



**NZAF**

Te Tūāpapa Mate  
Āraikore o Aotearoa

Driving HIV testing among high-risk  
gay and bisexual men:

*National HIV Testing Month*

Joe Rich, Jill Beaumont, Sean Kelly. New Zealand AIDS Foundation

Background

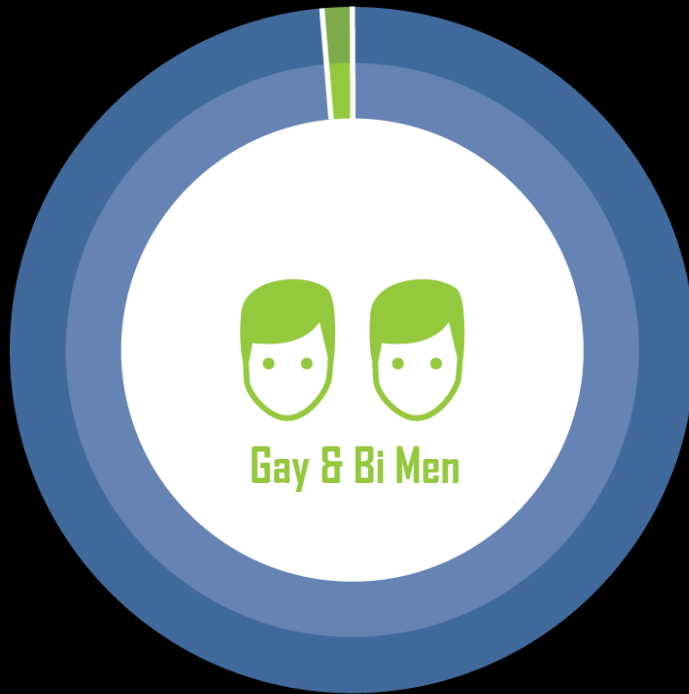
Design

Results

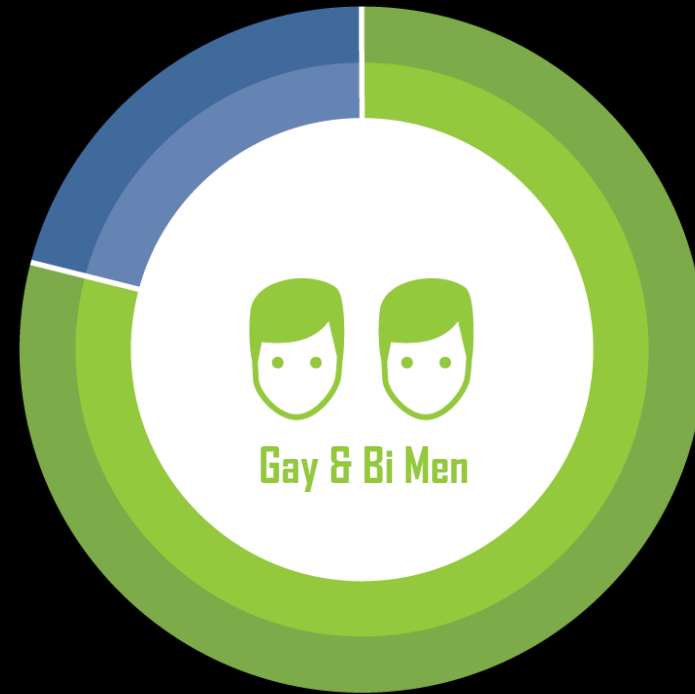
Next Steps

# The concentration of HIV among MSM

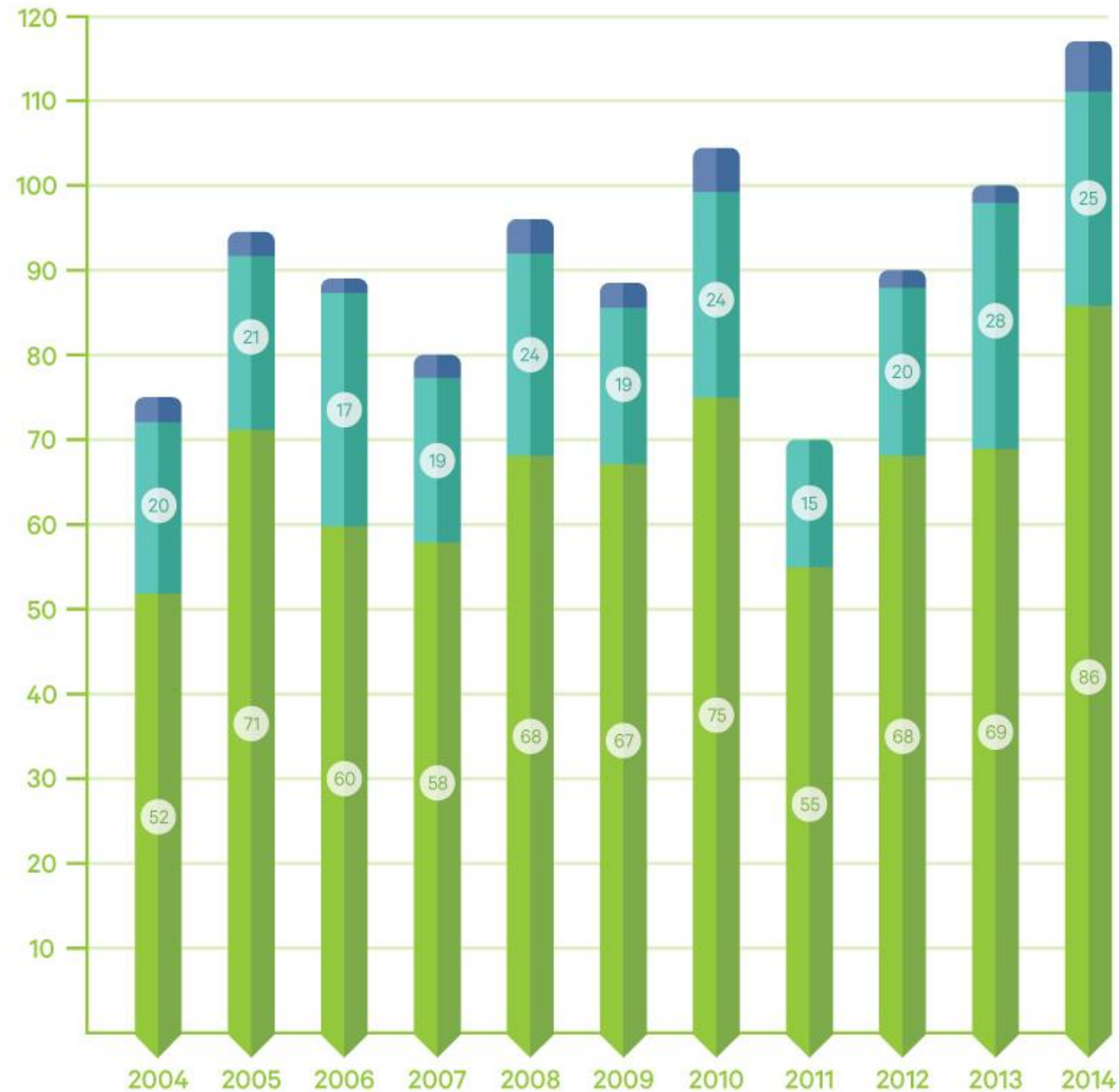
2.5% of NZ  
population



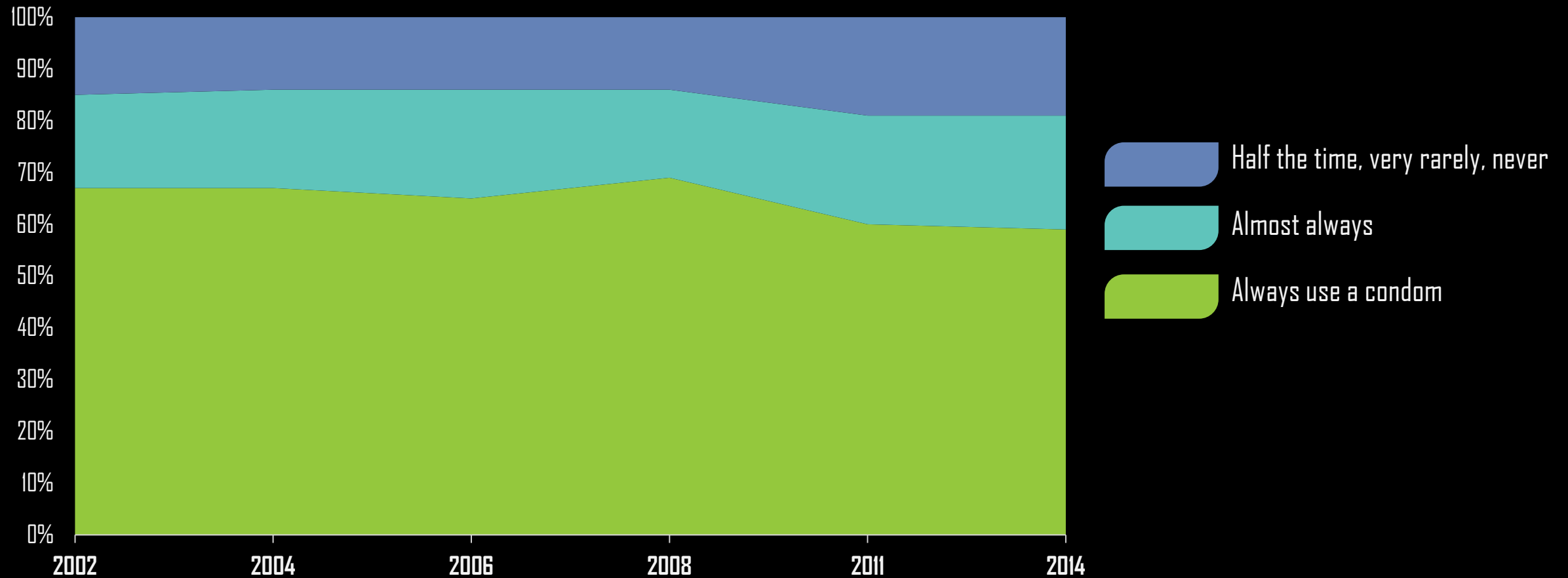
80% of HIV  
acquired in NZ



# HIV diagnoses in gay and bisexual men in New Zealand 2004-2014



# Condom use during anal intercourse with casual partners



# HIV Prevention Framework



Condoms



PEP &  
PrEP



Testing



Treatment

# Objectives

Provide proof-of-concept for marketing of HIV testing

Increase HIV testing rates among high-risk gay, bisexual and other men who have sex with men (GBM) to reduce undiagnosed HIV within sexual networks.

Increase rate of positivity among tests completed.

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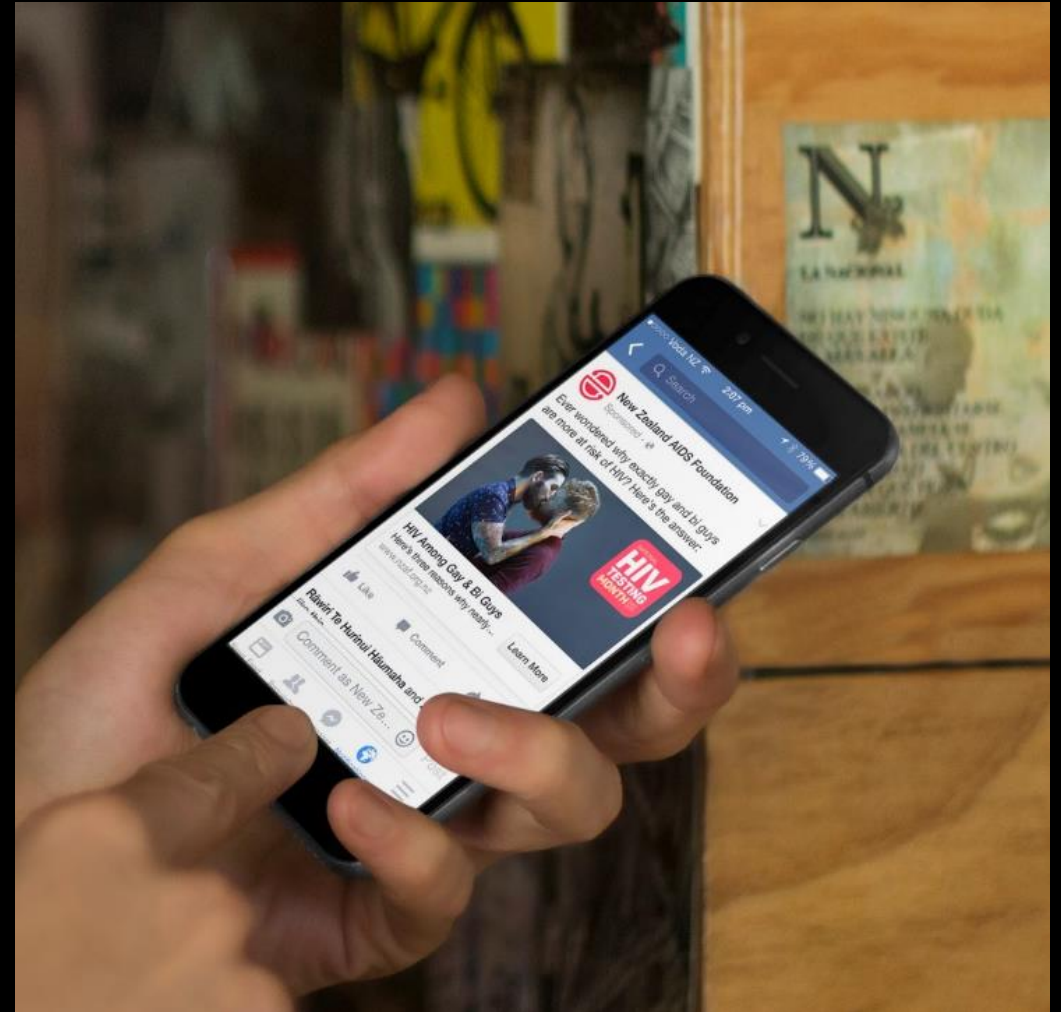
## Re-defining risk

~~"The more partners you have, the more often you should test for HIV."~~

"The more times you have anal sex without a condom, the more often you should test for HIV."

# Great content

Simple but powerful content that makes information compelling and click-worthy.









Get Tested

Book an Appointment

Locations

## Getting tested for HIV & STIs

Our rapid testing service is private and confidential, and you'll have your results in 20 minutes.

In New Zealand most people who get HIV do so from having unprotected sex. The risk factors of unprotected sex change for different groups and are dependent on different circumstances.

[Find out if you've been at risk of HIV.](#)

Getting a rapid HIV test in 20 minutes

Getting a rapid HIV test  
in 20 minutes

## Channels:

Outdoor: Adhsel, Street Posters

Venue: Posters, Flyers

Online: Gaynz.com, Express, Eikon, Xtube, GDN

Hook-up apps: Grindr, Hornet, Growlr, Scruff, Squirt





ADSHL

**WHY ARE GAY & BI GUYS  
MORE PRONE TO  
GETTING HIV?**

[HIVFACTS.ORG.NZ](http://HIVFACTS.ORG.NZ)



**NATIONAL HIV TESTING  
MONTH MAY 2015**

SHL



# KNOW YOUR STATUS?

I'm a guy who's living with  
HIV. I don't know it yet.  
People who say they don't  
know it well to say.

## GET A FREE TEST

Results in  
20 minutes.  
Book online at  
[www.cd4usa.org](http://www.cd4usa.org)

**HIV TESTING**  
MONTH





Voda NZ 8:37 pm 14%

mobile.squirt.org

SQUIRT

- gang\_bang\_bc <1 km away
- Nightfuninaki <1 km away
- kanik 2 km away
- rushhard 2 km away
- williedog 3 km away
- sexpup79 3 km away
- kirkak26 3 km away
- starlight07 3 km away
- milkshake83 6 km away
- Woodie75 7 km away
- damonnomade 7 km away
- zack28 8 km away

WHY ARE GAY GUYS  
MORE LIKELY TO GET HIV?





**Why are gay and bi guys more likely to get HIV?**

As a gay or bi guy, you're much more likely to get HIV than your average straight guy. Ever wondered why? Tap 'more' for three reasons why nearly 80 percent of HIV in New Zealand is among gay and bi guys.

Close

More

Online

Nearby

Favorites





Background

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Results

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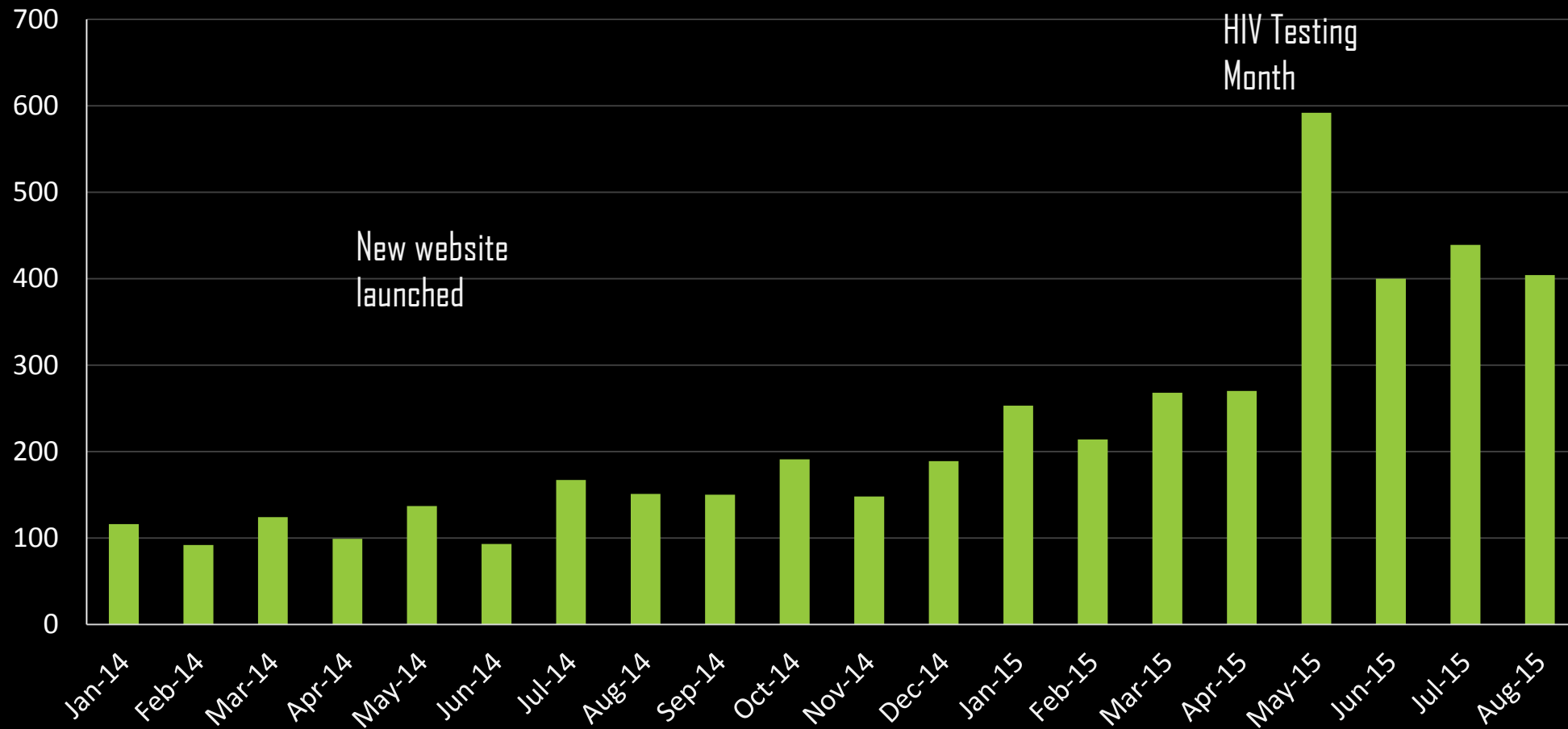
May 2015

2.6 million advertising impressions

15,492 website clicks

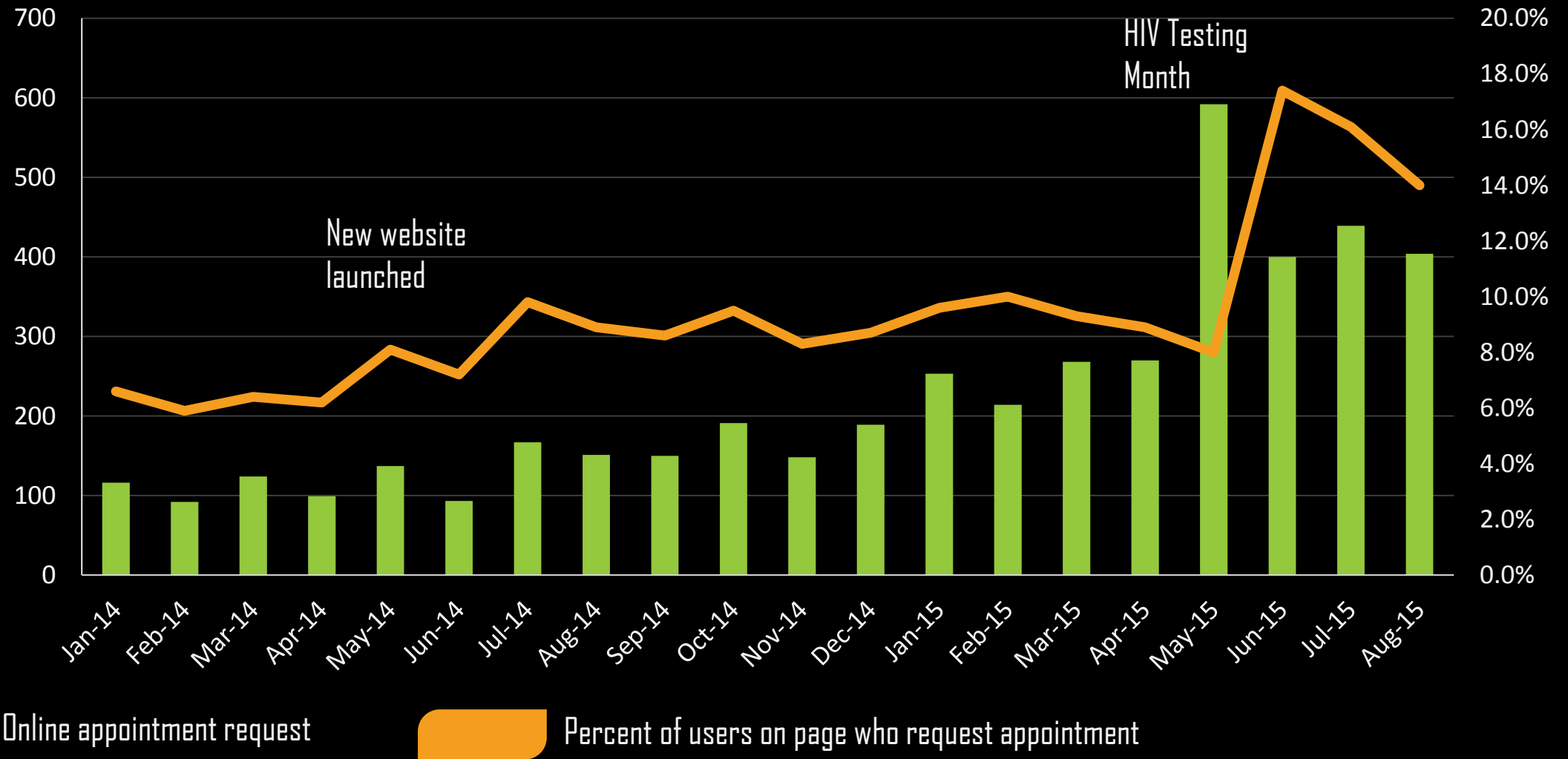
592 online appointment requests

# Online appointment requests



Online appointment request

# Bookings vs conversions



# HIV tests completed in NZAF services



## Risk behaviour

Data on risk behaviour is recorded but not accessible.

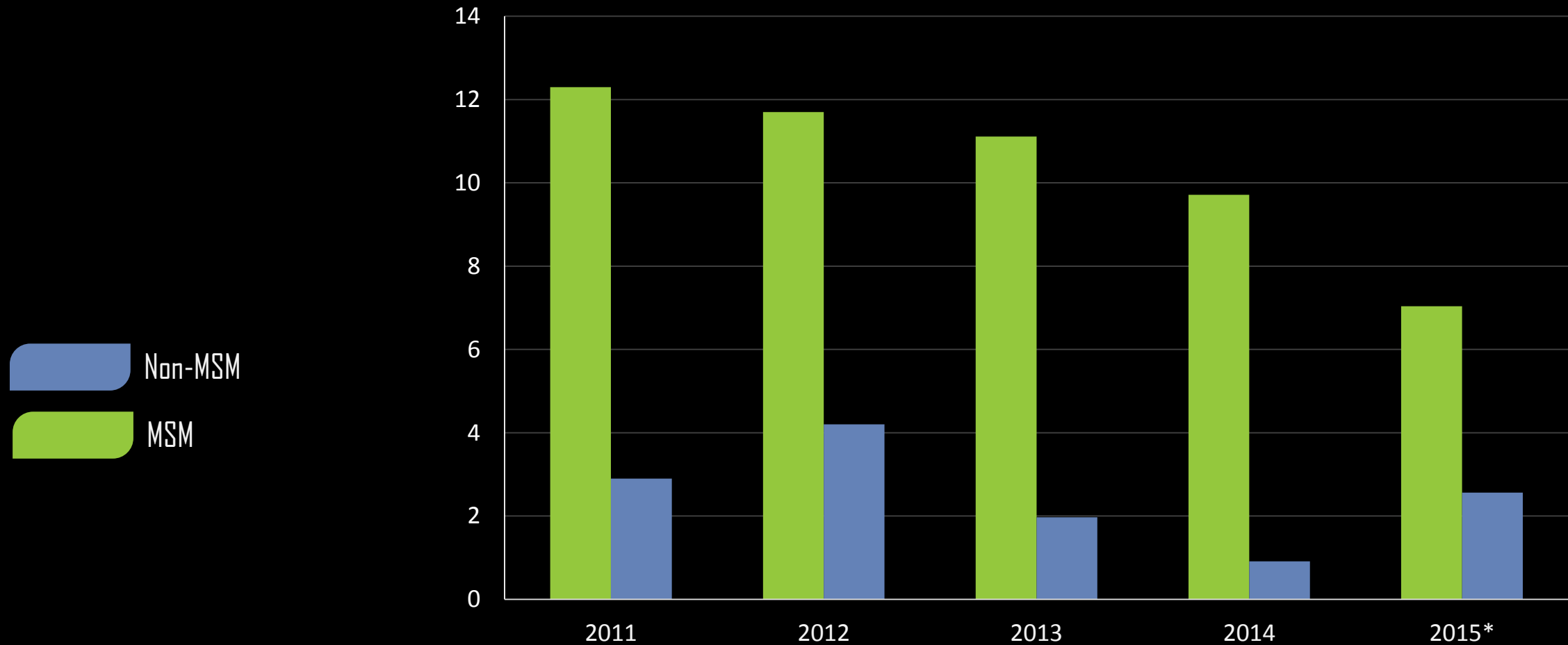
Testing staff observed clients who self-reported high risk behaviour and increase in clients who reported this as their first HIV test.



# HIV positive cases in NZAF services



# HIV positives per 1000 tests in NZAF services



## Conclusions

The concept works; social marketing of testing will drive behaviour among GBM.

We can create demand, but is it the right demand? Need more data on risk behaviour but positivity rates over time indicate opportunities for better targeting of high-risk GBM.

Created serious strain on operational capacity: forecasted 100% increase in bookings, received over 200%.

Background

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# Improve insights

Formative research into benefits and barriers of HIV testing among high-risk GBM in New Zealand.

Meanwhile, from UNSW:

Table 15: Reasons you may have delayed HIV testing

N=131	n	%
Nothing, I never put off testing	43	32.8
I didn't want to know the result	37	28.2
I had no illness which made me worry	36	27.5
I did not do anything risky	19	14.5
The process of getting tested is too much hassle	17	13.0
I didn't want to have to discuss my sex life	17	13.0

# Implement

Calendar marketing activity every 2-3 months for sustained demand.

Re-frame messaging to address key motivations and barriers for high-risk GBM and continually review.

Operational review to increase capacity to 5,000 tests per year, with 80% among high-risk GBM.

# Collaborate

*National HIV Testing Month - May 2016*

We invite other agencies that use HIV rapid testing technology to join us.

NZAF cannot reduce undiagnosed HIV by a significant amount on our own, but we can help direct high-risk GBM to your service and we can do it together.

# Acknowledgements

NZAF health services team

Auckland Sexual Health Services

Gay Men's Sexual Health Research Group

Sex on site venues and Scruff App



Thank-you

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