

Co-developing a Targeted Campaign to Testing in (Non-tester) MSM

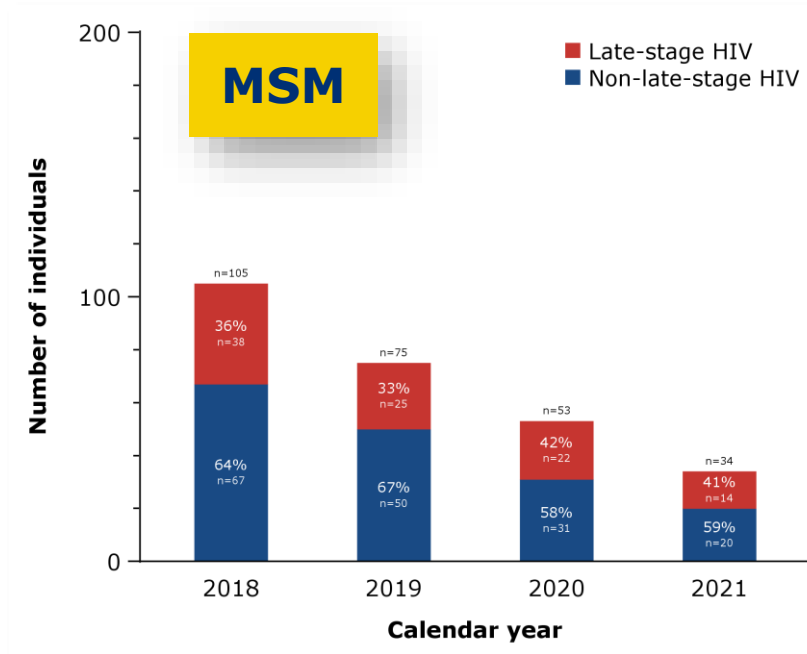
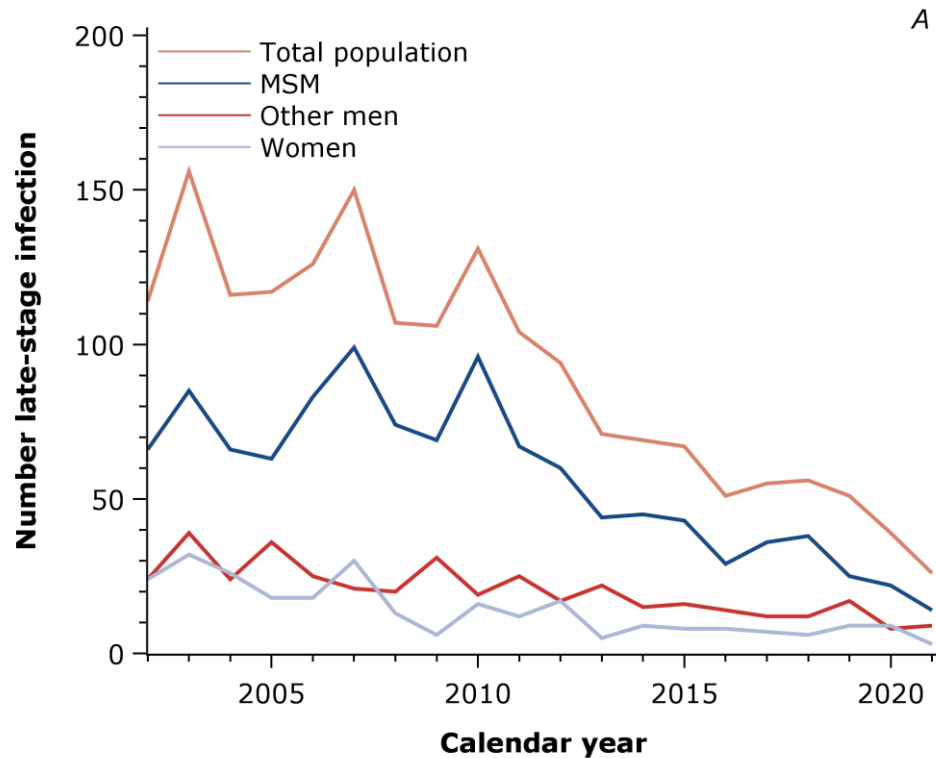
A Multi-layered Behavioral Change Intervention

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Special Thanks: MSM Community Advisory Group

Persistent Late Stage HIV Infections in MSM



Late HIV diagnosis is made when CD4 count < 350 cells/ μ L or with an AIDS-defining event, regardless of the CD4 cell count.

Specific Groups are persistently affected by Last Stage Diagnosis

Late-stage HIV diagnosis – origin (2019-21)	MSM
Western Europe	33
South America	13
Western Africa	0
Other Europe	8
Caribbean	4
Other	3
Total	61

Aim: Increasing HIV Testing in the Last Mile MSM

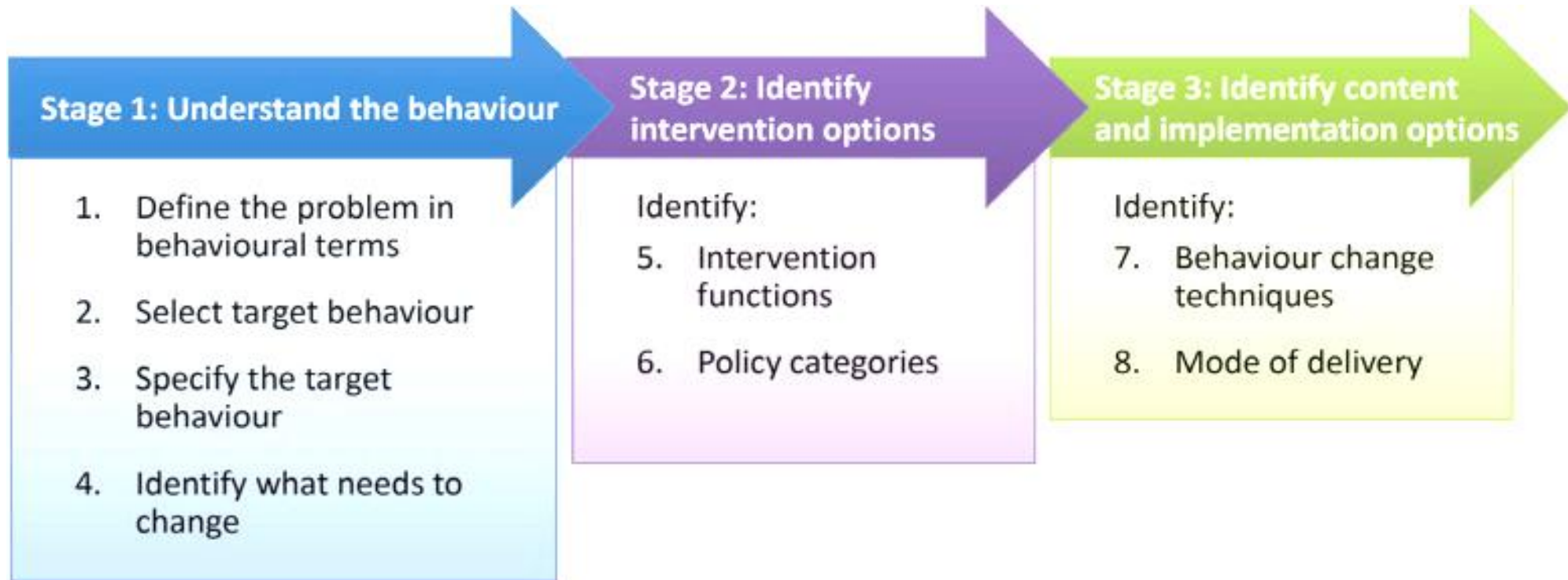
Increasing HIV testing uptake in the Last Mile MSM

- Align risk perceptions in never tested MSM
- Align perceptions around internalized forms of HIV stigma
- Highlight the benefits of regular HIV testing and PrEP, ART (U=U)
- Offer low threshold testing options to discreet MSM

Last Mile MSM:

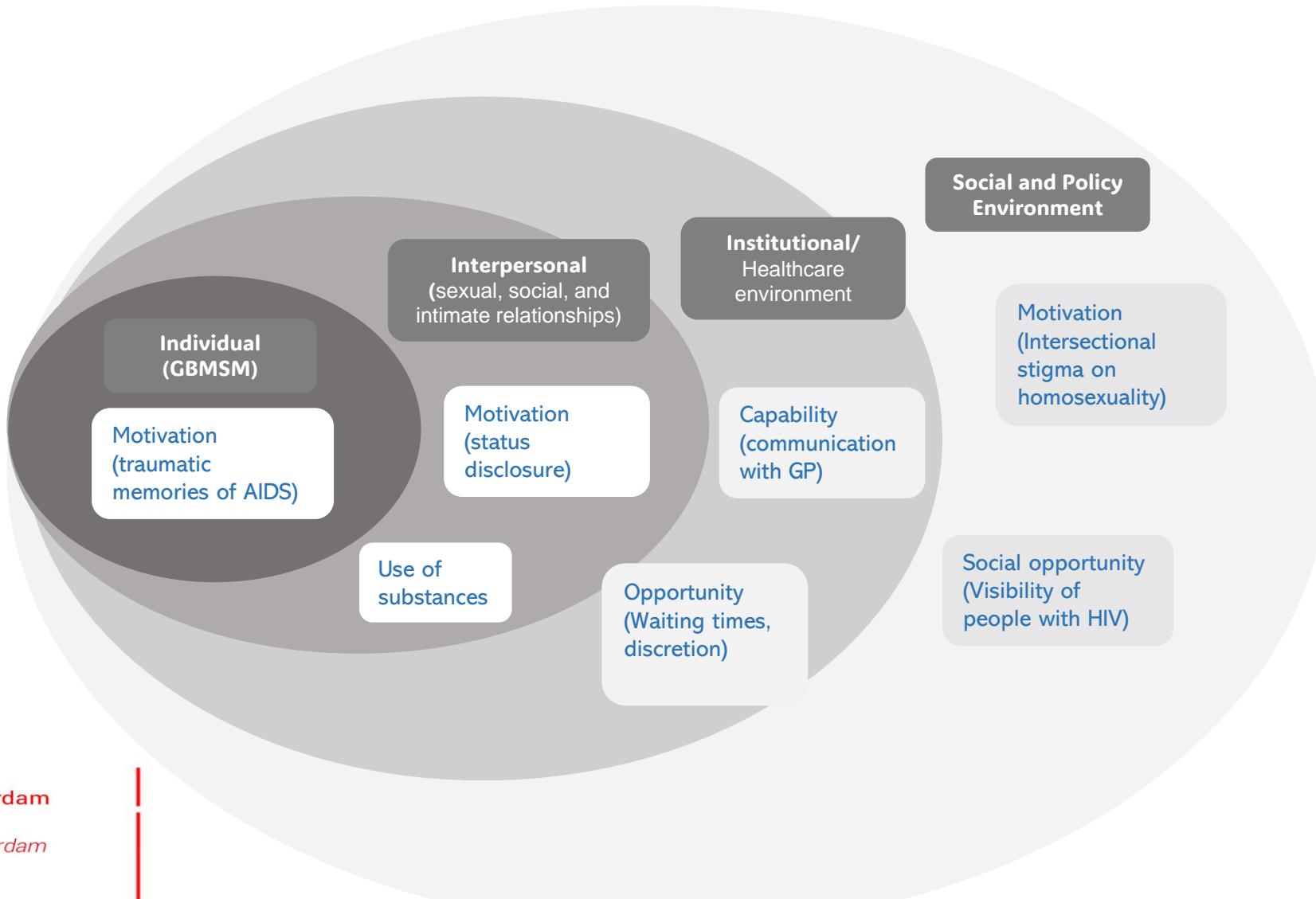
- Never Tested MSM
- Irregularly tested MSM (> 6 months)

Behavior Change Wheel Offered A Holistic Framework for Intervention Development



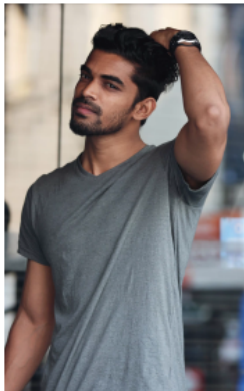
Stages of the Behavior Change Wheel (Michie et al., 2014)

Stage 1: Mapping of determinants of late diagnosis in MSM (Amsterdam)



Stage 1: Segmentation was crucial to developing a targeted intervention

H-TEAM The Last Mile Phase 2



Ameer
 » 23, Amsterdam - West
 » Single
 » Works in a restaurant

WHO? (User segments) Young Bisexual MSM
WHAT? (Current Behavior) Irregular and delayed testing for HIV
SHOULD DO? (Campaign Goal) Test x4 times per year
KNOW STATUS use PrEP/ART

BIO: Ameer is a second-generation Dutch citizen with bi-cultural background from Morocco. He is the only son in a well-established family. His parents hold traditional views regarding homosexuality. Ameer knows that he is gay but struggles to accept himself as gay. He lives with his parents who expect him to get married at some point. To overcome stress, he often engages in flings with guys. These are often unplanned, Very discreet, and with a little conversation. He tries to use condoms as a receiving partner but that's not always possible. He often thought about taking PrEP but never dared to go and request it from GGD as he fears someone from his community might see him there.

ATTITUDINAL AND BEHAVIORAL INSIGHTS:
 » The safety net developed by Ameer his sexual health is not always bulletproof (mainly based on misaligned self-risk perceptions of HIV and STIs)
 » Ameer faces internal stigma related to homosexuality driven by social/cultural norms of origin that further intensifies the perceived severity of living with HIV
 » Ameer fears holding open and honest conversations with his GP/GGD about his sexual health issues.
 » Since he is very discreet, going to sexual health clinic is not an easy option for him

H-TEAM The Last Mile Phase 2



Joris
 » 23, Amsterdam
 » Single
 » VMBO
 » Customer support worker at Ikea

BIO: Joris lives in Amsterdam Zuidooost with housemates. He has an outgoing personality, plays soccer, works out regularly and likes to hang out with friends in his free time. Most of his friends are straight. He identifies himself as straight but sometimes likes to have sex with men. He smokes weed and sometimes has sex with drugs.

ATTITUDINAL AND BEHAVIORAL INSIGHTS:
 » He doesn't see the risk of HIV for himself as HIV is far away.
 » He thinks it's hard to live with HIV, both health-wise and socially
 » He gathers some information from unauthentic sources and forums like COVID-19 mis-Info-demic
 » Joris fears being stigmatized for his sexual orientation in both straight and LGBTQI communities for his sexually fluid behavior as he doesn't like labels
 » He doesn't expect his GP to discuss his sexual health issues unless there is a health problem.

FRUSTRATIONS
 » COVID-19 restrictions limited his hook-ups
 » Stigma toward sexual interactions with men
 » No habit to talk about sexual health with GP
 » He doesn't know his HIV status

WHO? Young Bisexual
MOTIVATIONS IN LIFE

H-TEAM The Last Mile Phase 2



Ben
 » 56, Amsterdam
 » Single
 » Senior Manager in a multinational Company

WHO? (User segments) Young Bisexual MSM
WHAT? (Current Behavior) Irregular and delayed testing for HIV
SHOULD DO? (Campaign Goal) Test x4 times per year
KNOW STATUS use PrEP/ART

BIO: Ben identifies himself as gay and has an outgoing personality. He likes to travel and hang out with friends, often hosting small parties at his place. He invites guys through Grindr, the Chill app, and Scruff. He likes bareback sex and only goes for STI testing at his GP if someone notifies him or if he has a symptom, which is rarely the case. He doesn't like talking about HIV and AIDS, so we don't know his status. Ben had difficult circumstances accepting his sexuality as a gay man, including interaction with his parents in the early 90s.

ATTITUDINAL AND BEHAVIORAL INSIGHTS:
 » Ben has internalized stigma/negativism related to HIV, mainly due to traumatic memories from the 90s.
 » He developed many traumatic memories by reading reports and articles in the media. Furthermore, he received public health messages mainly based on the fear of getting HIV and dying of AIDS.
 » He uses avoidance of the issue altogether as a coping mechanism.
 » Ben minimizes the risk of HIV acquisition associated with his current sexual behavior.

FRUSTRATIONS
 » Growing old is not easy
 » He doesn't know his HIV status and doesn't want to know
 » Feels envious at times as how much things have become easier for gay guys today

MOTIVATIONS IN LIFE
 » Growing old is not easy
 » He doesn't know his HIV status and doesn't want to know
 » Feels envious at times as how much things have become easier for gay guys today

FREQUENTLY USED APPS

HIV Transmissie
 Eliminatie AMsterdam
 HIV Transmission
 Elimination AMsterdam

LeRouge, C., Ma, J., Sneha, S., & Tolle, K. (2013). User profiles and personas in the design and development of consumer health technologies. *International Journal of Medical Informatics*, 82(11), e251–e268. <https://doi.org/10.1016/j.ijmedinf.2011.03.006>

Kip, H., Keizer, J., da Silva, M. C., Beerlage-de Jong, N., Köhle, N., & Kelders, S. M. (2022). Methods for Human-Centered eHealth Development: Narrative Scoping Review. *Journal of Medical Internet Research*, 24(1), e31858. <https://doi.org/10.2196/31858>

Yardley, L., Ainsworth, B., Arden-Close, E., & Muller, I. (2015). The person-based approach to enhancing the acceptability and feasibility of interventions. *Pilot and Feasibility Studies*, 1(1). <https://doi.org/10.1186/s40814-015-0033-z>

Stage 2: Identification of Intervention Function with Community

- An online HIV communication campaign (feasibility)
- Empowering narratives/story-telling rather than stats (impact)
- Visibility of bicultural MSM in the campaign (acceptability)
- Targeted ads through social media to reach non-testers (reach)
- Offer HIV self-testing kits (impact)
- Integrate low-threshold outreach activities (feasibility)

Stage 3: Four Differentiated Sub-Campaigns Implemented



← Ga naar mantotman.nl

man tot man


Lees voor

Voorkom gedoe, doe een hiv-test

Je seksleven is makkelijker als je je hiv-status weet.

Wie heeft zin in gezeik achteraf na een leuke avond? Ook als jij je gezond voelt, kun je hiv of een soa hebben. Laat je daarom af en toe testen. Zo verklein je de kans dat je onbedoeld iets overdraagt. En krijg jij op tijd medicijnen als het nodig is.

Hulp nodig?



← Ga naar mantotman.nl

English

man tot man

Lees voor

Blijf discreet, ken je hiv-status

Niemand hoeft het te weten.

Jouw gezondheid is belangrijk, maar je privacy is dat óók. Gelukkig kun jij je discreet laten testen. Zo houd je je gezondheid goed, en niemand hoeft er iets van te weten.

We hebben een beperkt aantal hiv-zelftests gratis beschikbaar gemaakt voor jongens voor wie de GGD of huisarts geen optie is. Vanaf 12 weken na onbeschermde seks geeft deze test een betrouwbaar resultaat.

Hulp nodig?



← Ga naar mantotman.nl

English

man tot man

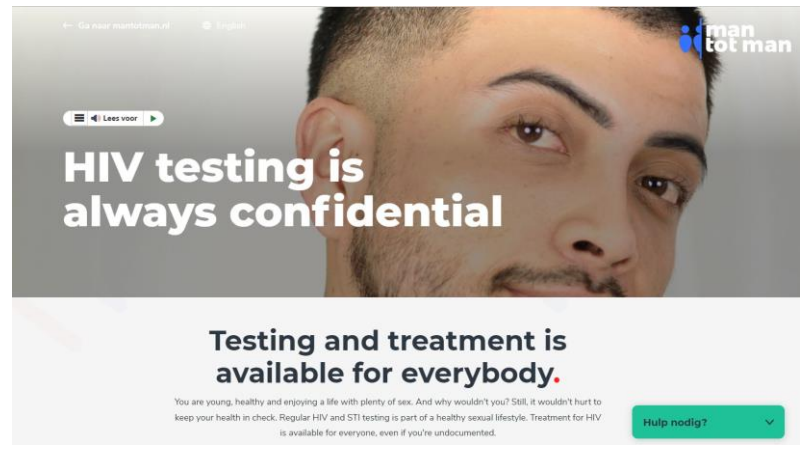
Lees voor

Geen zorgen meer over hiv

Stop met zorgen maken, neem PrEP.

We snappen dat u liever niet denkt aan die ziekte die in de jaren '80 en '90 zoveel levens sloopte. Maar er is veel veranderd. Dankzij grote medische vooruitgang is hiv nu een virus dat goed onder controle te houden is. Door PrEP te gebruiken, kunt u een last van uw schouders laten vallen.

Hulp nodig?



← Ga naar mantotman.nl

English

man tot man

Lees voor

HIV testing is always confidential

Testing and treatment is available for everybody.

You are young, healthy and enjoying a life with plenty of sex. And why wouldn't you? Still, it wouldn't hurt to keep your health in check. Regular HIV and STI testing is part of a healthy sexual lifestyle. Treatment for HIV is available for everyone, even if you're undocumented.

Hulp nodig?

Digital uptake was good given the small size of the epidemic

- 4.4 million video views
 - 43.706 clicks to the campaign page
 - Meta engaged people above 25
 - Youtube and TikTok engaged younger people 18-24
-
- Evaluation Report -> December 2023

Learnings

What worked?

- Effective engagement of MSM in the design process increases the acceptability of the intervention and addresses diversity within the target population that complicates the intervention design process
- Strong collaboration between partners (evidence, policy, services, communication) for implementation (H-TEAM)

What is challenging?

- Persistence of internalized HIV and homosexuality stigma in groups
- Difficulty in measuring effectiveness given small size of epidemic

Moving Forward:

- The "Last Mile" approach shows promise for broader applications (women, straight men, high-incidence settings).
- As Fast Track Cities get closer to Zero new infections it is imperative to engage with Last Mile MSM which requires tailored approaches for smaller groups

Thank you

Acknowledgements:

1. Community Advisory Group for the Last Mile Intervention (2022-23)
2. The H-TEAM initiative is currently supported by Aids Fonds (grant number: 2013169), Gilead Sciences Europe Ltd (grant number: PA-HIV-PREP-16-0024), M.A.C Aids Fund (AIGHD - Prevention – 201809-21) and has additionally been supported in the past by Amsterdam Dinner Foundation, ViiV and BMS

Stage 4: Implementation & Evaluation

