



the gay men's health project

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Health Equality and Rights Organisation

Background

- Why did GMFA focus on BME MSM?
 - FS magazine racism survey 2017
 - 850 BME MSM replied
 - Focused on racism on gay scene (apps/venues/etc)
 - Questions on representation within media and health promotion
 - Asked what would BME like to see happen



Key Findings

- Do you feel that different ethnicities have visibility and are fairly represented in LGBT media (magazines etc)?
 - YES: 15%
 - NO: 71%
 - NOT SURE: 14%
- Do you feel that different ethnicities have visibility and are fairly represented within sexual health / heath promotion campaigns?
 - YES: 19%
 - NO: 75%
 - NOT SURE: 6%



Responses:

"Normally when I see other black gay men in campaigns they are muscular, sexualised and do not look like me" – Black gay male

- "I've seen lots of black people in HIV campaigns but these ads are for straight African communities. I don't remember seeing any obvious gay black men" – Black gay male
- "I have never seen a middle eastern gay man in a health campaign here in the UK" Middle Eastern bisexual man

"I've seen some Latin men in sexual health campaigns but it's very rare" – Latin American gay male

"I see lots of Pakistani/Indian gay men in posters for local services but I don't remember seeing any in national campaigns" – South Asian gay man



What next

- In April 2017, HERO approached Gilead with our findings.
- In May 2017, Gilead approved funding for a one year BME HIV prevention Programme to be delivered through GMFA.
 - Campaign for Black gay/bi men, by Black gay/bi men
 - focusing on testing and representation
 - Develop role model programme to create more BME health advocates
 - Mainly offline advertising
 - Some online focus
- June 2017 Call out for BME gay and bisexual men to join focus group
 - Focus group looked at challenges for BME gay/bi men in sexual health
 - Gave feedback from other BME HIV prevention campaigns from around the world.



What next

- Group focused on positive and negative aspects of current HIV campaigns in the UK including:
 - It Starts with Me
 - National HIV Testing Week
 - Do It London
 - Local campaigns from LGBT Foundation and Yorkshire Mesmac
 - Steering group formed
 - Began with 7 BME gay/bi men
 - Regular meetings and Facebook group



- October 2018 Me. Him. Us created
 - I test for ME (Individual, it's OK to be selfish, know my status)
 - I test for HIM (Looking after a new partner/long term partner, nonjudgemental, open minded)
 - I test for US (We need to look after one another, non-BME people don't care, we deserve better)
- December 2017
 - Photo shoot
- February 2018
 - Design completed
 - Testing with over 20 BME gay/bi men
 - Media plan set for March June 2018







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Me. Him. US





I test for HIV because it looks after both of us.

> Testing is easy and confidential: find out how and where you can get tested at www.mehimus.org.uk

All gay and bisecual men should her for HIV at least area a year. Security active gay and bisecual men should consider getting tooled none often, for example, every 3 to 6 months. Tan'y diagnosis of HIV opables before better toothart to you and reduces the risk of transmitting the infection softens. Constraint Minute Journal of the process (MID). Security Minute Journal Tan.







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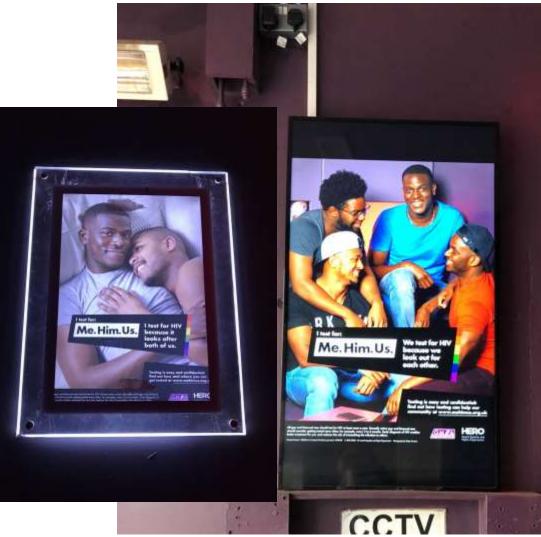
Me. Him. Us. Offline Media Plan

- Outdoor advertising
 - Focused on 10 bus shelters in South London
 - Brixton, Denmark Hill, Kennington and Streatham.
- LGBTQ venues
 - Posters sent to all LGBTQ venues in London
 - Gay Saunas and social clubs
- Health settings
 - Posters sent to all GP surgeries in Lambeth
 - Digital and print posters sent to all GUM clinics in London
- Education settings
 - Posters sent to major Universities SU
 - Community colleges with high BME attendance in South West London



Me. Him. Us. Media Plan





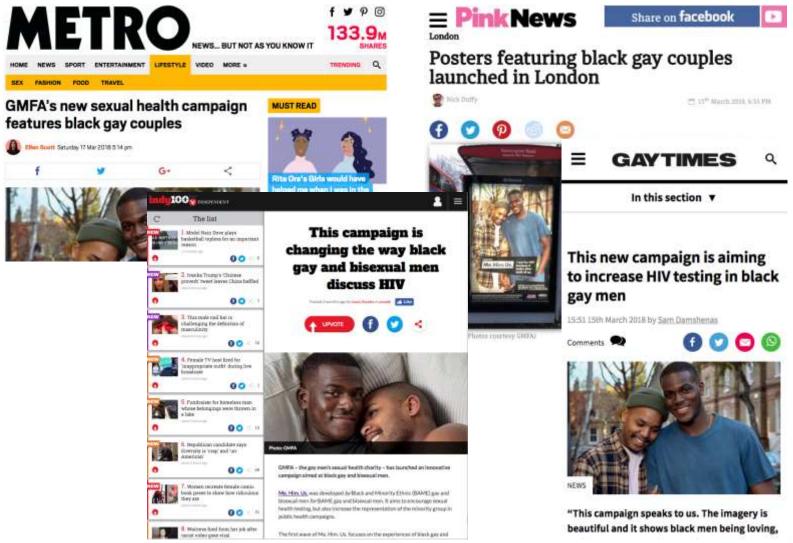


Me. Him. Us. Online Media Plan

- Web
 - Me. Him. Us. Hub on GMFA (www.mehimus.org.uk)
 - Providing info on HIV, STIs, GUM clinics, home HIV testing services, true life stories
- Media
 - Press release sent to both LGBTQ and non-LGBTQ media.
 - QX magazine and FS magazine run special features (online and offline)
- Social media
 - Social media friendly images created
 - All GMFA's social media focused on BME issues
 - Targeted adverts to BME gay/ bi men in the UK
 - Constant social media posts



Me. Him. Us. Media reaction





Me. Him. Us. First week

- Twitter
 - 257k impressions
 - 22,484 engagements
- Facebook
 - 38,246 impressions
 - 3,727 engagements
- Instagram
 - 107,101 impressions
 - 11,159 engagements
- Tumblr
 - 11,578 impressions
 - 1,859 engagements
- Unsolicited 'blue tick' support: Olly Alexander, MNEK, Sinitta, Stormzy, RuPaul and some RPDR stars.

ul 3 🗢	15:50	√ \$ 89% <mark> _ </mark>	
×	â Tweet activity		
	Project @GMFA_UK Today we launch Me. HIV prevention camp for and by black gay Look out for the ads in the South London venues across the Ca Visit: http://www.mef #MeHimUs And you can see the below:	Today we launch Me. Him. Us a HIV prevention campaign created for and by black gay and bi men. Look out for the ads at bus stops in the South London area and in venues across the Capital soon! Visit: http://www.mehimus.org.uk #MeHimUs And you can see the four posters	
Impressions times people sa	w this Tweet on Twitter	257,821	
257,321 organ	nic 🏮 500 promoted		
Total engage times people int	ments eracted with this Tweet	22,485	
22,247 organi	c 🔋 238 promoted		

View all engagements





Me. Him. Us. Results Up to Sep 2018

- Est Social Reach
 - 1,658,015 (does not include reach of media articles)
- Outdoor advertising (includes LGBTQ venues, GPs, Unis, colleges, clinics)
 - 3,958,158
- Web
 - 64,758 visits to www.mehimus.org.uk
 - 19,250 clicks to clinic pages on MHU
 - 1120 clicks to PHE, 56 Dean Street and THT home testing services
- Est reach of campaign (Septmeber 2018)
 - 5,616,173
 - 561,617 10% overall BME UK population
 - 2,471,116 44% BME population Lambeth
 - 850k 17% (realistic BME audience)



Me. Him. Us. Results Key successes

- A campaign that was 100% created by BME gay/bi men for BME gay/bi men
- Engaged BME gay/bi men in sexual health / Health promotion.
- Increased representation of BME gay/bi men in sexual health (in a non-sexual way)
- MHU went viral with organic support
- 25% increase to GMFA's HIV testing information.
- Engage the wider LGBTQ community in BME LGBTQ health projects.
- GMFA helped establish new BME health advocates
- All agreed targets hit.



- Black gay/bi men refresh London
 - Returning May 2019
 - Outdoor adverts in Hackney
 - Billboards and digital platforms
 - Bigger online campaign
 - Focused on community
 - Aimed in increasing home testing services



- NEW South Asian gay/bi men
 - Launching September 2019
 - Outdoor adverts in Tower Hamlets and possible
 Birmingham
 - Bus Stops
 - Focused on couples
 - Aimed in increasing home testing services

Me. Him. Us. Challenges

- Funding for Me. Him. Us. ends September 2019
- No long-term funding in sight
 - Relying on grants and foundations
 - Not part of national programme
- Danger of BME gay/bi men becoming disengaged
 - Long gaps in campaigns
 - We can't talk about PrEP
 - Lack of BME Project Manager in HERO
- HERO not in a position to continue self-funding Me. Him. Us.



Learning's

- Work with your target audience
 - Listen
 - Learn
 - Work together
- Give up power
- Representation matters





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Rights Organisation