



**NZAF**

Te Tūāpapa Mate  
Āraikore o Aotearoa

**Driving HIV testing among high-risk gay and bisexual men:**

***National HIV Testing Month***

Joe Rich, Jill Beaumont, Sean Kelly. New Zealand AIDS Foundation

Background

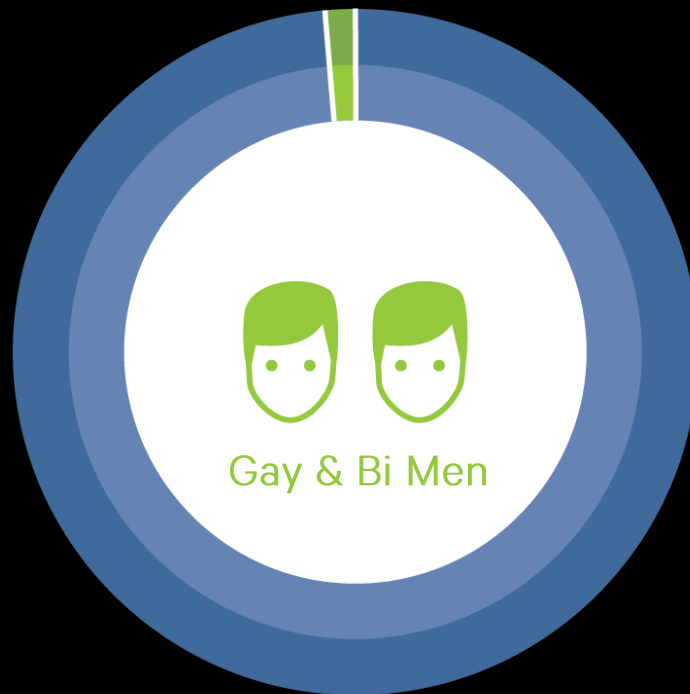
Design

Results

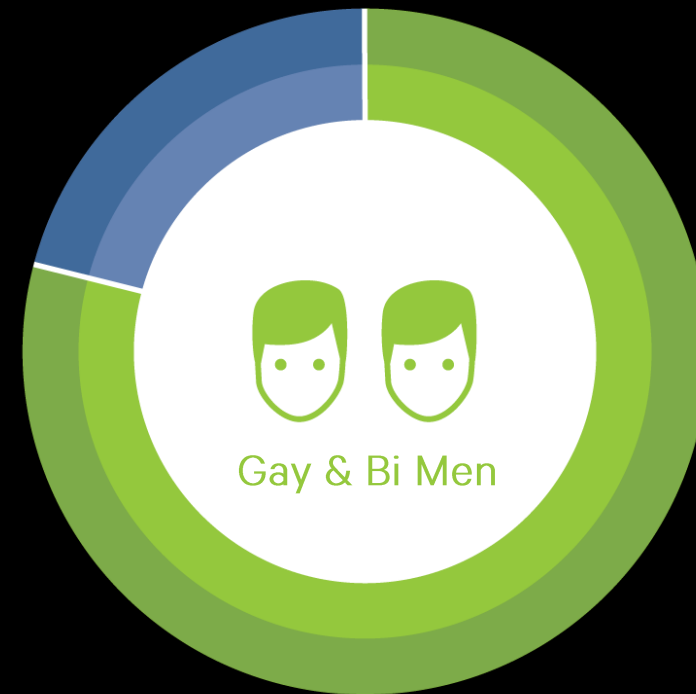
Next Steps

# The concentration of HIV among MSM

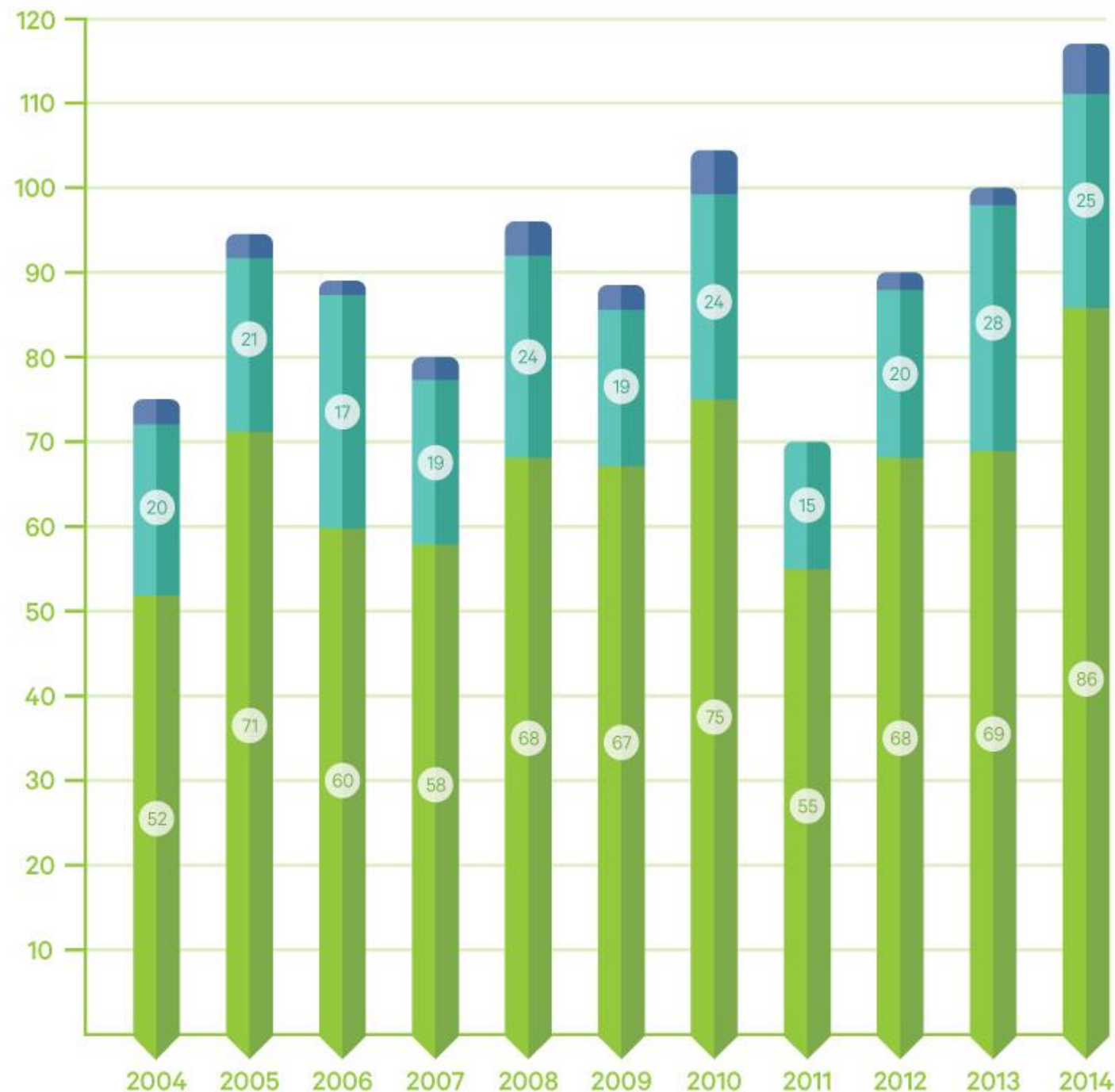
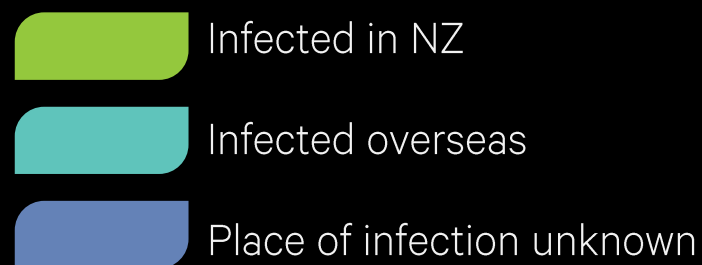
2.5% of NZ  
population



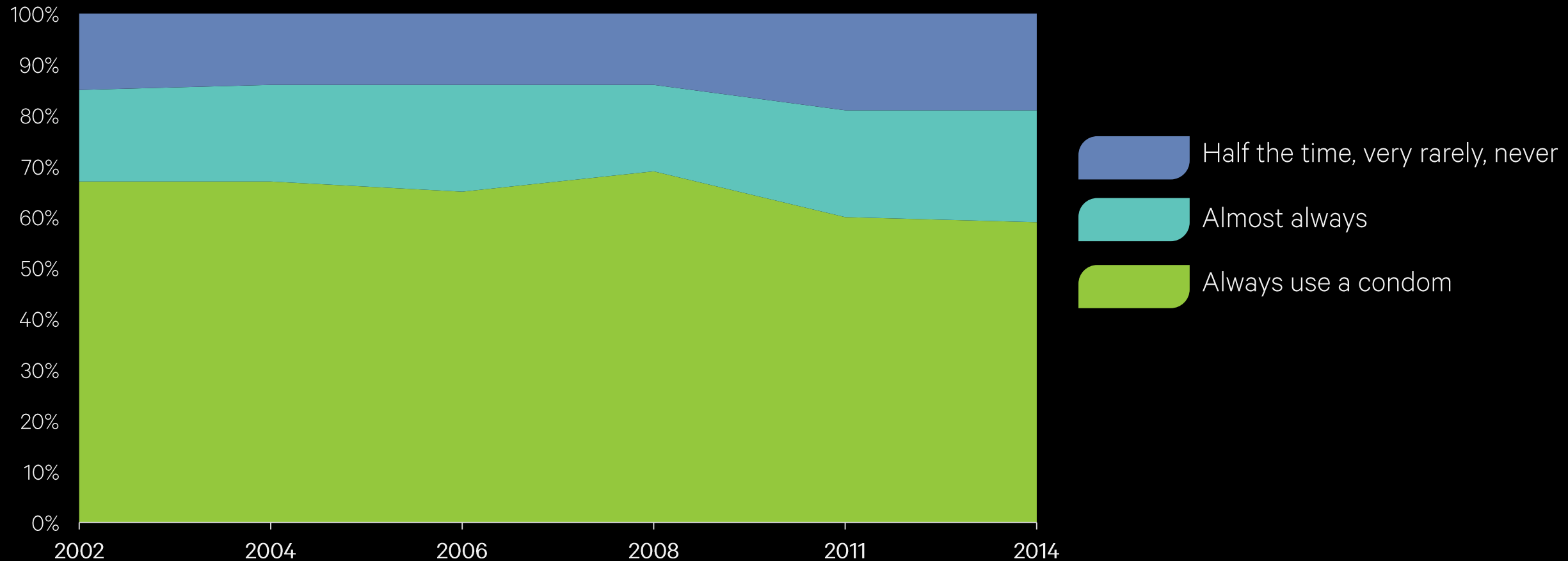
80% of HIV  
acquired in NZ



# HIV diagnoses in gay and bisexual men in New Zealand 2004-2014



# Condom use during anal intercourse with casual partners



# HIV Prevention Framework



Condoms



PEP &  
PrEP



Testing



Treatment

# Objectives

Provide proof-of-concept for marketing of HIV testing

Increase HIV testing rates among high-risk gay, bisexual and other men who have sex with men (GBM) to reduce undiagnosed HIV within sexual networks.

Increase rate of positivity among tests completed.

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# Re-defining risk

~~“The more partners you have, the more often you should test for HIV.”~~

“The more times you have anal sex without a condom, the more often you should test for HIV.”

# Great content

Simple but powerful content that makes information compelling and click-worthy.

## 9 Tips To Becoming A Better Bottom

Published By: Blake Michaels | July 31, 2014

[Like](#) 564 [Tweet](#) 34 [Pin it](#)

← give us some love!

◀ 1 of 9 ▶



### Gay Men Who Are Bottoms, It's Time to Use Your Skills

Personally, I love the view from below. Don't get me wrong, I also like to change things up every now and again, which is articulated through my previous article [How to Be a Better Top, From a Bottom's Perspective](#), which was shared on multiple sites, including the *Huffington Post*. Today, however, is a slightly different message.

I'm talking to the pesky bottoms that think all they need to do is lay on their back and allow themselves to be blowup dolls. Just because you're enjoying the view doesn't mean you shouldn't put in a little effort. Trust me honey, you have more power than you think. Without the bottom, there would be no *penetration*. A bottom can take care of himself anytime he wants to by simply finding





**NZAF**  
Te Tūāwhiri Raua  
Arahere o Aotearoa



Menu



Book a test



Are you at risk?



Make a donation



Get Tested

Book an Appointment

Locations

## Getting tested for HIV & STIs

Our rapid testing service is private and confidential, and you'll have your results in 20 minutes.

In New Zealand most people who get HIV do so from having unprotected sex. The risk factors of unprotected sex change for different groups and are dependent on different circumstances.

[Find out if you've been at risk of HIV.](#)

Getting a rapid HIV test in 20 minutes

Getting a rapid HIV test  
in 20 minutes

# Channels:

Outdoor: Adhse, Street Posters

Venue: Posters, Flyers

Online: Gaynz.com, Express, Eikon, Xtube, GDN

Hook-up apps: Grindr, Hornet, Growlr, Scruff, Squirt



ADSHEL

**WHY ARE GAY & BI GUYS  
MORE PRONE TO  
GETTING HIV?**

[HIVFACTS.ORG.NZ](http://HIVFACTS.ORG.NZ)



NATIONAL **HIV TESTING**  
MONTH MAY 2015

SHIEL

# KNOW YOUR STATUS?

1 in 8 guys think being with  
HIV don't know it yet.  
People who say they don't  
know could be wrong.

GET A  
FREE  
TEST

Results in  
20 minutes.  
Book online at  
[www.cd4.ca](http://www.cd4.ca)

**HIV TESTING**  
MONTHS





Voda NZ

8:37 pm

14%

mobile.squirt.org

SQUIRT

gang\_bang\_bc  
<1 km away

Nightfuninaki  
<1 km away

kanik  
2 km away

rushhard  
2 km away

williedog  
3 km away

sexpup79  
3 km away

kirkak26  
3 km away

starlight07  
3 km away

milkshake83  
6 km away

Woodie75  
7 km away

damonnomade  
7 km away

zack28  
8 km away

**WHY ARE GAY GUYS  
MORE LIKELY TO GET HIV?**







### Why are gay and bi guys more likely to get HIV?

As a gay or bi guy, you're much more likely to get HIV than your average straight guy. Ever wondered why? Tap 'more' for three reasons why nearly 80 percent of HIV in New Zealand is among gay and bi guys.

Close

More

Online

Nearby

Favorites



New Zealand AIDS Foundation  
Sponsored · · · · ·  
Ever wondered why exactly gay and bi guys are more at risk of HIV? Here's the answer.



**HIV TESTING MATTER!**

**HIV Among Gay & Bi Guys**  
Here's three reasons why really...  
www.nzaid.org.nz



Like



Comment

Learn More



Share this  
Comment as New Ze...



POST

N  
LA NAI...  
WE MAY NOW...  
THESE...  
NEED...  
THE...  
THE...  
THE...

WATER

Background

Design

**Results**

Next Steps

# May 2015

2.6 million advertising impressions

15,492 website clicks

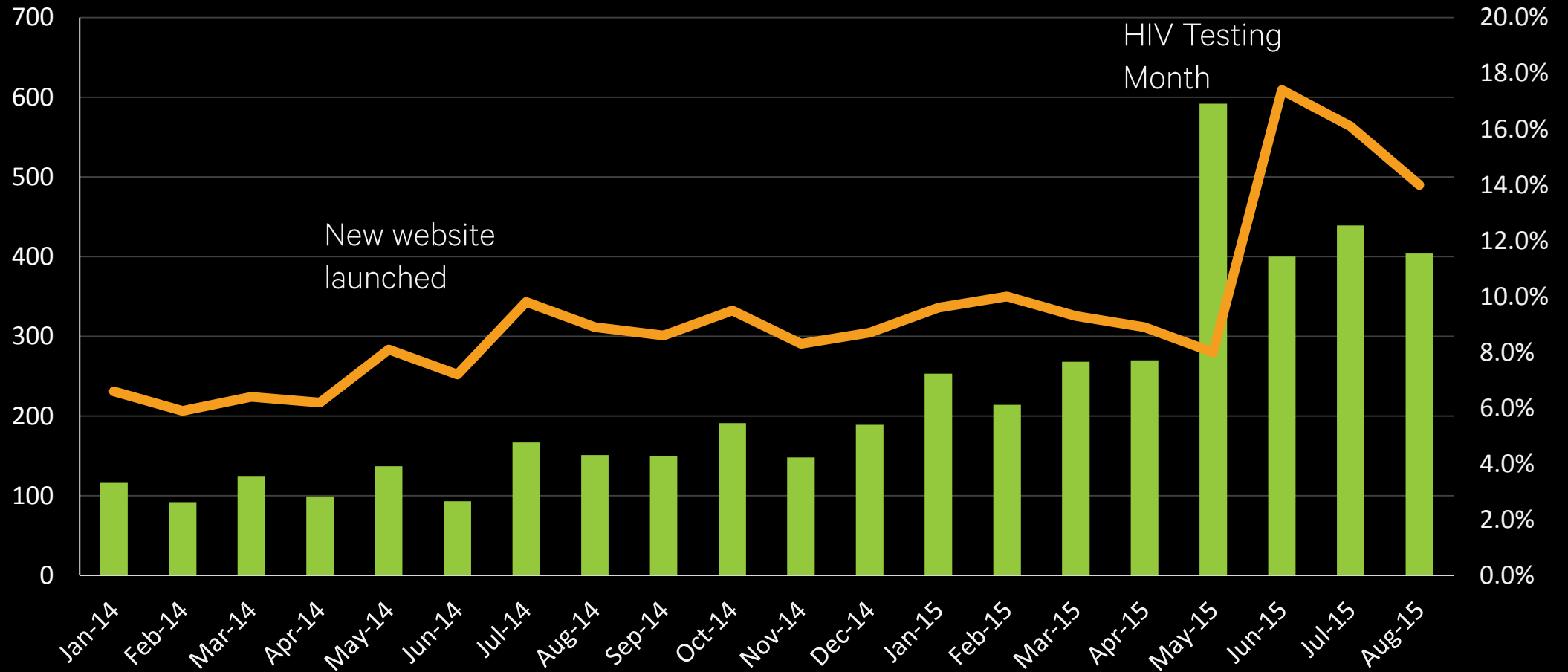
592 online appointment requests

# Online appointment requests



 Online appointment request

# Bookings vs conversions



Online appointment request

Percent of users on page who request appointment

# HIV tests completed in NZAF services



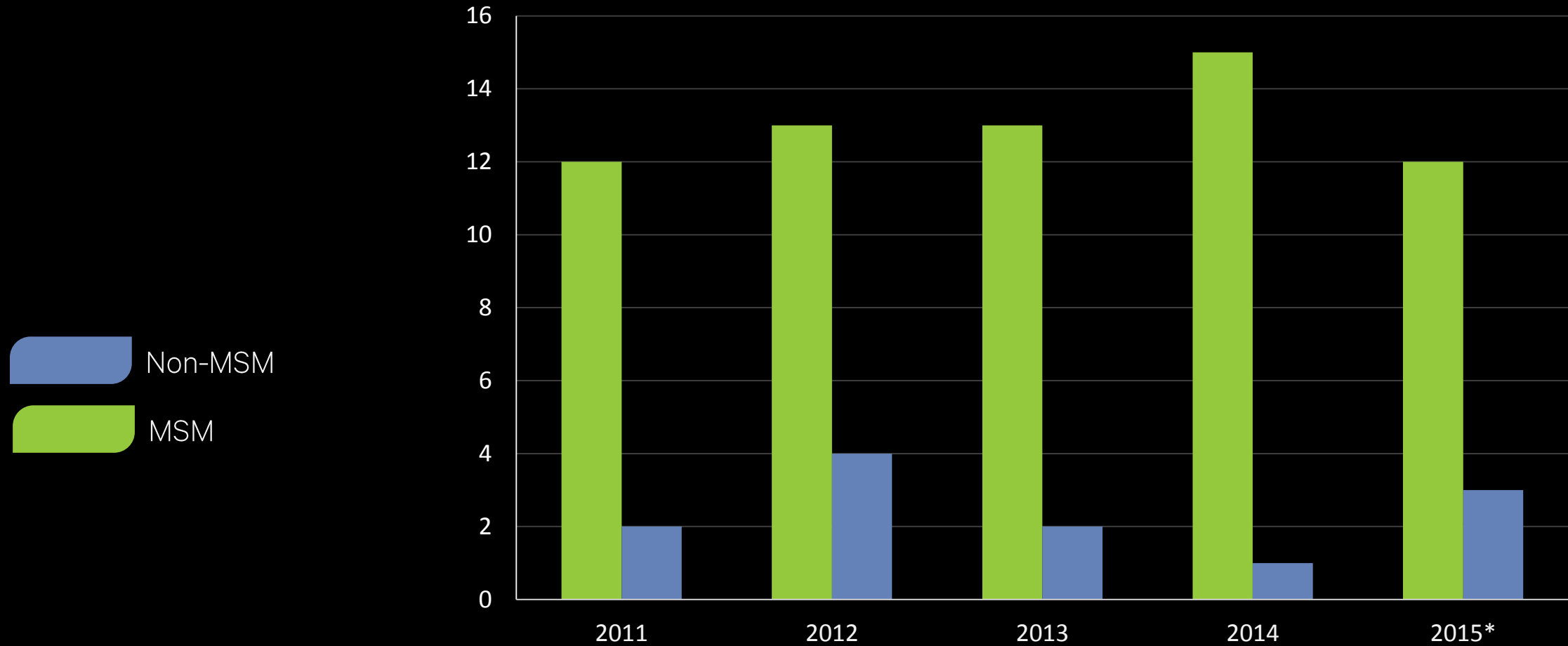
# Risk behaviour

Data on risk behaviour is recorded but not accessible.

Testing staff observed clients who self-reported high risk behaviour and increase in clients you reported this as their first HIV test.



# HIV positive cases in NZAF services



# HIV positives per 1000 tests in NZAF services



# Conclusions

The concept works; social marketing of testing will drive behaviour among GBM.

We can create demand, but is it the right demand? Need more data on risk behaviour but positivity rates over time indicate opportunities for better targeting of high-risk GBM.

Created serious strain on operational capacity: forecasted 100% increase in bookings, received over 200%.

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# Improve insights

Formative research into benefits and barriers of HIV testing among high-risk GBM in New Zealand.

Meanwhile, from UNSW:

**Table 15: Reasons you may have delayed HIV testing**

<b>N=131</b>	<b>n</b>	<b>%</b>
Nothing, I never put off testing	43	32.8
I didn't want to know the result	37	28.2
I had no illness which made me worry	36	27.5
I did not do anything risky	19	14.5
The process of getting tested is too much hassle	17	13.0
I didn't want to have to discuss my sex life	17	13.0

# Implement

Calendar marketing activity every 2-3 months for sustained demand.

Re-frame messaging to address key barriers for high-risk GBM and continually review.

Operational review to increase capacity to 5,000 tests per year, with 80% among high-risk GBM.

# Collaborate

*National HIV Testing Month - May 2016*

We invite other agencies that use HIV rapid testing technology to join us.

NZAF cannot reduce undiagnosed HIV by a significant amount on our own, but we can help direct high-risk GBM to your service and we can do it together.

Thank-you

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