

IMPROVING ENGAGEMENT WITH HIGH-RISK YOUNG MALES AT A HEAVY METAL MUSIC FESTIVAL: AN ADAPTATION OF THE NSW *DOWN TO TEST* STI PREVENTION BEHAVIOUR CHANGE PROGRAM

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Background/Purpose: The *Down to Test* Festivals program has improved STI testing intentions and knowledge of young people aged 18-29 in NSW by engaging with 5787 young people from higher risk groups across 8 festivals from Sept 2017 to Dec 2018. Participants were predominately female (63.6%) and Experienced Sex Positive (ESP - 77%). However, different strategies were required to improve delivery to high risk young males and Dominant Risk Takers (DRT).

Approach: The *Down to Test* program was adapted for the male-skewed Download heavy metal festival in Sydney. New engagement strategies were developed, with focus-testing with members of the heavy metal scene. The program's design was updated to be more appealing to these men.

Outcomes/Impact: The adapted program activated at the Download Festival in March 2019, attracting a record 635 festival goers to register for the program, 604 (95.1%) providing a urine sample for chlamydia testing, and 422 (66.5%) were male. Post festival evaluation demonstrated the Download Festival responders were slightly older (median 23 vs 21, $p < 0.001$); more male (55.2% vs 24.6%, $p < 0.001$); from outer-metropolitan Sydney (37.3% vs 14.4%, $p < 0.001$); and more likely to be from the higher risk DRT segment of young people (11.3% vs 5.0%, $p < 0.001$) than other festival activations.

Innovation and Significance: The updated *Down to Test* program achieved significant engagement with high-risk young males during the heavy metal festival. Focus-tested strategies were successful in adapting the program to engage these men and demonstrated the adaptability of the program to different groups of young people, including harder to reach high-risk males.

Disclosure of Interest Statement:

No disclosure of interest.