



## XVII INTERNATIONAL AIDS CONFERENCE 3-8 August 2008 | Mexico City

### Poster Exhibition

#### Track C - Prevention programmes for men who have sex with men (MSM)

#### THPE0405 - Integrating AIDS prevention into a Gay & Lesbian Film Festival

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**Issues:** In response to the rising HIV infections among MSM in Hong Kong, the Department of Health (DH) launched its first targeted prevention campaign in August 2006. Promotional materials were placed in MSM venues and websites to deliver messages about safer sex and HIV testing service. After extensive consultation with different NGOs and stakeholders from the community, it was agreed that integrating AIDS prevention efforts into the Hong Kong Lesbian and Gay Film Festival (HKLGFF) would be an effective means to reach a large and unique MSM population within a short period of time.

**Description:** Collaboration between Red Ribbon Centre (RRC) and HKLGFF consisted of several parts which attempted to utilize various channels to deliver AIDS prevention messages. A trailer was shown before every screening during the Festival to promote safer sex and the HIV testing hotline for MSM. Two MSM and HIV-related movies were selected to raise awareness of HIV/AIDS among the audience. Advertisements were disseminated through 10,000 copies of festival program guide, web banners, e-flyers and e-newsletter. About 200 sets of gift pack with condom and lubricant were distributed at HKLGFF. About 8,000 MSM have been reached during the 2-week Festival.

**Lessons learned:** Collaboration between RRC and HKLGFF explores a new direction of promoting HIV prevention among MSM. The platform of HKLGFF allows promotional materials to reach a unique MSM population that was not previously reached in bars and saunas settings. Careful selection of screened movies could heighten awareness of more in-depth HIV-related issues like family and same-sex relationship.

**Next steps:** Different platforms for HIV prevention can be explored in order to mobilize different sectors of MSM community. Integrating HIV prevention work into existing channels of communication in gay life will be a good way forward.

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