicle at alt night in different hot spot, in order to eliminate the barriers of accessing the testing service.

Meanwhile, in order to advocate the community participations, community members were recruited as supporters of the service, they delivered HIV testing service to the community of AIDS Concern after the intensive training of testing and counseling service, or conduct outreaching service together with staff.

##### **- Target population**

1. Men who have sex with Men (MSM)

##### **- Main achievements**

1. 19,055 of MSM reached and motivated to HIV testing, via physical venues and ICT platforms intervention
2. 3,713 test conducted to MSM
3. 89 HIV positive cases were identified
4. 10 MSM testing peer recruited and trained
5. 54 MSM education peer recruited and trained

##### **- Conclusions**

With reference to the high HIV infection rate among MSM community, scale up coverage of HIV testing to the community is the core strategy of prevention. As the largest HIV testing service provider among NGO, we aim to provide testing service with

quality counseling support and convenience, in order to extend the testing service coverage as well as facilitate their change of risky behavior.

## PPE 657 PM 服務摘要

“連繫”：加強於重點人群於愛滋病毒預防、測試、治療及護理之間的聯繫

項目 1. 透過與社區持份者合作於多媒體平台提供更廣泛愛滋病毒教育和測試工作

### - 目標

- 1.提高愛滋病測試服務於男男性接觸者社群的可獲取度
- 2.透過外展策略，提升隱蔽高危男男性接觸者的愛滋病毒預防意識
- 3.提高預防愛滋病意識及降低男男性接觸者社群的風險行為

### - 項目設計

該項目透過場所外展、互聯網/社交媒體外展、義工服務及社區推廣活動，發放愛滋病相關知識及測試資訊，以增強社群對改變風險行為的動機，並減低愛滋病所帶來的相關傷害。

我們鼓勵男男性接觸者在我們的測試中心、外展場所及流動測試車上，接受免費愛滋病毒抗體測試服務，以消除獲得測試服務的潛在障礙。

同時，為了倡導社區參與，社區成員被招募為服務支持者，經過集中培訓檢測和諮詢服務後，向愛滋病關注社區提供愛滋病毒檢測服務，或與員工進行外展服務。

### - 目標人群

男男性接觸者

### - 主要成果

- 1.於場所接觸被鼓勵接受愛滋病毒測試的男男性接觸者達 **19,055** 人次
2. 共提供了 **3,713** 次愛滋病毒測試服務予男男性接觸者社群。
3. 於愛滋病毒測試服務中發現 **89** 宗新感染個案
4. 成功招募並訓練 **10** 名男男性接觸者成為愛滋病毒測試服務朋輩義工
5. 成功招募並訓練 **54** 名男男性接觸者成為朋輩教育員

### - 結論

為回應本地男男性接觸者社群愛滋病毒感染率高企的情況，更具廣泛性的愛滋病毒測試服務成為了預防策略的核心部份。作為非政府組織中提供最多的愛滋病毒抗體測試服務提供者，我們旨在提供優質的輔導支援及更方便的測試服務，以擴大測試服務範圍之同時，亦促進其改變風險行為的動機。

## **Executive Summary of PPE657PM-**

### **“LINK: Enhancing the link between HIV prevention, screening, treatment and care for the health of key populations”**

#### **2. Hau Hon 2.0: Drive safer sex behavior and testing by male clients of female sex workers (CFSW) through outreach, partnerships and social marketing.**

##### **-Aim and Objectives**

1. To increase the accessibility of information and education on HIV prevention and safer sex received by hard-to-reach high risk heterosexual men
2. To increase the accessibility of HIV testing and support to the high risk heterosexual men.
3. To foster supportive environment for HIV education and early testing through partnerships with male-oriented online platform, male-dominated industry, support groups and social marketing campaigns.

##### **- Project design**

This project was aimed to provide accurate HIV / STIs related knowledge to heterosexual male who with multiple sex partner in both internet, social media and physical platform. Furthermore, provide free, confidential and anonymous HIV testing and counseling service was the key intervention to increase their capacities in protecting themselves from HIV infections. In order to reduce the geographic barrier in receiving HIV testing, we provide onsite testing and counseling service at the remoted area by our mobile testing service vehicle.

In order to engage the hidden population, the participations of community stakeholders were essential. Owner of sex toy shop, supervisors of male dominated industry as well as the admin of internet adult discussion forum were the core stakeholders to provide a platforms for reaching out to the targeted population and deliver the accurate knowledge.

##### **- Target population**

1. Male clients of female sex worker
2. Heterosexual male with multiple sex partner

##### **- Main achievements**

1. 21,815 contacts with CFSW via social media platform, physical outreach in sex & entertainment venue;
2. 74,198 condoms distributed.
3. 1,791 HIV test conducted to CFSW.
4. 10 occupations referred service users received HIV testing.

##### **- Conclusions**

From the behavioral surveillance data shows in the VCT service conducted by AIDS Concern, the risk of heterosexual male with causal sex partners (CSP) is HIGHER than the CFSW. It is crucial to extend the support to CSP, convenience testing service was essential to motivate them to do testing in the early stage of HIV infection.

## PPE657PM 服務摘要

“**連繫**”：加強於重點人群於愛滋病毒預防、測試、治療及護理之間的聯繫

**2.好漢 2.0**：透過外展、社區持份者合作及社會市場營銷策略，向女性性工作者的男性顧客推廣較安全性行為及接受愛滋病毒抗體測試。

### - 目標

- 1.增強隱閉高風險異性戀男士對獲得預防愛滋病及較安全性行為信息的可獲取度
- 2.增強異性戀男士對愛滋病毒抗體測試服務的可獲取度。
- 3.於男士網上成人討論區、男性為主導的行業、支援團體及社會市場營銷活動上，締造愛滋病預防教育和及早接受測試的支持環境。

### - 項目設計

該項目旨在透過互聯網、社交媒體及實體外展平台上，為多位性伴侶的異性戀男士提供正確的愛滋病/性傳播感染相關知識。

此外，該項目亦提供免費、保密及匿名的愛滋病毒抗體測試與輔導服務，為減低社群受愛滋病毒影響扮演重要角色。同時，為了屏除社群因地理因素而障礙接受測試服務，我們流動測試車服務，於偏遠地區提供當地測試和輔導服務。

為了吸引隱閉高危社群，各持份者包括性商店店東，男性主導行業管事以及互聯網成人討論論壇管理員等的參與至關重要。他們正提供一個接觸平台，好讓目標社群能獲取應有資訊。

### - 目標人群

女性性工作者的男性僱客

多個性伴侶異性戀男士

### - 主要成果

- 1.透過社交媒體平台及性娛樂場所實體外展，接觸女性性工作者的男性僱客達 **21,815** 次
2. 共派發了 **74,198** 個安全套。
- 3.提供了 **1,791** 次愛滋病病毒抗體測試予女性性工作者的男性僱客。
- 4.使用測試服務對象來自 **10** 個不同男性主導行業。

### - 結論

根據『關懷愛滋』對測試服務使用者進行的行為數據分析顯示，有多個性伴侶的異性戀男士的愛滋病毒感染風險，比女性性工作者的男性僱客還要高。這發現提醒我們，測試服務及其他支援應包括多個性伴侶的異性戀男士，從而及早鼓勵他們接受測試或治療。

## **Executive summary of PPE 657 PM**

### **3. Youth Harmony: Comprehensive HIV/AIDS education and testing for Young MSM(YMSM) and sexually active heterosexual party-goers**

#### **-Aim and Objectives**

**1. To increase the capacity of the targeted youth on HIV/AIDS knowledge; life-skills and value-reflection to enhance their self-efficacy to adopt safer sexual behavior and HIV testing.**

**2. To create supportive environment in YMSM community which introduce HIV prevention and testing in social media**

**Create a sexual healthy supportive environment for the targeted youth population with the collaboration of community stakeholders**

#### **- Project design**

In order to increase the awareness of HIV testing in the youth community with different sexual orientations, youth friendly platforms including social media platforms, youth-popular instant messenger, youth-popular entertainment venues, student organizations and mainstream youth agencies have been used to promote HIV testing.

Throughout those online and offline outreach, it is not only deliver the knowledges related HIV/AIDS and sexual health, but also facilitate the attitude change towards safer sex practice as well as life-skills enhancement, via peer leded discussion group, counseling and testing service.

#### **- Target population**

1. Young MSM (age under 25)
2. Young High risk heterosexual party-goers

#### **- Main achievements**

1. 15,000 condoms distributed
2. 911 contacts made with YMSM via social media outreach
3. 32 YMSM trained as health care promoter
4. 1,365 contacts made with young partygoers via clubbing outreach

#### **- Conclusions**

Nowadays, more and more youngsters looking for sex through social dating apps because of the convenience and privacy. Meanwhile, they became hard-to-reach populations by the service. Therefore, social media outreaching, online campaign are crucial role to engage young people for the intervention and this project reached 107,602 viewers from social media campaign.

Besides, 69.9% (N=827) of testing users of young party goers and 54.4% (N=1,291) young MSM are new testing users. For those young MSM new testers, 45.9% of them were assessed as high-risk of HIV infection which shows that the service can attract those with high risk of HIV infection.

## PPE 657 PM 執行摘要

“連繫”：加強於重點人群於愛滋病毒預防、測試、治療及護理之間的聯繫

3.和諧青年：年輕男男性接觸者和年輕性活躍異性戀者愛滋病綜合性教育與測試服務  
- 目標

1.增加目標青年對愛滋病知識的能力、生活技能和價值反思，以提高自我效能，採取較安全性行為和接受愛滋病毒抗體測試。

2.在社交媒體推廣預防愛滋病毒感染及接受愛滋病毒抗體測試，為年輕男男性接觸者締造支持性社會環境

3. 透過與社區持份者的合作，為針對年輕性活躍異性戀者創造性健康的 support 環境

- 項目設計

為了提高不同性取向的青少年對於接受愛滋病毒抗體測試的意識，此項目於不同受年青人歡迎的平台，包括社交媒體、即時通訊應用程式、娛樂場所、學生組織及主流青年機構，推廣愛滋病毒抗體測試服務。

在網上和實體的宣傳及外展活動，令此項目不但為社群提供愛滋病與性健康相關的知識，更透過朋輩領導的討論小組、輔導和測試服務，促進對較安全性行為與生活技能融合的態度轉變。

- 目標人群

年輕男男性接觸者（25 歲以下）

年輕性活躍異性戀者

- 主要成果

1. 共派發 1.15 萬個安全套予目標社群

2. 於社交媒體宣傳，創造了 911 次與年輕男男性接觸者的聯繫

3. 32 位年輕男男性接觸者接受此項目的訓練並成為了項目中的健康推廣員

4. 於實體外展服務上，創造了 1,365 次與年輕性活躍異性戀者的聯繫

- 結論

隨著網絡科技的發展，越來越多的年輕人透過互聯網交友應用程式尋找性伴。這種生活方式雖然令他們更容易找性伴及保持隱私，但同時亦令他們更難被服務接觸。此項目從社網上推廣活動中共獲得了 107,602 次瀏覽量，足見網上外展對青少年性健康干預擔綱關鍵作用。

此外，從測試服務中服務使用者數據顯示，69.9%（N = 827）的年輕派對參與者和 54.4%（N = 1,291）年輕男男性接觸者均為首度接受愛滋病毒抗體測試人士。再者，那幾年

輕男男性接觸者，其中 **45.9%**更被評估為高風險感染狀況，這點說明此服務能吸引及接觸到來自高風險感染群體的服務使用者。

## **Executive summary of PPE 657 PM**

### **4. POZ Life: Building a healthy community of People living with HIV (PLHIV)**

#### **.-Aim and Objectives**

This project aims to link up newly diagnosed infection cases to HIV treatment and care, provide supportive care, prevention of further HIV transmission and sexually transmitted infections (STIs) as well as to ensure the drug adherence on HARRT treatment.

The objectives of this project are: 1. Ensure newly diagnosed PLHIV can access quality support service and early treatment to reduce the HIV infection. 2. Enhance the psychosocial wellbeing and social support of People living with HIV (PLHIV) for avoids infection STI or re-infection and 3. Reduce the stigma towards HIV with the joint efforts of PLHIV and stakeholders

#### **- Project design**

This project emphasized the importance of connection between screening, access to treatment and drug adherence to newly diagnosed case. Hence, this project provides one stop service includes immediately counseling support, information provision, partner notification, psychological, physical and emotional support, and escort service users access to their first medical appointment, regular case review.

In order to foster a greater participation of PLHIV (GIPA), this project recruit PLHIV as mentor to support newly diagnosed PLHIV to overcome those obstacles encountered in early stage. Also, regular recreational, therapeutic or informative sessions being organize so as to develop not only knowledge learning platform but also mutual aid support network.

#### **- Target population**

1. Newly diagnosed HIV positive service users
2. Existing people living with HIV

#### **- Main achievements**

1. 82 newly diagnosed PLHIV were identified
2. 90% of newly diagnosed PLHIV served engaged in HIV specialist service
2. 58 PLHIV joined mutual aid support group

#### **- Conclusions**

As the increasing numbers of testing service, more PLHIV was found accordingly and the burdens of the PLHIV service become much heavier in terms of increasing numbers as well as the complexity of the case.

Besides of offering support to PLHIV in medical aspect, psychosocial support is one of the most important parts in order to achieve "treatment as prevention" strategy as psychosocial barriers of getting HIV treatment prevent those PLHIV to get treatment in



early stage. From macro perspective, supportive environment need to be establish to eliminate those obstacles which block People Living with HIV to access to treatment.

## PPE 657 PM 執行摘要

“連繫”：加強於重點人群於愛滋病毒預防、測試、治療及護理之間的聯繫”

### 4. POZ 生活：建設健康的愛滋病毒感染者社區

#### 目標

該項目旨在將新診斷感染個案與愛滋病治療及護理連繫起來，並提供支持性照顧，預防愛滋病毒傳播和性傳播感染，並確保感染者服用抗愛滋病毒藥物的藥物依從性。

1. 確保新診斷的感染個案可以及早獲得具質素支持服務與治療，以減少愛滋病毒傳播。
2. 加強愛滋病毒感染者的社會心理支援及社區網絡支持，以減低他們感染其他性傳染疾病或感染其他亞型愛滋病毒之機會。
3. 與愛滋病毒感染者和其他持份者共同努力消除社會對愛滋病的污名。

#### - 項目設計

該項目強調了測試、獲得治療和藥物依從性之間的聯繫對新診斷的感染個案的重要性。因此，此項目提供一站式服務，包括提供適時輔導支援、準確資訊、感染狀況伴侶通知、心理，身體和情感支持，以及護送服務接受首次醫療預約或定期檢查。

為了促進愛滋病毒感染者的更多參與，該項目招募了愛滋病毒感染者作為導師，以支持新診斷感染個案克服早期遇到的障礙。此外，此項目亦定期舉辦不同活動、治療或資訊小組，不僅為感染者開發知識學習平台，更建立感染者互助支持網絡。

#### - 目標人群

1. 新診斷的愛滋病毒陽性服務使用者
2. 愛滋病毒感染者

#### - 主要成果

1. 發現 82 位新診斷愛滋病毒感染者
2. 90% 被發現新診斷的愛滋病毒感染者連繫到愛滋病專科服務
3. 58 位愛滋病毒感染者加入互助支援小組

#### - 結論

隨著越來越多的測試服務，相應地發現了更多的愛滋病毒感染者，而無論在個案數量及複雜性方面均對支援服務帶來不少壓力。

要實踐“治療為預防”策略性方向，除了向愛滋病毒感染者提供醫療支援外，社會心理支持是最重要部分之一，因為社會心理障礙會阻止了感染者於早期接受治療的動機。從宏觀的角度來看，需要建立支持性社會環境，以消除對感染者獲得治療的障礙。