



NZAF
Te Tūāpapa Mātē
Arahakore o Aotearoa

HIV Prevention Among Gay and Bisexual Men

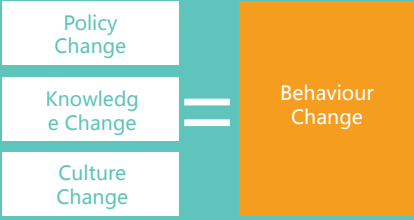
Joe Rich, New Zealand AIDS Foundation

Prevention Framework



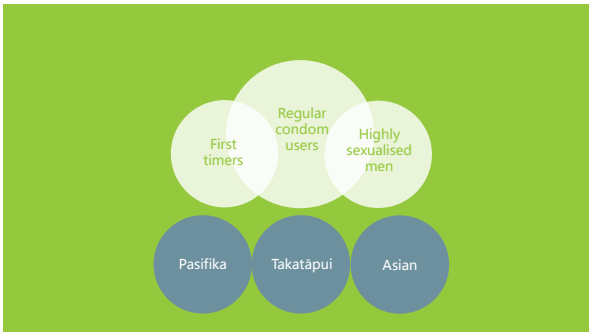
Condoms Testing Treatment PrEP

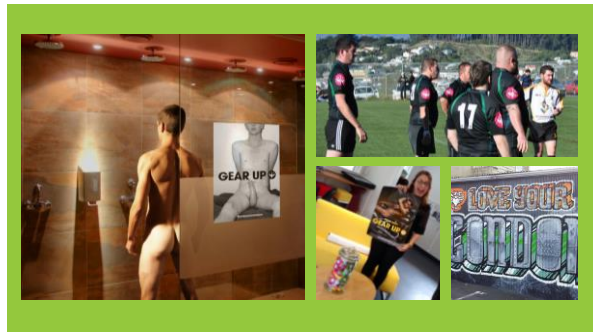
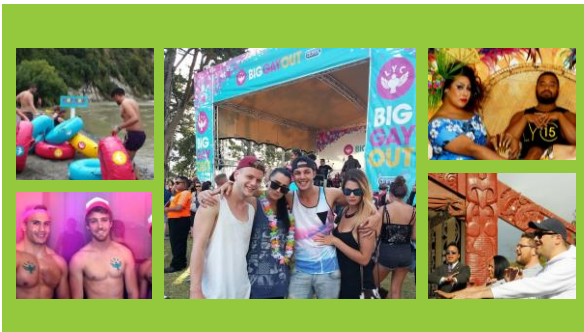
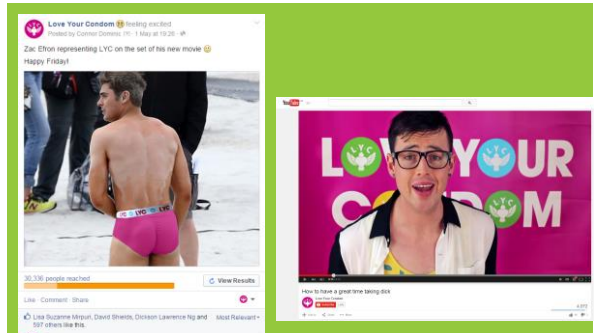
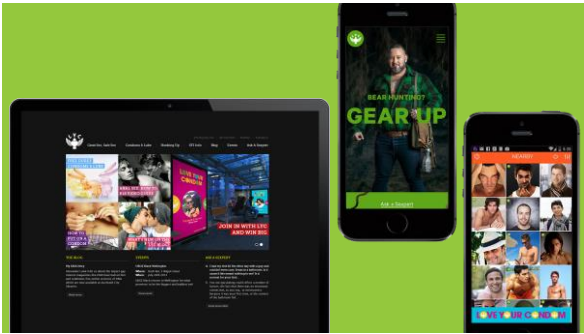
Social Marketing of Condoms

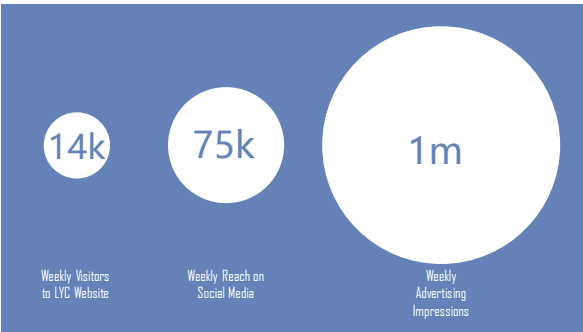
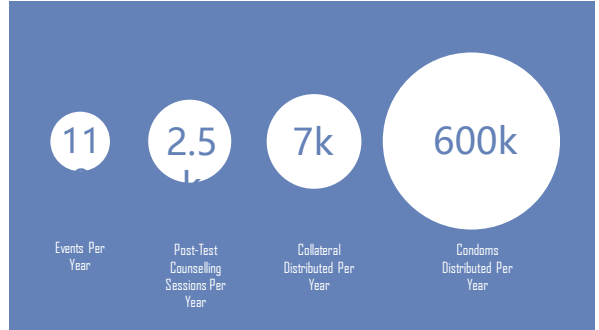


Policy Change
Knowledge Change
Culture Change

Behaviour Change







Measuring Success

Over 80 percent condom use among casual partners maintained 2002-2014.
 LVC messages proven to positively influence attitudes toward condoms, and condom use.
 LVC messages less likely to influence condom use among highly sexualised men.

- ### The big questions
1. How to we create culture change in an increasingly fragmented target group?
 2. How can we better engage highly sexualised GMSM to use condoms?
 3. How can we increase testing rates among high-risk GMSM?
 4. After the CD4 threshold is lifted, what role can NZAF play in ensuring that the potential benefits of UVL are realised?
 5. If PrEP was funded for high-risk GMSM in New Zealand, how could we make it accessible to this group while minimising the erosion of condom-use among other GMSM?