

Using social marketing approach for MSM HIV prevention campaign

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Issues:

Social marketing is an effective and systematic approach in reaching men who have sex with men in a HIV preventive campaign in Hong Kong

Project:

In 2006, Department of Health's Red Ribbon Centre launched a HIV preventive campaign in men who have sex (MSM) with men using a social marketing approach. The project was evaluated against United Kingdom's National Social Marketing Centre Benchmark Criteria.

Results:

This campaign targeted aged 20-39 years MSM. The problem behaviours were identified as low rates of condom use and the low uptake of HIV testing. The campaign was based on a combination of biophysical, psychological social and environmental theories. An exchange analysis was performed for the social marketing of condom and the promotion of HIV testing in this campaign. Internal competition factors were addressed by considering factors such as pleasure, desire, addiction and risk taking behaviours. The campaign materials and free condom packs were distributed in gay venues, websites, chatrooms, BBS, magazines and ad hoc events such as Hong Kong Gay and Lesbian Film Festival and Short Film Competition.

Lessons learned:

The social marketing approach sold the benefits of safer sex and early testing to prevent HIV infections in MSM in Hong Kong.