

Generating Community Demand for PrEP – Lessons Learned from FHI 360



PrEPARING ASIA

A new direction for HIV prevention among MSM in Asia

apcom.org

Not all people, but the right people...

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FENWAY HEALTH

GO TO MALE SEX PARTIES?

LIKE GROUP SEX WITH MEN?

YOU MAY BE ELIGIBLE TO PARTICIPATE IF:

- You are age 18 or older
- You are HIV-negative
- You have attended a sex party in the past 12 months

By joining Project PARTY, you will be able to participate in a cutting-edge research program focused on protecting your health.

The study lasts approximately 12 months. Participants are compensated for their time over the course of the study.

For more information and to see if you may be eligible, call Project PARTY at 617-624-5555.



WIN FREE TICKET TO THE BIGGEST SEXIEST PARTY THIS SONGKRAN

COMPLETE SURVEY FOR YOUR CHANCE TO WIN NOW

SUCK F#%K TEST REPEAT
THEIRIAA.ORG



...with the right messages

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The more I breastfeed,
the more milk my mommy
will make for me!

suckling

breast milk production

hormonal message

Mommy, I only need breastmilk
for the first six months

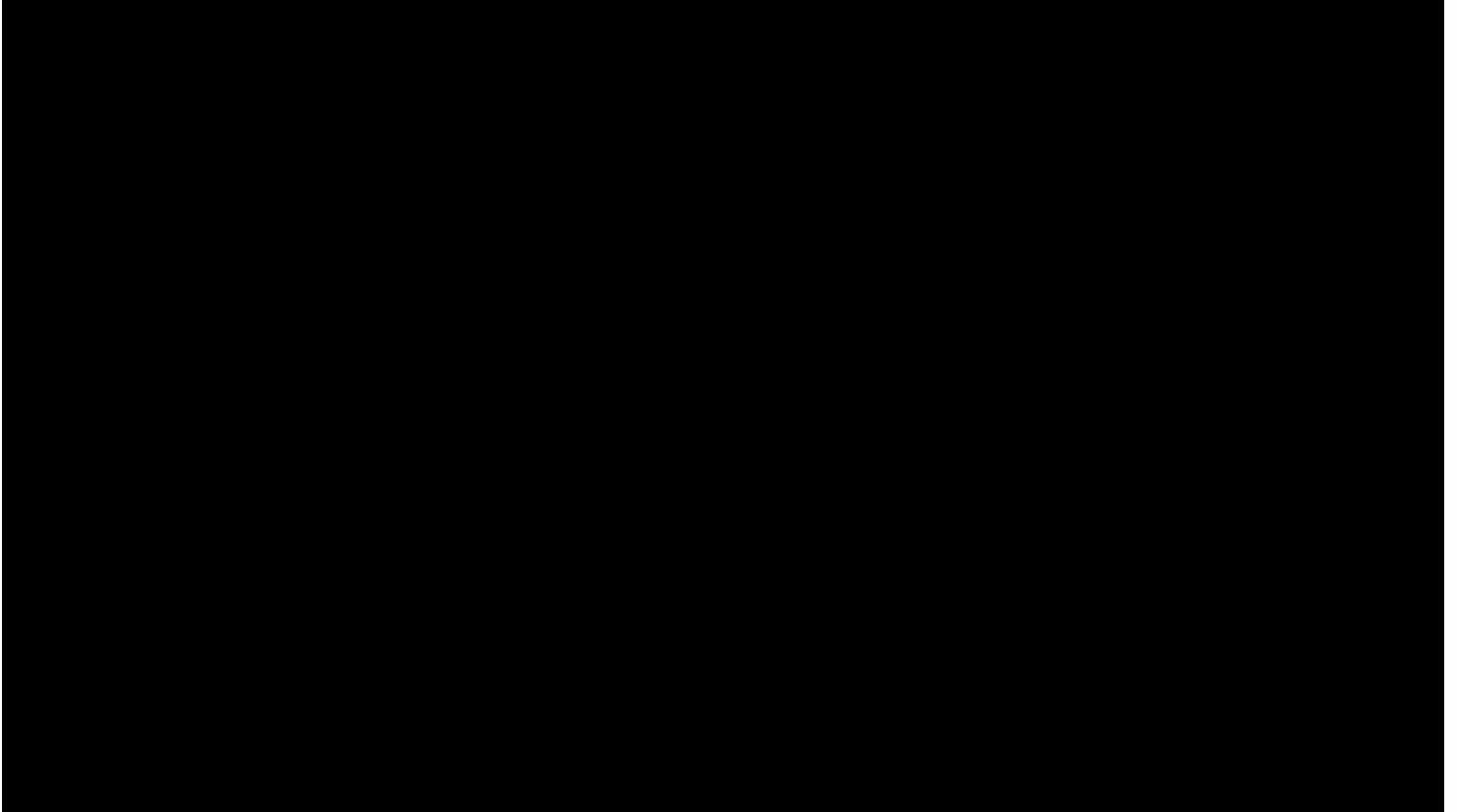
Mother's milk - The best milk for us, proven globally

THE LITTLE SUN
Mother's milk, best choice

The infographic features a central cycle of three green circles connected by arrows: 'suckling' at the top, 'breast milk production' at the bottom left, and 'hormonal message' at the bottom right. A yellow speech bubble from a baby in the foreground contains the text 'The more I breastfeed, the more milk my mommy will make for me!'. The background shows a woman breastfeeding a baby. At the bottom, there is a text box with 'Mommy, I only need breastmilk for the first six months' and a logo for 'THE LITTLE SUN'.

cont'd

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Dialogue or die out

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7 teams
14 leaders

3142 points Fansipan

Challenge Fansipan
THE CLIMB
Phase 1 - Jun to Sep 2013

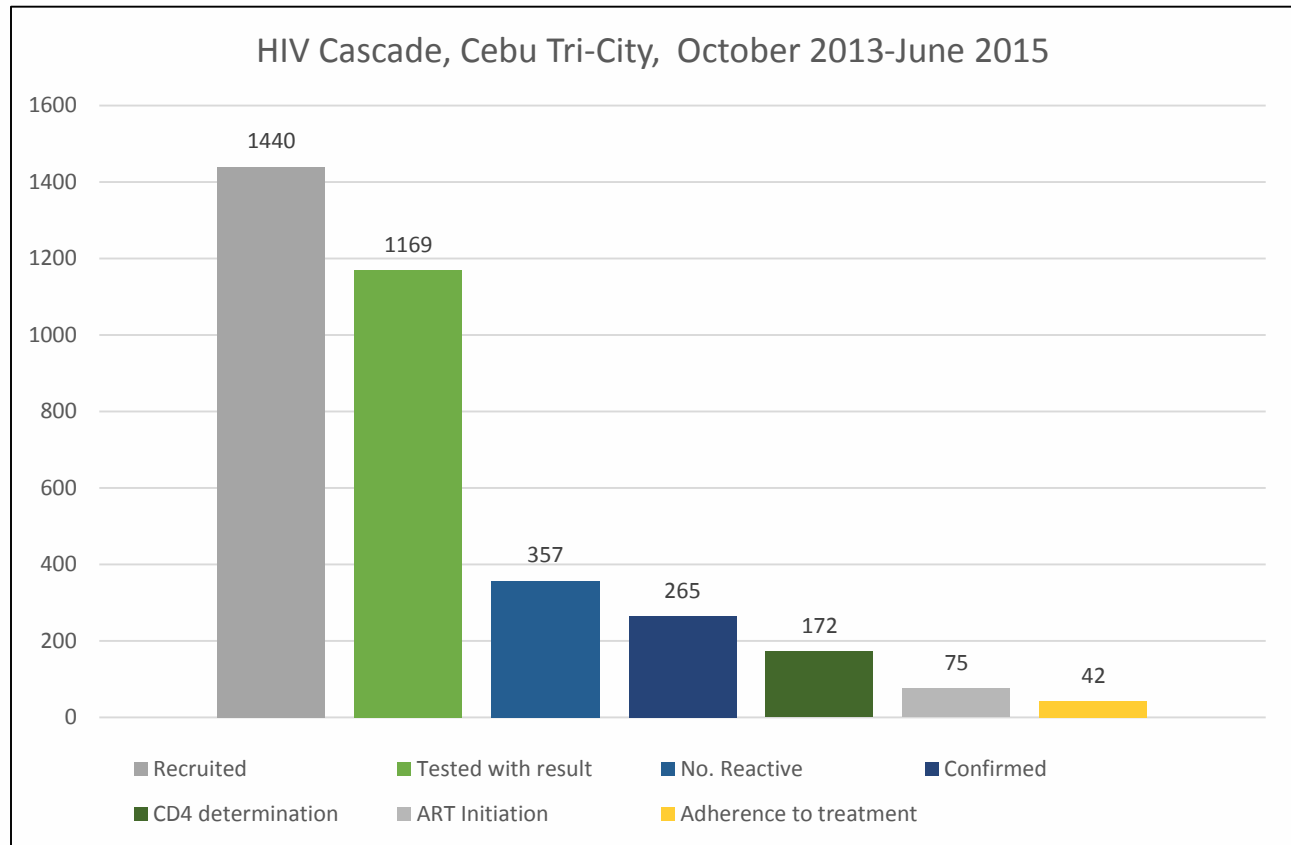
First stop event

250 Points	Register in HIV care and treatment services (HIV positive individuals only)
60 Points	Text in your code after getting an HIV test
15 Points	Meet with a team leader and share your mobile phone number

回活动首页
需要帮助的朋友
世界终将因你

活动介绍
更多视频

Demand cannot be separated from supply



Get real about risks and responses

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My questions to you...



- What are the right messages?
- How can we engage audiences in a real dialogue?
- And how can we enable access?