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 $< 350 \text{ cells/} \mu\text{L}$ or with an AIDS-defining event, regardless of the CD4 cell count.

Specific Groups are persistently affected by Last Stage Diagnosis

<table>
<thead>
<tr>
<th>Late-stage HIV diagnosis – origin (2019-21)</th>
<th>MSM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western Europe</td>
<td>33</td>
</tr>
<tr>
<td>South America</td>
<td>13</td>
</tr>
<tr>
<td>Western Africa</td>
<td>0</td>
</tr>
<tr>
<td>Other Europe</td>
<td>8</td>
</tr>
<tr>
<td>Caribbean</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
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</table>
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.


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
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
Acknowledgements:

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Thank you
Stage 4: Implementation & Evaluation