

OVERALL GOAL • Reduce the Incidence of HIV in Aotearoa New Zealand

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Increase rates of condom use for anal sex between men

Outcome One: A condom culture among gay and bisexual men is developed and maintained

Key Activities

- Media stories countering condom-less porn
- Ensure sex on site venues do not show porn depicting condom-less sex
- *Get it On!* sponsorship of key events
- Promotion of key research information from GAPSS and GOSS
- Promotion of condom use within mass communications to high sexualised audiences
- Mass communications in gay and mainstream media include realities and complications of sexual networking
- www.broonline.co.nz
- Hui Takatāpui
- Love Life Fono

Outcome Two: Condoms are used in sex on site venues

Key Activities

- Develop and implement sex on site venue accreditation programme
- Touchscreen technology in sex on site venues
- Promote NZAF sexual health testing

Outcome Three: A condom culture is supported by those that influence gay and bisexual men

Key Activities

- Condoms in taxis project in Auckland, Wellington and Christchurch
- World AIDS Day
- Partnership with appropriate organisations that are highly influential among gay and bisexual men

- Resources for health providers and educators, including Māori and Pacific providers
- Mainstream media communications targeting whānau and friends of gay and bisexual men
- Partnerships with key providers of sexual health services, including the provision of information for gay and bisexual men within sexual health service settings
- Identify and target key GPs with large numbers of registered gay and bisexual male patients

Outcome Four: Condom use among highly sexualised gay and bisexual men is increased

Key Activities

- Targeted online communications
- Develop social movements of highly sexualised men's communities
- Distribute targeted resources (e.g. Party Packs)
- *Get it On!* sponsorship of key events
- Maintain and build key venue and dance party organiser relationships
- Online dating initiative developed

Outcome Five: Regular condom users maintain healthy behaviours

Key Activities

- Host *Get it On!* Big Gay Out to encourage community norms of safe sex
- Develop social movements of gay and bisexual men committed to condom use
- Mass communications affirming regular users
- Small and online media about general gay men's sexual health

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Increase STI and HIV testing rates for gay and bisexual men

Outcome One: Social norms within gay and bisexual men's communities support testing

Key Activities

- 'Bring a Mate to Test' and 'Bring Your Team' schemes
- Increase access to testing services via transport and online booking services
- Social movement/peer outreach work at events to encourage testing
- Rewards for testing

Outcome Two: Gay and bisexual men are more aware of how to test

Key Activities

- Small and online media encouraging testing
- Guerrilla marketing
- Text reminders
- Viral marketing (through email, social media and websites)
- Mates Promotion (via whānau, women friends of gay men)
- Takatāpui 'Ask your Aunties' promotion
- Promotion of 0800 number

Outcome Three: HIV and STI testing is more available to gay and bisexual men

Key Activities

- Partnership and shared projects with NZAF Positive Health Services on the delivery and promotion of community-based and venue-based testing services

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Increase rates of condom use for first anal sex between men

Outcome One: Resiliency among young same sex attracted men is increased

Key Activities

- Partnerships with youth services, sexual health and education providers to increase understanding of, and normalise, anal sex
- Partnership with Rainbow Youth to promote queer youth issues within the framework of OUT THERE!
- www.curious.org.nz Text and Web Service
- Mass communications developed that target tertiary students
- Positive role models for safe sex
- Sponsorship of gay and/or youth events or activities
- Online targeted communications via social media

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Increase rates of condom use within New Zealand-based African communities

Outcome One: Awareness within African communities of HIV risk behaviours is increased

Key Activities

- Mass communications in line with NZAF social marketing plans
- Distribute condoms at key and strategic community events
- Sponsorship of, and participation in, key community events
- African prevalence rates distributed among African communities

Outcome Two: Key community leaders are encouraged to influence condom use

Key Activities

- Religious Leaders' Workshops
- Engagement and interaction with key community leaders
- Participation in key community events
- Celebrity modelling of behaviour (e.g. sponsorship of Miss Africa events)
- Youth role models

Outcome Three: Sexual health knowledge and skills of African communities is increased

Key Activities

- Community Educators' Programme
- Dissemination of HIV information to key stakeholders and Community Educators
- Christchurch Women's Project

Outcome Four: Understanding of HIV risk within New Zealand's African communities is developed

Key Activities

- Collaboration with academic institutions on small scale research projects that develop a knowledge base related to HIV risk for people from African communities based in New Zealand.