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Conference track

Track E

**Project/FCO which will support FHI author
attendance if abstract is accepted**
(Note "N/A" if submitting author does not plan to
attend and alternative presenters are available.)

TASC 3 Task Order#2/FCO 501500

Abstract Title

Effective community-based BCC for Chinese MSM: results of a cross-sectional behavior
tracking survey

Key words

MSM, behavior change communications, community-based approaches

Abstract Text

Issue(s):

There have been numerous behavior change campaigns for Chinese MSM, but few studies on the effectiveness of those campaigns.

Project(s):

The 2010 “We Are Together” campaign in Kunming, China, supported by USAID/PEPFAR, was among the first community-based HIV/AIDS behavior change campaigns planned and implemented by MSM themselves. The 6-month campaign sought to increase uptake of asymptomatic STI screenings and HIV testing, and was evaluated through a Routine Behavioural Tracking survey of 451 respondents conducted by PSI collaboratively with FHI.

Result(s):

There was a positive relationship between campaign recall and receiving STI services during the previous 12 months ($p<0.05$), as well as intention to be tested for HIV during the next six months ($p<0.05$). The greater the exposure to campaign channels, the more likely MSM were to receive STI services ($p<0.05$) and intend to be tested for HIV ($p<0.05$). MSM who recalled the campaign (36.8%) also viewed it as appealing, beneficial and relevant. However, perceiving campaign benefits was the only variable associated with “intention for undergoing HIV testing” ($p<0.05$).

Lessons Learned:

BCC campaigns should employ multiple channels to increase coverage and service uptake. Appealing and relevant campaigns alone are insufficient to prompt behavior change; benefits must also be stressed.