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

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

- They are also less HIV ‘savvy’
- Less likely to know their HIV status
- Higher rate of late diagnosis

New diagnoses

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Australian-born</td>
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<tr>
<td>Asia-born</td>
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<td>Other</td>
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</tbody>
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Predominant countries of birth

- China
- Thailand
- Philippines

From June ’13 - June ’14 we did:

1. Five community education workshops, delivered in-language, at community organisations around Sydney, reaching 190 participants.
3. Produced 8-min HIV information segment with TVB, the largest Chinese cable television channel in Australia.
5. Fortune cookies with HIV messages were distributed at community events, including Lunar New Year celebrations.
6. Supported a community group to run their own World AIDS Day event.

...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