

COMPASS SERIES

SUCK
F*#K
TEST
REPEAT

TESTXXX

A Regional Behaviour Change Communication Campaign that Aims to Increase the HIV Services Uptake among Young Gay Men in Cities with High HIV Prevalence



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COMPASS: TESTXXX

<http://apcom.org/TestXXX>

The Compass series highlights the main features of APCOM's programmes.

This edition focuses on the TestXXX initiative - a behaviour change communication campaign that aims to increase the HIV services uptake among young gay men and other men who have sex with men (YMSM) who live in cities with high HIV prevalence among the demography.

Acknowledgements:

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Design and layout: Vaness Silpakhon Kongsakul

Cover Photo: The campaign poster of TestMNL, the TestXXX campaign that is rolled out in Manila with "Suck. F*#k. Test. Repeat" being its slogan

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Why APCOM creates TestXXX:

DONOR: LINKAGES, EJAF and AIDSfonds

NAME OF GRANT: TestXXX

PRINCIPLE RECIPIENT: APCOM

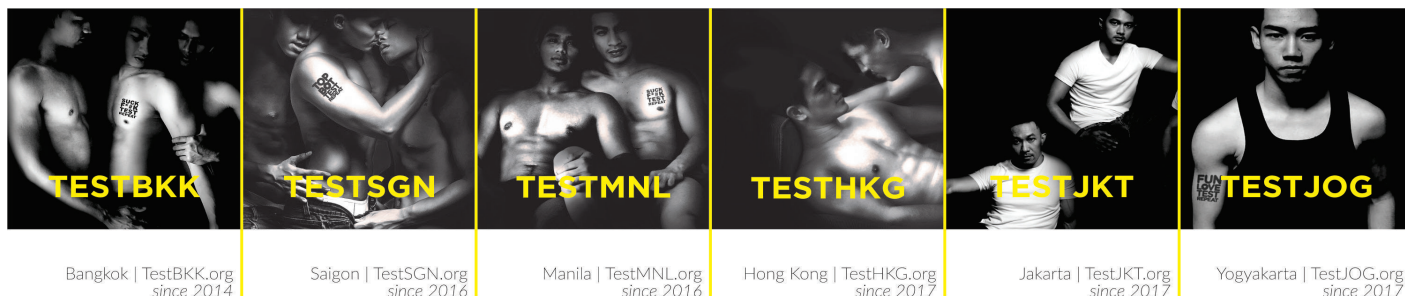
Many countries within Asia are recording alarmingly high numbers of HIV infection among MSM population. This is particularly evident in large urban areas like Bangkok, Ho Chi Minh City, Jakarta and Manila where prevalence has been reported between 15-31%. Where data is available, the rate of HIV testing among young MSM aged 18 to 29 is less than 50%. TestXXX is conceived by APCOM to close this gap.

TestXXX is designed to empower the existing community-based clinics to reach wider YMSM audience and to generate more promising behaviour change by harnessing the power of cutting-edge communications and creativity that resonates with today's culture of YMSM, such as the popular use of mobile sexual networking apps and other online platforms to regularly find new sexual partners. TestXXX tailors strong and provocative messaging to dissociate HIV testing with fear, stigma and/or discrimination. TestXXX employs and integrates online and offline outreach strategies to ensure that YMSM sustainably access HIV prevention and treatment cascade.

With the support from LINKAGES, TestXXX is piloted by APCOM in Bangkok in 2014 - under the name "TestBKK". Within its pilot year, TestBKK has contributed to 6,8K testing uptake among YMSM living in Bangkok through the campaign's clinic partners across the city. The successful pilot year led to TestBKK's campaign length extension and new funding resources to expand TestXXX to other Asia-Pacific cities that have alarming HIV prevalence among MSM by collaborating with various national community organisations as the Country Implementing Partner (CIP) of the campaigns.

Focus

TestXXX is currently rolled out in Bangkok (TestBKK) - *funded by LINKAGES*, Ho Chi Minh City (TestSGN), Manila (TestMNL), and Jakarta (TestJKT) - *each funded by EJAF*, and Hong Kong (TestHKG) and Yogyakarta (TestJOG) - *each funded by AIDSfonds*.



Partners

Country Implementing Partner (CIP): AIDS Concern (Hong Kong), CARMAH (Vietnam), GWL-INA (Indonesia) and Love Yourself (Philippines)

Academician: Centre of Excellence for Research in AIDS/University of Malaya (Malaysia), Mahidol University (Thailand) and University of Maastricht (Netherlands)



TestXXX's activities:

With the exception of TestBKK, in which APCOM acts as its country implementer, TestXXX campaign is conducted by the Country Implementing Partner (CIP) organisation, under the supervision of APCOM, by performing the activities below.

Partnering with MSM-friendly/exclusive Clinics: The partnered clinics will serve as the promoted “where to get tested” location within the campaign’s resources (i.e., website). In identifying the clinic partners, the CIP ensures that the chosen clinics provide HCT that is sensitive to the needs of YMSM, in addition to being free/affordable. Prior to the campaign’s implementation, the partnership should also be able to provide a platform for a knowledge exchange on how the campaign can improve the clinics’ service level towards YMSM clients and vice versa. The partnered clinics should also be able to cooperate in providing data/figure on the number of YMSM accessing their service.

Developing the Campaign Creative and Key Messages: APCOM provides the CIP with TestXXX Activity Guideline and Branding Guideline to ensure that all TestXXX campaigns’ creative assets and key messages are consistently executed, while still uniquely resonates with their own YMSM audience. The campaign’s name represents the TestXXX domain name with “XXX” term being replaced by a three-letter code denoting the target city. While *SUCK. F*#K. TEST. REPEAT.* is the recommended campaign’s slogan, the CIP is allowed to create an alternative slogan to replace *SUCK. F*#K.* terms. TestSGN, for example, use *TOP. BOT. TEST. REPEAT.* as their slogan. The CIP then crafts the campaign’s key messages that are meant to help describe what the campaign is and/or what solutions it offers, both in words and visuals. Key messages are not intended to be used word-for-word. Instead, they are to serve as guides, and as the foundation for expressing the campaign’s distinct personality and tone. The creative assets and key messages are then continuously tested with a focus group discussion with YMSM until strategic consensus is reached. As instances, “there are more awkward things than getting tested” is one of the key messages behind the campaign videos of TestBKK, TestMNL and TestSGN. TestHKG, on the other hand, employs “dare to love, dare to test” positioning to intertwine the self-acceptance on being gay and self-awareness of HIV testing.

from top left, clockwise: scenes from campaign videos of TestBKK, TestMNL, TestHKG and TestSGN. Getting caught masturbating by the family members [TestBKK/TestMNL] or accidentally sexting your mother [TestSGN] are examples of awkward things many YMSM audiences can relate to (and laugh at). TestHKG’s video makes the YMSM viewers swooned over a teenage gay guy’s dance flashmob proposal to his future boyfriend.





mobile interface of TestXXX website's homepage
 TestXXX websites are responsive to every devices:
 desktop, mobile and tablet.
 source: TestMNL.org

Developing the Campaign Products and Touchpoints: A campaign website is the campaign's core product that serves as an information gateway to provide YMSM with knowledge relating to HIV, including where to get tested, how to remain HIV-negative, and how to live a healthy life if tested positive. The website content is presented in at least two different languages: the lingua franca of the target audience and English language. The use of technical jargon in the website is kept to a minimum, while the interface is engineered to keep the website's bounce rate as low as possible. Along with the website, the CIP produces campaign videos that deliver the developed key messages and generate the traffic to the website. Marketing items such as leaflet, poster, and memorabilia also serve as other touchpoints that yield traffic to the website.

Executing the Online Outreach: Millions of YMSM use Facebook every month to connect with friends and family, and to discover things that matter. Having a presence on Facebook, through a Facebook page, helps the campaign reach new audience and build lasting relationships with them. Once the campaign's Facebook page starts building its community, organic content and advertising on Facebook makes it easy for the campaign capture their audience attention and get results (i.e., increasing the traffic to the website or to the online booking system of the partnered clinics, if applicable). The CIP also explores different digital means such as online presence on other popular social media platforms, Google Adwords campaign, which includes ads on YouTube, and advertising on gay dating apps such as Hornet, Grindr and Blued. Collaborating with social media influencers - individuals or groups - who have a huge following of YMSM is another strategic online marketing that CIP does.

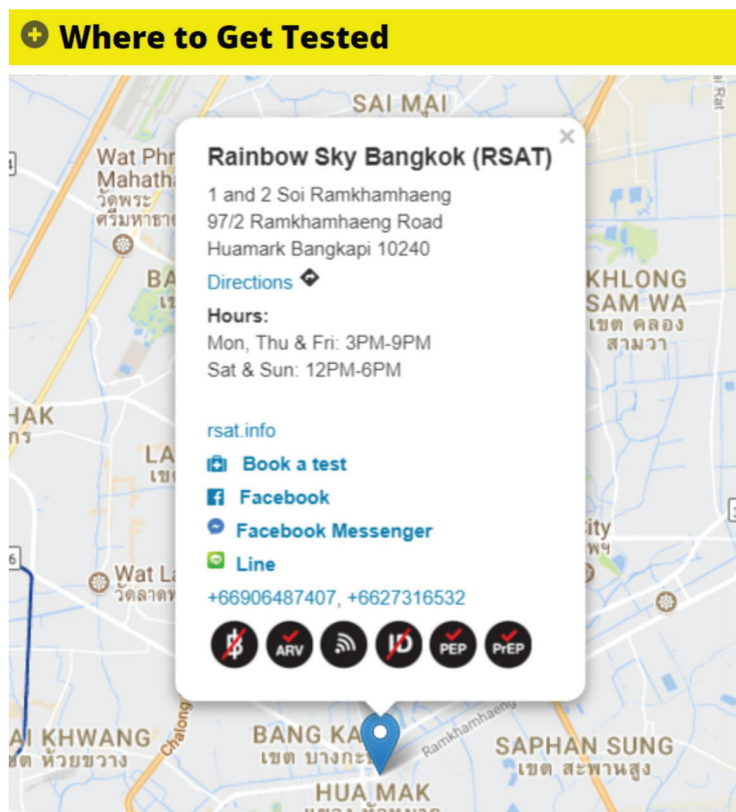
Executing the Offline Outreach: Teaming up with a clinic partner, the CIP brings the opportunity for YMSM audiences to receive HIV prevention resources, including condom and water-based lubricants, and/or to get tested, through a mobile/pop up testing clinic, at events/gatherings that is either exclusive to or dominantly frequented by YMSM. Gay circuit party, gay pride event, World AIDS Day commemoration and a music/dance concerts are among the examples.

Monitoring and Evaluating the Campaign: The CIP collaborates with academicians/ researchers to assess the penetration of the campaign into their YMSM target audience as well as to gauge the change in their attitudes and behaviors related to HIV services. To do this, a community cohort of YMSM is recruited prior to the campaign launch to assess their baseline attitudes and behaviors and then followed up every 6 months. A serial cross-sectional survey is conducted through purposive sampling throughout the targeted city.

Interface of the clinic shown on TestXXX website

Through the callout box of each clinic, the visitors are able to find out the clinic's Google Map direction, working hours and contact number. For certain clinics, the visitors can also book the test online in advance so that they can avoid the queue. The callout is also accompanied by legends that signify whether or not the clinic provides HIV testing for free, same-day ARV, free wifi, anonymous registration, PEP and PrEP

Source: TestBKK.org



Highlight: Using Webseries to Increase the Reach to YMSM

With the support from LINKAGES Thailand and the collaboration with a community filmmaker TRASHER Bangkok, TestBKK produced gay-themed webseries called GAYOK Bangkok. Set in Bangkok, GAYOK Bangkok follows fictional gay characters that represent different ages, body types, gender expression (feminine or masculine) and HIV status (negative or positive), providing realistic and diverse portrayal of gay individuals of Bangkok. The sexual health messages are threaded subtly into the storyline that paints a mixture of uplifting and melancholic drama among the characters. Season 1, consisting of five 30-minute episodes, aired weekly on TestBKK's YouTube channel from late February to March 2016. Between the release day of the series' teaser

GAYOK BANGKOK

Season 1 aired on TestBKK's YouTube channel. Using the "card" and "endscreen" features of YouTube, each episode provides interactivity to point viewers to a specific URL page in TestBKK's website and various calls to action (i.e., learn more about PrEP or book the test online) during and at the end of the show

Source: TestBKK.org



and the day after the season finale, TestBKK's website garnered 1,800% and 2,250% increase of page views and users, respectively. Season 2, consisting of seven 60-minute episodes, aired on LINE TV from March to April 2017. During their airing weeks, both seasons reached more than 2.5 million views. Hundreds of testimonies citing the viewers' self-learning on the importance of regular HIV testing, early treatment, PrEP and non-stigmatising attitude towards people living with HIV were captured from the viewers' comments on the broadcasting platforms.

TestXXX Offline Outreach Activities from upper right (clockwise): TestMNL's campaign mobilisers, which included the 2017 Mister Gay World Philippines's first runner-up John Bench Ortiz (center) at the 2017 Metro Manila Pride March; TestMNL's campaign mobilisers at the 2017 LaBoracay, the Philippines' biggest summer party celebration that annually takes place at the world's famous Boracay Island; Photo engagement promoting PrEP at TestBKK's outreach at the 2016 gCircuit, Asia's largest gay circuit party that happens yearly during Thai New Year Holiday in Bangkok.



Results:

While TestHKG (Hong Kong) and TestJOG (Yogyakarta) has only started in late 2017, TestBKK (Bangkok), TestSGN (Ho Chi Minh City), TestMNL (Manila) and TestJKT (Jakarta) has each run more than six months to be able to provide the following insights.

TestBKK (Bangkok): Between November 2015 to January 2018, TestBKK has contributed to 20,542 YMSM who tested for HIV and knew their results, and 913 of them who tested positive has been enrolled onto treatment. Within three stages of assessments, the study exhibits that the increasing level of overall campaign's awareness (from 16% to 53%) is accompanied with the rise of PrEP awareness (from 51% to 90%; and statistically correlated with the upsurge of GAYOK Bangkok's exposure) and HIV test uptake (from 27% to 31%) among the cohort.

TestSGN (Saigon): Within a year since its inception in May 2016, TestSGN has contributed to 7,769 YMSM who tested for HIV and knew their results, as well as 1,170 YMSM living with HIV enrolled onto treatment. After the second stage of assessment, the study reveals that the campaign's exposure's growth is accompanied by the increasing trend of HIV test uptake (from 56% to 58%), STI test uptake (from 32% to 45%) and PrEP awareness (from 35% to 52%) among the cohort.

TestMNL (Manila): Within a year after its launch in November 2016, TestMNL has contributed to 7,026 YMSM who tested for HIV and knew their results and 1,230 YMSM living with HIV enrolled onto treatment.

TestJKT (Jakarta): Within nine months after its launch in June 2017, TestJKT has contributed to 4,450 YMSM who tested for HIV and collected their results and 143 YMSM tested positive started the treatment.

CONTACT TO GET MORE INFORMATION:

Inad Rendon, Senior Manager for Programmes, Advocacy and Campaigns | inadr@apcom.org

Safir Soeparna, Senior Campaigns Coordinator | safirs@apcom.org

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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.



Partners



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APCOM Secretariat | 66/1 Sukhumvit 2
Klongtoey Bangkok 10110 Thailand
+66 2255 4410 | www.apcom.org | apcom@apcom.org



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