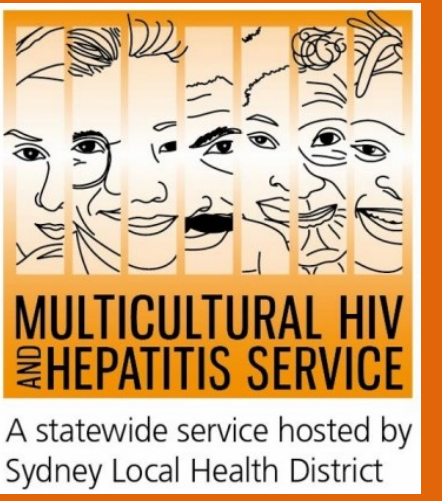


A MULTI-STRATEGIC APPROACH TO HIV HEALTH PROMOTION WITH ASIAN MSM IN NSW

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www.mhahs.org.au

Asian MSM represent a significant proportion of new HIV diagnoses in New South Wales, Australia

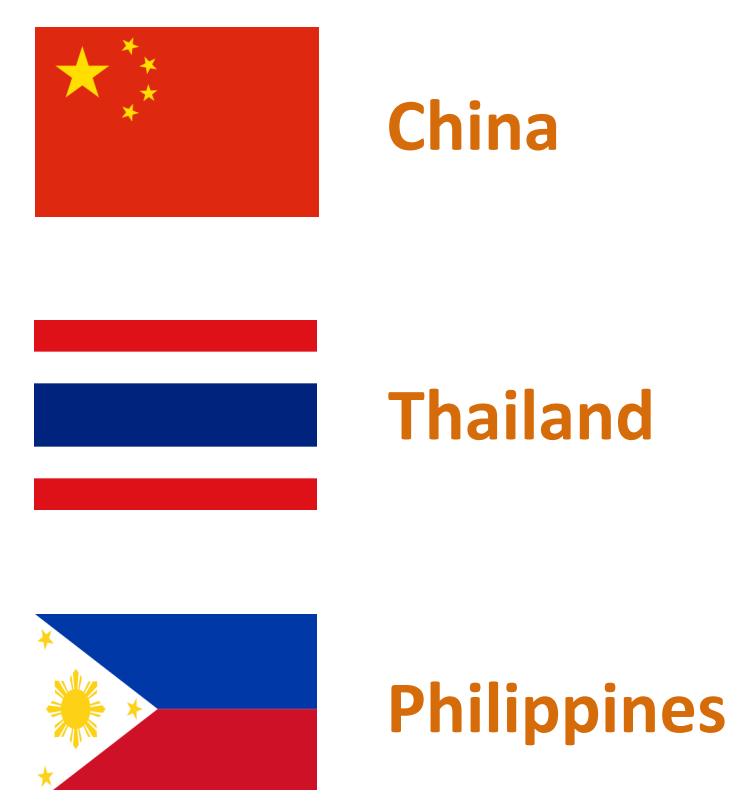


...they are also less HIV 'savvy'

New diagnoses



Predominant countries of birth



+/-

less likely to know their HIV status



higher rate of late diagnosis

and

From
June '13 - June '14
we did:

1

Five community education workshops, delivered in-language, at community organisations around Sydney, reaching 190 participants.



1



5

Fortune cookies with HIV messages were distributed at community events, including Lunar New Year celebrations.



5

4

Live radio interview with Chinese radio station 20R, discussing basics of HIV transmission, prevention and treatment.



4

3

Produced 8-min HIV information segment with TVB, the largest Chinese cable television channel in Australia.



3



Image courtesy of TVB

2

Gay Asian movie screenings, accompanied by talks on new developments in HIV testing and treatment.



Image courtesy of Sahamongkol Film International



Image courtesy of Festive Films

6

6

Supported a community group to run their own World AIDS Day event.



Image courtesy of AIDS Concern

...and it worked!

1,038 resources distributed

92% of workshop participants increased knowledge of HIV

100% of workshop participants improved attitudes towards PLHIV

130,000 people reached through media coverage

* Images courtesy of ACON, Ed Edwards and models