



**BEYOND TRANSLATION -
*Developing A Comprehensive
Strategy For Engaging
Overseas-born MSM In
Health Promotion***

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$$\left[\begin{array}{c} \text{TEST} \\ \text{OFTEN} \end{array} \right] + \left[\begin{array}{c} \text{TREAT} \\ \text{EARLY} \end{array} \right] + \left[\begin{array}{c} \text{STAY} \\ \text{SAFE} \end{array} \right] = \left[\begin{array}{c} \text{ENDING} \\ \text{HIV} \\ \text{2020} \end{array} \right]$$



OVERVIEW

- Terminology, Asian gay men, CALD & Overseas born
- History Asian Gay Men's Project
- Recent Activities & Project Snapshots
- Implications
- Moving forward
- The Unknown



TERMINOLOGY

CALD

A broad term, with a focus on ethnicity, culture and language. (can be used to refer to people who may have been born in Australia)

AGM (Asian Gay Men)

A general given /used by people that have 'Asian' cultural background (may also include people who are born in Australia)

OSB (Overseas-Born)

People born overseas - (any country other than Australia)



RECENT ACTIVITIES



SNAPSHOT

- a[TEST] Oxford Street (FY17/18)
 - 7744 Client Visits – 58% Born Overseas
 - 8/20 Peers CALD Background
- a[TEST] Oxford Street (CY2016 & 2017)
 - 50 Clients diagnosed with HIV
 - 20% No prior HIV Test
 - 84% Born Overseas



SNAPSHOT

- Peer Education Projects (FY17/18)
 - 241 Participants (All ages)
 - 50% Born Overseas
- Asian Gay Men's Project (CY2016 & 2017)
 - 382 Participants (19-59 yrs)
 - 91% of participants were born overseas



EH 2.0										
Percentage of respondents who strongly agree or agree with the statements below.										
Answer Options	FEB 2013	MAY 2013	NOV 2013	APRIL 2014	DEC 2014	APR 2015	MAR 2016	SEPT 2016	APR 2017	MAR 2018
Everything has changed, we can now dramatically reduce HIV transmission	48%	59%	59%	67%	61%	71%	77%	86%	77%	87%
Now more than ever, gay men need to know their HIV status	81%	85%	86%	90%	89%	91%	92%	92%	91%	92%
Sexually active gay men should take an HIV test at least twice a year	88%	87%	92%	93%	89%	92%	93%	96%	94%	95%
HIV treatments now offer increased health benefits and fewer side effects	65%	66%	67%	73%	69%	75%	77%	78%	71%	77%
HIV treatments significantly reduce the risk of passing on HIV	33%	42%	50%	64%	59%	69%	73%	83%	78%	84%
Early HIV treatment is better for your health and can help protect your sex partners	74%	80%	89%	91%	92%	93%	93%	95%	93%	95%
Condoms continue to be an effective way of preventing HIV transmission*	95%	92%	92%	91%	91%	85%	94%	94%	94%	94%

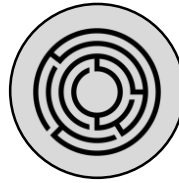
* In March 2016 this statement was changed to reflect advances in bio-medical prevention. On all prior surveys the statement was 'condoms continue to be the most effective way of preventing HIV transmission'.

BEYOND TRANSLATION

- **Developing comprehensive campaigns with appropriate follow through**
 - Campaigns are more than just the key messages you see on bus shelters and train stations
 - If you put a campaign into market, you need to provide follow up information and respond to questions
- **Develop culturally appropriate campaigns**
 - Translating an English campaigns into other language is not enough
- **Break down and address the specific barriers, testing or accessing prevention options**
 - These barriers might be different for each nationality, or migration period



SEGMENTATION



Geographics	Demographics	Psychographics	Behavioural
Country	Age	Lifestyle	User Status
City	Gender	Activity	Intent
Language	Occupation	Interest	Benefits Sought
Population	Education	Personality	Life Cycle State



MIGRATION

Short term (<1 year)

- Smaller friendship circle, mostly same culture and other short term networks
- Concerned language proficiency skills
- Visa status and requirements
- Financial (grey employment, cash in hand)
- Limited engagement with health services
- Exploring sexuality in the digital space
- Short term sexual partners

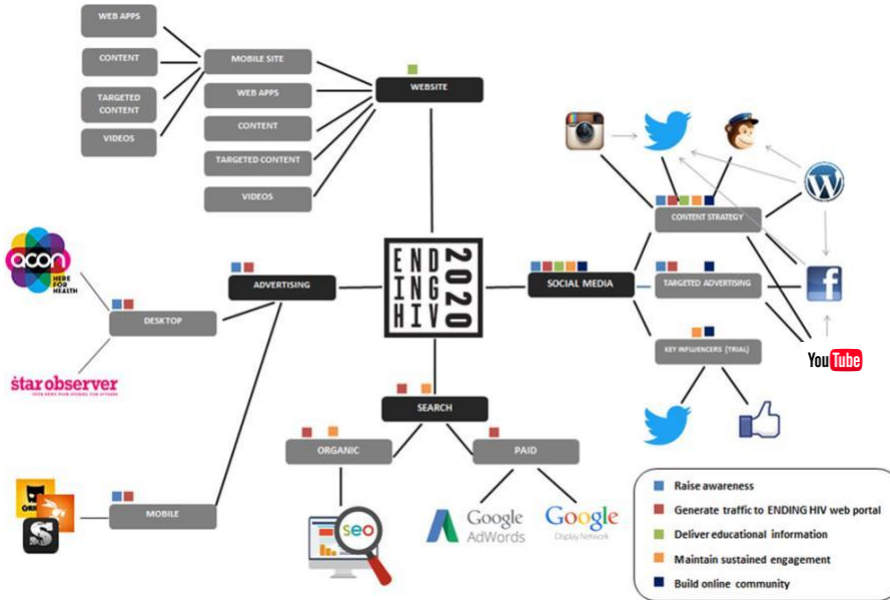
Medium term (1-3 years)

- Widening of friendship networks
- Exploring sexuality and the LGBT community, the 'scene'
- Engaging with services like ACON for events or activities
- Greater confidence with language and expanding social networks
- Financial (grey employment, cash in hand)
- Potential migration, immigration requirements (Student Visa to stay in the country)
- Transnational practices – travel between home and Australia

Long term (5+ years)

- Developed more extensive friendship networks
- Good understanding, comfortable with surrounding environment and greater socialisation
- Greater work stability
- Potential visa stability, thinking about permanent residency
- Engage with a range of different health services
- Greater confidence in language
- Transnational practices – travel between home and Australia

THE ENDING HIV LANDSCAPE



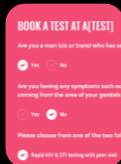
TOUCH POINTS - CAMPAIGNS



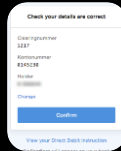
Outdoor ads



Visit website for more detailed info



Booking page/how to access info



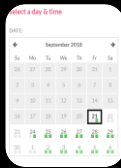
Confirmation details email/text



Digital ads



Ask / comment online



TOUCH POINTS - CLINIC



Welcome



CASI questions



Materials/
images in
waiting
room –
music?



Consultation
with peer



Consent



Consultation
with nurse



Sample
collection
instructions



Getting
results



Support/
Referral info



TOUCH POINTS – PEER ED



Review workshop
manual and ensure
translations are
culturally appropriate



Translate
hand-outs as
bilingual



Promotion



Visit website



Register
details



Call/ask/send
questions



Trained
facilitators



Call/follow-up
with participants
each week



Evaluation
forms



Retention



MOVING FORWARD

- Market research groups, facilitated in language:
 - Issues facing each group, what are the barriers (are they unique for each language group or are there similarities?)
 - Asking questions about interests, information consumption and digital usage
 - This will help us develop audience segmentation to target out messages

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MOVING FORWARD

- Translating Ending HIV campaign website
 - Simplified Chinese
 - Thai
 - Spanish, Portuguese or Vietnamese (TBC)

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MOVING FORWARD

- Offer Mandarin speaking peers for Chinese Speaking Gay men
 - Through a[TEST] with peers and nurse, delivering consultation in Mandarin
 - Developing tailored Peer Education programs, potentially shorter duration
- Repeat this process for other language groups

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THE (NOT YET) KNOWN

- What is going to be the most effective way to message overseas-born gay men?
 - What are each of the barriers or gaps in knowledge? What channels will work to engage each group?
 - Is it one campaign or many campaigns?
- Size of the campaign(s), locations and placements for advertising

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THANK YOU

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