

The Sex You Want

An Ontario Response to Gay Men's Sexual Health
CATIE/CBRC Webinar Series, July 2017



Dane Griffiths
Acting Director/ Manager of Health Promotion

GMSH Gay Men's
Sexual Health
Alliance

SSHG Alliance pour
la santé sexuelle
des hommes gais

About Us

- ❑ Ontario 'Priority Population Network'
- ❑ Funded by AIDS Bureau, MOHLTC
- ❑ Network of 30 CBOs from across Ontario
- ❑ KTE, Capacity building, campaign & resource development

All gay, all the time 😊

TSYW- *at a glance*

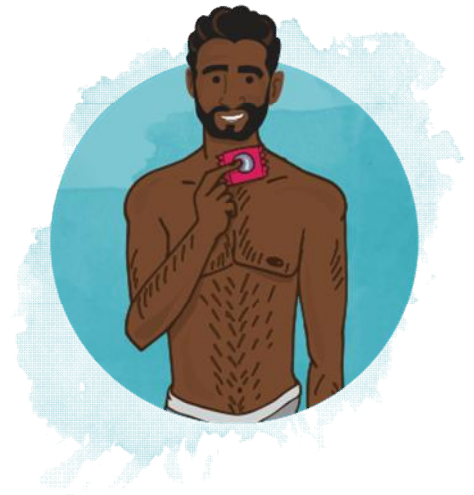
- ☐ 2 year development process
- ☐ 120 pages of content in English & French
- ☐ 5 animated videos, comics, info-graphics in addition to the web copy



Evidence Based



Community Driven



Comprehensive



Transformative



Goals and Objectives

1. Increase awareness

2. Empower

3. Take action

WHAT IF I WANT TO
START PrEP?

Why now?

AUGUST 22 2016

Brisbane HIV infections fall 30 per cent



Amy Remeikis



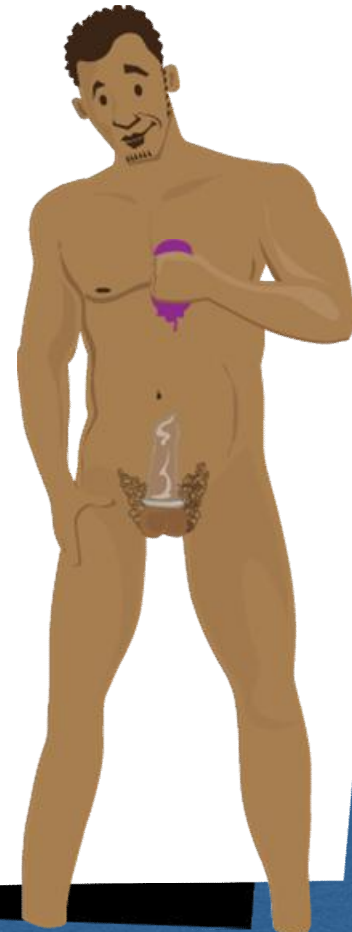
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Brisbane has witnessed a "significant" drop in the number of new HIV diagnoses but the drug that has helped people fight back against the disease will not be included on the Pharmaceutical Benefits Scheme – an omission Queensland advocates believe to be a mistake.



DAILY NEWS 9 January 2017
**Massive drop in London HIV rates
may be due to internet drugs**



We have work to do

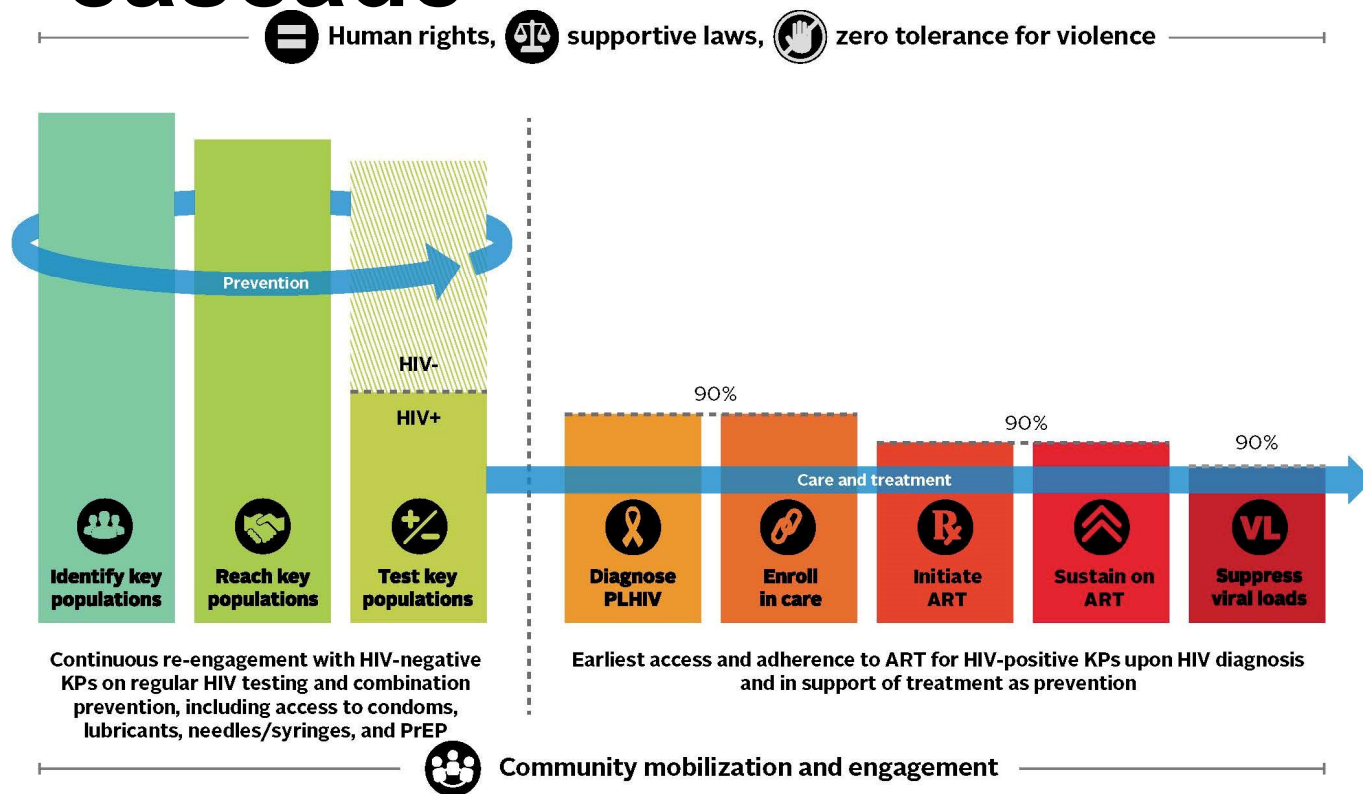
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How we'll get there

Combination Prevention

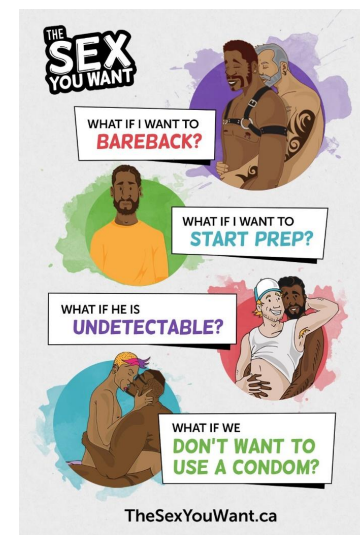
"...rights-based, evidence-informed, and community-owned programmes that use a mix of biomedical, behavioural, and structural interventions, prioritized to meet the current HIV prevention needs of particular individuals and communities, so as to have the greatest sustained impact on reducing new infections."- **UNAIDS**

A two sided cascade



Source: Linkages across the Continuum of HIV Services for Key Populations Affected by HIV (LINKAGES)

Launch



Porn Network | Hookup Apps | Topic Targeting





Post Launch

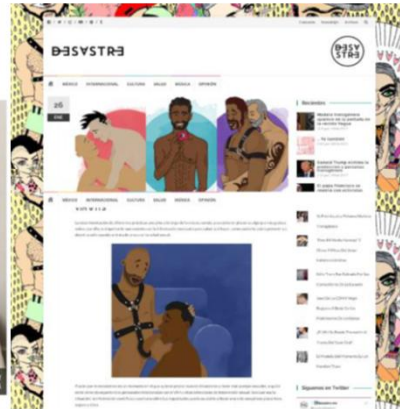
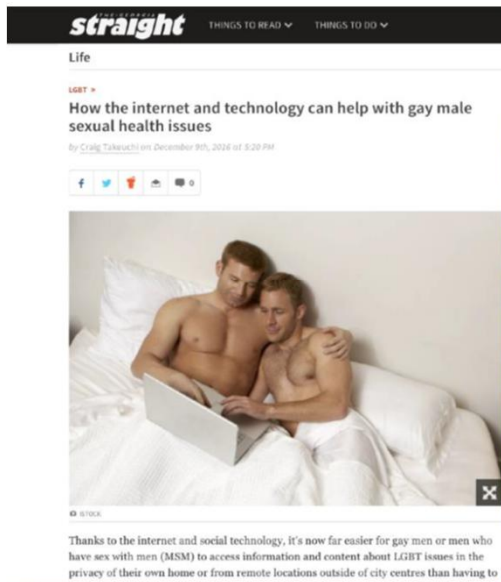


Jan 23 – July 20 2017

97, 146 Unique Visitors

67, 197 in Canada

61, 237 in Ontario



“Perhaps the most noteworthy of many excellent features in this Canadian campaign created by and for gay and same gender loving men is its exceptionally inclusive community representation. Sexy illustrations in still images and videos model a varied range of body shapes, sizes, and histories, skin colors, sexual interests, and health-promoting behaviors.” –

TheBody.com, May 24 2017

Measuring Impact

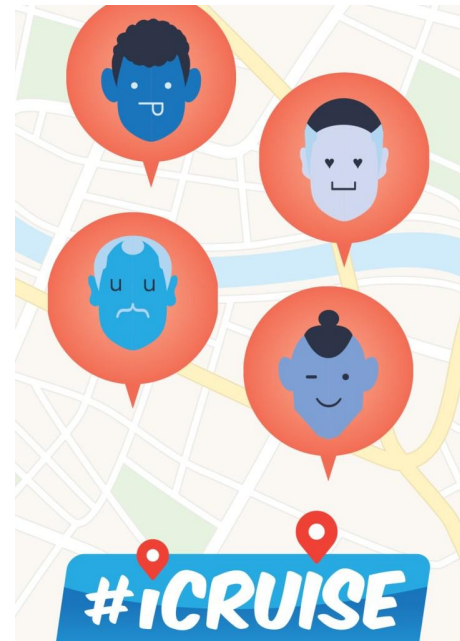
- ❑ Will inform future changes to the site, both content and structural.
- ❑ Draw attention to the actions of visitors to the site.
- ❑ Inform future GMSH/PPN campaign development process.





**Do guys use the site to take
action in their life?**

*Test for HIV? Ask a provider about
PrEP? Start HIV treatment?*



What are site visitors saying?

so good! like how you
address lots of tough
or less usual topics
without wringing
hands about it

*There should
be a way to
talk to a
worker.*

This site scores an A+
plus for its layout, ease
of navigation, content,
categorization, level of
language, all of it


*Thank you for
publishing such
informative
information. I am a
bisexual man, and
uneducated about
what's safer and
what is not.*

You have the best,
most legible, easily
understandable
information site on
Sex in the World.
Thank you

Qualaroo 

THE
SEX
YOU WANT

Have comments? Didn't find what you
were looking for? Tell us!

GO! 

Latest Additions

- ☐ The PrEP You Want: *how to purchase generic PrEP online*
- ☐ More comics: starting HIV treatment, condoms for tops and bottoms, routine sexual health care
- ☐ HIV testing video and community clinics
- ☐ Syphilis content

Lessons Learned

- ☐ Centre the community in the campaign through meaningful engagement
- ☐ Plan for evaluation at the start
- ☐ Keep a decision log
- ☐ Revisit the scope of the project...
all the time
- ☐ Consider regional & local contexts
- ☐ Knowledge transfer & exchange
- ☐ Think intersectoral & plan for a multidisciplinary implementation plan
- ☐ Have your finger on the pulse of what's happening

We encourage gay and bisexual men to
mindfully and fully explore the sex they want.
We highly recommend that you check out the
Gay Men's Health Alliance's –
TheSexYouWant.ca

*- Global Forum on MSM & HIV (MSMGF),
Endorsement of U=U Consensus Statement,
February 2017*

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Men's Health Clinic



elevate NWO
HIV | AIDS | HCV | HARM REDUCTION

A bit about Thunder Bay

- ❁ Thunder Bay is roughly 21 hours from Toronto and the only PrEP provider in the city
- ❁ We have the largest rates of Hep C in the province, but relatively low rates of HIV
- ❁ We have some of the highest rates of injection drug use and 9 Methadone clinics to prove it

A bit about Elevate NWO

- ❁ Elevate NWO is the only ASO in Northwestern Ontario. Our area has a geographical expanse equivalent in size to France, but only about 250,000 people
- ❁ Historically, we have worked well with the IDU community but for many years have had challenges engaging with the MSM community

Evidence-Based Practice

- ❁ In 2015 the ASOs in Sudbury, North Bay, Niagara, Simcoe County & Thunder Bay worked with the OHTN to conduct research aimed at reaching the hard to reach MSM population
- ❁ Sudbury began to develop their GMSH clinic which became such a success that they had to add an extra day each month!
- ❁ Staff and members of Elevate NWO reported having to go as far as Toronto to get PrEP

The Value of Partnership


- ✿ In 2016 we relocated to our new site. This allowed us to co-locate with a walk-in clinic/pharmacy
- ✿ Our pharmacy partners helped in recruiting a doctor for the clinic, keep PrEP on hand and keep their doors open during the clinic to answer any med related questions even if the person isn't one of their patients
- ✿ The Thunder Bay District Health Unit also plays a key role
- ✿ Last, but not least...OAHAS outreach worker

Getting Started...

- ✿ First Clinic Started Dec 2016
- ✿ Has run monthly since then
 - ✿ Every 3rd Tuesday of each month
- ✿ Paired with Games Night for Gay Men and friends the week before the clinic



Getting the word out



Gay Men's Sexual Health Clinic
Tuesday January 17th
5:00pm - 8:00pm
106 Cumberland St. North

In partnership with Oak Medical Arts, Oahas and Thunder Bay District Health Unit, Elevate NWO is pleased to offer a monthly Gay Men's Sexual Health Clinic. The purpose of the clinic is to provide testing, education and support to improve the sexual health of cis and trans gay, gay, bi, queer, two-spirit men and other men who have sex with men.

SERVICES ARE FREE AND CONFIDENTIAL

Services Offered


Testing
HIV (Anonymous or Nominal)
Hepatitis C
Hepatitis A & B
Sexually Transmitted Infections

Vaccination
Hepatitis A & B
HPV (Free for under 26 yrs.)


Prescriptions
Pre-exposure prophylaxis (PrEP)
Post-exposure prophylaxis (PEP)

Primary care services available

Education & Support
Introduction to many excellent comprehensive online resources related to sexual health.



Appointments not required
Please bring your health card
(testing available without a health card)





IT'S HERE...

We're pleased to introduce a new service in Thunder Bay specifically for Gay, Bi, Trans & all other Guys into Guys.

You get access to health professionals who understand your unique needs and can provide services like testing, answer questions on PrEP, as well as provide regular walk-in clinic services.

The Men's Health Clinic takes place monthly at 106 Cumberland St. North.

For more information call 807-345-1516 or visit our website: <http://www.elevatenwo.org/menshealthclinic>

This free and confidential clinic is a joint initiative among Elevate NWO, Oahas, Oak Medical Arts, & the Thunder Bay District Health Unit.



TheSexYouWant.ca



Social Media



Facebook



Online



Grindr



Craigslist



Squirt



Word of Mouth



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HIV | AIDS | HCV | HARM REDUCTION

Challenges

- ❁ After initial night, numbers are still very modest
- ❁ Hidden and Hard to Reach Population
- ❁ Only able to offer clinic once a month
- ❁ Being patient to allow service to establish itself
- ❁ No direct funding for program

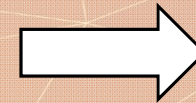
Successes

- ❁ So far, we take an optimistic approach, every clinic has at least one takeaway success
- ❁ First time tested for HIV
- ❁ Seeing advertising on Grindr and squirt
- ❁ Volunteer recruitment
- ❁ Media release in June. 1.4K views on tbnewswatch.com story, 689 likes, 276 shares

How it is Evolving...



Branding change



Developing Presentation topics for each month



Last month/the PrEP you want



Next month/Party N Play



Understanding that privacy/confidentiality are important. What can we develop next?



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HIV | AIDS | HCV | HARM REDUCTION

Thank You

- Holly Gauvin, Executive Director
- Eric Shih, Director of Education and Community Development