

PRINT, PEER OR ONLINE: FINDING THE RIGHT MIX FOR HIV AND STI SEXUAL HEALTH PROMOTION TO ASIAN GAY MEN.

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Background: HIV and STI sexual health promotion practices have always relied on a mix of strategies to engage, inform and educate the gay community. More recently the advent of online strategies has led to a reassessment of 'traditional' education strategies.

Analysis/Argument: ACON increasingly utilises online strategies to talk to large numbers of diverse gay men, while also supporting communities and peer-based activities such as community forums, workshops and print resources. Online strategies can successfully be used to target small more diverse groups such as Asian gay men. However, online work especially targeting hard-to-reach populations has not replaced the need for more 'traditional' community peer-based engagement strategies. Given the findings from the Gay Asian Men Community Survey 2016, ACON has recently expanded work in hosting community forums and information sessions targeting Asian gay men with PrEP, HIV treatment and prevention messages in community venues.

Outcome: Since the start of 2017, the ACON *Here for Asian Gay Men* Facebook page has reached over 2,300 people online monthly, with the majority of 'love/like' responses to page views. The site's reach is increasing by around 40% monthly. The Asian Gay Men's Project also complements online activity with peer based community forums and workshops, with between 50-100 community members attending each event. In 2016 three community forums attracting over 200 community members each, where in-depth conversations about HIV and STI treatment and prevention are held. These activities build on the online strategies to significantly further the communication reach and impact of the project.

Conclusion: Developing a strong mix which combine mass communication, such as online health promotion supported by peer based community engagement strategies are essential to enabling ACON Asian Gay Men's Project to significantly further the impact of its messages.

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