

## Community Engagement, Mobilisation & Literacy

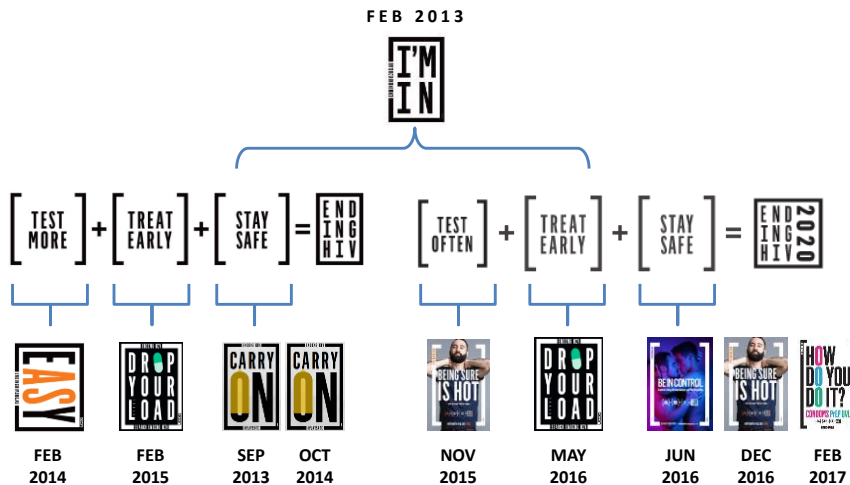
**ACON** and **Positive Life NSW**: Key Community Partners in NSW's efforts to virtually eliminate HIV transmission by 2020.

In 2017, we have seen...

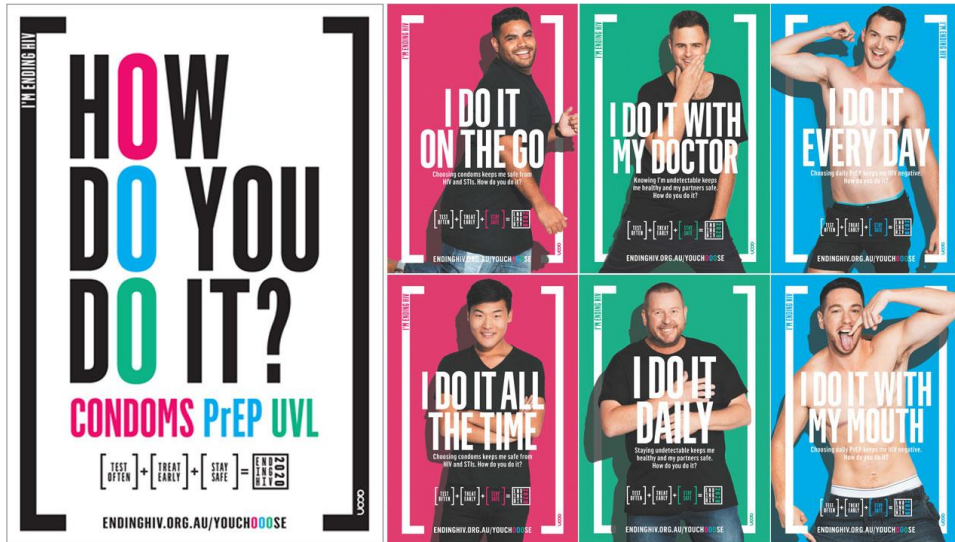
- PrEP moving from niche to common
- Testing continuing to increase
- Increased early / immediate treatment & UVL knowledge
- Differing impacts of combination prevention coming to light for different communities
- More detailed focus on key sub-populations – CALD, Late Presenters
- Nuanced messages: integrating combination prevention



### Ending HIV: Building Health Literacy, Changing Behaviour



## Ending HIV: Combination Prevention



## Online Engagement in a 'Noisy' Environment

- You Choose Campaign: 504,556 video views & 6,683 interactions
- 62% recall & 78% said campaign was effective at communicating message
- Almost 45,000 web page views (7 wk campaign) & 2:36 av. time
- a[TEST] Promotional video: Over 500,000 views in under a month
- Ongoing Conversation: FB posts = 60 – 70 posts per month



Percentage of respondents who strongly agree or agree with the statements below.   EH 2.0									
Answer Options	FEB 2013	MAY 2013	NOV 2013	APRIL 2014	DEC 2014	APR 2015	MAR 2016	SEPT 2016	APR 2017
Everything has changed, we can now dramatically reduce HIV transmission	48%	59%	59%	67%	61%	71%	77%	86%	77%
Now more than ever, gay men need to know their HIV status	81%	85%	86%	90%	89%	91%	92%	92%	91%
Sexually active gay men should take an HIV test at least twice a year	88%	87%	92%	93%	89%	92%	93%	96%	94%
HIV treatments now offer increased health benefits and fewer side effects	65%	66%	67%	73%	69%	75%	77%	78%	71%
HIV treatments significantly reduce the risk of passing on HIV	33%	42%	50%	64%	59%	69%	73%	83%	78%
Early HIV treatment is better for your health and can help protect your sex partners	74%	80%	89%	91%	92%	93%	93%	95%	93%
Condoms continue to be an effective way of preventing HIV transmission*	95%	92%	92%	91%	91%	85%	94%	94%	94%

\* In March 2016 this statement was changed to reflect advances in bio-medical prevention. On all prior surveys the statement was 'condoms continue to be the most effective way of preventing HIV transmission'.

### Asian Gay Men's Project

- Asian Gay Men's Periodic Survey & Specific Focused Research to inform Campaigns
- Translated resources (EPIC – NSW and PrEP Fact Sheets)
- Language specific outdoor campaigns – especially focussed around Universities
- Bi-monthly **ConversAsians** workshops (over 300 people in 2017)
- a[TEST] Asian Peer Testers Recruited, AGM testing at Oxford St: 26%, at Newtown: 21%



# Face to Face Engagement: Still Key

- YGM Workshops
  - 4x ongoing workshops, 1 x Online SMS for Regional
  - Arabic & Middle Eastern SMS; Chinese SMS in language
- Venues (Rapid Testing, Sexperts & Playzone)
- Sexually Adventurous Men
- Engagement of Aboriginal People
- Strong focus on EPIC and PrEP – peer enrolment
- Engagement of people living with HIV – fundamental



## Positive Life NSW 2016-2017

### Immediate ART

- Information and resourcing to PLHIV about immediate treatment benefits
- Sector advocacy that all PLHIV diagnosed in NSW be offered immediate or same-day treatment

### Late presentations of PLHIV

- All Positive Life programs incorporate the needs of late presenters to enable service navigation and retention in care

**Immediate treatment of HIV is clinically superior**

Positive Life NSW welcomes today's announcement from the Kirby Institute about conclusive results of the START study for clinically superior practice in protecting the health of people living with HIV (PLHIV).

**Immediate or Early – what's the difference?**

Positive Life describes the difference between 'early' start and 'immediate' start to HIV treatment and the benefits of starting treatment at the time of diagnosis.

We've known for some time that HIV is doing damage from the time you become infected with HIV. Today we also know treatment for HIV is your best course of action to benefit your health in the long run and prevent the onward transmission of HIV to your partners.

For the large majority of people living with HIV (PLHIV), treatment for HIV is a daily single pill with no to minimal side effects. Gone are the days of handfuls of pills, specific timings and gruesome side-effects. The main debate and consideration today is when to start treatment – immediate or early? So, what's the difference between immediate treatment and early treatment?

'Early' treatment is usually defined as starting treatment within six months of diagnosis. The definition of 'immediate' treatment is as soon as you receive a diagnosis.



## Positive Life NSW 2016-2017

### Linkage to care, treatment and support

- Peer-led partner notification services delivered through training, resources and engagement with PLHIV and their partners
- Peer support and programs engage with PLHIV to start, maintain and access ART (particularly PLHIV who are homeless, Medicare ineligible or have AOD, or mental health concerns) as well as engage and resource CALD populations to increase treatment awareness and navigate systems



## Positive Life NSW 2016-2017

### Support for marginalised populations

- Developed targeted resources and promotions to mobilise marginalised and diverse populations (including sero-discordant specific content)
- Participate in HIV Awareness week to reach Aboriginal and CALD communities
- Peer treatment support to Aboriginal, International students, CALD/NESB gay men who access PrEP through EPIC-NSW trial





# Positive Life NSW 2016-2017

## Clinical effects of long-term PLHIV

- Community partner consultations & report to consider the complex care needs of PLHIV and provide recommendations to address gaps in healthcare service arrangements
- Stigma & discrimination in healthcare settings...
- PLHIV resources prioritise sexual health while addressing comorbidities and coinfection to achieve elimination targets



# Positive Life NSW 2016-2017

## Implications of changes to NSW PHA

- Resource PLHIV community about the implications of changes to the NSW Public Health Act 2010 and suggestions on the range of 'reasonable precautions'
- Continued education and awareness to increase community awareness and confidence in the effectiveness of TasP and PrEP and health literacy about combination prevention strategies

PLHIV and TasP - what's it mean?



NSW Public Health Amendment (Review) Bill

Public Health Amendment (Review) Bill 2017 has removed the requirement for people living with HIV (PLHIV) to disclose HIV status before sexual activity with another person.



Treatment as Prevention (TasP) for PLHIV and coinfection is underestimated, we Since the beginning living with HIV have in the right for our control of HIV. Spoken by people living with HIV for months to decide

The NSW Government has conducted a review of the NSW Public Health Act 2010 and the amended act. The Public Health Amendment (Review) Bill 2017 has removed the requirement for people living with HIV (PLHIV) to disclose HIV status before sexual activity with another person. The onus of responsibility no longer rests with us as a positive person and we are now in an era of shared responsibility. PLHIV still need to take 'reasonable precautions' when we have a diagnosed sexually transmitted infection (STI), including HIV, so the infection isn't transmitted. "A person who knows that he or she has a notifiable disease, or a scheduled medical condition, that is sexually transmissible is required to take reasonable precautions against spreading the disease or condition." The NSW Health Director of Communicable Diseases, Dr Sheppard has said that reasonable precautions could include using a condom to prevent the transmission of an STI or being on effective treatment that suppresses HIV virus to prevent the spread of HIV infection.

