

# How to Have Safe Anal Sex

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## A Real Video Intervention for Young MSM with Real Results

### 1 Introduction

Research has demonstrated that pornography is supplementing if not replacing sexual education for young men who have sex with men (MSM)<sup>1</sup> and that explicit safe sex messages, images and HIV prevention interventions are appropriate and readily understood by this audience.<sup>2</sup> Evidence also suggests that condom use at first sex increases the likelihood of condom use as a norm in later life and at most recent sex.<sup>3</sup> With this in mind, the New Zealand AIDS Foundation (NZAF) identified the need to have an engaging and instructional video promoting condom use for anal sex as a normal behaviour for young MSM. A "How to Have Anal Sex" video was subsequently produced as part of their Love Your Condom (LYC) social marketing programme.

### 2 Description

The 5 minute video can be viewed on the LYC website as well as mobile phones and other e-devices. It is available in two versions; one for the insertive partner and one for the receptive partner. It is sexually explicit and uses real language, men and sex to demonstrate how to have safe anal sex and communicate effectively with a sexual partner.

The resource was promoted through social media, search engine optimisation (SEO), and display advertising on popular dating sites and hook-up apps.

### 3 Results

The video has been available on the LYC website since December 2011 and has had 1.1 million views in two years.

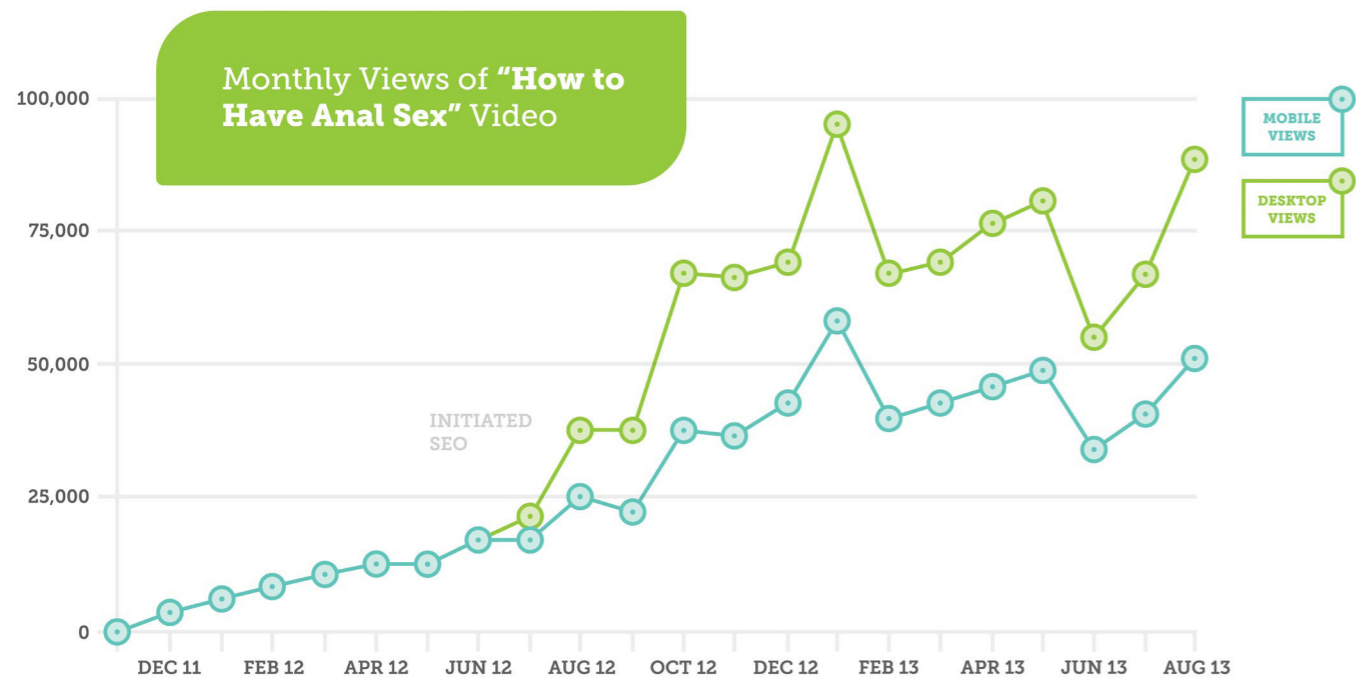
The video was supported with SEO which placed the video in the top Google search results for terms such as "gay sex" and "anal sex". This ensured the video was available to young MSM at times when they were actively seeking such content.

The video has gone viral on social media and websites such as reddit.com. It has been praised by young MSM as an informative and highly relevant sexual education resource.

### 4 Conclusions / Next Steps

Understanding how young MSM receive sexual education messages is instrumental in designing effective and engaging HIV prevention resources for this audience. Understanding where they are accessing these materials is equally important to ensure that the resources can be easily accessed.

Novel methods to promote condom use for anal sex as a normal behaviour for young MSM are needed now more than ever. For such new HIV prevention resources to be successful, they must reflect the wants and needs of the target audience. The success of the video has prompted NZAF to extend their reach with a Youtube channel that features a series of sex-related videos for young MSM.

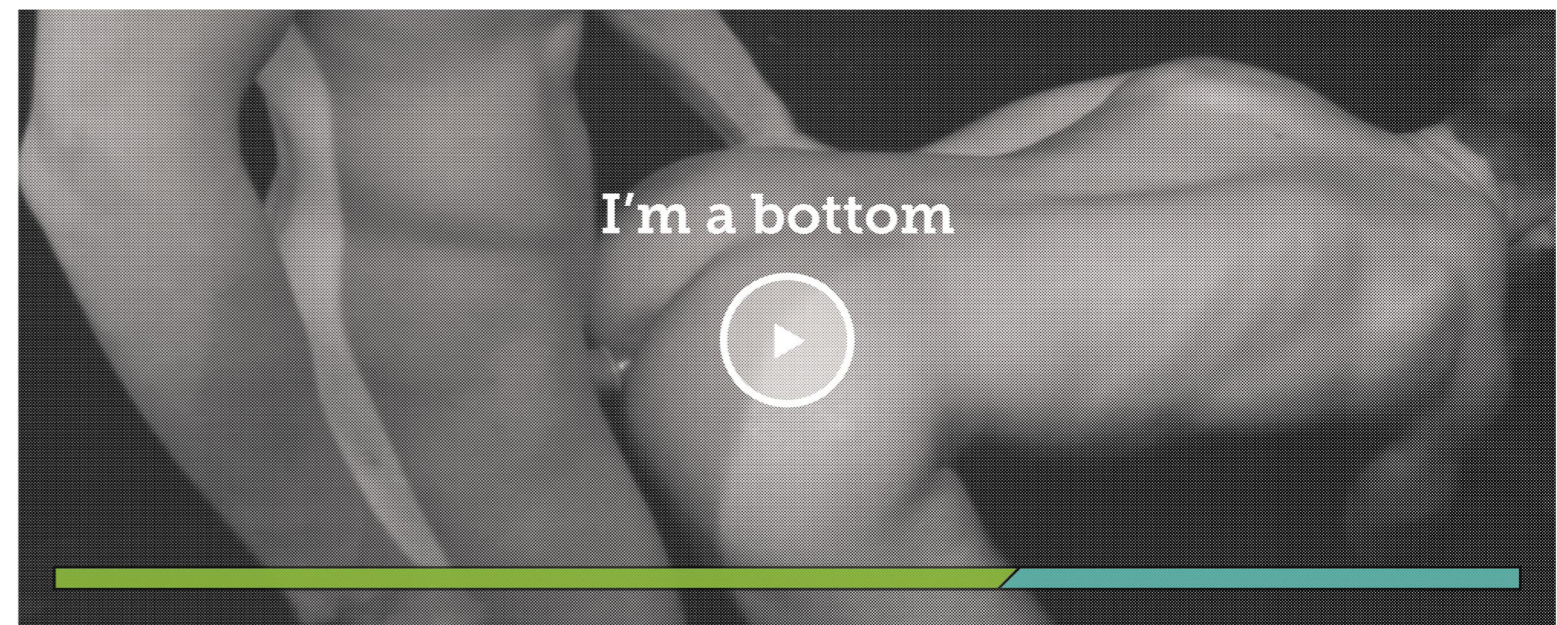
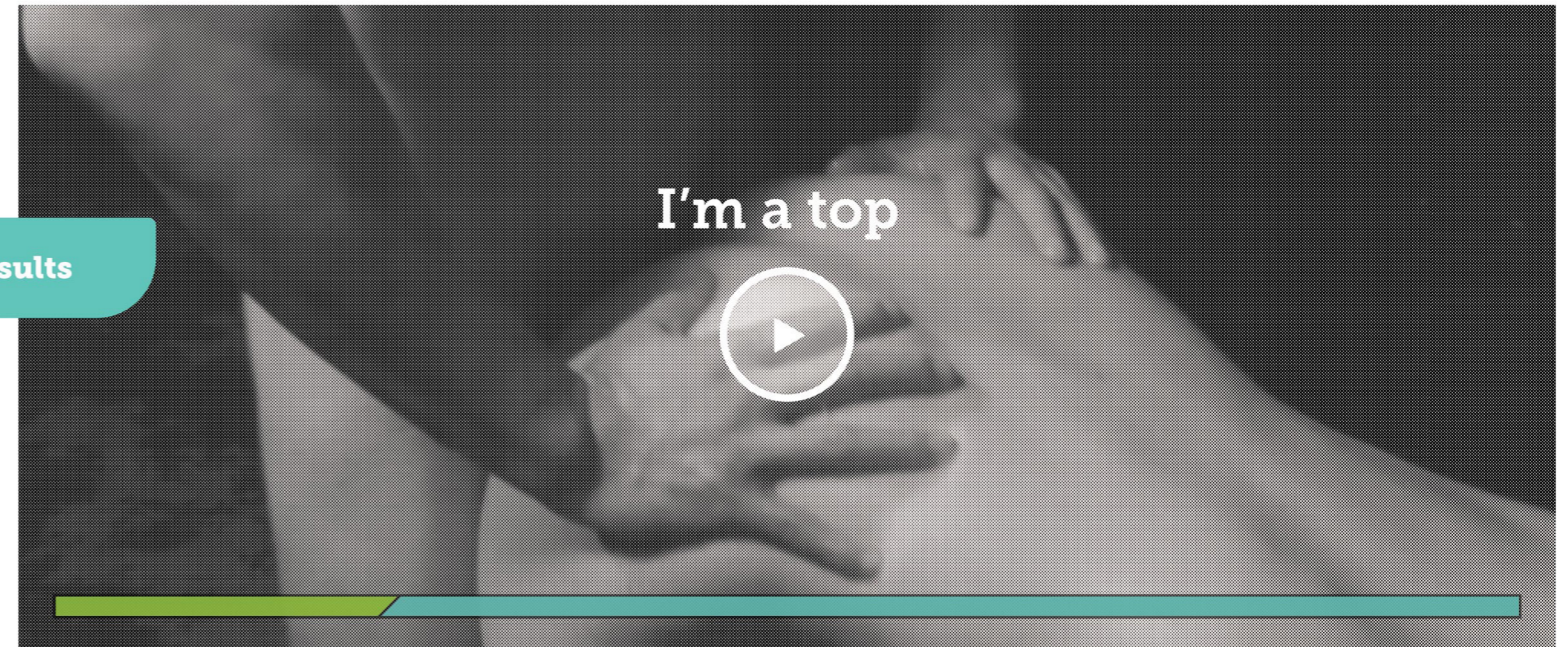


#### REFERENCES

<sup>1</sup> Kubick et al 2010 In the dark: young men's stories of sexual initiation in the absence of relevant sexual health information, Health Education and Behaviour, 37(2): 243-263.

<sup>2</sup> Hooper et al 2008 An online needs assessment of a virtual community: what men who use the internet to seek sex with men want in internet-based HIV prevention, AIDS Behaviour 12: 867-875.

<sup>3</sup> Shafiq et al 2004 Is condom use habit forming? Condom use at sexual debut and subsequent condom use, Sexually Transmitted Diseases, 31(6): 366-372.



On average, this video is **watched once every 2 minutes**

“This is awesome... straight to the point advice... **I wish there was something like this when I was younger.** Would've taken away a lot of anxiety!”

— Reddit.com Feedback

On average it brings **720 visitors** to the website each day