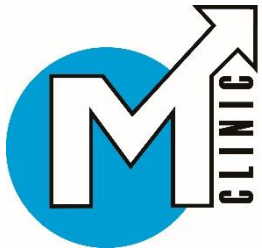


Engaging M Clinic with ATSIHIV

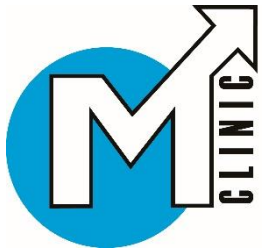
Anthony K J Smith
Peer Educator
asmith@waaid.com





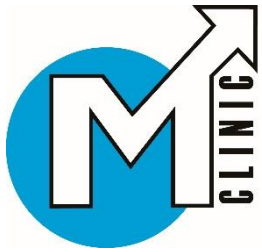
M Clinic Services

- Program began in July 2010.
- Free peer-based STI/BBV testing for MSM (including trans men) – Still free for people who are Medicare ineligible.
- Primarily asymptomatic screening; 3 doctor clinics per week for symptomatic screening.
- Free Testing - HIV, Syphilis, Gonorrhoea & Chlamydia (FVU, rectal, throat), Hepatitis A, B, C. \$20 Rapid HIV Testing.
- Free vaccinations for Hepatitis A & B
- Treatment for bacterial STIs. Referral for HIV and viral hepatitis.
- Gardasil Vaccinations - \$120 per vax (3 doses to complete)
- 6.1 FTE – 1.0 Manager, 3.0 Registered Nurses, 1.0 Client Services Officer, 0.8 Peer Educator (+ approx. 0.3 FTE doctor time) + volunteers.
- Brief interventions; referrals; peer education.
- Outreach Sauna clinic (Perth Steamworks) – Thursdays 3-5pm



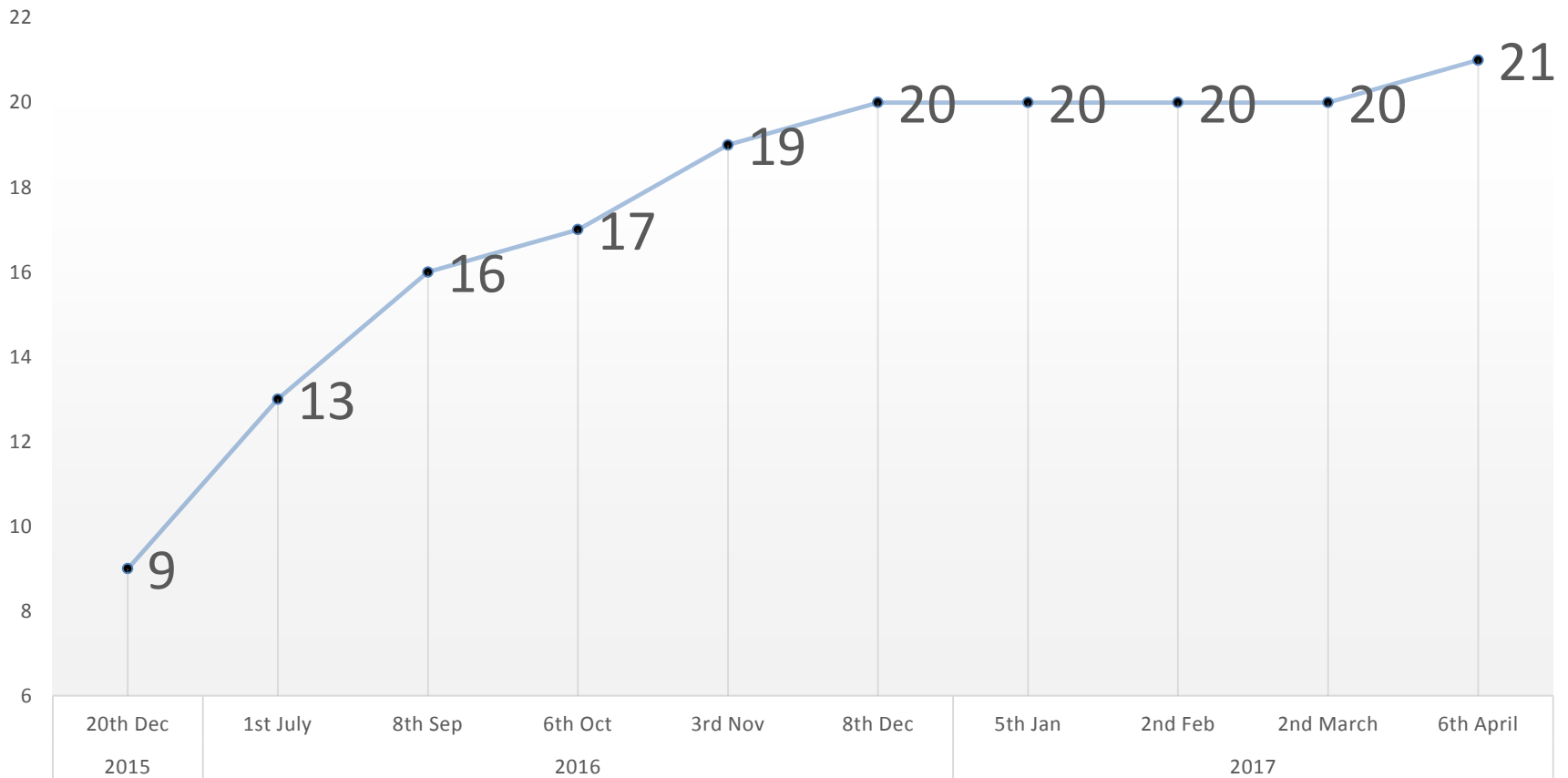
M Clinic Stats

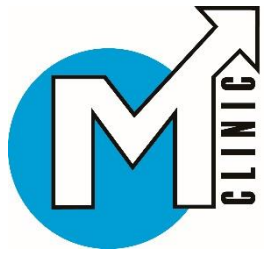
- As of 21/04/2017 – 4680 unique clients (not including 250+ Sauna clients)
- July 1st to Dec 31st 2016:
 - 1200 unique clients attended at least one appointment in this time.
 - 1899 appointments logged at M Clinic in this period
1473 tests, 353 vaccinations, 279 treatments, and 111 doctor examinations.
 - 0.9% of these 1899 appointments involved clients who identified as Aboriginal/Torres Strait Islander (n=18). 10 of these were in the 18-25 year old group. Not all of these appointments represented unique clients.



M Clinic Stats

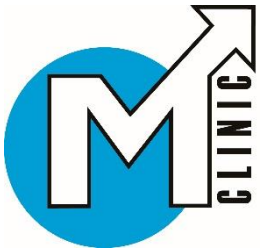
Clients Identifying as Aboriginal/Torres Strait Islander on Best Practice Medical Software at M Clinic





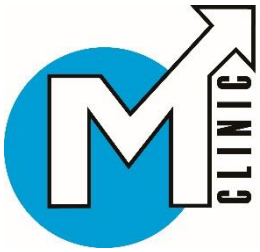
Limitations in Data Collection

- Intake forms **did not ask** if clients identified as Aboriginal or Torres Strait Islander in earlier years of the clinic.
- Our new forms did ask in later years, but the 'update details' forms **did not ask** it again; therefore missing out these earlier returning clients who were never asked in the first place.
- This has been rectified, and has accounted for some of the increase in clients identifying as Aboriginal or Torres Strait Islander in the last 18 months.
- There has also been some 'organic growth' (new clients identifying as Aboriginal or Torres Strait Islander)



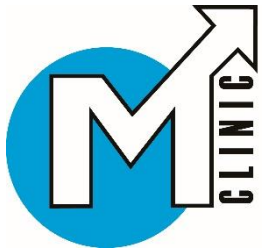
ATSIHAW/ATSIHIV

- WA AIDS Council Reconciliation Action Plan
- A desire for M Clinic to better engage with intersectionalities (i.e. trans men, Asian men, bi/MSM, Aboriginal men)
- Forms of Engagement:
 - Update intake forms
 - Posters around M Clinic (Brothers and Sisters NT)
 - RAP Plaque in reception (now a large country map in reception)
 - Social media posts on Facebook page about Aboriginal topics/issues + intersections of gay/queer and Aboriginality.
 - Observing/commemorating/celebrating significant dates (e.g. Survival Day, Sorry Day, NAIDOC week)
 - Attendance at events and networking through Aboriginal Health Promotion Officer (Shahmir Rind)
 - “However you Wanna See Me, I’m Just Me” booklet ordered from ACON, which has specific information around Aboriginality and gay/bi/queer issues.



Access Barriers

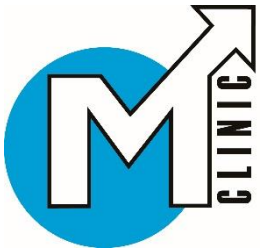
- A primary barrier is that approx. 80-90% of our work time is given to service delivery/client-related issues (screening, follow-up, data entry)
- Important to examine our whiteness. While M Clinic is a 'peer-based' service, we are only peers in so far as our experiences of MSM sex and identity (all of us happen to identify as white cisgender gay men at this time)
- Aboriginal engagement is new to M Clinic, and was not a focus in previous years.
- Aboriginal MSM is a difficult group to engage due to potential for multiple layers of stigma.



ATSIHIV 2016

Our Goals:

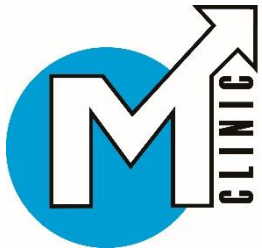
- Promote M Clinic service to Aboriginal MSM populations in WA metro.
- Promote other HIV testing services as part of ATSIHIV (non-MSM)
- Provide drop-in Asymptomatic testing during ATSIHIV for both new and returning Aboriginal clients at M Clinic.



ATSIHIV 2016

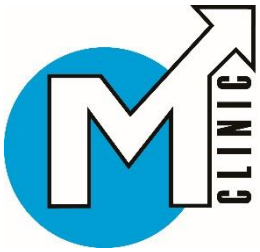
2 Components –

- Facebook advertisement (22nd Nov – 2nd Dec 2016)
Drop-in clinic during ATSIHIV (28th Nov 2016 – 2nd Dec 2016)
- Idea for this project based on an ACON campaign, “Exploring Aboriginal Gay Men’s HIV Testing Needs” *HIV Australia* Vol. 13, No. 3 (2015) - Fire in the belly: the call to action on HIV from Aboriginal and Torres Strait Islander communities (Online article only)



Exploring Aboriginal Gay Men's HIV Testing Needs

- Focus Groups – ACON found that Aboriginal MSM highlighted **confidential**, **free**, and **quick** service as important aspects of a HIV testing service sensitive to Aboriginal MSM.
- Market research found that through focus group, campaign did not need to specifically have Aboriginal 'visuals'; in fact could be detrimental if the campaign specifically 'singled out' or 'identified' Aboriginal men as *needing* to be tested for HIV.
- Messaging and media placement for the campaign were designed to target Aboriginal MSM, but the creative design itself was not identifiably Aboriginal, and was an extension of ACON's overall 'Ending HIV' campaign.
- This article did not give any indication as to how effective their campaign was, only the process of developing the campaign.



Aboriginal Project ACON

Sponsored · 🌐

👍 Like Page

Get your HIV results In 30 Minutes. Book a Rapid HIV test today!



Fast, Free Rapid HIV Test

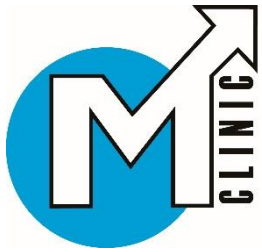
Confidential Rapid HIV testing for Gay Men

ENDINGHIV.ORG.AU

Book Now



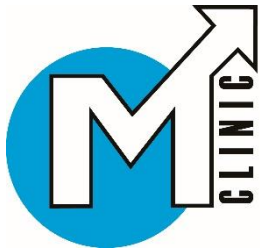
WA AIDS Council



Developing our Advert

Method

- 1. Permission from ACON to replicate ideas
- 2. Design and create Advertisement.
- 3. Organise and consult reference group for advertisement
- 4. Develop landing page for advert on M Clinic Website with information about drop-in testing and other testing services
- 5. Edit advertisement with reference group feedback and schedule final product.



Drafts

 **M Clinic**
Sponsored · 



Free, Confidential HIV Testing for Gay Men
#uandmecanstopshiv Drop In Week:
Monday 28th November - Friday 2nd December



Free, Confidential HIV Testing for Gay Men

M Clinic is an STI/HIV screening clinic in Perth for men who have sex with men. Book your appointment today, or visit us between Monday 28th November and Friday 2nd December for drop in sessions. #uandmecanstopshiv

MCLINIC.ORG.AU 

 **M Clinic**
Sponsored · 



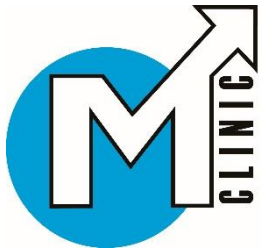
Free, Confidential HIV Testing for Gay Men
#uandmecanstopshiv Drop In Week:
Monday 28th November - Friday 2nd December



Free, Confidential HIV Testing for Gay Men

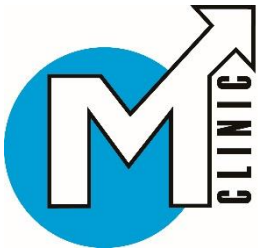
M Clinic is an STI/HIV screening clinic in Perth for men who have sex with men. Book your appointment today, or visit us between Monday 28th November and Friday 2nd December for drop in sessions. #uandmecanstopshiv

MCLINIC.ORG.AU 



Developing our Advert

- Reference group requested a darker skinned stock image, and ATSIHIV symbol on image.
- Actual launch of post slightly delayed due to unplanned absence of key staff.
- The resulting post ended up having slightly different text than initially planned due to these delays.



M Clinic

Published by [redacted] [?] · 22 November 2016 · 🌐

As part of Aboriginal and Torres Strait Islander HIV Awareness Week, M Clinic are offering FREE and CONFIDENTIAL drop-in HIV/STI Testing Sessions!

M Clinic is a sexual health clinic for men who have sex with men, including trans men and brotherboys. Read more here:

<http://www.mclinic.org.au/uandmecanstophiv/>

#uandmecanstophiv



11,419 people reached



View Results



[redacted] and 111 others

2 Comments 23 Shares



Like

Comment

Share

11,419 People Reached

165 Reactions, comments & shares

129



Like

111

On post

18

On shares

3



Love

2

On post

1

On shares

9

Comments

5

On Post

4

On Shares

24

Shares

23

On Post

1

On Shares

360 Post Clicks

189

Photo views

37

Link clicks

134

Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

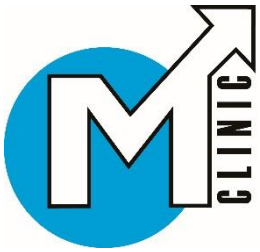
1 Hide All Posts

0 Report as Spam

0 Unlike Page



WA AIDS Council



You are targeting **men aged 16-65+** who live in **1 location** and have **9 interests**.

[Show full summary](#)



This promotion will run for **14 days**.



Your total budget for this promotion is **\$200.00**.



Only the person who boosted this post can edit it.

10,366

People Reached [?]

312

Engagements

\$200.00

Total Spend [?]

Actions

People

Countries

Photo Clicks

132

Link Clicks

36

Page Likes

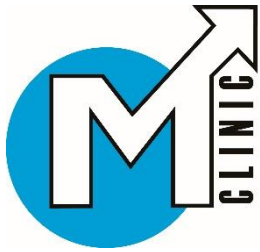
17

Comments

6

Shares

20



Website Landing Page

[HOME](#)[SERVICES](#)[DROP-IN TESTING](#)[PREP](#)[FACT SHEETS](#)[TEST CHECK-IN](#)[LINKS](#)[CONTACT](#)

#UandMeCanStopHIV

Having a regular HIV test is a great way to prevent further transmission of HIV in our communities. Left untreated, HIV can make a person very sick, and potentially pass onto sexual partners. With treatment, a person living with HIV can live a long and healthy life and prevent transmission to their partner/s.

As part of [Aboriginal and Torres Strait Islander HIV Awareness Week](#), which aims to promote the importance of HIV testing, we are encouraging you to get tested!

M Clinic are offering FREE and CONFIDENTIAL drop-in HIV/STI Testing Sessions from Monday 28th November to Friday 2nd December. M Clinic is a sexual health clinic for **men who have sex with men**, including **trans men** and **brotherboys**. This includes gay and bisexual men, and other male or masculine-identifying persons who sometimes have sex with other men. If you are unsure if this clinic is for you, check out our [Frequently Asked Questions](#) or call (08) 9227 0734. You can find a [list of other HIV testing and sexual health services on this page](#).

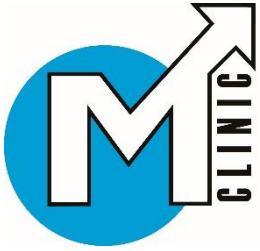
INTERESTED IN THE M CLINIC DROP-IN TESTING?

The drop-in testing is for both new and returning clients with **no symptoms**. These tests are free, confidential, non-judgemental, and in a friendly and safe environment. Alongside testing for HIV, we can also offer testing for other sexually transmissible infections (STIs), such as Gonorrhoea, Chlamydia, Syphilis, and Hepatitis A, along with other blood-borne viruses (BBVs), such as Hepatitis B and C. Please note that Rapid HIV tests cost \$20 but all other testing and treatment is free.

Feel free to drop in with us at any of the below times!

Free Drop-in HIV/STI Testing Clinics			
Date	Time		Rapid Tests
Monday 28 th November	1.30 PM – 5.00 PM		✓ Rapid HIV Test
Tuesday 29 th November	9.00 PM – 12.00 PM	1.30 PM – 3.00 PM	✓ Rapid HIV Test
Wednesday 30 th November	1.00 PM – 2.30 PM	4.00 PM – 7.30 PM	✓ Rapid HIV Test
Thursday 1 st December	1.00 PM – 2.30 PM	4.00 PM – 7.00 PM	✓ Rapid HIV Test
Friday 2 nd December	11.00 AM – 1.00 PM	2.30 PM – 3.30 PM	✗ Rapid HIV Test





Website Landing Page

In addition to the Drop-in HIV/STI testing clinics, we will still be running our [usual Sauna clinic](#) on the Thursday from 4.00pm-6.00pm. Please note that Rapid HIV testing is not available at the Sauna.

I THINK I HAVE SYMPTOMS?

If you are having symptoms please call (08) 9227 0734 instead of dropping in to the clinic. If you are unable to get in touch with us [try another sexual health service](#) as symptoms need to be seen to as soon as possible.

WHERE ELSE CAN I GET A HIV TEST?

You can find a comprehensive [list of HIV testing and sexual health services on this page](#) for people in Western Australia.

Alternatively the [WA AIDS Council has a page with more testing locations](#).

WHY AN AWARENESS WEEK FOR ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE?

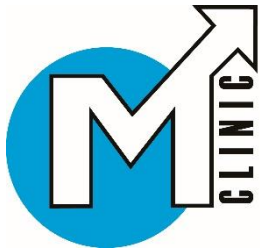
Associate Professor James Ward explains in the magazine [HIV Australia](#) that,

HIV diagnoses among the Aboriginal and Torres Strait Islander population is increasing, yet for many years now there has been little or no investment by governments targeted at enhancing our communities' knowledge and awareness of HIV.

Aboriginal and Torres Strait Islander HIV Awareness Week aims to therefore promote the importance of HIV testing, because **#UandMeCanStopHIV**

If you would like to be part of the amazing waves of knowledge and awareness about HIV and Aboriginal and Torres Strait Islander people, check out the [Aboriginal and Torres Strait Islander HIV Awareness Week Facebook page!](#)





Aboriginal Links on Website

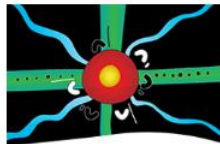


**FREE STI/HIV SCREENING CLINIC
FOR MEN WHO HAVE SEX WITH MEN**

For appointments [book online](#) or call 9227 0734



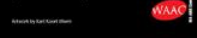
- HOME
- SERVICES
- DROP-IN TESTING
- PREP
- FACT SHEETS
- TEST CHECK-IN
- LINKS
- CONTACT



We acknowledge that we are on

Whadjuk Nyungar
country

and we pay respect to Elders past and present



SEARCH

BOOK ONLINE NOW

**FOR APPOINTMENTS CALL
(08) 9227 0734.**

Aboriginal

Take Blaktion



Take Blaktion is a health campaign from NSW, promoting sexual health testing.

[Website:](https://playsafe.health.nsw.gov.au/take-blaktion-tv) <https://playsafe.health.nsw.gov.au/take-blaktion-tv>

[Facebook Page:](https://www.facebook.com/TakeBlaktion/) <https://www.facebook.com/TakeBlaktion/>

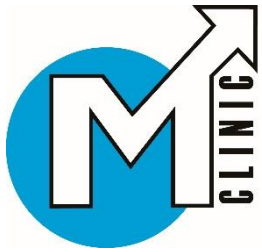
Perth Aboriginal Health Services

A list of broad health services for Aboriginal and Torres Strait Islander people in the Perth region.

[Website:](http://healthywa.wa.gov.au/Articles/N_R/Perth-Aboriginal-services-health-services) http://healthywa.wa.gov.au/Articles/N_R/Perth-Aboriginal-services-health-services



WA AIDS Council



Comments on Advert

 Write a comment...   

  Aren't they free for everyone anyway?
Like · Reply · Message ·  1 · 28 November 2016 at 12:24

  If not they should be 😊
Like · Reply · Message · 29 November 2016 at 21:35

  They are from your local GP
Like · Reply · Message · 1 December 2016 at 16:17

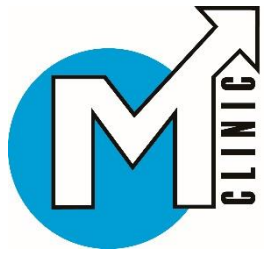
 **M Clinic** Hi yes our services are free for everyone - the advert is intending to make sure people know it is free (sometimes people don't realise!)

Most GPs are free if they bulk-bill Medicare. However, some have a charge.

Like · Reply ·  2 · Commented on by Anthony K J Smith [?] · 1 December 2016 at 16:38

 Write a reply...   

   ^Merry Christmas.
Like · Reply · Message · 28 November 2016 at 15:40



Evaluations and Reflections

Promote M Clinic service to Aboriginal MSM populations in WA metro.

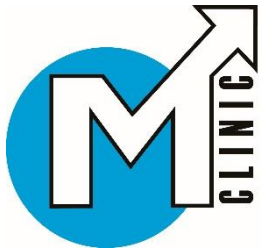
- Facebook advertisement had good traction and may have resulted in promoting M Clinic to Aboriginal MSM populations in the long-term. (as well as reminding existing clients about testing in the short term). This is difficult to evaluate.

Promote other HIV testing services as part of ATSIHIV (non-MSM)

- Also difficult to evaluate – post had good traction, and non-MSM may have ended up accessing information or testing.

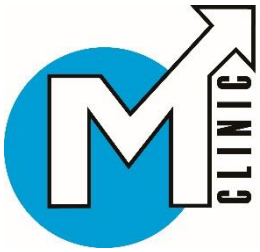
Provide drop-in Asymptomatic testing during ATSIHIV for both new and returning Aboriginal clients at M Clinic.

- Ultimately unsuccessful – no Aboriginal clients (or non-Aboriginal) accessed drop-in testing during the week, aside from non-Aboriginal clients accessing our weekly Monday drop-in service.



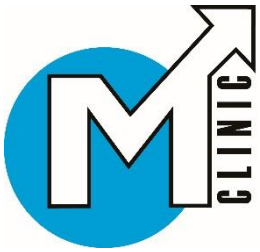
Reflections

- In our project plan we anticipated that drop-in testing may be unsuccessful, and that perhaps through the advertisement we may see a longer term uptake of the service.
- Small budget for this project.
- ??Drop-in testing for a small duration of time not necessarily suitable for ATSIHIV campaign??
- ACON's campaign was part of a much longer duration of sponsored advertising and testing availability.



Moving Forward

- Social media content may be a cost-effective approach to spreading awareness about HIV testing (although comes with risk of simplifying/alienating groups)
- Better engagement with Aboriginal and Torres Strait Islander clients may come with better networking with existing Aboriginal organisations in Perth.
- Testing campaign targeting Aboriginal and Torres Strait Islander MSM should be longer and sustained, with a larger budget.
- Longer planning and more thorough consultation/input with Aboriginal perspectives, both in the process/method and the content.



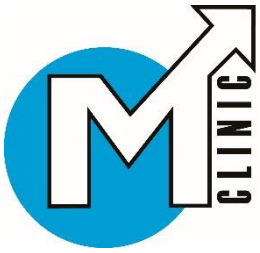
Special Thanks

- Project leads:

Anthony K J Smith, Pamela Haskell Mahon, Justin Manuel, and Shahmir Rind.

- Special thanks to reference group
- Special thanks to ACON Aboriginal Project
- Other acknowledgements:

Tyrone Atter, Garry Kuchel, Matt Jones, Matt Ranford, Simon Swallow, and Lisa Tomney.



Questions?

