

# A MULTI-STRATEGIC APPROACH TO HIV HEALTH PROMOTION

## WITH ASIAN MSM IN NSW

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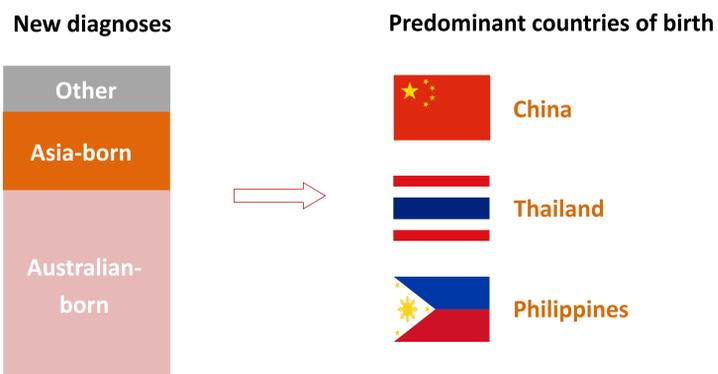
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www.mhahs.org.au

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



...they are also less HIV 'savvy'



+/-

less likely to know their HIV status

and



higher rate of late diagnosis

From June '13 - June '14 we did:

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



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



Image courtesy of Sahamongkol Film International

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



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



Image courtesy of Festive Films

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



Image courtesy of TVB



**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