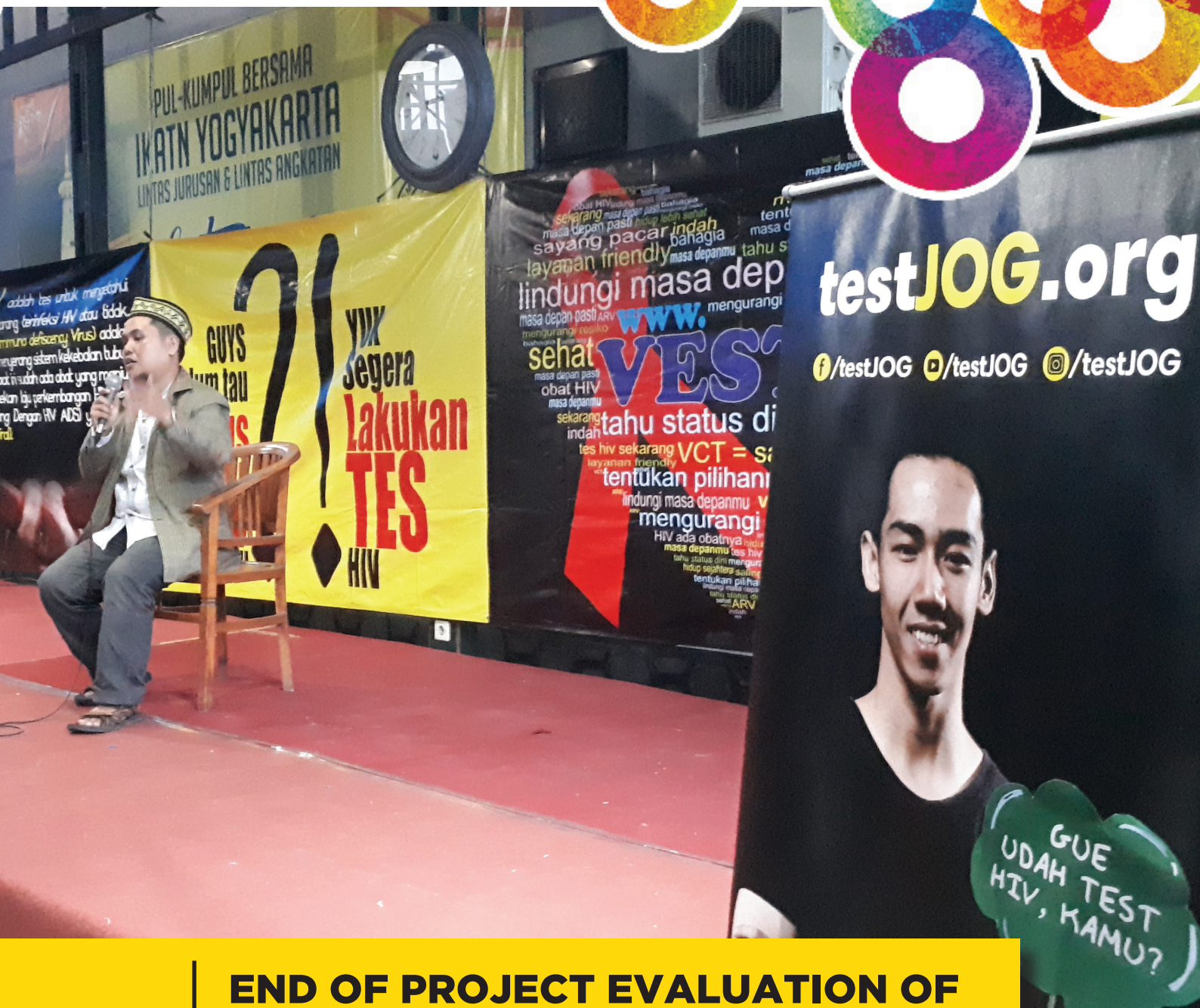


apcom.org

Equity. Dignity. Social Justice.



Report

END OF PROJECT EVALUATION OF **testYKA CAMPAIGN**

PROGRAMME UNDER THE APCOM TESTHKG2YKA PROGRAMME

Find it @
source



Report



END OF PROJECT EVALUATION OF testYKA (testJOG) CAMPAIGN

Programme Using New Technologies and social media
for the improvement of testing services for MSM and Transgender
population in Yogyakarta, Indonesia

PROGRAMME UNDER THE APCOM TESTHKG2YKA PROGRAMME



Design and layout: Vaness Silpakhon Kongsakul

© APCOM 2020

Map Disclaimer: The designations employed and the presentation of the material on this map do not imply the expression of any opinion whatsoever on the part of APCOM concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Every effort is made to ensure this map is free of errors but there is no warrant the map or its features are either spatially or temporally accurate or fit for a particular use.

This map is provided without any warranty of any kind whatsoever, either express or implied.



Content

Acronyms	4
Executive Summary	5
 Chapter 1	
Background of The testJOG Campaign Evaluation	8
1. Context of the Project	9
2. The Role of Yayasan Vesta Indonesia (Vesta) as A Implementor of testJOG Campaign in Yogyakarta, Indonesia	10
3. The Role and Responsibility among APCOM, GWL-Ina and Vesta	16
4. The Purpose of End Evaluation	18
 Chapter 2	
Methodology	19
1. Quantitative Method	20
2. Qualitative Method	20
 Chapter 3	
Result of Evaluation	22
1. Key Performance Indicator	23
2. Effectiveness of Campaign through the testJOG website	27
3. Effectiveness of campaign using FB and Instagram testJOG	31
4. Impact of the testJOG Campaign on Behavior and Patterns of Health Service Searching	33
5. testJOG Campaign Support Activities that Affect testJOG Campaign Achievement	36
6. Identify bottlenecks and challenges that affected implementing programme activities	38
7. Vesta and Plan ahead after the testJOG project ends	40
 Chapter 4	
Conclusions and Recommendations	41
1. Conclusions	42
2. Recommendations	43

ACRONYMS

AIDS	Acquired Immuno Deficiency Syndrome
APCOM	Asia Pacific Coalition on Male Sexual Health
CBO	Community Based Organization
DHO	District of Health Office
FB	Facebook
FGD	Focus Group Discussion
GMT	Gay men, Men who have Sex with Men, and Transgender Women
HIV	Human Immunodeficiency Virus
KII	Key Informant Interview
LGBT	Lesbian, Gay, Bisexual and Transgender
LKB	Layanan Komprehensif Berkesinambungan / Continuum Comprehensive Service
MSM	Men who have Sex with Men
PHC	Public Health Center also written as Puskesmas
PHO	Provincial Health Office
PLWHA	People Living with HIV and AIDS
PLWHI	People Living with HIV
VCT	Voluntary Counseling and Testing
WA	WhatsApp





EXECUTIVE SUMMARY

TestJOG is a campaign to use websites and social media to increase MSM and transgender awareness of HIV testing. TestJOG targets DI Yogyakarta region and its surroundings. In January 2017, APCOM and GWL Ina agreed to collaborate on this project and partnered with the Vesta Foundation as a local partner of testJOG. At the end of 2019, an evaluation has been conducted to see the effectiveness of the project for 3 years of implementation (2017-2019).

This evaluation also aims 4 other objectives:

1. Identifying relationships, and responsibilities between GWL INA and stakeholders in the country in contributing to the achievement of the testJOG objectives
2. Identification of program achievements and factors that contribute to this achievement;
3. Identification of bottlenecks and challenges that affect program implementation activities.
4. Program recommendations for program improvement and sustainability.

This evaluation uses a mixed method study that combines qualitative and quantitative approaches that are carried out together or Concurrent Triangulation Design. The qualitative approach was carried out by the method: document review, observation, 10 key informant interviews (7 MSM, 2 program actors and 3 puskesmas) and focus group discussions involving 10 MSM. While the quantitative approach was carried out with an online survey through the Google form platform filled by 53 GWL respondents in DI Yogyakarta.



The findings of this evaluation are:

(1) Effectiveness of the testJOG campaign

The testJOG campaign target with an indicator of the number of website visitors for 3 years was not reached (22830 of the 90000 target) but the number of follower achievements on the social media of TesJOG exceeded the project target (1557 of 1500). This is influenced by the habits of the community who rarely use the website as a source of information to increase knowledge. They prefer to access social media such as FB, Instagram and Youtube which are considered more interesting and interactive.

Apart from those two things, the testJOG campaign is considered effective for:

1. Motivate MSM and people to access HIV testing services at the Puskesmas.
2. Give MSM strength so they are ready to accept whatever the results of an HIV test are.
3. Motivate MSM people to have safe sex.
4. Promote Puskesmas services (HIV testing and treatment) risk and hidden groups, so that Puskesmas can be helped to find new cases as early as possible.

(2) Identifying relationships, and responsibilities between GWL INA and stakeholders in the country in contributing to the achievement of the testJOG objectives

In the implementation of the testJOG, besides GWLINA, there were 2 stakeholders who contributed to the achievement of the testJOG, Vesta as the Yogyakarta Local CBO and the Health Service Provider and the Yogyakarta Health Office

1. GWL INA is responsible for ensuring that the implementation of the testJOG campaign project carried out by Vesta must be in accordance with the work plan that has been made
2. Vesta as a local CBO in Yogyakarta. Vesta, as an institution that implements testJOG in Yogyakarta applies the principle of project integration in its organizational work program. Although there are 2 personnel for the implementation of the testJOG who are responsible for the activities and social media, all this organization's components are involved in the testJOG, for example the Vesta Field Officer. The role of the Vesta field officer is promoting testJOG through his personal account and putting his name on the testJOG website and social media, effective in reaching communities who want to get information about HIV & AIDS or access health services.
3. Eight public health service provider (Puskemas) namely: Puskesmas Umbulharjo 1, Puskesmas Gedongtengen, Puskesmas Mantrijeron, Puskesmas Tegalrejo, Puskesmas Sedayu 1, Puskesmas Kretek, Puskesmas Mlati, Puskesmas Depok III. Puskemas or the provincial health office itself has a national target to test and treat key populations including MSM. This gives rise to a symbiotic mutualism where testJOG promotes existing VCT (Voluntary Counseling and Testing) services and testJOG has partners to conduct testJOG ensuring that promotions are carried out effectively.

(3) Identification of program achievements and factors that contribute to this achievement;

TestJOG is able to answer the needs of GMT for HIV test information and have a good partnership with service providers in Yogyakarta. Due to these two factors, as many as 1630 GMT access HIV test and know their status and 80% of them follow the treatment (GWL Ina testJOG Quarterly Report, 2019). From the survey, testJOG itself is felt giving motivate them to do the test (85%).

(4) Identification of bottlenecks and challenges that affect program implementation activities.

The bottlenecks and challenges of the testJOG start from the technical implementation, the target character of the program to the LGBT issues which are sensitive issues in Yogyakarta. This project involves 3 organizations, namely APCOM, GWL Ina and Vesta which create different complexity. Starting from the basic things, communication and coordination, understanding of the program to financing. The second is a hidden MSM that doesn't want to be identified as gay. Offline event or mobile VCT activities on testJOG are considered to be 'too explicitly gay showing' while puskesmas are considered too public for this hidden gay community. Finally, the LGBT issue is still a sensitive issue that has received a lot of opposition from the community and government. The testJOG campaign, where MSM is the target, is showing too explicit men pose that associated with same-sex behavior as displayed on the TestJOG banner posted at the Puskesmas.

(5) Program recommendations for program improvement and sustainability.

Based on the evaluation results of the testJOG program, recommendations for improvement and sustainability of the program are as follows:

1. Optimization of the testJOG campaign through social media integrated with other supporting activities, such as campaigns through fieldworker's accounts, offline events such as education and coordination with health services related to strategies to attract targets / communities.
2. Develop another inclusive and not too explicit approach specific for GMT to anticipate rejection of potential GMT beneficiaries who are afraid to be recognized as gay or MSM.
3. The testJOG campaign should not only target people who are at risk but also those who are already infected with HIV. There is a need of information that encourages PLWHA to be consistent in regular test and their treatment.
4. Capacity building in terms of understanding project cycle management is important to be owned by program managers at the management level in program implementer.

CHAPTER I: **BACKGROUND OF THE TESTJOG CAMPAIGN EVALUATION**



1. CONTEXT OF THE PROJECT

The HIV and behavioral surveillance for MSM in Indonesia is assessed through a regular integrated biological and behavioural Survey (IBBS) organised in two blocks : the first block (block A) includes urban cities classified as “high-risk” sites, whereas the second block (block B) comprises of urban cities considered with lower risks. In the cities of block A, the HIV prevalence among MSM increased from 5,3% in 2007 to 12,4% in 2011. Following the same patterns but in different years, the HIV prevalence among MSM in block B cities increased from 7,0% in 2009 to 12,8% in 2013. In two cities of block B (IBBS 2013), a rapid increase in HIV prevalence among MSM was found between 2009 and 2013 : in Yogyakarta (Yogyakarta Special Region) the HIV+ rates jumped from 7,0% in 2009 to 20,3% in 2012, and in Tangerang (West Java), the HIV+ rates increased from 9,5% in 2009 to 18,8% in 2013. This increase is following similar trends of HIV+ rates among MSM in Jakarta and Bandung in these last 4 years (from 8% to 17,2% and 2% to 10,4% respectively). (The data taken from the agreement between GWL Ina on testJG). So, when this situation is not immediately controlled, the tendency for an increase in HIV prevalence in MSM will continue to increase from year to year. So efforts to build awareness on MSM to carry out HIV testing need to be done by a variety of methods either directly with outreach or using other campaign media.



2. THE ROLE OF YAYASAN VESTA INDONESIA (VESTA) as A Implementor of testJOG Campaign in Yogyakarta, Indonesia

Based on the above situation, in January 2017, APCOM and GWL Ina agreed to the TestYKA project collaboration, which is a campaign project using websites and social media to increase HIV testing numbers for MSM. The testYKA (then changed became testJOG) campaign project in Indonesia is located in Jakarta and Yogyakarta. Because GWL Ina is geographically located far from Yogyakarta, so to implement the testYKA in Yogyakarta, GWL Ina cooperates with Vesta Indonesia Foundation (Vesta). Vesta is a CBO that has worked for HIV & AIDS prevention in MSM and transwomen (waria) communities since 2014 in Yogyakarta. For the testYKA project, Vesta recruits 1 project coordinator and 1 campaign coordinator and organizes several volunteers to help run the testYKA campaign.

At the beginning of the project, when the FGD was conducted for the MSM community on May 20, 2017, the name testYKA was changed to testJOG. This name change is to adjust the local context of the testYKA campaign project location in Yogyakarta. The name "JOG" is taken from taking the first name of the city "Yogyakarta" whose original writing is "Jogjakarta". "JOG" is also the official initials of the city of Yogyakarta in the aviation world. Finally the name "testJOG" is used for HIV testing campaigns through websites and other social media .

Vesta developed the testJOG campaign project through the Website, Facebook and Instagram. The testJOG campaign project objectives include:

1. To develop an innovative HIV testing campaign tailored to MSM needs and characteristic
2. To gain collaboration and support from local GMT CBOs, PHO & DHOs, Health Service Providers (government & private) towards developing HIV testing campaign responds to the needs of local MSM
3. To engage MSM community with the developed website campaign as well as with the social media channel
4. To provide data on HIV testing campaign progress and effectiveness, and to provide evidence about what works to inform future programmes and scaling
5. To encourage positive MSM to access HIV treatment care and support services, and to maintain their retention in care and adherence to treatment



To achieve the testJOG campaign project objectives through social media and build MSM awareness for HIV testing, Vesta has made the following activities :

1. Offline events like edutainment are held 3-4 times a year by involving the art community to organize art shows that are packaged in an interesting way so that the community that is the target of testJOG is interested to come. In edutainment activities other than performing arts there are also quizzes related to knowledge about HIV & AIDS, along with the distribution of HIV & AIDS prevention campaign materials such as t-shirts, stickers, and bags for visitors to the event. At this event, free HIV test services are also available, which is a collaboration of Vesta with health services such as Puskesmas (Public Health Clinic/PHC).
2. For the testJOG campaign, Vesta collaborated with 8 (eight) Puskesmas in Yogyakarta, namely Umbulharjo 1, Gedongtengen, Mantrijeron, Tegalrejo, Sedayu 1, Kretek, Mlati 1 and Depok III. This collaboration was agreed in the MoU that was signed by the Head of the Puskesmas and the Director of Vesta in July 2017. In the MoU, it was agreed that the Puskesmas would be willing to put up a testJOG banner and provide HIV test services. Another collaboration is providing mobile VCT services together with an offline event or edutainment.
3. To linkage the testJOG campaign through social media and website, Vesta organize outreach program implemented by 6 volunteers / outreach workers who have role to assist MSM and their partners to access VCT (voluntary counselling test) services at the Puskesmas. Although formally the outreach program is not funded by the testJOG project, Vesta applies the principle of integration of all project activities in the Vesta work program. Thus the testJOG project can be run as a complement to other projects.

At the beginning of the project a logical framework (logframe) was created by APCOM (see table 1) as reference for GWL Ina and Vesta to run the testJOG project during 2017-2019. Logframe is a matrix that describes the logic components of a project such as: the project's big goals, the objectives to be achieved when the project is completed, activities carried out to achieve the project's final objectives, indicators or measuring tools for project success, targets or achievements that have been set to achieve goals. Logframe serves as a work guide for program actors in Vesta in carrying out their duties so that they focus on goals so that targets can be achieved.



Tabel 1. TestJOG Logical Framework

Objective	Outcome description	Activity	Indicator	Target (Till Project End)
Objective. 1	Outcome1.1			
To develop an innovative HIV testing campaign tailored to MSM needs and characteristic	the end of year 3, the website campaign received 30000 page views annually	a) Evaluate previous local campaigns/ approaches, social media assessment, and identify HIV testing barriers b) Assess community perspective on Test BKK & GueBerani and what would work for MSM Yogyakarta c) Recruiting a creative team to adapt/ develop TestBKK & GueBerani creative for use in Yogyakarta. Likely to include videos, imagery, key messages d) Campaign theme, brand, tagline, and messages assessment e) Develop creative brief and campaign design and concept f) Develop campaign website that provides clear & simple information about HTC process, contact details for testing services, and follow up treatment care and support options. g) Establish a strong online presence using popular social media platforms, Facebook, YouTube, Instagram, Twitter, Path etc. h) Using online dating websites and geo-social applications that are popular MSM in the city	Indicator 1.1.1 # page views to campaign website Indicator 1.1.2 # users on website Indicator 1.1.3 #% new users on website Indicator 1.1.4 # page sessions on website Indicator 1.1.5 # minutes (average time) on website Indicator 1.1.6 # Contract signed with hookup App (Grindr, Hornet, JackD, Growlr, etc)	30000 (Annually)

Objective	Outcome description	Activity	Indicator	Target (Till Project End)
Objective. 2	Outcome 2.1			
To gain collaboration and support from local GMT CBOs, PHO & DHOs, Health Service Providers (government & private) towards developing HIV testing campaign responds to the needs of local MSM.	By the end of year 3, all HTC service providers in Yogyakarta have become 'MSM Friendly' service and strongly support this campaign	a) Collaboration meeting with PHO, DHOs, & Health Service Providers b) Collaboration meeting with local GMT CBOs and Potential Social Media Patners. c) Assesment on MSM friendly services in Yogyakarta	Indicator 2.1.1 # Meeting conducted with HTC service providers Indicator 2.2.2 # Stakeholders participated Indicator 2.2.3 # partnership established with HTC service providers Indicator 2.2.4 # Meeting conducted with Local GMT, CBOs and Social Media Partners Indicator 2.2.5 # partnership established with Social Media Partners	Meeting with HTC service providers All HTC service providers in Yogyakarta have become 'MSM Friendly' service and strongly support this campaign



Objective	Outcome description	Activity	Indicator	Target (Till Project End)
Objective. 3	Outcome 3.1			
To engage MSM community with the developed website campaign as well as with the social media channel	There is at least 15% increase of number of MSM in Yogyakarta that have received a HIV test and know their HIV status every year over the project period	<p>a) Online engagement Spreading out campaign messages (using attractive pictures, videos, memes, wise quotes etc) through social media platforms. Regular content up date and up loading; On line counseling; and recruit and collaborate with node and seed of existing MSM social networks.</p> <p>b) Activation & Promotion • Launch/capstone events • Regular offline events to engage target audiences and raise visibility of HIV testing services • Online/offline competitions</p> <p>c) Produce & deliver physical campaign materials to frequently visited MSM friendly services, to MSM spots in the city, and to promotion events conducted</p>	<p>Indicator 3.1.1 # likes to Facebook each year</p> <p>Indicator 3.1.2 # 'followers' on twitter, path and Instagram.</p> <p>Indicator 3.1.3 # views & likes on You tube Channel</p> <p>Indicator 3.1.4 # subscribers on You tube Chanel</p> <p>Indicator 3.1.4 # offline event organized</p> <p>Indicator 3.1.5 # competition</p> <p>Indicator 3.1.6 # % venues displaying campaign materials</p> <p>Indicator 3.1.7 # % MSM participated in campaign survey reported that they know campaign messages</p>	<p>2000 (each year)</p> <p>500 (each year)</p> <p>3000 (each year)</p> <p>500 (each year)</p> <p>One offline event conducted in every month</p> <p>One competition organized in every month</p> <p>80%</p> <p>80%</p>





Objective	Outcome description	Activity	Indicator	Target (Till Project End)
Objective. 4	Outcome 4.1			
To provide data on HIV testing campaign progress and effectiveness, and to provide evidence about what works to inform future programmes and scaling	80% of MSM tested in the participating MSM friendly services have been exposed to campaign messages	a) Establish online survey that will be attached in the websites campaign b) Compose a designated monitoring form to be placed at all participating clinics. Program data gathering, tracking and analysis	Indicator 4.1.1 # MSM participated in online survey	500 (per year)
			Indicator 4.1.2 # monitoring forms filled out and collected (from all clinics)	1500
			Indicator 4.1.3 #%MSM being tested which are referred by targetted channel and campaign.	-
			Indicator 4.1.4 #% of MSM give supportive response toward the HIV testing campaign	-
			Indicator 4.1.4 #% of MSM admit that they intend to get tested after being exposed to the HIV testing campaign	-
Objective. 5	Outcome 5.1			
To encourage positive MSM to access HIV treatment care and support services, and to maintain their retention in care and adherence to treatment	a) 80% of MSM+ identified during the duration of project are using the ART adherence app.	a) Conduct key informant interviews and FGD with MSM+ and PLHIV support group/organization.	Indicator 5.1.1 # Key Informant Interviews and FGD conducted with MSM and PLHIV support organization/group	-
	b) 70% of MSM+ that have known their status adequately accessing treatment, care, and support service (good retention in care);	b) Develop sub-campaign with messages about modern ART treatment with campaign featuring treatment care and support programmes in the city. A handheld ART adherence app will be created in which the campaign messages will be distributed through.	Indicator 5.1.2 # MSM undergone HIV testing and have collected results	2100
	c) 70% of MSM+ on treatment are having good ART adherence (>95%)		Indicator 5.1.3 % MSM know their status adequately accessing services treatment, care and support services (good retention in care)	70%

3 THE ROLE AND RESPONSIBILITY among APCOM, GWL-Ina and Vesta

3.1 Documentation, reporting, monitoring and evaluation

The testYKA project was run in collaboration between GWL Ina and APCOM based on a contract signed by both institutions. APCOM as Principal Recipient has positioned itself fulfilling this crucial gap in advocacy and testing services targeting MSM across the cities in Asia. The campaign testBKK, which was initiated in Bangkok in 2014, specifically designed to encourage MSM to take the HIV test and to link them to a MSM friendly testing sites. After the successful pilot-run for one year, testXXX was taken to other cities, Jakarta in Indonesia (testJKT), Manila in Philippines (testMNL), Ho Chi Minh City in Vietnam (testSGN) Hong Kong (testHKG) and finally Yogyakarta in Indonesia (testYKA).

GWL Ina as a sub-recipient of APCOM carrying out this project routinely communicates and coordinates with Vesta on how to implement the TesJOG project. APCOM have been providing technical assistance support to GWL Ina in terms of writing quarterly reports in accordance with a template that has been created by APCOM. Technical assistance is also conducted for financial reports that must be reported by GWL Ina to APCOM.

GWL Ina, as a sub-recipient of the APCOM project in Indonesia, cooperates with Vesta as the implementing partner to run the TestYKA project in Yogyakarta. Until it was agreed that the testYKA would be renamed testJOG in accordance with the local context of the name Yogyakarta as the city chosen to implement the tesYKA campaign project.

Forms of communication and coordination between GWL Ina and Vesta can be via email, WA (WhatsApp) Group, telephone or regular visits made by the GWL Ina team to the Vesta office in Yogyakarta. This communication and coordination aims to build the same perception about the objectives, how to run, how to report and how to achieve project targets. Communication and coordination are also carried out when discussing the problems encountered in running the testJOG campaign project to immediately find the solution to the problem. GWL Ina conducts regular monitoring visits to Vesta to ensure that the program is run according to plan and provides technical assistance in writing and financial report.

GWL Ina is responsible to ensure that the implementation of the testJOG campaign project conducted by Vesta must be in accordance with the work plan that has been made. To ensure that the project is carried out in accordance with the work plan, a Monitoring and Evaluation reporting template and narrative report template are created that must be filled in by Vesta after each activity is carried out. The monitoring and narrative report that has been filled out is then submitted by Vesta to GWL Ina every three months. Then the report is reviewed by GWL Ina and when the report is final, GWL Ina sends the report to APCOM. This communication, coordination and monitoring mechanism has been implemented for 3 years by APCOM, GWL Ina and Vesta (testJOG project period). During this project implementation, APCOM provide technical assistance support to GWL Ina to implement testJOG project.

3.2 Handholding support during Campaign design and roll out

APCOM cooperates with Ethica (advertising agency) in making testJOG website design with branding guidelines created by Ethica. With the Fun-Love-Test-Repeat tagline and the testJOG logo designed with the dominance of black and yellow, making testJOG easy to remember by website visitors or people who have seen the banner. This was conveyed by the doctor on duty at the Puskesmas that the testJOG branding was very well known to them.

When developing testJOG websites or other social media, the branding guidelines used by Vesta to improve the information or link with social media and update contacts of field outreach worker. This activity was supervised by the media team from GWL INA and reported to APCOM. If the information submitted is not in accordance with the project mission or guideline branding, then APCOM will provide feedback or input. This is part of the APCOM monitoring function in the implementation of the testJOG campaign design. APCOM also served in developing and managing the web, work plan, funding and making overall rules



4. THE PURPOSE OF END EVALUATION

After the testJOG project has been implemented for 3 years (January 2017-December 2019) by Vesta, it is necessary to conduct a final evaluation to determine the achievements of the testJOG project as the logframe outlined in the table above.

APCOM wants a final evaluation by employing consultants to identify the following :

1. Assess the effectiveness of campaign in the city.
2. Assess the relationships, and responsibilities between GWL INA and in country stakeholders (including clinical partners), in contributing to the achievement of the stated objectives of the programme and set targets (can see targets in the programme documents, which will be supplied later)
3. Identify and document success/achievements of the programme and factors which contributed to these achievements;
4. Identify bottlenecks and challenges that affected implementing programme activities. Bottlenecks and challenges can include, but not limited to;
 - Legal, political and cultural contexts;
 - Developing discreet content (TestYKA content)
 - Organizational capacities; Human resources; and etc
5. Identify and provide recommendations/suggestions on how/what could have had done better in implementing project.
6. Recommend future plans to sustain TestYKA campaign;
 - Prepare consolidated final report (for APCOM) which can include TestYKA campaign's; performance, effectiveness, challenges or bottlenecks, recommendations, and future plans, and etc.



CHAPTER II: METHODOLOGY

**FUN
LOVE
TEST
REPEAT**



Tes HIV itu Cepat, Mudah & Rahasia

Se-Cepat internet 5G

Se-Mudah membalikkan telapak tangan

Se-Rahasia isi hatimu

testJOG.org



This evaluation uses a mixed method study that combines qualitative and quantitative approaches based on each objective. Quantitative and qualitative methods are carried out at the same time or Concurrent Triangulation Design. Data are analyzed separately and then compared and/or combined. This method is used to confirm, cross-validate, or corroborate the findings of identifying testJOG campaign achievements and exploring the effectiveness of the testJOG campaign in relation to MSM awareness to carry out HIV testing.

1. QUANTITATIVE METHOD

This evaluation uses the Quantitative method with a google form titled “TestJOG Evaluation Survey”. This form is distributed to the MSM and transgender community by field staff of the Vesta Foundation on December 25, 2019 until January 10, 2020. Forms that have been filled out and sent back to researchers have 53 forms and are ready to be processed.

Here is a link that can be accessed to fill in the google form :

https://docs.google.com/forms/d/e/1FAIpQLSda3xgJ62Bfagw7XbJrtjCONsV3ce3EQZu7RXIN9FN_4HV4Vw/formResponse

The questions in the evaluation form aim to identify the experience of the target group (MSM and transgender) in accessing the website, facebook and instagram testJOG. This experience will be correlated with the behavior of seeking HIV testing services, the readiness of the target group to accept the results of HIV testing and the practice of safe sex to reduce the risk of HIV transmission. This data is also to test the effectiveness of the testJOG campaign that has been carried out for 3 years with various supporting activities that accompany it.

2. QUALITATIVE METHOD

Qualitative methods are used to explore deeper information from the management of organizations implementing testJOG projects such as GWL Ina and Vesta, as well as identifying operational testJOG projects such as how to organize team work and implement activities planned in the work plan. The results of the identification will influence each other with the achievements or the final target of the project.

Therefore, exploring information with this qualitative method focuses on:

1. Identify the benefits and impacts of the testJOG campaign through the website, FB and IG for targeted communities such as MSM and transgender.
2. Identify of the communication and coordination model between APCOM, GWL Ina and Vesta in operating the testJOG campaign project is associated with project achievements as stated in the logframe.
3. Identify the factors that contribute to the achievement of the project.
4. Identify the obstacles and challenges faced when implementing the testJOG project.
5. Identify inputs, suggestions and recommendations so that testJOG can be implemented better.
6. Identify the planJOG campaign sustainability plan if the project has ended.

Methods of Data Collecting	Purposes	Sources/Subjects
Document study	Knowing the work plan, lograme and project achievements report	<ul style="list-style-type: none"> Narative report Work plan Logframe M n E report
Observation	Identify the display and information on the website, FB and IG	Access website, FB and IG
Key Informan Interview	Explores the benefits of the campaign through the website, FB and IG for the community	<ul style="list-style-type: none"> Field Officer Vesta (2 persons) Community who access the website / FB / IG testJOG (7 persons)
	Identify the impact of the testJOG campaign on community behavior in accessing VCT services	Puskesmas doctor (3 persons)
	Identify the implementation, obstacles and challenges of the testJOG campaign project	Actors of the Vesta and GWL Ina programs
Focus Group Discssion (FGD)	Identify the experiences, input, criticisms and suggestions of the testJOG campaign project	CBO and MSM community network Vesta (10 persons)



The background of the slide features a black box with the text 'FUN LOVE TEST REPEAT' in white and yellow. A yellow ribbon is wrapped around the box. The text 'FUN LOVE TEST REPEAT' is repeated on the box. The word 'FUN' is in white, 'LOVE' is in white, 'TEST' is in yellow, and 'REPEAT' is in white. The box is tilted and has a yellow ribbon wrapped around it. The background is dark with some light effects.

CHAPTER III: **RESULT OF EVALUATION**

1. KEY PERFORMANCE INDICATOR

The testJOG project uses a monitoring and evaluation tool to find out what project targets have been planned since the project was created. The table below explains each of the achievements of each indicator during 2017, 2018 and 2019. Also the accumulation of 3 years of the project is implemented.

TABLE 3:
The performance on Key Performance Indicator of testJOG project

Indicator Number	Indicator Name	Annual Target	2017		2018			2019			3 Years		
			Achieved	%	Annual Target	Achieved	%	Annual Target	Achieved	%	3 Years Target	Total	%
1.1.1	# page views to campaign website	30000	1397	5%	30000	13899	46%	30000	7534	25%	90000	22830	25%
1.1.2	# users on website	NA	310		NA	6965		NA	3909		NA	11184	
1.1.3	# new users on website	NA	209		NA	5179		NA	3175		NA	8563	
1.1.4	# page sessions on website	NA	0:57		NA	1:62		NA	1:58		NA		
1.1.5	# minutes (average time) on website	NA	3:39		NA	8:09		NA	1:40		NA		
1.1.6	# Contract signed with hookup App (Grindr, Hornet, JackD, Growlr, etc)	NA	0		NA	1		NA	0		NA	1	
2.1.1	# Meeting conducted with HTC service providers	NA	2		NA	1		NA	0		NA	3	
2.2.2	# Stakeholders participated	NA	27		NA	40		NA	0		NA	67	
2.2.3	# partnership established with HTC service providers	NA	8		NA	0		NA	0		NA	8	
2.2.4	# Meeting conducted with Local GMT, CBOs and Social Media Partners	NA	3		NA	1		NA	0		NA	4	
2.2.5	# partnership established with Social Media	NA	0		Na	0		Na	0		NA	0	

Indicator Number.	Indicator Name	2017			2018			2019			3 Years		
		Annual Target	Achieved	%	Annual Target	Achieved	%	Annual Target	Achieved	%	3 Years Target	Total	%
3.1.1	# likes to Facebook each year	2000	21	1%	2000	622	31%	2000	68	3%	6000	711	12%
3.1.2	# 'followers' on twitter, path and Instagram.	500	546	109%	500	628	126%	500	204	41%	1500	1378	92%
3.1.3	# views & likes on You tube Channel	3000	328	11%	3000	4649	155%	3000	1176	39%	9000	6153	68%
3.1.4	# subscribers on You tube Chanel	500	8	2%	500	45	9%	500	11	2%	1500	64	4%
3.1.5	# offline event organized	12	2	17%	12	4	33%	12	0	0	36	6	17%
3.1.6	# competition	12	1	8%	12	1	8%	12	0	0	36	2	6%
3.1.7	#% venues displaying campaign materials												
3.1.8	#% MSM participated in campaign survey reported that they know campaign messages		0			0			0				
4.1.1	# MSM participated in online survey	500	0	0%	500	0	0%	500	0	0%	1500	0	0%
4.1.2	# monitoring forms filled out and collected (from all clinics)		0			603			406		1500	1009	67%
4.1.3	#%MSM being tested which are referred by targetted channel and campaign.		0			0			0			0	
4.1.4	#% of MSM give supportive response toward the HIV testing campaign		0			245			74			319	
4.1.5	#% of MSM admit that they intend to get tested after being exposed to the HIV testing campaign		0			240			31			271	
5.1.1	# Key Informant Interviews and FGD conducted with MSM and PLHIV support organization/group		0			0			0			0	
5.1.2	# MSM undergone HIV testing and have collected results		159			1094			377		2100	1630	78%
5.1.3	% MSM know their status adequately accessing services treatment, care and support services (good retention in care)		100%			77%			82%		70%		80%



All the three yearly project targets were achieved for each indicator.

Indicator	Outcome
1.1.1	There are 22.830 (25%) page views on website for 3 years. TestJOG was launched on 15 October 2017 and in 2018 an increase in the number of page views supported by offline campaign and outreach activities. However in 2019 it has decreased because the project began to be effective at the end of 2019.
1.1.2	There are 11.184 users on website for 3 years. In 2018 an increase in the number of users was supported by offline campaign activities and in 2019 decreased 50% compared to 2018.
1.1.3	There are 8.563 new users on testJOG website for 3 years. The number was increased from 2017 to 2018 and in 2019 decreased 38% compared to 2018
1.1.4	The page session on website was 0:57 on 2017, 1:62 on 2018 and 1:58 on 2019. Because the website has never been updated during 2019, the average visitor only reads an average of 1 : 58 minute on 2019.
1.1.5	The average time on website was 3:39 on 2017, 8:09 on 2018 and 1:40 on 2019.
1.1.6	Vesta signed a contract with 1 dating application called Hornet for testJOG ads.
2.1.1	There are 3 meeting conducted with health care service providers in 3 years. The aims the meeting to build partnership in HIV test provider, to review the role of TestJOG to campaign HIV test and to evaluate the quality of HIV testing services in Yogyakarta.
2.2.2	There are 67 stakeholders in 3 years who participated in the collaboration meeting with health service provider to review the role of TestJOG to campaign HIV test and to evaluate the quality of HIV testing services in Yogyakarta.
2.2.3	There are MoU signed between Vesta and 8 health service provider (Puskesmas) in 2017 to become MSM friendly services and support testJOG campaign by displaying testJOG banner on their services .
2.2.4	There are 4 collaboration meeting with CBOs and health service providers in 3 years. The meeting reviewed the role of TestJOG and evaluated the quality of HIV testing services in Yogyakarta
2.2.5	There is no partnership established with Social Media in 3 years.
3.1.1	There are 711 (12%) likers to Facebook testJOG in 3 years. Since 2017 to 2018 the number who liked Facebook testJOG increased but it decreased up to 90% on 2019.
3.1.2	There are 1378 (92 %) 'followers' on twitter, path and Instagram of testJOG in 3 years. The number was increased from 2017 to 2018 and in 2019 decreased 67% compared to 2018
3.1.3	There are 6153 (68%) views and liked on You tube Channel of testJOG in 3 years. Since 2017 to 2018 the number who viewed and liked on you tube channel of testJOG increased but it decreased up to 74% on 2019.
3.1.4	There are 64 (4%) subscribers on youtube channel in 3 years. Achievements on this indicator are low for 3 years of the project
3.1.5	There are 6 (17%) offline event (edutainment, sport, entertainment) conducted by Vesta in 2017 up to 2018.
3.1.6	There are 2 (6%) competition (photo contest) conducted by Vesta in 2017 up to 2018.
3.1.7	The indicator can not be identified.
3.1.8	There is no MSM participated in campaign survey reported that they know campaign messages.
4.1.1	There is no MSM participated in online survey
4.1.2	There are 1009 (67%) monitoring forms filled out and collected (from all clinics) in 2018 to 2019. Data from Regular Mobile Clinic at Yayasan Vesta Indonesia and Clinic Partners.
4.1.3	There is no MSM being tested which are referred by targetted channel and campaign. No specific question related to this on the questionnaire.
4.1.4	There are 319 MSM give supportive response toward the HIV testing campaign. There are 44 out of 132 questionnaire participants stated they are willing to recommend information on testJOG to their friends. The rest didn't answer, due to the fact they aren't familiar with the campaign. (Question No. 6)
4.1.5	There are of MSM admit that they intend to get tested after being exposed to the HIV testing campaign in which 20 out of 132 questionnaire participants stated they intend to get tested after seeing information on testJOG. The rest admitted various different reasons about their intention in being tested. (Question No. 2)
5.1.1	There is no Key Informant Interviews and FGD conducted with MSM and PLHIV support organization/group
5.1.2	There are 1.630 (78%) MSM undergone HIV testing and have collected results. Data from 8 partnership clinics.
5.1.3	There are 212 (80%) MSM know their status adequately accessing services treatment, care and support services (good retention in care) – out of total 266 MSM tested positive during the course of the campaign.

In September 2017, Vesta conducted baseline survey and gathered data collection. This baseline survey aimed to collect data from 300 young MSM with the following criteria: 1) age 18-24 years; 2) living in Yogyakarta for at least 6 months, and never tested for HIV in past 6 months. The survey started on 2017 September 10 to October 7. Vesta managed collecting over 300 clean data of young MSM to be the campaign cohort. The baseline survey carried out by Mahidol University Thailand (cooperated with APCOM) involved Vesta field officers. But until the data collection is complete, there is no socialization of the results of the survey to the beneficiaries or Vesta. Even though Vesta really hopes that the baseline survey results can be used as a reference in making the testJOG program plan.

Quantitatively, seen from key performance indicators, most of the targets are not met. Specifically related to the number of people accessing the testJOG website. In the quarterly report written by Vesta, the biggest challenge was how to increase the enthusiasm MSM toward testJOG campaign especially MSM interests to access the website. Although Vesta have done almost all effort in their capacity of online presence toward this goal, yet no significant growth so far. However, if seen from the achievement of the number of MSM that accessed treatment, care and support services (good retention in care) at the Puskesmas the results were quite good.



2. EFFECTIVENESS OF CAMPAIGN THROUGH THE TESTJOG WEBSITE

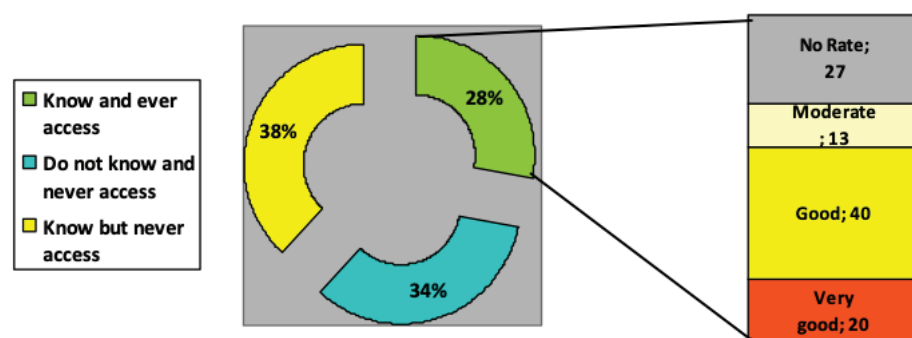
The testJOG evaluation form using Google forms is distributed through Vesta field officers and a network of organizations working for LGBT groups in Yogyakarta. There were 53 respondents who filled out the form with the following characteristics:

Tabel 4. Characteristic of respondents

Characteristic	Frequency	%
SEX	Male	49
	Queer	2
	Transwoman	2
AGE	<25 years old	7
	25-35 years old	14
	>35 years old	32

TestJOG survey results from 53 people showed that only 28% of respondents knew and had accessed the testJOG website. 60% of respondents who have accessed it, said that the testJOG website are good and very good.

Figure 1. Knowledge and assessment of the testJOG website



The data above can be confirmed by the number of visits on the testJOG website until October 2019 which is 22.830 the target of 90,000 visitors. This means that only 25% of the targeted website visits achieved in this project (look at table 3 : performance indicator).

The KII results identified the reasons respondents accessed the testJOG website because they wanted to find out information related to HIV in Yogyakarta. According to them the display and information on the testJOG website are already good especially for basic knowledge of HIV and information on HIV testing locations. However the website needs to be updated frequently with the latest info including tables, pictures or graphics, information that accommodates the need for people who have been infected with HIV (PLWHI), menus on the website are made more interactive such as questions and answers and present information related to HIV and AIDS that more complete, there are video artists who do HIV testing, MSM stories with assistance and companions who raise the human side of the program and MSM stories that are HIV + to inspire readers that people who are HIV + can also live healthy (testimonials).

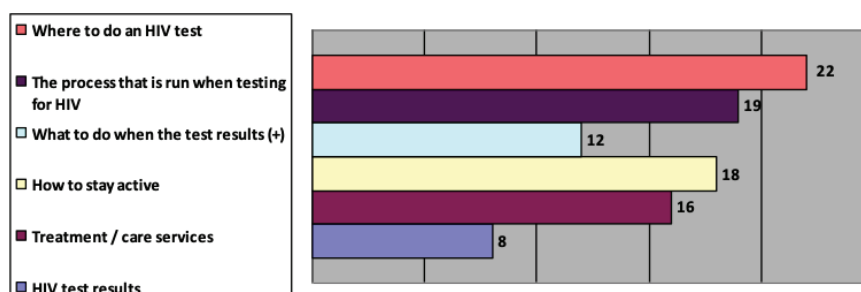
Respondents said that because there was no up-to-date information on the website, they rarely made repeat visits on the testJOG website. Culture to access information through the website is also low in the MSM group, especially if the information and appearance of the website does not make them interested in accessing it. Ini disampaikan oleh pengelola program Vesta dan respon KII dari komunitas MSM. It was conveyed by the manager of the Vesta program and the KII response from the MSM community.

It was further conveyed that the appearance on the website was very segmented MSM depicted with photos of 3 men so heterosexuals or people who identified themselves as not MSM or transgender, were not interested in accessing the testJOG website. Because in its development, people who access the testJOG website are not only MSM and transgender people but heterosexual as well.

2.1 The benefits of information on the testJOG website

When viewed from the side of the information displayed on the website, there are 25 respondents who stated the benefits, namely information about locations that provide HIV testing services. Respondents said the reason for accessing the testJOG website was because they needed information on the location of HIV testing services that were convenient and friendly. Figure 2 explains the benefits of information obtained from the testJOG website.

Figure 2 Useful Information from the testJOG website



The results of KII and FGD also identified several benefits derived from information accessed on the testJOG website, namely:

1. Information regarding the name and cellphone number of Vesta field officers. This makes it easy for strategic partners to ask questions about services or if needed to be accompanied by accessing services.
2. Website targets are wider, not only the MSM or transgender community, but heterosexual groups also access the testJOG website.
3. Information regarding HIV testing procedures helps strategic partners motivate themselves to routinely test HIV and be better prepared with whatever HIV test results will be received.
4. Information on the testJOG website regarding safe sex motivates respondents to engage in safe sex.

From the results of quantitative data processing confirm the information above, that the information obtained from testJOG affects respondents in terms of; motivation to access HIV testing services, readiness for HIV test results, engaging in safe and orderly sex. Table 4 identifies the respondents' motivations.

Tabel 5. Impact of testJOG on respondents' motivation

Statement	Attitude	Frequency	%
TestJOG motivates me to access Voluntary Counseling and Testing services]	Strongly agree	8	15.1
	Agree	37	69.8
	Disagree	4	7.5
	Strongly disagree	3	5.7
	Total	52	98.11
TestJOG motivates my readiness for whatever test results are given]	Strongly agree	8	15.1
	Agree	37	69.8
	Disagree	3	5.7
	Strongly disagree	3	5.7
	Total	51	96.23
TestJOG motivates me to remain sexually active and at the same time protect the health of myself and my partner]	Strongly agree	8	15.1
	Agree	36	67.9
	Disagree	4	7.5
	Strongly disagree	3	5.7
	Total	51	96.23
TestJOG motivates medication compliance	Strongly agree	11	20.8
	Agree	30	56.6
	Disagree	6	11.3
	Strongly disagree	3	5.7
	Total	50	94.34

If confirmed with the results of the results in table 1 (see table 1 above), the number of MSMs that access HIV testing services to obtain test results is 1630 (78% of the target). This means that the testJOG campaign to get the community to take an HIV test is quite effective.



2.2 Respondents' opinions related to the GenG Conk series on the testJOG website

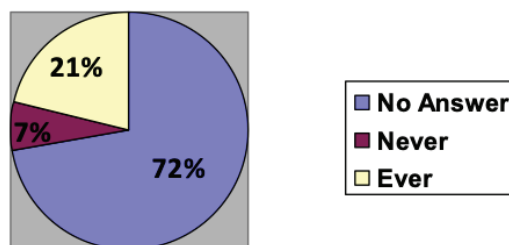
On the testJOG website there is also the GenG Conk movie series and other films produced by Vesta. The results of KII identified the GenG Conk movie series and other films that were rarely watched by respondents because they were less interesting from both the cinematographic and story contents in the film. Other films are also not watched in full because the information is monotonous. The figure below informs the respondents' experience of accessing movies on the testJOG website is still low, even the majority of respondents, they answer do not know more about movies on the website.

Figure 3 Experience Accessing Genk ConK series

Average film
rating score:

8.09

Have you ever watched the GenK
ConK series?



3 EFFECTIVENESS OF CAMPAIGN USING FB AND INSTAGRAM TESTJOG

The results of the 53 form data processing identifying the respondents' experience of accessing social media testJOG such as Facebook and Instagram are shown in table 6 below.

Tabel 6. Knowledge of FB and IG testJOG

Question	Answer	Frequency	%
Are you familiar with FB testJOG account?	Know and ever access	14	26.4
	Know but never access	17	32.1
	Do not know and never access	22	41.5
Are you familiar with TestJOG's Instagram account?	Know and ever access	19	35.8
	Know but never access	12	22.6
	Do not know and never access	22	41.5

From 53 respondents, there were 14% who knew and had accessed FB. While there are 19% who know and have accessed IG testJOG. Judging from the number, IG enthusiasts are more numerous than FB, when this is confirmed by the results of KII, according to respondents the information in IG is more up to date, interactive and more attractive in appearance. Likewise, if compared with the website, respondents prefer accessing IG. However, this is different from the results of consultant observations which show the number of people who are friends in FB testJOG (1.968) more than in IG testJOG (1.570).

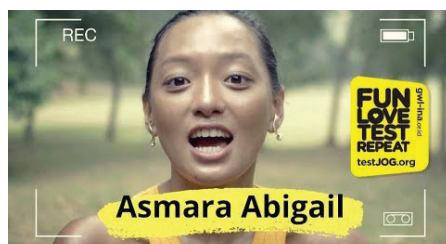
KII respondents are of the opinion that MSM who are discreet (not coming out yet) are not comfortable accessing FB and IG because they do not want to know their sexual identity from friendships built on social media. So that social media is used limited to access information that is not related to sexual identity.

According to respondents, the most useful information posted on the FB and IG testJOG is the VCT schedule routinely held by Vesta, along with its location and time. This information is very important for respondents who already have an awareness of the importance of taking an HIV test because they feel they have risky behavior and they feel the need to take a routine HIV test. The need to carry out routine HIV testing is not only felt by respondents who are HIV negative, but respondents who are HIV positive also need information on HIV testing schedules and they voluntarily forward this information to their friends who engage in risky behavior.

Input from respondents for FB and IG testJOG; the content contains persuasion and encouragement illustrated graphically, quotes and messages that detail the relationship about the transmission of HIV through sexual behavior. There needs to be graphic info and it doesn't have to be depicted with pictures of sexy men because this image is considered too "open" to refer to a certain sexual orientation.

3.1 Social Media Influencer

One of Vesta's efforts to increase the number of visitors on testJOG social media is to use social media influencers to post about testJOG. The selection of actors who become influencers is based on the number of followers coming from the testJOG project target groups such as MSM and transgender. Another reason is because the positive image of the influencer is expected to influence followers to follow in his footsteps in accessing testJOG. From the results of KII, the presence of influencer social media has no effect on respondents' interest in accessing testJOG.



Tabel 7. Social Media Influencer at IG of testJOG

Question	Answer	Frequency	%
Have you ever been exposed to testJOG information through social media influencer?	Not Know	34	64.2
	No	3	5.7
	Yes	16	30.2
	Total	53	100.0

According to them, the type of social media influencers who post testJOG are less attractive in terms of their profile, physical appearance ("less male") and the information raised by the influencer is not interesting to observe. According to them, it would be better if the influencers were not only from the arts workers but medical practitioners or artists who were promoting or currently taking HIV tests.

3.2 TestJOG campaign through advertising on social media and dating applications

The testJOG campaign effort was also carried out through advertisements on FB and IG social media, as well as on dating applications such as Grindr and Hornet. From the results of KII and FGD it was identified that testJOG advertisements on social media or dating applications that they accessed were never continued to be "clicked", they only saw the ad at a glance. This is in line with the results of quantitative data processing from 53 respondents, 54% who have been exposed to testJOG advertisements through dating applications (table 7). But they did not continue to "click" testJOG ads because they had already accessed services on testJOG so they did not need to get further information about testJOG.

Tabel 8. Exposure of advertisements contained in dating applications

Question	Answer	Frequency	%
Have you ever been exposed to advertisements contained in dating apps like Grindr / Hornet?	No Answer	1	1.9
	No	23	43.4
	Yes	29	54.7
	Total	53	100.0



4 IMPACT OF THE TESTJOG CAMPAIGN ON BEHAVIOR AND PATTERNS OF HEALTH SERVICE SEARCHING

From the results of quantitative data processing (table 8), of the 50 respondents who answered the question that testJOG motivated them to access treatment, care and support services, there were 64.2% or 34 people who agreed. This shows that the information contained in testJOG can motivate its readers to access treatment, care and support services.

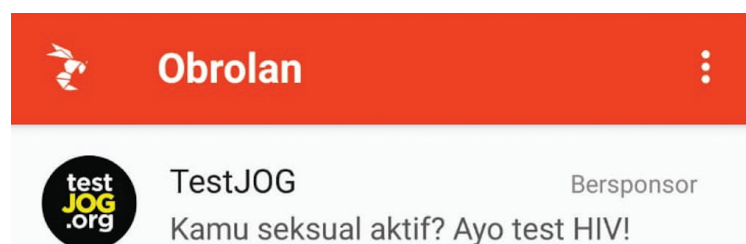
Tabel 9. TestJOG and motivation to access health services

Statement	Attitude	Frequency	%
TestJOG motivates me to access treatment, care and support services	Strongly agree	9	17.0
	Agree	34	64.2
	Disagree	4	7.5
	Strongly disagree	3	5.7
	Total	50	94,3



Achievements in services were also confirmed by KII with the Puskesmas Doctors who collaborated with Vesta for the testJOG campaign. According to her, the testJOG campaign either through the website, FB and IG, can help the Puskesmas promote its services for free. She added that Puskesmas collaboration with testJOG is a mutually beneficial form of cooperation because Puskesmas also has a target number of HIV services that must be found and treated, to achieve these targets Puskesmas must work with CBO (Community Base Organizations) because Puskesmas are unable to reach MSM communities or transgender people whose identities do not want to be known by others (discreet). With the service campaign through testJOG, the Puskesmas was greatly helped by the work of the team from Vesta to invite groups at risk to access services at the Puskesmas. To make them comfortable, Puskesmas try to improve their services such as inclusive services so that the MSM community does not feel discriminated against, the community can also register online for sustainable services (LKB) and patients do not have to be from the same area as the Puskesmas. Coordination is also often carried out between Puskesmas and Vesta (every 3 months) both in terms of service and the consolidation of HIV test data.

She added, with the testJOG campaign, the frequency of mobile VCT services by Puskesmas decreased followed by increased community awareness to attend Puskesmas services. This is supported by the results of quantitative data processing, there are 27 respondents (50.9%) accessing VCT services at the Puskesmas, this indicates that the Puskesmas is the most chosen location for respondents to get HIV testing services.



Tabel 10. Health services accessed by respondents for HIV testing

Question	Location	Frequency	%
Where did you do the HIV test?	No Answer	8	15.1
	Hospital and IPPF clinic	4	7.8
	Health Service / Puskesmas	27	50.9
	Mobile clinic	6	11.3
	Offline Event testJOG	5	9.4
	All of health services	3	5.9

When accessing Puskesmas services, strategic partners often come to the Puskesmas accompanied by field staff from Vesta. The results of KII with the manager of the Vesta program, the name of the Vesta field officer is written on the testJOG website so that strategic partners who need consultation or assistance, field officers will be ready to accompany or provide consultation. This assistance includes accompanying strategic partners to access health services or Puskesmas. This was confirmed by KII and the Puskesmas staff, that they were familiar with field staff from Vesta who often accompanied strategic partners to access VCT services at the Puskesmas. The same was conveyed by the strategic partners that they felt comfortable being accompanied by field staff from Vesta to access Puskesmas services.



4.1 TestJOG Standing Banner at the Puskesmas/ PHC

At present there are 8 Community Health Centers working together with Vesta. Health centers that have MoU with Vesta include; Umbulharjo Health Center 1, Gedongtengen Health Center, Mantrijeron Health Center, Tegalrejo Health Center, Sedayu 1 Health Center, Kretek Health Center, Mlati Health Center, Depok III Health Center. The agreed cooperation was the installation of the JOG standing banner test at the Puskesmas. The installation of this standing banner in order to campaign for the testJOG program at Puskesmas visitors. Because the KII informants in this evaluation were officers from Tegalrejo, Gedongtengen and Umbulharjo Public Health Centers, the following results of quantitative data processing when respondents were asked about their experience of being exposed or seeing banners at the Puskesmas. Respondents who have accessed Puskesmas Tegalrejo and Umbuharjo 1, 41.5% said they had never seen a testJOG banner at the Puskesmas. Whereas in the Puskesmas Gedongtengen, 47.2% had seen the testJOG banner installed at the Puskesmas. Who did not answer in the table, because they did not remember ever seeing a testJOG banner at the Puskesmas because they did not pay too much attention.

Tabel 11. Displaying the testJOG banner at the Puskesmas

Question	Answer	Frequency	%
Have you ever seen the TestJOG banner at the Puskesmas Tegalrejo?	No Answer	14	26.4
	No	22	41.5
	Yes	17	32.1
Have you ever seen the testJOG banner at the Puskesmas Gedongtengen?	No Answer	14	26.4
	No	14	26.4
	Yes	25	47.2
Have you ever seen the testJOG banner at the Puskesmas Umburharjo I?	No Answer	16	30.2
	No	22	41.5
	Yes	15	28.3

According to the Puskesmas staff, the installation of the Banner is carried out if the Puskesmas location is not full with other banners (BPJS banners, drugs, Health Office, HEART projects, etc.) or the location is not flooded. The experience of the Tegalrejo Community Health Center, the installation of the testJOG banner caused controversy because the images perceived support for LGBT. The solution provided so that the banner does not cause controversy is that there is no need for an image on the banner but only enough words. However, the three Puskesmas interviewed agreed to continue the joint campaign of the TestJOG and Vesta campaigns because the work of the Puskesmas was greatly helped by the existence of a TestJOG campaign that could increase the Puskesmas service targets.

5 TESTJOG CAMPAIGN SUPPORT ACTIVITIES THAT AFFECT TESTJOG CAMPAIGN ACHIEVEMENT

Vesta, as an institution that implements testJOG in Yogyakarta applies the principle of project integration in its organizational work program. When Vesta received an offer to implement the testJOG campaign project in Yogyakarta, Vesta organized his work team to support the implementation of the testJOG project. Although there were 2 people working for the testJOG campaign, in reality all field workers who worked for MSM and transgender were organized to help campaign for testJOG.

5.1 The role of field officers in the implementation of the testJOG campaign

The names and telephone numbers of field workers are listed on the testJOG website. This aims to facilitate strategic partners who want to access services or assistance from Vesta. The loading of field officers' names on the website is very effective in capturing strategic partners who want to get more private services, they want to be accompanied but do not want to know the test results. The results of KII with field officers and Puskesmas staff confirmed this.

In other cases, field officers through their FB, IG, WA status or applications that they use, often post testJOG campaigns. And when the post is read by friends, they will ask about testJOG, from here the field officer will explain about testJOG and invite friends to access the services promoted in testJOG.

5.2 The role of the testJOG administrator or social media admin in the testJOG campaign

In operating social media testJOG, there is an administrator at Vesta whose job is to add information, connect to link with social media and update service contacts. This admin is responsible for posting content and uploading info relevant to testJOG 2-3 times per week. He also responds to questions that send to the social media testJOG and provides online "mentoring" to strategic partners. However, information related to the testJOG campaign achievements target is not understood by the social media admin so in carrying out his duties, he does not understand the target that must be achieved and this affects the enthusiasm for posting on the website and social media because it does not know the numbers to be achieved.

Even though the FGD identified the need for a testJOG campaign on Twitter because most MSM users are twitter users and are more free to express themselves, but from the opinion of the program manager, this is not necessary because Twitter users from MSM are not many and are not well targeted.



5.3 Edutainment, education as well as entertainment and testJOG campaigns

For supporting the testJOG campaign to be recognized by the MSM and transgender communities, Vesta holds an offline event every 3-4 in a year, in the form of art entertainment that includes elements of education and free HIV testing services. Vesta is the initiator of edutainment in Yogyakarta, which combines elements of entertainment and education, packaged interestingly so that those who come will be interested to actively participate in the event until it is finished.

Along with this edutainment, Vesta also provides VCT services in collaboration with the Provincial Health Office of Yogyakarta. In the edutainment there is a distribution of souvenirs in the form of t-shirts, bags and stickers and quiz questions related to HIV & AIDS.



Strategic partners who come to edutainment usually are those who are ready to come out and meet with their fellow communities. For those who are still keeping secrets, come to the edutainment it is only necessary to access HIV testing services then go straight home. However, by watching art performance at the edutainment program, they felt quite overwhelmed when they had to wait for a queue for HIV testing services and to reduce boredom. At present Vesta packs an edutainment program differently from previous years, which uses discotheques or nightclubs as locations for edutainment. The form of entertainment is also packaged according to MSM's likes such as dance, lipsing and cabaret. Taking into account the safety factor and the issue of persecution of LGBT supporters, Vesta is currently replacing edutainment packaging in restaurants that are often used by the public. This form of art entertainment is also limited to entertainment for the general public, not specifically for the MSM community, such as singing accompanied by a local band or keyboard. The implementation of edutainment is also no longer done at midnight, but in the afternoons at which time it is safe to move to gather many people in one place.

6 IDENTIFY BOTTLENECKS AND CHALLENGES THAT AFFECTED IMPLEMENTING PROGRAMME ACTIVITIES

1. This project involves 3 organizations, namely APCOM, GWL Ina and Vesta, so it is not easy to implement activities and to build same perceptions related to logical framework of the project. The testJOG project manager at GWL Ina is a different person than the one who managed at the beginning of the project, this team has changed people. So some of the initial data when the project was implemented was not owned by the current project manager at GWL Ina.
2. According to information obtained from GWL Ina and Vesta, at the beginning of the project a baseline survey was conducted but the results were never available (no one knows). This raises a question mark from the project manager in Vesta, because Vesta, who is the host of the baseline organizer, hopes that the research subjects and program managers will benefit from the survey baseline. Because the baseline survey can be the initial data to implement the testJOG program for 3 years.
3. In running the testJOG campaign project, there is a knowledge gap about project cycle management. At Vesta's top management level, the ability to read logical frameworks (from objective to target) is quite well understood. But at the campaign coordinator level, it seems that this is not understood, because his understanding is limited to posting things relevant to testJOG and reporting in the form of google analytic screen shoots for the number of visitors to testJOG website then send it to GWL Ina. The lack of a good understanding of the targets that must be achieved until the end of the project has an impact on the lack of enthusiasm of the campaign coordinator to work towards achieving the targets.
4. Another problem is the psychological obstacles experienced by the program manager at GWL Ina when they have to coordinate Vesta in running the testJOG project. The seniority relating to age gap held by Vesta's leadership resulted in GWL Ina feeling insufficiently confident to provide assistance regarding the testJOG project to Vesta. Cross-organizational communication from GWL Ina to Vesta is not going well. Even though the communication is needed to encourage campaign activities through social media to be more improvised, such as adopting the testJKT model.
5. During February to August 2019 was a phase in which there was a vacuum in activities and there was no certainty of financial support from APCOM. This situation makes confusion among program managers at GWL Ina and Vesta. They tried their own way in the internal organization so that the testJOG campaign project could still be run. Vesta continued to fill posts on social media testJOG related to VCT service schedules every week, but there were no offline event activities (edutainment) and coordination meetings with the Puskesmas anymore. And because testJOG is integrated with other Vesta activities, promotion of testJOG through field staff is still being done. In this situation, the testJOG project can still be run even if there is no funding for 8 months, but it can be "pasted" in other Vesta activities. This shows, that choosing Vesta as an implementing partner is good and appropriate, because Vesta is an established organization.

6. Historically, Yogyakarta is a province that is close to the LGBT community. In 1985 the Yogyakarta Gay Brotherhood was formed which in 1988 was replaced by the IGS (Indonesian Gay Society). In 1993 the Lesbian and Gay Indonesian Congress was held in Kaliurang, Sleman, attended by around 40 participants from Jakarta to Ujung Pandang. Produces six ideology of gay and lesbian movements in Indonesia. In 2000 there was the Declaration of National Gay and Lesbian Solidarity Day. Importantly, in 2006 that The Yogyakarta Principles were born, again in Yogyakarta. A formulation regarding the rights that must be fulfilled by the state to the community regardless of differences in sexual orientation / gender identity given that there is still a lot of violence and discrimination affecting LGBT people. This formula was adopted by The United Nations General Assembly on December 13, 2008. The Special Region of Yogyakarta Governor itself, stated on Republika February 26, 2016, to respect each other regardless their LGBT status. However, He hope LBGT can protect themselves and not be arrogant and . Likewise the community or other organizations can also respect LBGT as human being.
7. However, at present, the LGBT issue is a sensitive issue that has received a lot of reject from public. Back in 2016 the big protest "Against LGBT" initiated by religious affiliated forum. happened in Yogyakarta. This bring a precaution to every testJOG campaign action in Yogyakarta. One of example, , the photo on the testJOG banner posted at the Puskesmas was considered too revealing of homosexuality in the photo., this was criticized by the government, so the Puskesmas was reluctant to put this banner up because it was concern that the Puskemas will affiliated with LGBT support.
8. It seems that Vesta has anticipated the safety factor and public acceptance by organizing more inclusive inclusion offline events, both in choosing the location of organizing edutainment, the types of arts entertainment displayed and the hours of implementation. This effort was made to maintain security and minimize the risk of public rejection of the testJOG campaign activities. To ensure testJOG can be accessed safely, when launching the testJOG project in 2017, Vesta teamed up with the air force to be willing to lend the building because making events in buildings owned by the air force was guaranteed safe from persecution. This is a good strategy to get support from stakeholders related to the HIV/AIDS campaign program with interventions to the MSM and transgender communities.
9. Vesta's program manager said that there is no discreation to process the website and add content on the website according to the local context of the target group in Yogyakarta. This causes the display on the website to look monotonous and the information is not up to date. Therefore, to complete the website, Vesta develops other social media, such as FB and IG. This is very useful to complete the campaign information needs that are not provided on the testJOG website.
10. The testJOG website branding with pictures of some of the men builds the perception of the LGBT movement. Because historically the LGBT movement in Yogyakarta had met with resistance from Islamic fundamentalist groups, in a campaign on social media, images of some men were not shown vulgarly. But the tagline and branding such as font or letters and black and yellow color are still displayed.

7 VESTA AND PLAN AHEAD AFTER THE TESTJOG PROJECT ENDS

The testJOG project ends in December 2019. Vesta plans to continue the testJOG campaign program especially those in FB and IG because testJOG social media is already well-known in the community. According to Vesta Director, the testJOG campaign project is a huge investment for 3 years so that if it is not continued, the benefits will no longer be felt by the community, even though the testJOG campaign is considered effective in capturing “hidden” communities that are difficult to reach with conventional outreach. In other respects, the community has become easier and helped to access convenient, free of charge and inclusive health services. Vesta has prepared resources and strategies so that testJOG can still be run, at least to inform the VCT service schedule and will be developed with other information relevant to the Vesta program. In this case, Vesta will communicate to GWL Ina and APCOM regarding permission to use the testJOG branding.



CHAPTER IV: CONCLUSIONS AND RECOMMENDATIONS



1 CONCLUSIONS

1. Based on the logical framework, the testJOG campaign target with an indicator of the number of website visitors for 3 years was not reached. This is influenced by the habits of the community who rarely use the website as a source of information to increase knowledge. They prefer to access social media such as FB, Instagram and Youtube which are considered more interesting and interactive. This is evidenced by the number of follower achievements on social media tesJOG that exceeds the project target.
2. The testJOG campaign is effective for:
 - Motivate MSM and transgender people to access HIV testing services at the Puskesmas.
 - Strengthens MSM and transgender people so they are ready to accept whatever the results of HIV testing.
 - Motivate MSM and transgender people to have safe sex.
 - Promoting Puskesmas services in risk and hidden groups, so Puskesmas are greatly helped in finding new cases as early as possible.
3. The role of Vesta field staff to promote testJOG through their personal accounts and to put their names on the website and social media testJOG, is effective in encourage communities who want to get information about HIV / AIDS or access health services.
4. Organizational internal factors such as all project team work are understanding of the logical framework is a must. Such as project targets, and the process of transfer of knowledge from senior management to project staff, or old project managers to new project managers, not accompanied by the provision of complete documents and data and capacity building which is holistic. It create the gap of information and data among project team work who run the project.
5. Cross-organizational coordination and communication mechanisms (APCOM, GWL Ina and Vesta) and the project's "blankness" for 8 months, influenced the spirit of the project team in working and pursuing targets. The community also felt the impact, namely edutainment activities rarely held in the past 1 year. There is no activity during February to August 2019 had an impact on achieving targets, implementing activities and updating websites, FB and IG.
6. External conditions related to security factors and the issue of persecution of LGBT groups are important things that are always considered by project team to package activities and campaigns (both above and below the line campaigns) so as not to appear exclusive only to MSM and transgender people. Input, criticism and suggestions from stakeholders and project beneficiaries must be a concern to be followed up.
7. The testJOG campaign target was originally designed to reach MSM and transgender communities, but in its development not only MSM and transgender who accessed testJOG but also heterosexual couple.



2 Recommendations

1. Beneficiaries and stakeholders (Puskesmas) hope that the testJOG campaign through the website and social media will continue even after the testJOG project has ended. Input related to the freedom to manage websites so that they can be updated frequently, menus are made more varied, interactive services, display images both on the website, FB, IG are made more general (not MSM specific), including image input on banners need to be followed up by the implementing actor (Vesta) and project donor (APCOM).
2. TestJOG campaigns through social media are more effective along with other supporting activities, such as campaigns through fieldworkers' accounts, offline events such as eduatrainments, coordination with health services (Puskesmas or other clinics) related to the strategy of targeting targets/ communities. If all of that can be carried out synergistically, then the target of the number of strategic mistraes that access services can be achieved more optimally.
3. The campaign targets namely MSM have not been optimally achieved. This is understandable because there are MSM characters that are hidden and do not want to be recognized by others as MSM, it's difficult to be intervened by outreach. The testJOG campaign has not yet fully reached MSM with this kind of character, it is necessary to develop other approaches that are inclusive and not conspicuous specifically for MSM or LGBT. They will be more comfortable accessing integrated and inclusive information and services.
4. The testJOG campaign should not only target people who are at risk and have not been infected with HIV, but for those who have been infected with HIV. They need to be strengthened with information that encourages PLHIV to be diligent in checking and orderly taking medicine and other positive things that can motivate them to stay healthy and productive.
5. After the testJOG project is ended, Vesta plans to continue testJOG activities such as campaigns through social FB and IG testJOG. In this case Vesta will ask permission from APCOM regarding the use of the logo and brand testJOG. Regarding this plan, it is necessary to discuss between APCOM, GWL Ina and Vesta in a final project meeting that discusses the sustainability of this program.
6. Capacity building in terms of understanding the project cycle management is important to have by project team work at the all management level. Not only a piece of knowledge related to technical operational projects, but an understanding of the overall project logical framework such as what are objectives, outcomes, output, indicators, targets. All of that becomes the requirement of project team when doing their work.

Equity. Dignity. Social Justice.



We are united in advocating for issues around HIV and those that advance the rights, health and well being of people of diverse sexual orientation, gender identity, gender expression and sex characteristics.

apcom.org

Equiy. Dignity. Social Justice.

APCOM Secretariat | 48 Soi Udomsuk 13,
Bangna Bangkok 10260 Thailand
+66 2399 1145 / +66 2399 1146
www.apcom.org | apcom@apcom.org



[/apcom.org](http://apcom.org)



[@APCOM](https://twitter.com/APCOM)



[/APCOMorg](https://www.youtube.com/APCOMorg)



[/APCOMorg](https://www.instagram.com/APCOMorg)



[/apcom](https://www.linkedin.com/company/apcom)