HIV/AIDS PREVENTION COMMUNICATION ACTIVITIES OF MSM PEER EDUCATORS IN KHANH HOA PROVINCE, VIETNAM

from 2003 to 2005

CHEC

Center for Health Education & Communication

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The Ford Foundation
Specific objectives

- Building up a team of 15 MSM educators
- Developing a curriculum and communication materials for MSM and HIV/AIDS
- Contacting MSM and other sexually-active male populations in venues that MSM often meet including: discos, parks, beaches, cafes.....
- Distributing leaflets, booklets and information on HIV/AIDS, condoms and lubricants
- Recommending MSM to referrals for anonymous HIV test and voluntary STIs counselling and treatment services.
Method of contacting MSM:

- Meeting and discussing with MSM twice a month
- MSM work in pairs to contact other MSM
- Choosing one specific topic to discuss among MSM individuals and groups
Results of MSM contacted from 2003 - 2005:
Category of MSM

- Bisexual: 44%
- Hidden: 39%
- Unhidden: 17%
Contact with MSM by year

- 2003: 500
- 2004: 905
- 6/04-15/11/05: 2392

Results (cont.)
Results: 2392 outreach contact with MSM
Place: Khanh Hoa province, Vietnam
Time: from 6/2004 to 15/11/2005
Annually Distribution of Condoms and Lubricants

<table>
<thead>
<tr>
<th>Year</th>
<th>Condoms</th>
<th>Lubricants</th>
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<tbody>
<tr>
<td>2003</td>
<td>3844</td>
<td>512</td>
</tr>
<tr>
<td>2004</td>
<td>6530</td>
<td>1200</td>
</tr>
<tr>
<td>2005</td>
<td>11230</td>
<td>2270</td>
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Communication Activities

- Participation in the AIDS contest held in December 1
- Setting up a club of MSM “Muon Sac Mau”
  - Members: 32
  - Meetings: once a month
  - Content: topics on HIV/AIDS/STI prevention and activities integrating HIV/AIDS issues into musical and fashion shows
- Establishing a MSM-specific newsletter
Advocacy Activities

¬ Communication activities of MSM peer educators in high schools in Khanh Hoa province:
  ▪ No. of schools: 17
  ▪ No. of sessions: 26
  ▪ No of pupils: 9545

¬ Results: promoting awareness and knowledge to pupils and teachers about:
  ▪ HIV/AIDS/STIs prevention
  ▪ MSM population
  ▪ Reducing social stigma and discrimination towards MSM
Advocacy Activities

- Organizing a conference “Promoting communication activities on HIV/AIDS prevention for MSM in Khanh Hoa province” on June 4th, 2005.

- Messages from the conference:
  - Reducing stigma and discrimination towards MSM
  - Solutions to help MSM HIV/AIDS prevention and promote their health
  - Developing a network of branches, departments and mass organizations in the combat against HIV/AIDS among MSM
Advantages and Difficulties

**Advantages**
- Model of MSM peer educators: effective
- MSM peer educators: Enthusiastic
- Advocacy efforts results: achieved first successes

**Difficulties**
- Activities: pilot and not diversified
- Technical support: very little
- Lubricants: limited availability
- Rate of contacting “hidden” MSM: low
Recommendations

- Reduce stigma and discrimination towards MSM
- Vigorous measures for advocacy efforts
- Establish a drop-in center for men/MSM
- Developing a network of MSM clubs nationwide
- Prioritize awareness and usage of lubricants and availability
- Training counselors on MSM counselling and mental support services
Recommendations (cont.)

• Medical staff working should be provided with more HIV/AIDS knowledge and MSM-related issues. They should have friendly and suitable behavior in contacting, examining and keeping confidentiality with MSM.
• Provide more rights and responsibilities for MSM.
• Create more opportunities so that MSM take part in the HIV/AIDS prevention program enthusiastically.
Thank you!