



HEALTH4MEN - COMMUNITY OUTREACH OVERVIEW

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Health4Men MSM OUTREACH



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Health4Men Outreach

- MSM are a hard to reach and often semi-clandestine group requiring specific and highly targetted outreach approaches
 - Sexuality-based stigma and discrimination
 - HIV-based stigma and discrimination
 - Often limited appreciation of the risks of certain sexual practices
 - MSM are not homogenous
- Health4Men has a long history of diverse outreach approaches across South Africa
 - Ukwazana/Zwakalani (Western Cape, Gauteng)
 - Significant operational research during the first years of Health4Men to ascertain diverse MSM community dynamics, including social stigma, and most appropriate ways of engaging with diverse MSM groups
 - Outreach programmes today (Limpopo, Gauteng, North-West, Mpumalanga, Western Cape)
 - Structured to enable scale up of activities across larger areas but still with innovation drawn from community awareness and dialogue



- The aims of Health4Men Outreach are:
 - To provide HIV-related health information, IEC and condoms and lubricant to MSM
 - To encourage MSM to access competent HCT
 - To encourage linkages to care
 - This is achieved through a range of activities, including:
 - Mapping events
 - Designed to enable quick and effective understanding of local MSM community dynamics and a rapid response from the Health4Men outreach teams
 - HCT and prevention campaigns
 - Each team aims to conduct 320 HCT a month; structured referral follow ups for linkage to care
 - Health workshops
 - Focus on stigma and discrimination which impact negatively in MSM affective states, and also lead to sexual risk taking



- Invitational HCT events
 - Partnership HCT with outside organisations (inc. government, higher education etc)
- Tavern/Shebeen events
 - Promoting services in community spaces via identified key spaces for socio-sexual networking. Also provides wider community support for the programme
- Large-scale events
 - Four events planned per city per year; found to increase wider community awareness and promote positive representations of MSM to wider community
- Innovation events
 - Community solidarity and awareness building
 - Innovation to create safe and fun environments that promote the health of MSM



What is needed to enable an effective outreach programme?

- Structured and significant M&E components to refine and adapt outreach activities
 - Outreach strategy meetings; outreach operations meetings; outreach team planning lekgotla; in addition to frequent narrative and statistical reports
- Staff training
 - Induction to outreach operations; Basic HIV and AIDS training; HIV rapid test training; Adherence training

