

# Progress Report: the National HIV Prevention and Sexual Health Awareness Programme for men who have sex with men (MSM)

## A Joint GHN and HSE Initiative since 2011\*

In June 2013 after an evaluation and the presentation of the first report on the man2man programme ([www.ghn.ie](http://www.ghn.ie)) both GHN and the HSE agreed the importance of building on the achievements of the programme: to promote consistent and sustained HIV and STI prevention messages among MSM in Ireland. Later in 2013 the objectives and actions were agreed. Funding was received from HSE Health Promotion and HSE National Office for Social Inclusion and the MAC AIDS Fund. Below is a progress report presented at GHF12 on June 6th 2014

### Man2Man Programme Objectives

**Objective 1:** National promotion and continuous development of Man2Man.ie website.

**Objective 2:** Promote social inclusion and increase access to information for harder-to-reach groups living outside of urban areas through social, print and broadcast media.

**Objective 3:** Initiate a peer-led volunteer outreach service to promote HIV prevention and sexual health at social venues, and distribute condoms and lube.

**Objective 4:** Respond to emerging trends, in consultation with key stakeholders, by developing targeted and tailored HIV and STI prevention initiatives.

### Man2Man.ie Promotion:

GHN continued promotion of the Man2Man.ie programme and website, as well as key related services including the Gay Men's Health Service Clinic, the Gay Switchboard Ireland, the new Drop-In and Email Services, and the availability of free condoms and lube through a range of organisations and outreach services. Channels of promotion included:

- Monthly advertising in GCN magazine.



- Facebook and Twitter promotion (including through member organisation pages).



- A web banner on the social contact website, Gaydar.



- Promotion at a range of LGBT-related events including the GAZE Film Festival, Dublin Pride, The Outing Festival, and the IGLFA European Championships.
- Promoting social inclusion through promotion in Metro Eireann, Ireland's only multicultural newspaper

### Man2Man.ie Website:

The website was maintained and continually updated, with information on the availability of HIV and STI testing, on the availability of PEP, and the development of a new 'Resources' page, amongst others.



### Man2Man.ie Website Data 2013

Sessions:	33,359	Plus 16.59% (over 2012)
Users:	28,648	Plus 16.55% (over 2012)
New Visitors:	85%	(slightly more than 2012)
Reside Outside Dublin City/County:	25%	

### Luv Bugs:

GHN produced six leaflets promoting STI prevention, including information on transmission and testing. Leaflets were produced and distributed on Gonorrhoea, Syphilis, Chlamydia, Hepatitis B, HIV,



### Man2Man Report Three: Our Sex Lives:

The third report from the All-Ireland findings of the 2010 European MSM Internet Survey (EMIS) focuses on sexual happiness, experience and behaviour, condom access and use, as well as substance use.

The EMIS data was significant to the development of the Man2Man.ie Programme. GMHS HSE was the lead EMIS partner in Ireland, and this survey represents the largest ever All Ireland sample of MSM, with a total of 2,610 valid respondents. The four Man2Man reports can be viewed and downloaded at [www.ghn.ie](http://www.ghn.ie)



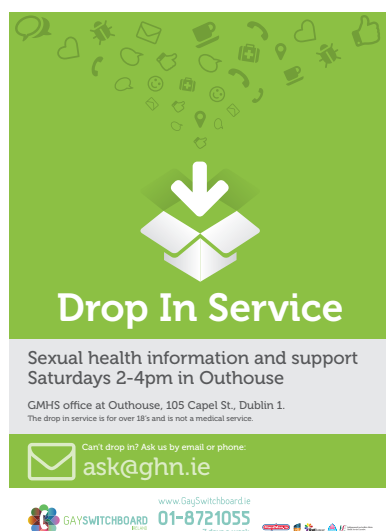
\* A fuller report for 2013 is available at [www.ghn.ie](http://www.ghn.ie)

## Outreach Co-ordination:

The new 'Outreach Co-ordination' system was established supported by volunteers involved with the Gay Switchboard Ireland (GSI) and a new email service (outreach@ghn.ie) was created to support the requests. In addition to responding to requests, GHN and GSI volunteers also commenced outreach at Dublin gay social venues distributing free condoms and information leaflets.



In December 2013 the Drop-In Sexual Health Service was launched and this takes place every Saturday from 2pm to 4pm at the GMHS Offices, Outhouse and is for over 18's. A new email service was also launched (ask@ghn.ie) for those who are unable to drop-in.



**Drop In Service**

Sexual health information and support  
Saturdays 2-4pm in Outhouse

GMHS office at Outhouse, 105 Capel St., Dublin 1.  
The drop in service is for over 18's and is not a medical service.

Can't drop in? Ask us by email or phone:  
[ask@ghn.ie](mailto:ask@ghn.ie)

www.GaySwitchboard.ie  
01-8721055  
7 days a week



## Key GHN Involvements in 2013:

**Oireachtas Joint Committee on Health and Children:** GHN was invited to make a presentation to the Joint Committee on Health and Children on 5th December 2013. Also included were GMHS HSE and Positive Now.

**National Sexual Health Strategy:** The development of Ireland's first National Sexual Health Strategy continued in 2013 and GHN members participate on the Working Groups. GHN is also seeking to be part of the Implementation group for the Strategy.

**Gonorrhoea Control Group:** GHN participates in the Gonorrhoea Control Group run by Public Health HSE-East to investigate and control the increase in gonorrhoea. GHN responded to the increases in Gonorrhoea infections among MSM by developing the 'Luv Bugs' project.

**Quality Action: Improving HIV Prevention in Europe:** GHN members participated in 'Quality Action' training on tools for evaluating HIV prevention projects and programmes.



## Summary of Some Activities 1st Half of 2014:

As part of the man2man programme, the much needed GMHS Personal Development and Assertiveness Course (PDC) was re-established early in 2014 along with Facilitators from GMHS and Gay Switchboard Ireland. The second PDC took place in May 2014.



**LOVE YOURSELF**

Personal Development Course  
For gay and bisexual men aged over 24  
Monday 19th May 2014

Outhouse, LGBT Community Centre, 105 Capel St., Dublin 1

PDC is FREE and takes place over six Monday evenings.  
To book your place email: [admin@outhouse.ie](mailto:admin@outhouse.ie) or phone 01 873 4999

The aim of the course is to:

- Help you become more aware of yourself • Improve self esteem and assertiveness •
- Make positive changes in your life • Improve your health and well being •
- Learn practical ways of dealing with day to day issues • Meet new people and expand your social network •

PDC is a partnership project linked to the GSI and HSE initiatives programme.

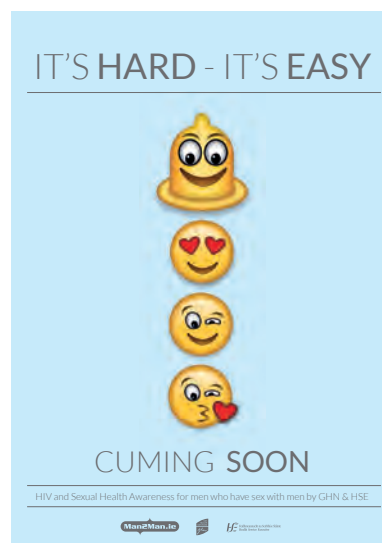
## It's Hard-It's Easy:

Towards the end of 2013 GHN developed a series of messages under the heading 'It's Hard-It's Easy' for use over a 12 month period.

The main aims was to:

- Promote early and regular HIV and STI testing.
- Promote use of, and increase access to, condoms and lube.
- Promote and increase access to HIV and sexual health information via internet.
- Increase awareness of, and promote access to, support services.

**Teaser:** A teaser Advert and banner for social media was launched towards the end of March.



**IT'S HARD - IT'S EASY**

**CUMING SOON**

HIV and Sexual Health Awareness for men who have sex with men by GHN & HSE

Man2Man.ie

GHN used FACEBOOK paid promotion to evaluate the engagement and value for money. It was promoted for three days and the results were as follows:

The Total Reach:	29,456
Engagement rate	34% (n=9,619)
Of men who engaged with the post:	86% were aged 24 and younger
	12.5% were aged 25 to 34

## Its Hard-Rock On-With Condoms:

The first message was released on April 24th in GCN and also on social media.



The results for three days paid promotion on FACEBOOK:

Total Reach:	6,488
Engagement:	4.4% (n=256)
Of men (100%) who engaged with the post:	87% were aged 24 and younger
	14.8% aged 25 to 34

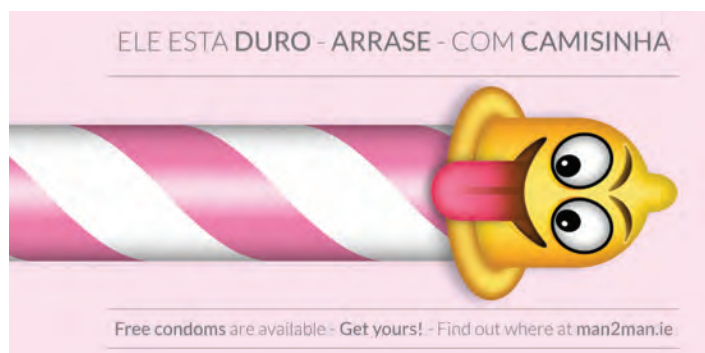
## Esta Duro!

A web banner in Portuguese and Spanish (Latin American) was produced after peer involvement of Brazilian and Venezuelan MSM. (GMHS Reports a significant number of both nationalities attending at the clinic GMHS 21 the Annual Report 2013).

**Spanish:**

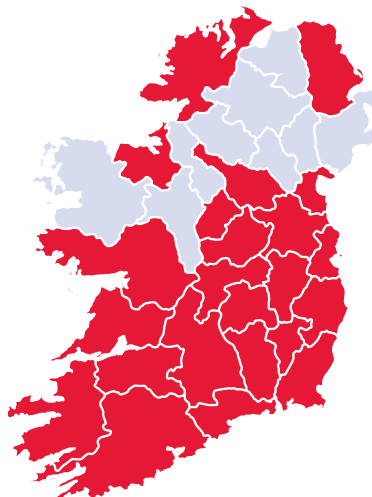


**Portuguese:**



## Man2Man FACEBOOK Fans:

Later in 2013 and early 2014 a surge in fans for the man2man FACEBOOK was noticed. Between 1st May 2013 and 2014 it was as follows:



Increase:	A 304% increase in 'Fans'
Location:	67% located across 23 counties of Ireland (compared to eight counties in May 2013)
Gender:	94% of all fans are Men
Age Range:	40% (<24), 31% (25-34), 14% (35-44), 9% (45>)

## MAN2Man and Access by Device

The changes in peoples lifestyle is uniquely represented in how access to the web is made. In 2013 access to man2man.ie by Mobile Users saw a significant increase of 234% followed by Tablet users at 46% when compared to 2012. In the first five months of 2014 it further increased by 207% and 81% respectively when compared with the same period 2013.

Electronic Device access to Man2Man.ie

Devis:	2012	2013	2014/5mnths
Desktop:	83%	56%	42%
Mobile:	14%	39%	53%
Tablet:	4%	5%	6%

## Web Testing Locator:

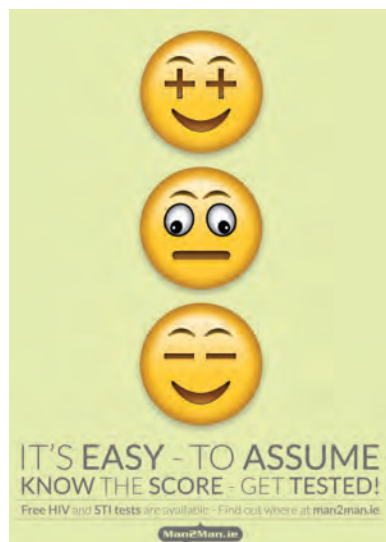
On June 4th 2014 GHN in Partnership with Janssen launched the campaign to encourage MSM to test for HIV. Rory O'Neill and Jerry Buttimer TD promoted Know The Score Get Tested including a web locator situated at the man2man.ie and also Dublin AIDS Alliance websites.





## IT'S EASY-TO ASSUME: KNOW THE SCORE-GET TESTED:

The 'Know The Score -Get Tested' advert and social media promotion went live on 4th June. On June 6th at GHF12 the posters regional HIV/STI testing centres was launched and also made available at [www.man2man.ie](http://www.man2man.ie)

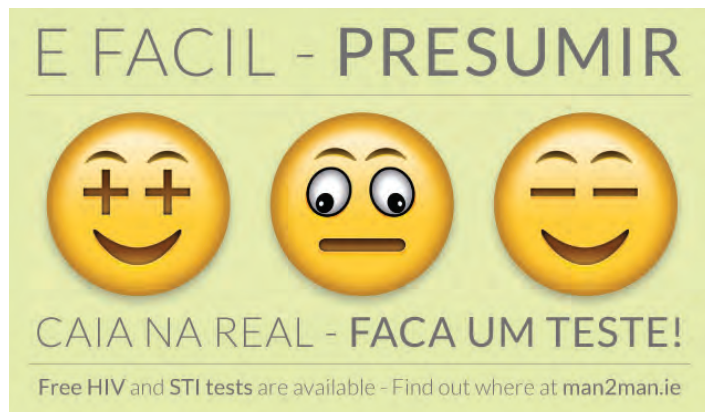


## GHN and HSE Partnership:

As mentioned previous the partnership between HSE and GHN over the years, previously with GHF and then man2man programme has proved welcome and vital. As is our engagement with the Department of Health and the National AIDS Strategy Committee.

With the recent changes in the HSE and a soon to be published National Sexual Health Strategy (NSHS) maintaining a National Programme aimed at MSM is important. We look forward to working closely with Health & Well Being HSE and its office of Health Promotion & Improvement and sexual health programme over the next years and the continuation of the National Man2Man Programme for MSM.

Portuguese:



## SAFER SEXY PRIDE 2014



## WITH CONDOMS

Get your Condoms, Lube and Sexual Health Information at the Man2Man Stall Pride Village

HIV & Sexual Health Promotion brought to you by:

**Man2Man.ie**













## Thanks and Appreciation:

GHN would like to express sincere thanks and appreciation;

- To all our funders, and to those who donated. This has enabled us to build on the achievements of the Man2Man.ie programme in 2013 and will continue to do so in 2014.
- To all who supported GHN activities and projects. There are too many to mention individually! But we would like to acknowledge Dr Nazih Eldin HSE in particular for his enduring support of sexual health awareness.
- Finally GHN existence and activities would not be possible without the support of its member organisations, and individual members, many of whom volunteer their time, skills and experience to achieving GHN objectives.

## GHN Member Organisations:

AIDS West, BeLong To Youth Service, Dublin AIDS Alliance, Dublin LGBTQ Pride, GCN, Gay Men's Health Service, HSE, Gay Switchboard Ireland, Open Heart House, Outhouse LGBT Community Centre, Positive Now, Red Ribbon Project, Sexual Health Centre, The Rainbow Project, Union of Students in Ireland, Many individual members including men living with HIV.

## Funders 2013:

HSE Health Promotion, DNE  
HSE Social Inclusion  
MAC AIDS Fund  
Friends for Friends  
Enterprise Rent-a-Car and other Donors

Susan Donlon (DAA) & Mick Quinlan (GMHS HSE) Man2Man  
Report 2013/2014 June 2014