



**NZAF**

Te Tūāpapa Mate  
Āraikore o Aotearoa

# A social marketing approach to behaviour change among MSM

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# HIV Prevention Framework



Condoms



PrEP

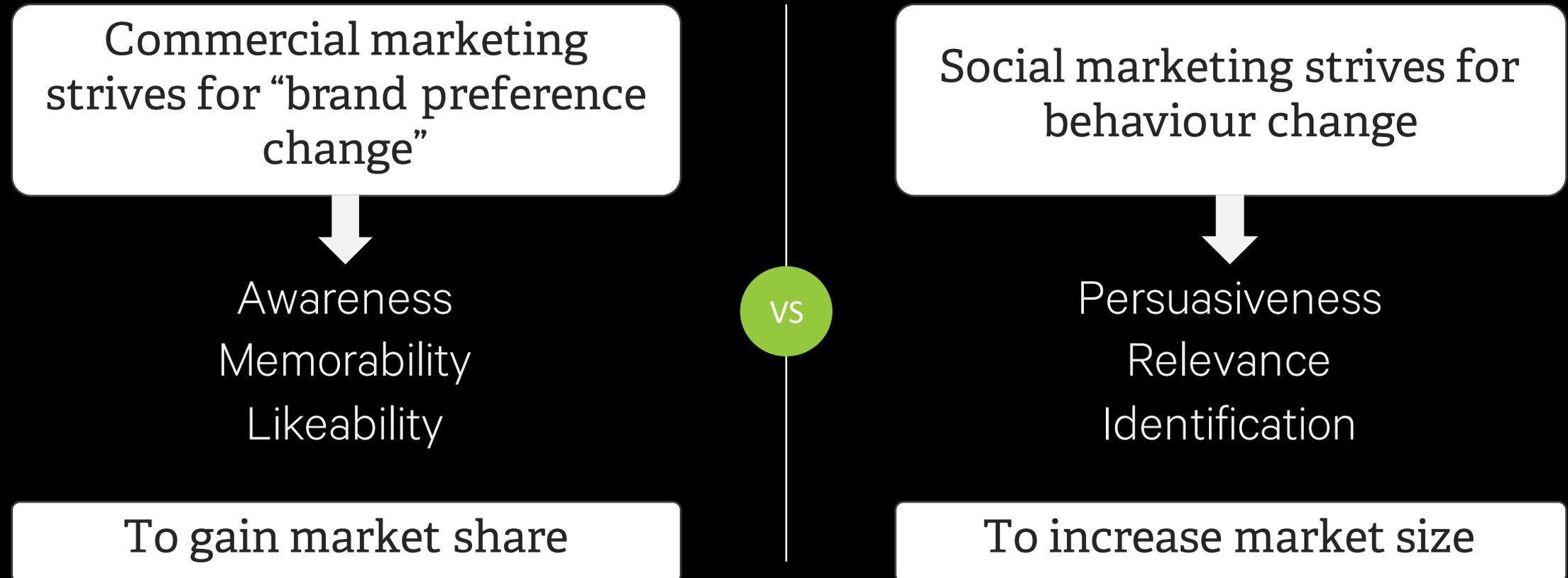


Testing



Treatment

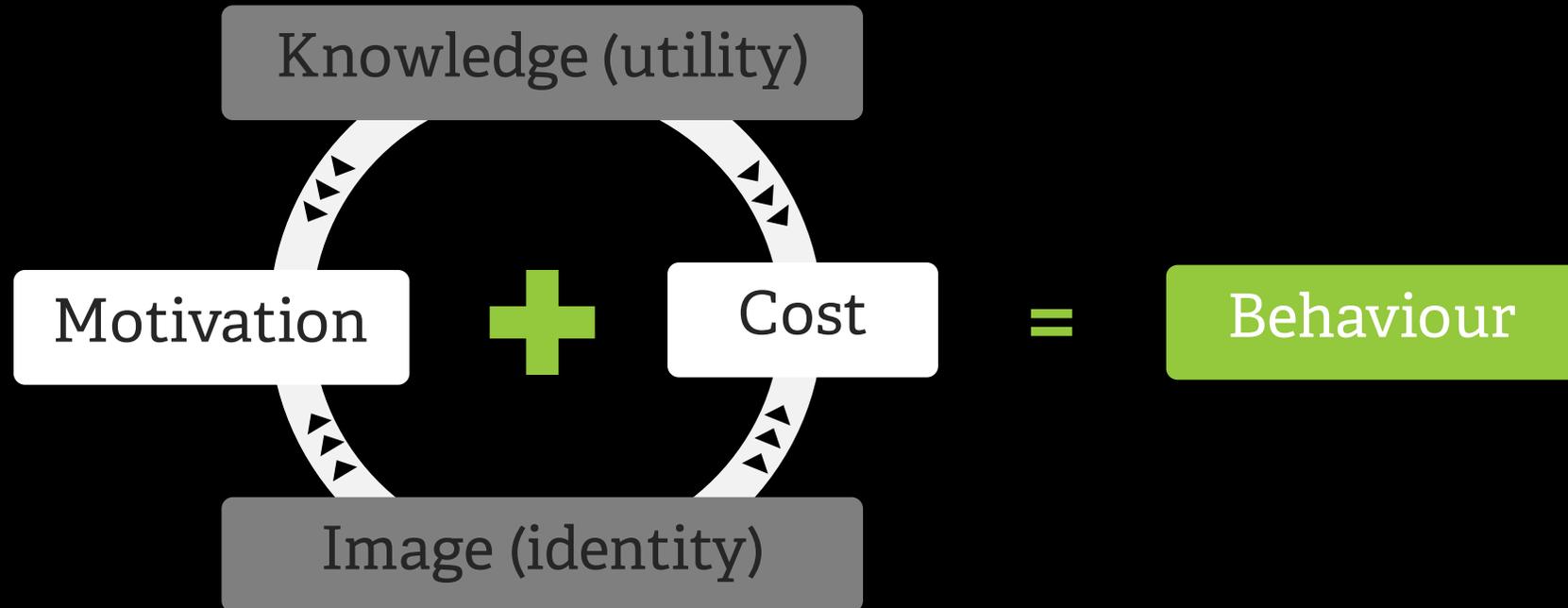
# Social Marketing vs Commercial Marketing



To change behaviour we must  
change something that affects  
that behaviour.

# What do we want to change?

We need to think of behaviour as an equation for our customers



# The 5 pathways to change

Behavioural  
Economics

Education

Social  
Enterprise

Policy  
Change

Culture  
Change



Behaviour Change

# Condom-use

## Behavioural Economics

Free and  
convenient access

## Education

HIV risk info  
  
Condom  
effectiveness info

## Social Enterprise

## Policy Change

Access to lube  
  
Access to thinner  
condoms  
  
Access to more  
condoms

## Culture Change

“Condom-use is  
normal and  
expected in my  
community”

# PrEP

## Behavioural Economics

Link prescription refills to 3-monthly STI screening

## Education

Effectiveness and risks / considerations

## Social Enterprise

## Policy Change

Funding

Access and clinical monitoring guidelines

## Culture Change

# HIV testing

## Behavioural Economics

Ease of access:  
location, opening  
hours, price

Testing offered by  
existing health  
providers

Home testing

## Education

What constitutes  
high-risk?

Ideal testing  
frequency

Stigma reduction

## Social Enterprise

## Policy Change

Expand rapid  
testing

GPs responsive to  
needs of MSM

Partner tracing  
guidelines

Research into  
undiagnosed

## Culture Change

“The more times  
I’ve had anal sex  
without condoms,  
the more often I  
should test”

# Early HIV treatment

## Behavioural Economics

Immediate linkage to care through test and treat model

## Education

Health and prevention benefits of treating early

## Social Enterprise

Gay men's health centre

## Policy Change

Removal of CD4 threshold

Treatment guidelines

Targets:  
90/90/90

Monitoring the cascade of care

## Culture Change

Thank-you