

CAN A CAMPAIGN EXPLAIN THE COMPLEXITIES OF HIV COMBINATION PREVENTION TO GAY MEN IN 90 SECONDS?

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Background:

HIV prevention campaigns have historically focused on a specific prevention strategy. In the current HIV prevention environment, engaging and educating gay and bisexual men (GBM) about a combination HIV prevention (CHP) including pre-exposure prophylaxis (PrEP) and treatment as prevention (TasP) is essential to ending HIV transmission.

Approach:

In ACON's *Ending HIV* campaign 'How Do You Do It?' condoms, PrEP and undetectable viral load were all promoted as highly effective strategies for preventing HIV transmission. A 'hero' video was used to encapsulate a combination approach to HIV prevention. The video encouraged GBM to choose an effective strategy that worked best for them, and respect the choices of others.

Outcomes: An independent online evaluation of the campaign was conducted at the end of the first iteration in April 2017 (900 respondents) and then after the second iteration in April 2018 (632 respondents).

The video was very effective at reaching and engaging the audience. The 2017 evaluation found that 88% thought the video was highly effective at communicating its message.

Commentary from 2017 survey: *"Amazingly bold and brave campaign. Never before seen a HIV campaign so upfront about condoms NOT being the only option."*

Findings from the 2018 evaluation found:

- 39% of survey respondents (vs 36% in 2017 report) had seen the video prior to the survey. This is the best video recall result from any Ending HIV campaign
- 66% said it was extremely engaging or very engaging
- 70,121 video views across different social channels

Significance:

This was the first CHP campaign of its kind globally. The levels of engagement observed with this video indicate more complex combination prevention messages are engaging for high numbers of GBM. As the HIV prevention landscape continues to evolve, innovative approaches to engage and build sexual health literacy are vital.