

Plenary Session 4 Prevention in the rapidly changing MSM communities of today.

Monday, 29 August 2011 (09.00 – 10.30)

Chair: Stuart Koe, APCOM and Developed Asia Network (DAN), Singapore

MoPS4-03: Think Nationally, Act Locally: A Strategy to Reach Hidden Gay and Other MSM

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Background

- HIV epidemic in Indonesia is a concretation epidemic. MSM and waria is one of key population with HIV prevalence more than 5%, Waria (prevalence 24.4%, 2007), gay and other MSM (prevalence 5.7%, 2007).
- STI prevalence in this population also high, especially for rectal STI, IBBS 2007 reported that rectal STI prevalence among waria in Jakarta 42%, Surabaya 44% and Bandung 55%, among gay and other MSM in Jakarta 33%, Surabaya 34%, Bandung 29%.

Challenges

- Program existing could only reach openly gay men and waria.
- The coverage of the program remind very low compare with estimated population of men who have sex with men
- The program was not effectively reach out hidden gay men or other MSM
- Negative interpretation from society to men who have sex with men put the situation in the worst condition

Population Estimated Compared with The Program Coverage



Following up the 3rd strategy of National AIDS Strategy and Action Plan 2010 – 2014: “Develop comprehensive program to response HIV and AIDS among MSM and waria” and based on the recommendation to strengthen HIV and AIDS response among MSM and waria, had been decided 5 main strategies HIV and AIDS response for MSM and waria:

- Increasing program management, involvement, ownership and program contextuality for MSM and waria
- Developing structural intervention to create social environment which is support MSM and waria program
- Up scaling communication program coverage and effectivity to prevent new HIV infection among MSM and waria
- Increasing the provision of high quality, friendly and accessable sexual health services
- Increasing the provision of high quality, friendly and accessable care, support and treatment services related to positive prevention program for MSM and waria PLHIV

We share Our Role

- Build partnership with our professional communication expert who is also part of men who have sex with men community
- Start to facing challenges and make it become opportunities
- Strengthen our partnership with national coordination body (NAC) and also donor (AusAID)
- And the fun began

Critical situation of MSM

Losing “5 big things” fundamental of a human being :

- Lose or less self-pride
- Lose or less self-esteem
- Lose or less self-efficacy
- Lose or less self-determination
- Lose or less respect for others

MSM and Waria always related to disease and sin and many negative images

Whole IEC material use diseases based approach and not never brought positive messages

Gay is ... (always associated with bad perceptions)



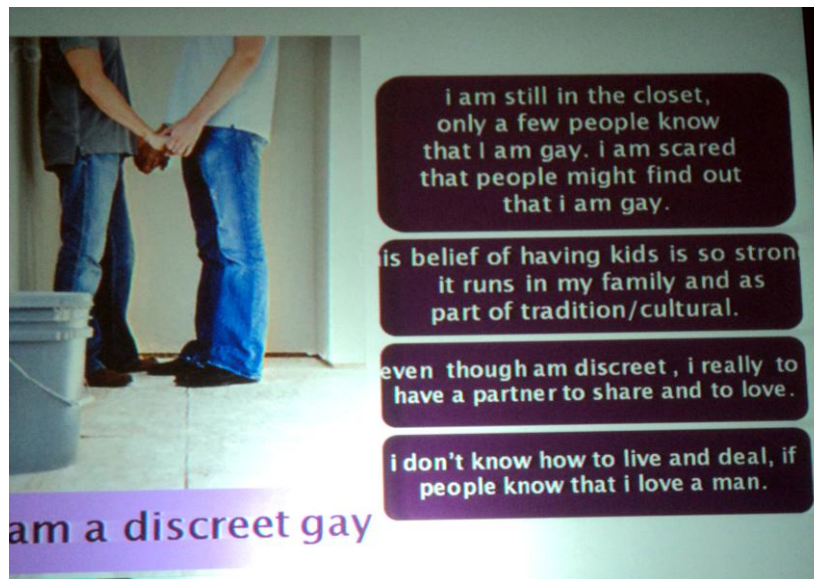
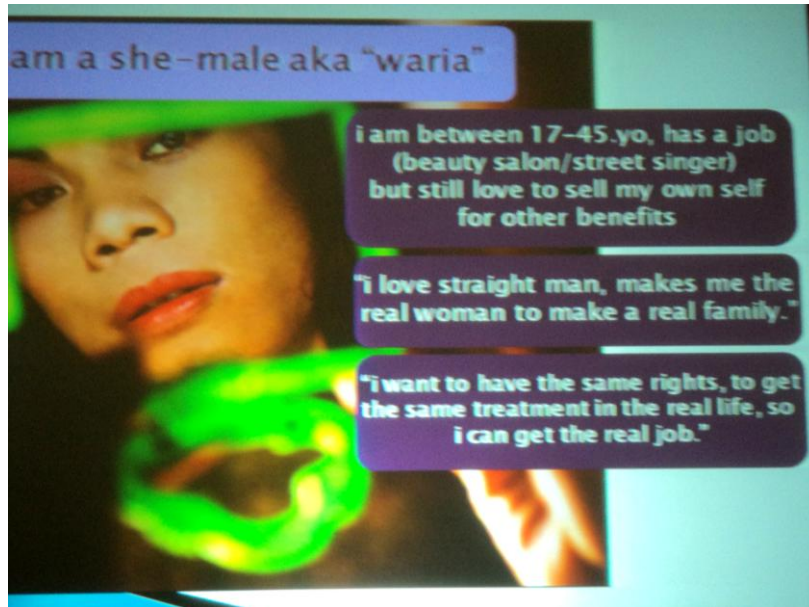
Move on

By taking chances and opportunities from the insights and situations and use them as vehicle even for facing the key issue.

“ but yet still look at the situations around us still keep it smooth and gently but yet smart.”

Strategy

- Greater involvement of gay men, waria and other men who have sex with men in all steps of the new communications strategy making process:
- Needs assessment
- Needs analysis
- Drafting the product
- Distributing
- Using and giving feedback and input





Background	HIV/AIDS level amongst MSM segment is increasing
Objective	To increase five main objectives: self pride, self esteem, self efficacy, self determination and respect others
	To decrease stigma and discrimination, fears for being different and self denial
Target audience	HIV/AIDS level amongst MSM segment is increasing

Result

- The Communication Strategy Team finally found that LOVE is the main reason of why people stay survive
- Love is also very general and not only men who have sex with men who have love
- We can spread love to eliminate hate
- So we decide to use the movement as love project or “proyek cinta”

Why **DIGITAL MEDIA** for **LOVE** project

- Despite the growing awareness and activities in the gay community, many gay people still feel that the safest way to express themselves and connect with each other is through digital media.
- Through digital media, we can also reach out to discreet gay men, who are still not comfortable to express themselves in public.

Why **MOVEMENT** for **LOVE** project

- Indonesia is **not ready for any gay publications.**
- Perceived as **the safest way** of communication medium.
- The **fear feeling factor** of many gay men (even though came out already) in saying and shouting their thoughts.
- **No fixed rules** of communications in Indonesia.
- Movement **can deliver (almost) complete information.**
- Movement **creates strong ground root.**

Precautions of the **LOVE** project

It's not all about free condoms or sex education or even legalizing sex. **It's beyond ...** steering them to be a decent human being and deserving of **LOVE.**

Other supporting communication elements for **LOVE** project. **It's a reminder ...** reminder of how or ways to love someone and yourself, by **practicing safe sex.**

It's all about **LOVE** and we're all **ONE** no more labels or other identity definitions.

Let's spread and have your own LOVE.

