

RAPID ROADSHOW

GET HIV INFORMED. GET HIV TESTED.

2014

Assessing the use of a peer-led mobile van for effective HIV service delivery in regional Queensland: A whole of population approach.

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Background:

While Queensland rates of HIV are increasing, regional Queenslanders have reduced access to:

- * **HIV-related information**
- * **Rapid HIV testing**
- * **Clinical services**

Regional men who have sex with men (MSM) are less likely to access services due to HIV-related stigma and discrimination.

The aim of this project was to assess the effectiveness of using a peer-led mobile van for regional service delivery.



Methods:

Rapid Roadshow was a whole of population awareness-raising initiative of the Community HIV Education and Prevention (CHEP) Program.

In November 2014, two vans stopped at 19 pre-determined locations along the Queensland coastline, between Port Douglas and the Gold Coast, and west to the Darling Downs.

We provided HIV information through

- * **discussion**
- * **resources**
- * **merchandise**
- * **quizzes**
- * **short films**



Rapid HIV testing and STI screening were available where confidentiality could be maintained and was targeted at men who have sex with men.



Rapid Roadshow was well-supported by local and state-wide radio, newspaper and television media in the lead up and for the duration of the project.

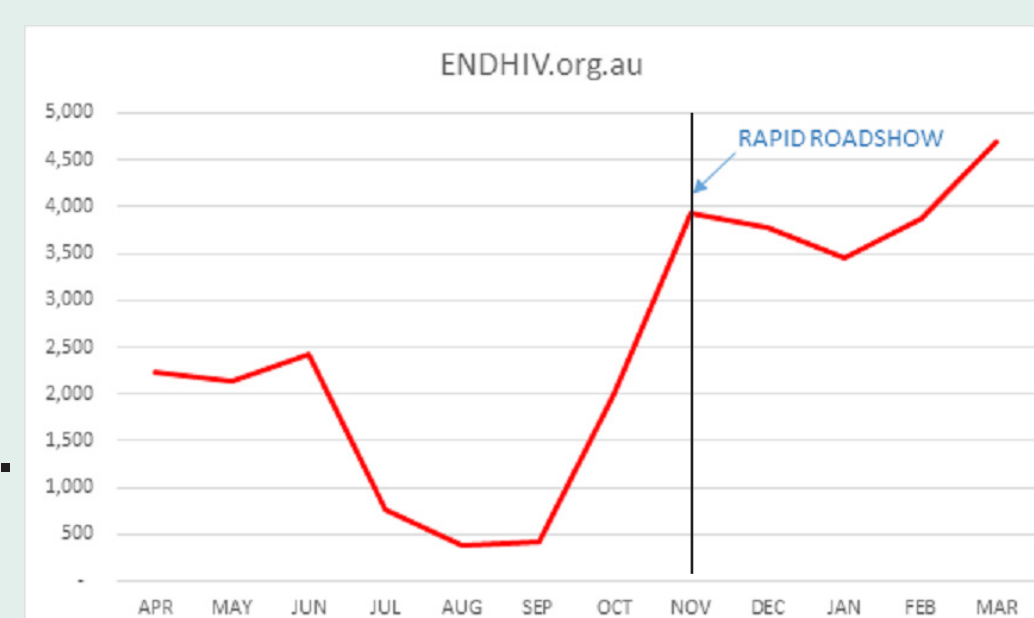


Results:

Use of social media and Grindr (MSM sexual networking site) conversations were the most effective methods for promotion as well as general foot traffic at locations.

Website traffic

Visits to www.endhiv.org.au increased by 298% (Nov - Jan), compared to the previous quarter (Aug - Oct), with the testing locator and quiz pages increasing by 49% and 138% respectively.



HIV information provided

1696 resources and promotional items **1094** condom packs **427** conversations

Rapid Testing Results

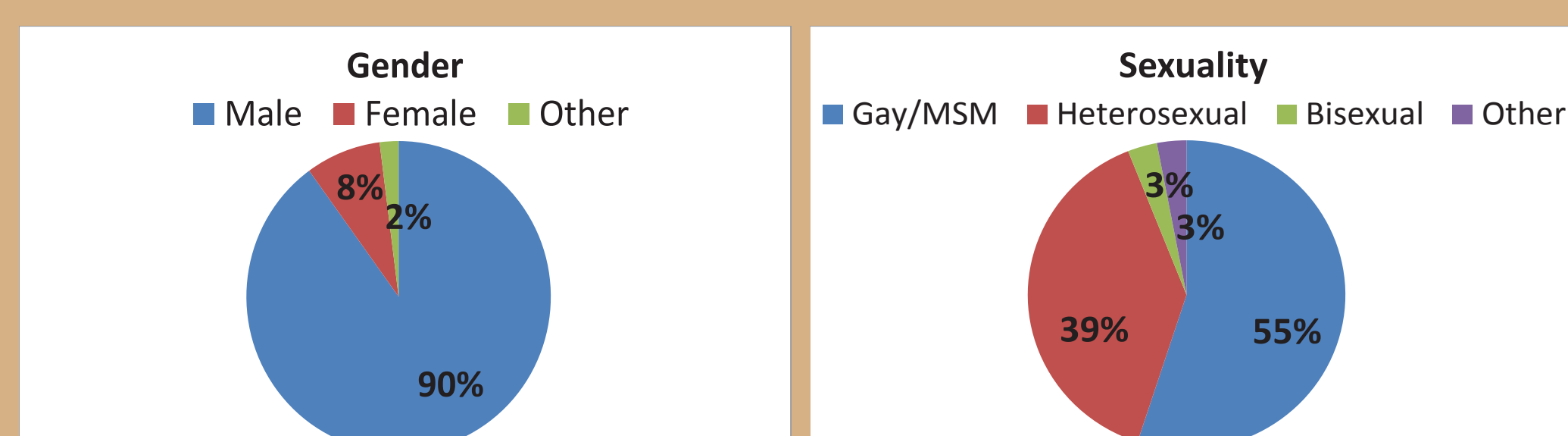


Figure 1. Demographics of testing participants.

Of the 39 rapid HIV tests performed; 89.7% (35) of participants identified as male and 61.5% (24) as non-heterosexual.

Five participants also received STI screening with support from regional sexual health nurses.

Satisfaction forms were completed by 37 rapid HIV test participants.

72.9% (27) last tested over six months ago and 24.3% (9) had never tested before.

75.7% (28) preferred a non-clinical setting for testing and 81% (30) identifying that they would test more frequently with rapid test availability.

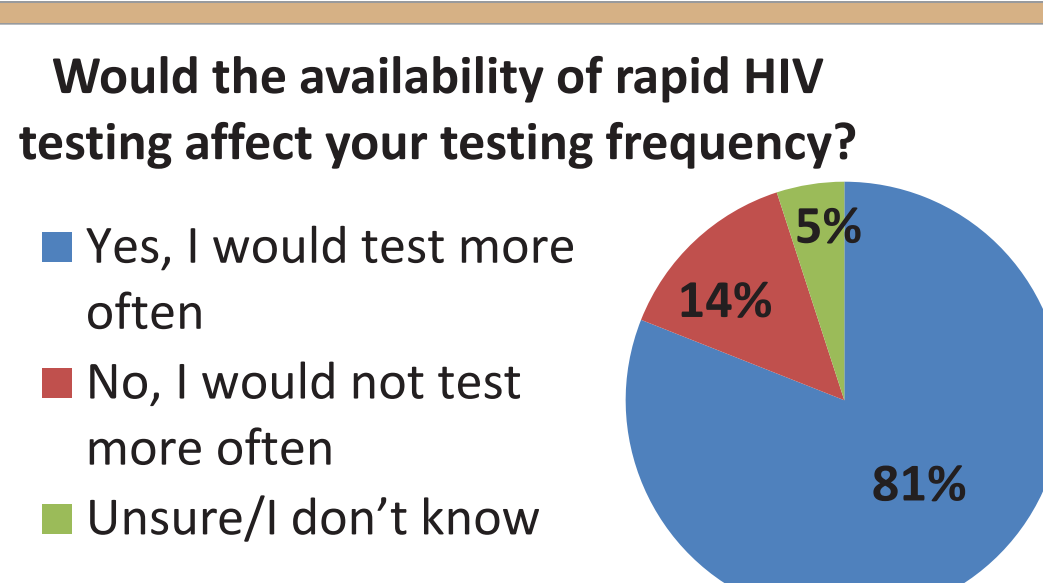
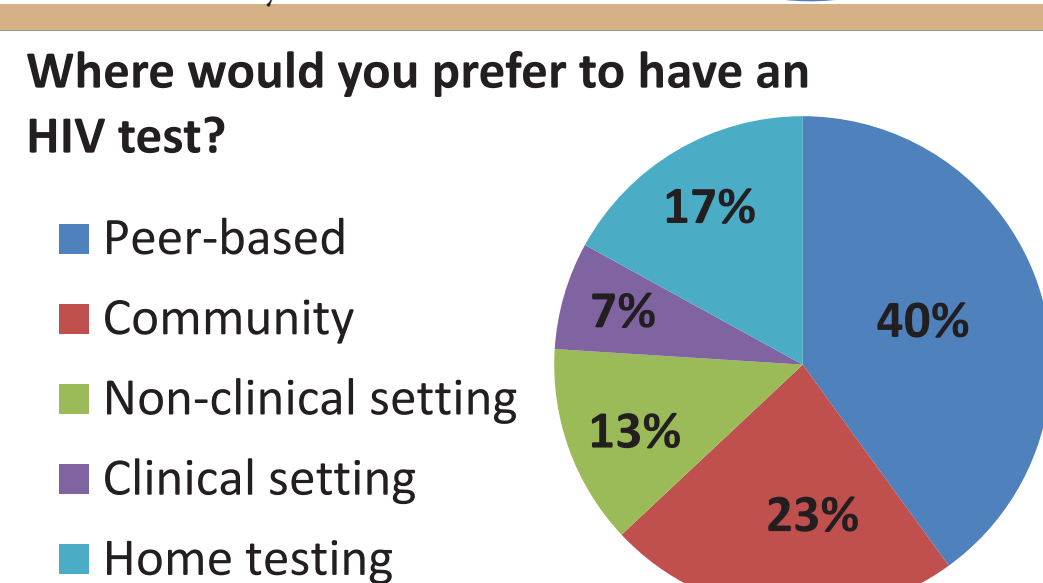
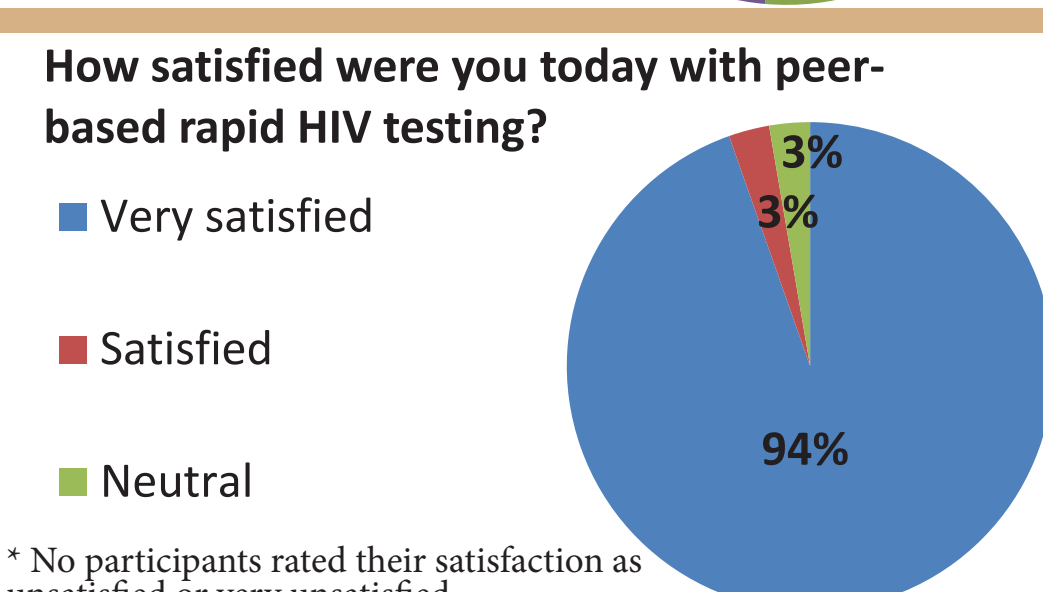
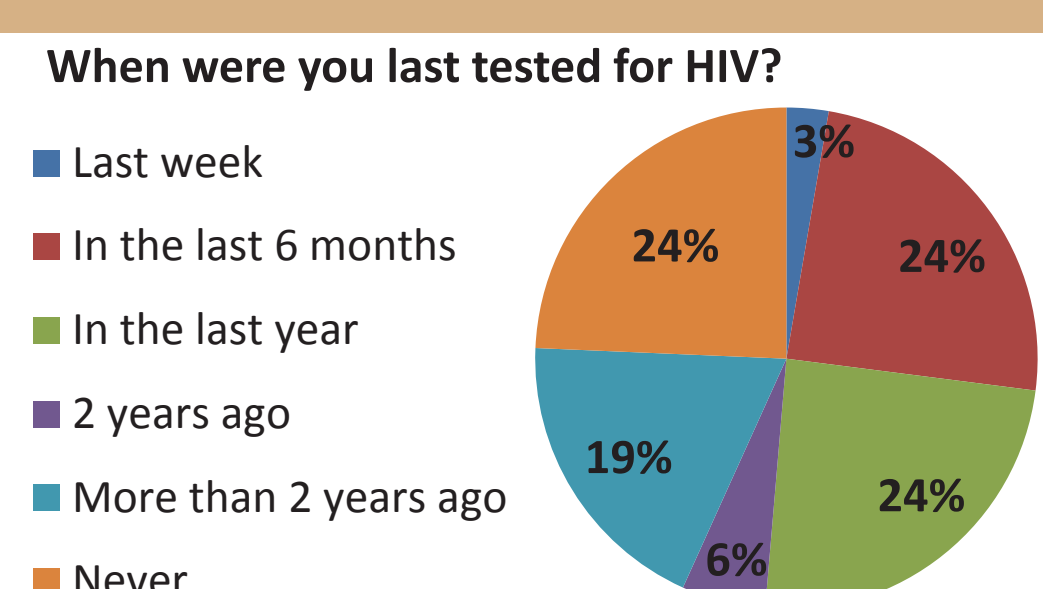


Figure 2. Results gathered from satisfaction forms completed by testing participants.

Conclusions:

We can assume that the increased website visits are attributed to online promotion during Rapid Roadshow. While the sample size was small, the people tested for HIV identified an increased likelihood for continued testing with increased rapid testing availability outside of a clinical setting. A more regular presence in regional Queensland will allow us to collect more data and maintain our online presence, while directly supporting regional areas with localised data.

