WITH, TO OR FOR? RE-THINKING HIV HEALTH PROMOTION IN THE CONTEXT OF THE CASCADE

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Background/Purpose

NSW HIV notification trends in 2017 suggest that some populations are not fully benefitting from the health promotion efforts to address the 2020 targets. CALD (Culturally- and linguistically-diverse) MSM (men who have sex with men) and heterosexual notification numbers have increased in NSW, typically with late presentation. These groups do not appear to be taking up testing and treatment as per health promotion campaigns, whereas notification numbers for gay and bisexual Australian-born men are declining.

Approach

We examine commonalities in apparently-divergent case studies, to illustrate why health messages may be missing their targets, as people slip through the 90-90-90 Test, Treat, Suppress goals; and touch on immigration patterns and demographic changes, to which the health and HIV sectors must be responsive in order to achieve eradication.
Drawing on the response to the HIV epidemic in the 1980s, we explore models of health promotion and community development which are evidenced to be effective in reaching diverse target populations, and are applicable in the CALD HIV context.

Outcomes/Impact

A more nuanced understanding of why current HIV health messages are largely invisible to certain at-risk populations, including a greater appreciation of the impact of stigma and community understandings around HIV as barriers to eradication, may inform strategies and resource allocation aimed at ending HIV.

Innovation And Significance

Last year's ASHM Conference resounded with calls to 'leave no-one behind'. We propose an alternative construction of 'risk' (who is 'at-risk'), with a view to achieving a decline in notifications and eventual eradication that encompasses divergent groups - CALD women, CALD MSM, heterosexual men – of concern in recent notification figures.