

MSM HIV Prevention Internet Campaign

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Issue(s):

Venue-based HIV prevention campaigns failed to take advantage of the huge potential of reaching men who have sex with men (MSM) via internet, which has become one of the most important publicity platforms.

Project(s):

The Campaign covered six months; aimed to raise HIV awareness, promote acceptance of MSM, safer sex and HIV testing; and involved production of online promotional videos for uploading to popular video sharing websites such as YouTube, and parallel online media seeding targeting MSM. Social marketing approach was adopted for the development of the videos with formative evaluation involving the MSM community. The MSM community and NGO workers serving them provided valuable input during the development of the videos and facilitated their dissemination.

Result(s):

Hits during the first three weeks for the respective videos on YouTube ranged from 14,000 to over 50,000, with peaks consistently occurring during the first four days. About 80% of viewers were male and the age group with the most viewers was 25-34.

Lessons Learned:

Internet is an important platform for HIV prevention targeting MSM. Input from the community helps enhance the appeal of the promotion videos to the MSM community in face of existing fierce competition for attention in the internet world.

Keywords: men who have sex with men (MSM)
<http://www.youtube.com/gayspohk>

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