

**[C11158] Making the most from a specially-designed one-minute consultation :
the IECs to support HIV testing in the methadone clinics**

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Issues: As a component of a newly-introduced universal HIV urine testing programme for all drug users attending methadone clinics (MC) in Hong Kong, Information and Education Communication materials (IECs) were developed to promote HIV awareness and testing. The IECs had to be adapted to the MC setting which has the following limitations: (1) time constraint as the average MC visit lasted one-minute only; (2) limited space in most MCs; (3) language and culture of the drug users.

Description: After consultation with ex-drug users and frontline MC workers, the IECs produced included (1) a series of posters; (2) information pamphlets; and (3) a 7-minute video and audio tape, which contained 5 independent segments for broadcast in MC during the testing period. After a three-month pilot run, the IECs were evaluated by the programme statistics and a focus group interview involving frontline staff.

Lessons learned: During the pilot programme, all drug users attending methadone clinics (100% of the 2465 attendees) were offered pamphlets, and 74% (1817/2465) had HIV test performed. The frontline workers considered that the IECs had facilitated the implementation of the programme. Individual IECs were graded for the quality and appropriateness to the drug users, and the video had the highest score (8-9 out of 10). The appeal of a young lady as ambassador in the video was acceptable to the drug users, and the use of the common phrases familiar to the drug users were considered appropriate. **Recommendations:** A participatory approach, with early involvement of the frontline workers and the ex-drug users group, was useful in designing IECs in a HIV testing programme. It had facilitated the production of culturally-adapted IECs to overcome the physical and time constraints of the MC setting.

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