New and innovative approaches to reach MSM population in Central America

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HIV in Central America



- A concentrated epidemic:
  - HIV prevalence less than 1% in general population
  - Up to 10-20 times higher in specific key populations
    - Men who have sex with men (MSM): 7-14% HIV prevalence
- Stigma, discrimination and violence are common
  - Implies less open networks, less access to this population, increased interaction online and other discreet channels for socialization and interaction.

Overview of the Program

- The USAID Combination Prevention Program for HIV in Central America and Mexico began in October of 2010



- Five year Program in Mexico and six Central American countries, extended to September 2016. (Program in Mexico ended in 2013)
- Implemented by Population Services International (PSI) and its local network member, the Pan American Social Marketing Organization (PASMO).
- Program partners
  - IPPF/WHR
  - Cicatelli Associates Inc.
  - Milk N' Cookies
- Other key players
  - Local Ministries of Health, National AIDS Programs
  - Private sector (distributors, laboratories, etc.)
  - NGOs and civil society
  - Other organizations (for example, community-based and/or faith based organizations)

Support the USAID Regional Prevention Strategy that focuses on providing **cost effective, sustainable interventions designed to achieve increased access to HIV prevention interventions by key populations** (KPs)

Result 1: **Reduced prevalence of high-risk behaviors** among key populations (KPs) and people living with HIV (PHIV).

Result 2: Increased effective interventions implemented **to decrease hostility in social environments that foment and tolerate homophobia and stigma and discrimination** attitudes related to sexual orientation, occupation or status.

Result 3: Increased access by KPs and PHIV to a **minimum package of essential prevention and health services** that includes but is not limited to access to condoms, HIV testing and counseling services and STI diagnosis and treatment centers, emphasizing the involvement of private health providers.

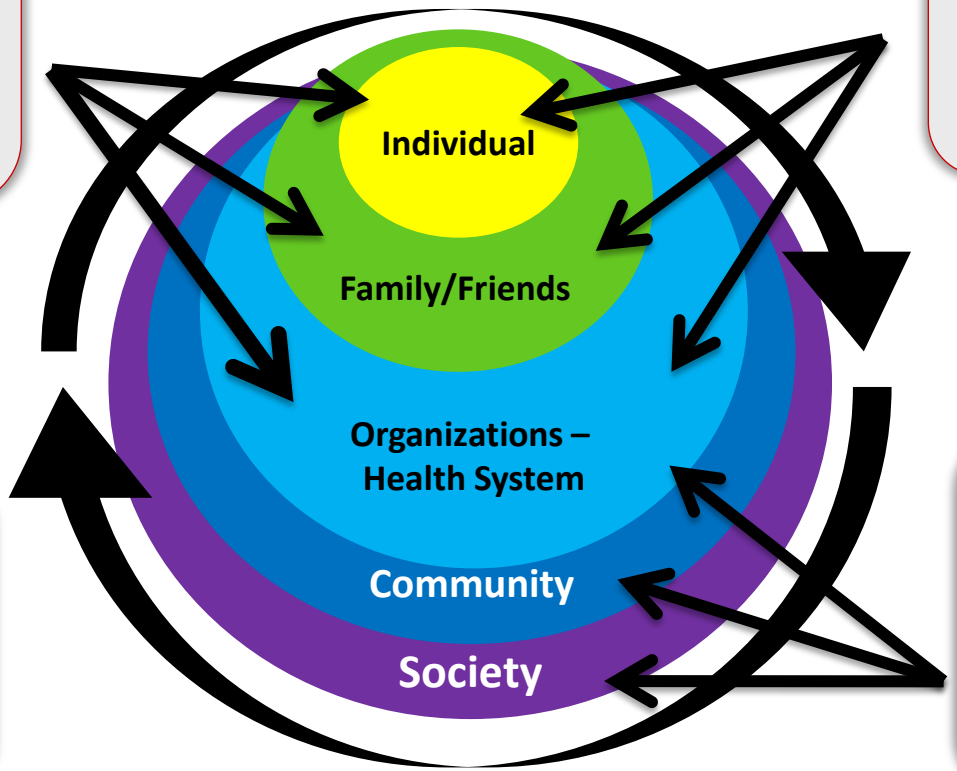
Result 4: **Strategic information** obtained through research and monitoring to design or modify prevention activities.

Target populations:

- People living with HIV (PHIV)
- Transgender women (TW)
- Men who have sex with men (MSM)
- Female sex workers (FSW)
- Men at-risk for HIV (MaR), including clients and potential clients of FSW
- Caribbean populations (Belize, Guatemala, Nicaragua, Panama)

Socio-ecological model

Result 1: The program will increase the practice of **positive health behaviors among KPs and PHIV through innovative and evidence-based behavior change techniques**, using a mix of IPC, mass media, and interactive social media channels.



Result 3: Increased access by KPs and PHIV to a **minimum package of essential prevention and health services**, emphasizing in the involvement of private health providers.

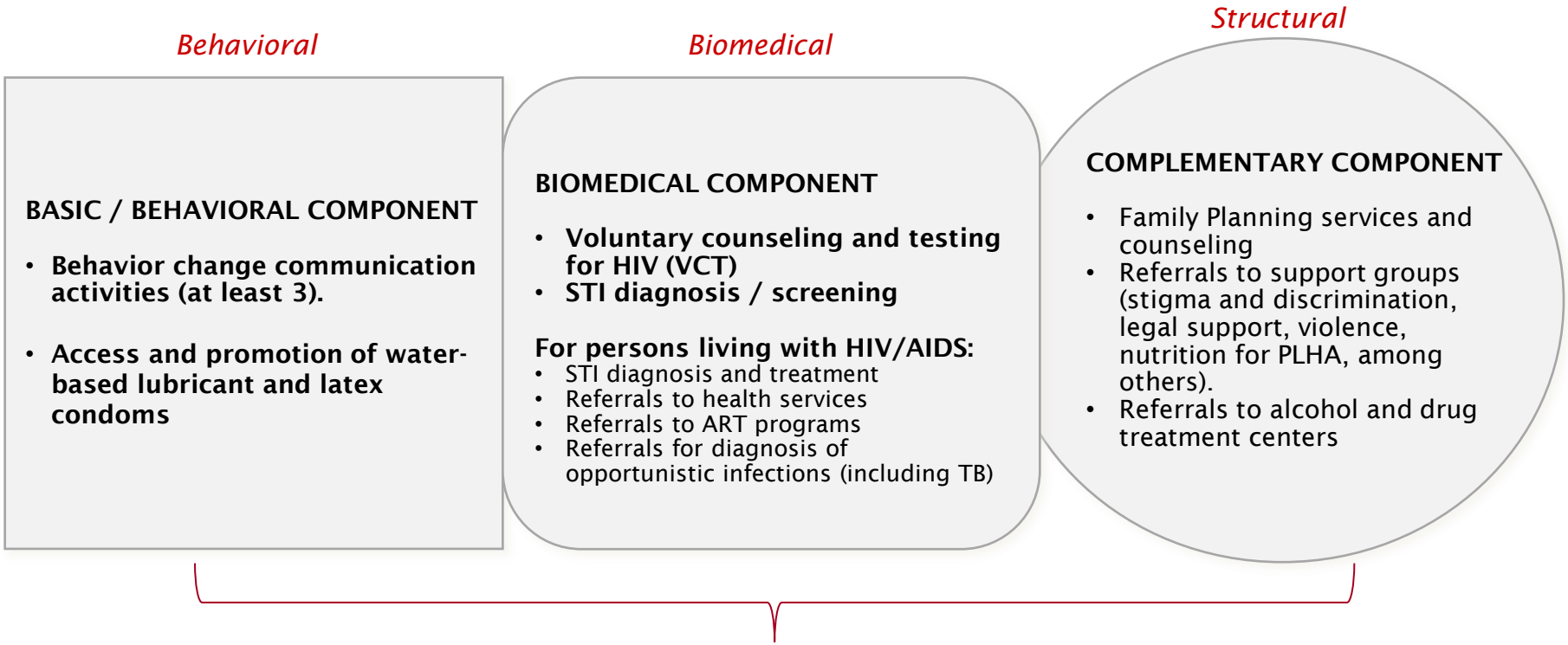
Result 4: Strategic information obtained through **research** and monitoring process, being used to design or modify prevention activities.

Result 2: Increased effective interventions implemented to **decrease hostility in social environments that foment homophobia, stigma and discrimination** attitudes related to sexual orientation, occupation or status.

Essential or "minimum package"

"A combination of behavioral, structural, and biomedical approaches based on scientifically derived evidence with the wisdom and ownership of communities- offers the best hope for successful prevention""

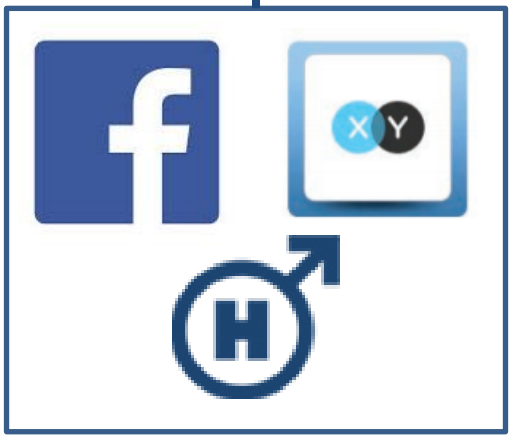
(Merson et al, Lancet 2008)



Essential or "minimum package", tailored by target population, that PASMO and partners provide under the Combination Prevention Program, as measured and tracked by the unique identifier code (UIC) and voucher referral system

Adaptation of “Combination Prevention for HIV” to online channels

Online outreach for behavior change



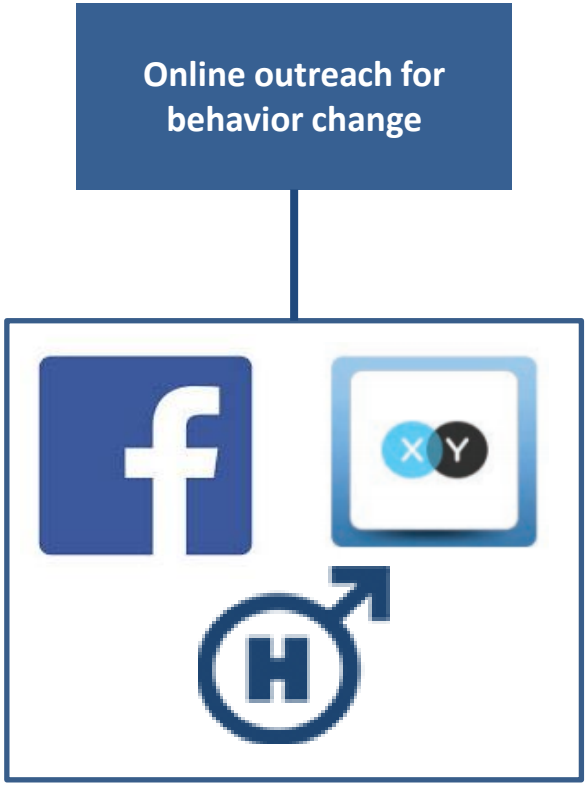
Referrals to biomedical and complementary/ structural services



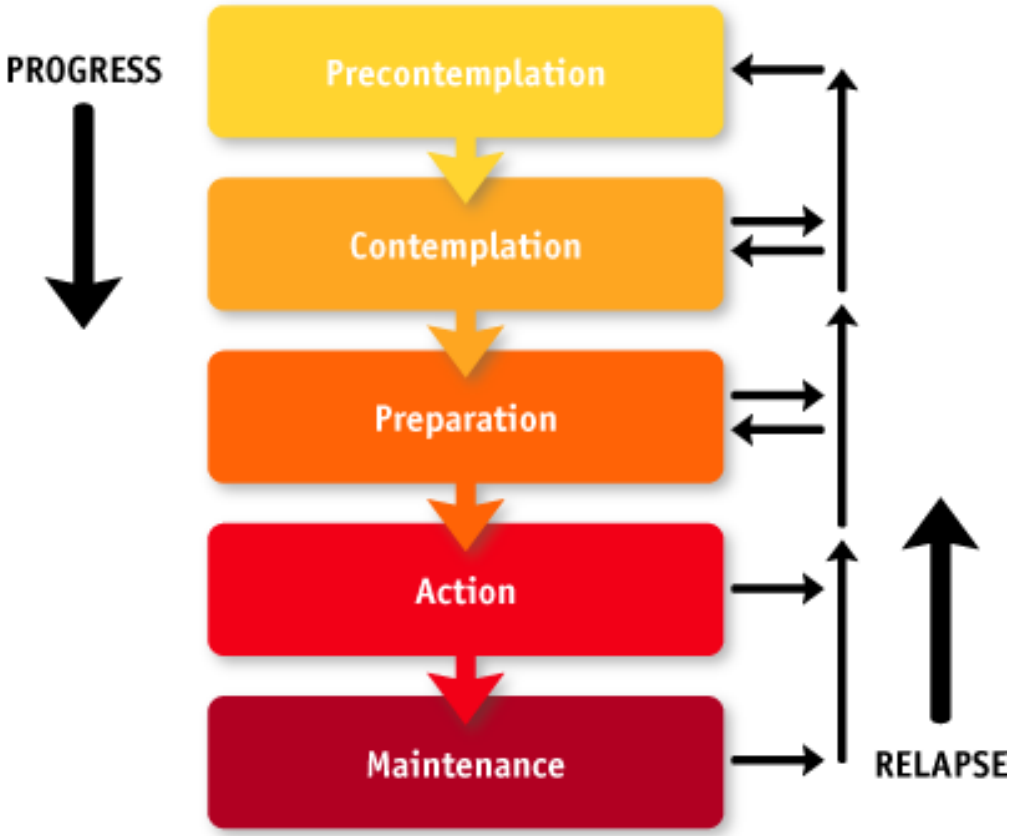
Monitoring system



Behavior change



Online outreach for behavior change



Prochaska & Diclemente

Stages of change

Online outreach for behavior change

Implemented by cyber-educators through social media channels used by MSM in CA.

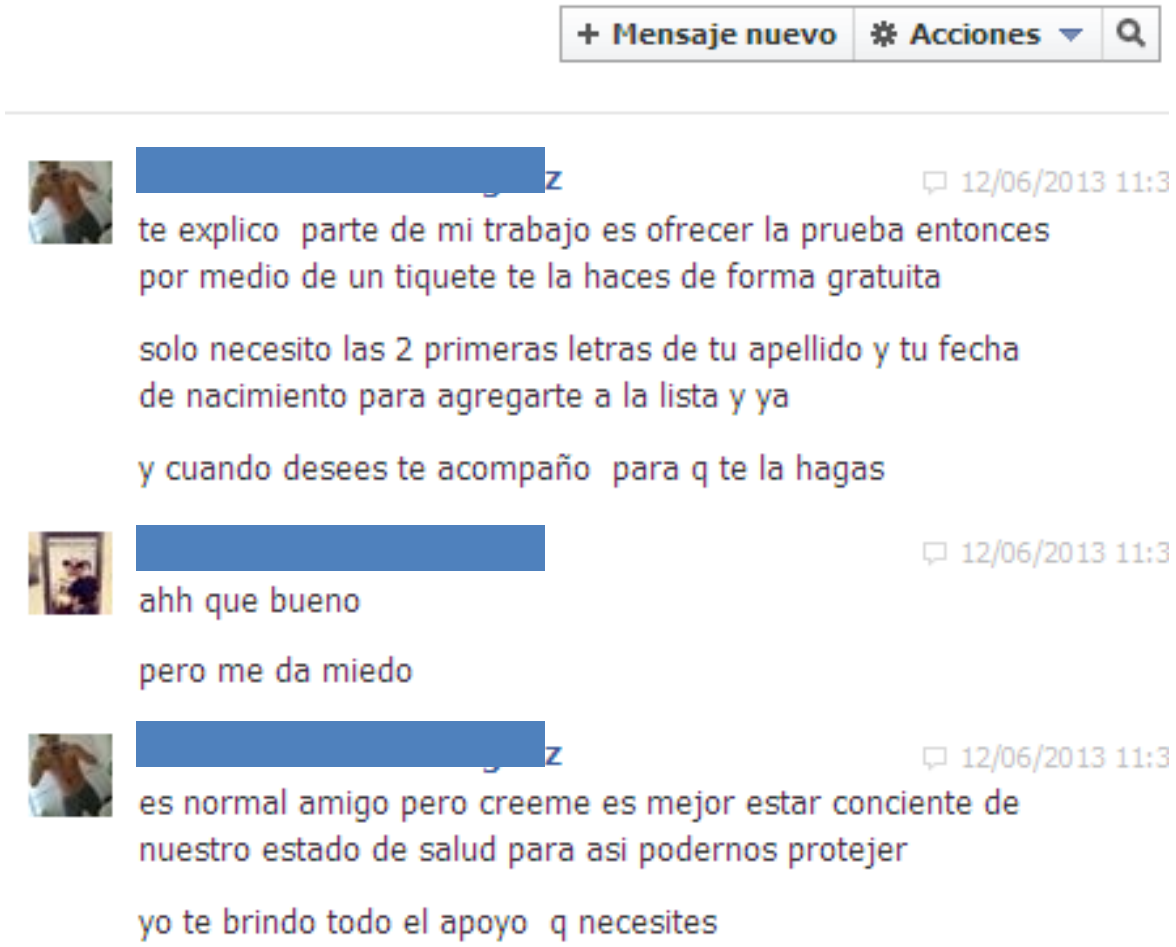


Example of online outreach for behavior change

"Part of my job is to offer HIV tests, so you get a voucher that will give you free access…and if you would like, I can accompany you to take the test."

"That is fine, but I'm scared"

"That is normal friend, but believe me that it is better that we know our status to protect ourselves better. I will give you the support you need."



Other support tools for online outreach

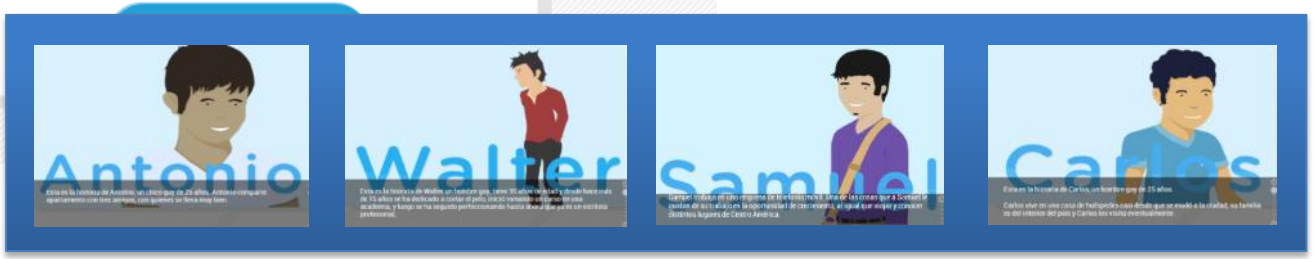
¿QUÉ HACEMOS LOS HOMBRES?

www.quehacemosloshombres.com





Es un hombre que valora mu
familia, para el, su familia
importante, disfruta de los m
pasa al lado de ellos, es algu
le gustan las costumbres y t



Storylines describe situations in which young men are faced with, and they are framed as incomplete dramas, presenting real life scenarios. Users choose how the story will end:

Risky sexual encounters



HIV Education

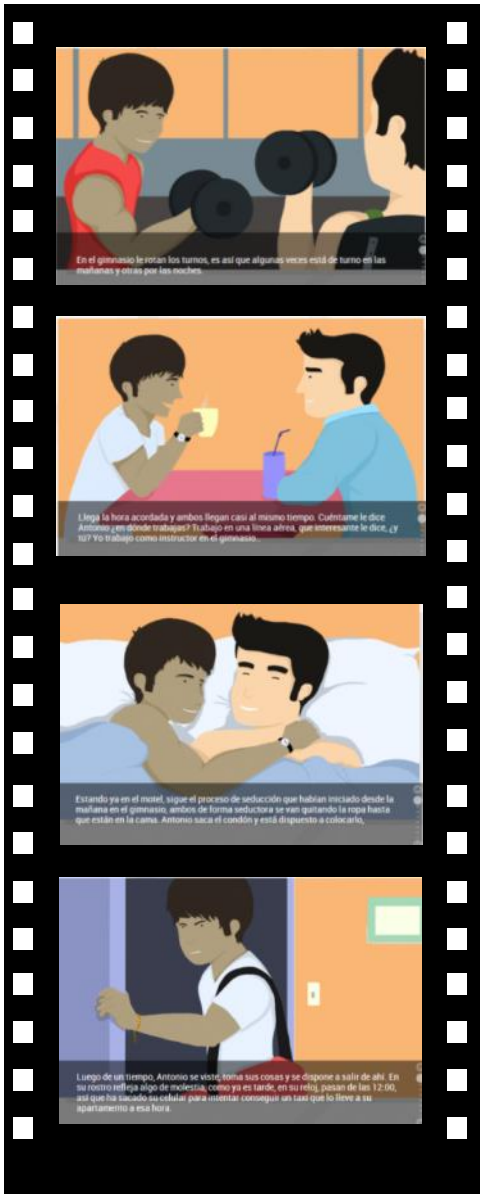


Condom negotiation



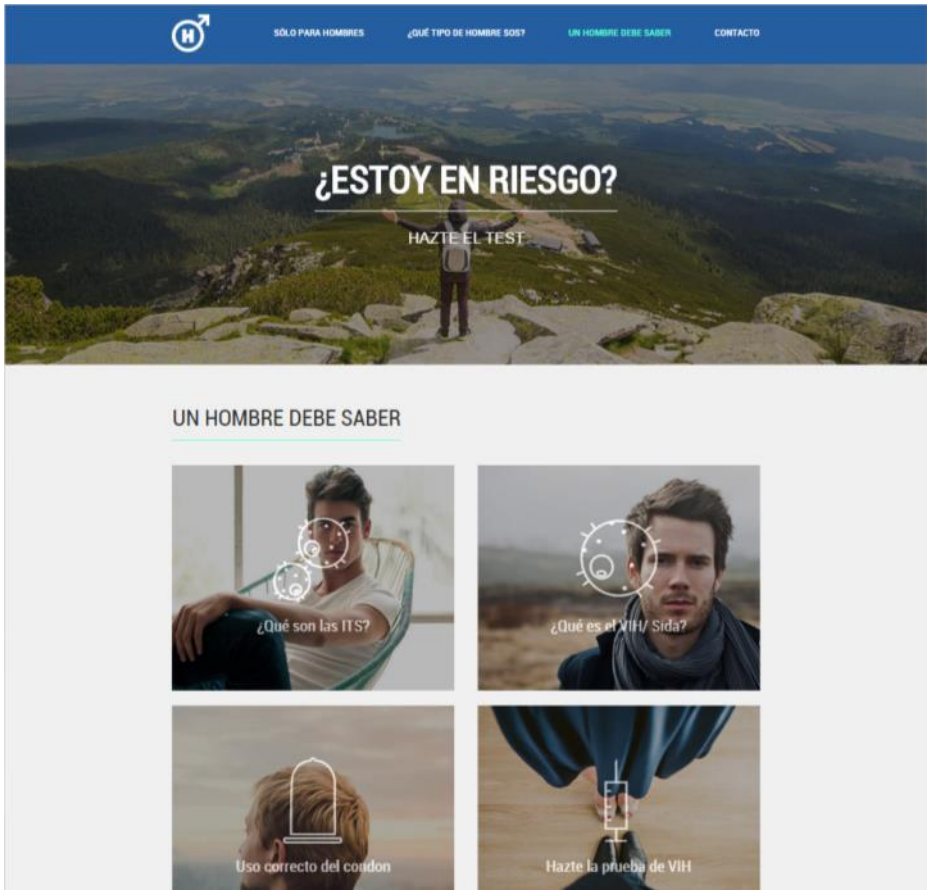
Alcohol





www.mizonah.com





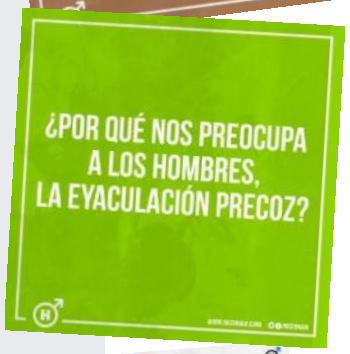
A website targeted to young men that addresses masculinity and HIV prevention from different perspectives.

Mi Zona H Fan Page











Complements the "Mi Zona H" website

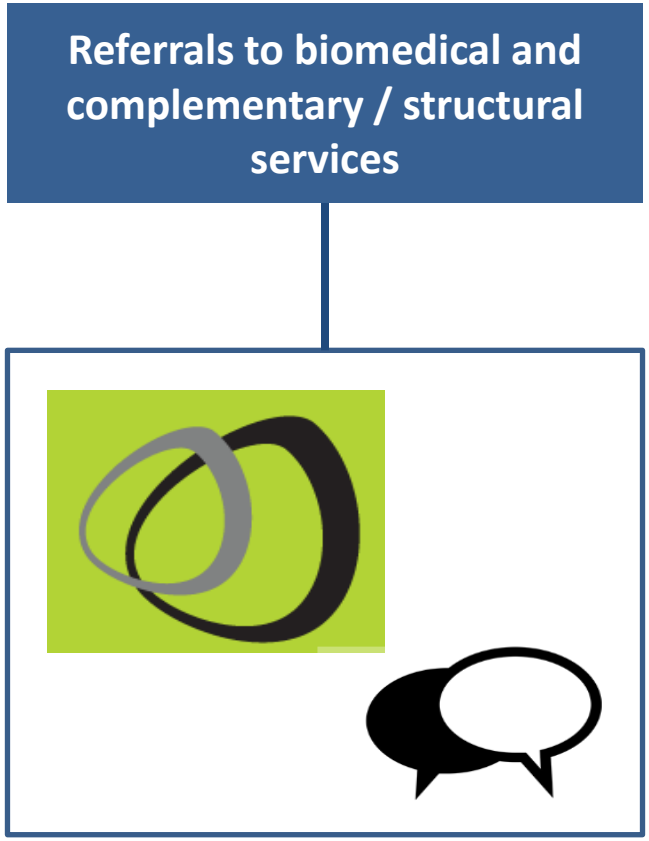
Provides information using Facebook's interactive format.

More than **71,000** Fans

Capitalizes on the social media framework to reach a large audience with key health and prevention messages

Cyber-educators re-post and share content

Referrals to biomedical services



Online voucher with UIC for referrals to biomedical services



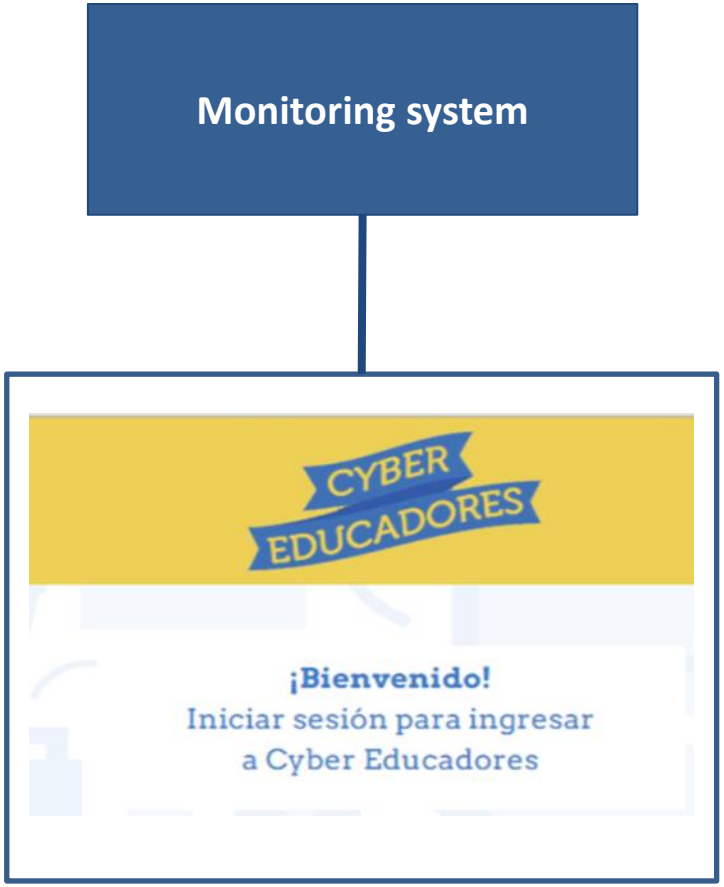






And, on a case-by-case basis, the cyber-educator may refer to complementary/structural services, if needed.

Online platform for monitoring



Cybereducadores.com

Online platform:

- Records outreach and UICs
- Creates personalized links for referrals
- Facilitates follow-up, generates reports and data
  - In 2015, 1891 voucher links sent to MSM, of which 1239 opened the link (66%), and 607 downloaded the voucher (32%)
- Exports UICs and data to PASMO's MIS
- Motivation and healthy competition through a "gamification" strategy (leader board, stars and levels, medals, forum, directory, etc.).







Results and Lessons Learned

MI ZONA H

REPORTE ANUAL
OCTUBRE 2014 - SEPTIEMBRE 2015

FACEBOOK

71,026
FANS

183
PUBLICACIONES

15,930
NUEVOS FANS

REACH ANUAL

66,869,169
Personas alcanzadas.

VISITAS POR PAÍS

El Salvador	Guatemala	Costa Rica	Nicaragua	Panamá	Otros países
516	565	288	388	87	6,139

7,938 TOTAL DE VISITAS

TWITTER

109 SEGUIDORES

56 TWEETS

SECCIONES MÁS VISITADAS

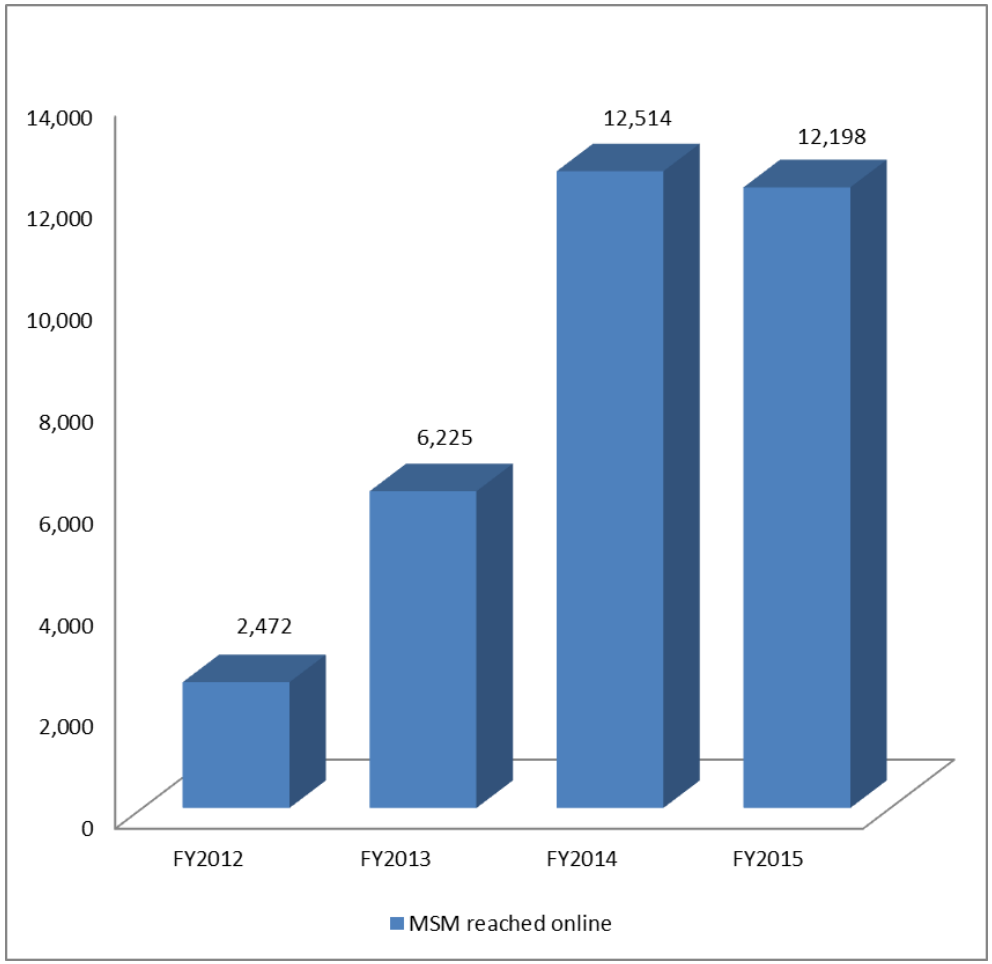
Solo para hombres	5,282
Todo lo que los hombres debemos saber de la circuncision	1,308
Que tipo de hombre sos	5,506
Un hombre debe saber	1,842
Cuanto mide un pene normal	889

Relajado	Buscador	Apasionado
 196 Perfiles	 202 Perfiles	 70 Perfiles

Poderoso	Protector	Enérgico
 68 Perfiles	 213 Perfiles	 32 Perfiles

WWW.TWITTER.COM/MIZONAH WWW.MIZONAH.COM WWW.FACEBOOK.COM/MIZONAH

Resultados



- +**12,100** MSM reached online in 2015 with combination prevention for HIV
- Representing **41**% of all MSM reached by the Program
- +**25** cyber-educators (consultants, NGOs, and staff) in the region

Lessons learned and implications

- Online marketing and digital strategies can be applied and successfully used in the areas of public health.
- Partnerships with digital strategy agencies and private sector partners is key; however, public health professionals must transform and make these strategies “their own” for success.
- Cyber-education is an effective and low-cost intervention to reach unattended and “difficult-access” MSM in Central America with HIV prevention interventions.
- Given increased access to mobile phones and internet/ social media, there is potential to increasingly reach transgender women.
- Cyber-education allows long-term relationship building with target populations, which in cases of someone who tests HIV positive, there are opportunities to provide ongoing support along the HIV continuum of care.



pasmo

psi
a psi network member

Pasión, innovación y programas de salud basados en la evidencia distinguen a PASMO

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www.asociacionpasmo.org