

Reaching the adolescent and youth China's O2O HIV Testing Model



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In China, from 2011 to 2015, the new reported number of HIV+ cases among **young people (15-24)** increased from **10** to **17 thousand** (increase of **170%**).

New reported HIV infection cases among **Young student (15-24)** increased from **1074** in 2011 to **3236** in 2015 (increase of **309%**)

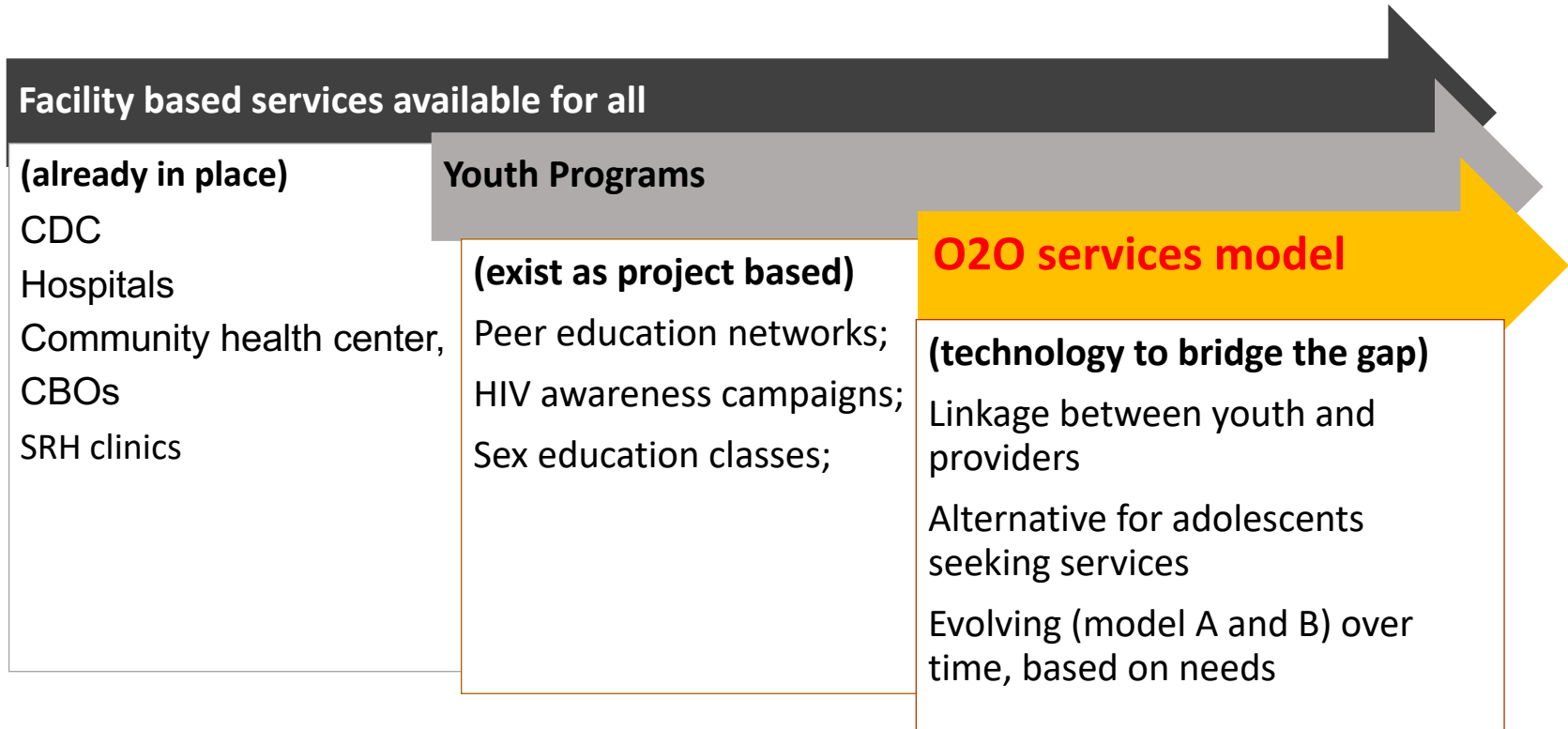
The unprotected **male-to-male sex** was the main mode of transmission.

In Guangzhou, the 3rd largest city of China with an epidemic among key populations, annual newly reported HIV infections in universities increased **8 folds** in 2017 compared with that in 2010



Breaking Barriers, Building Bridge for young people

From coverage to access



What is the peer-based Online to Offline (O2O) model

From HIV testing to care and support

Peer-assisted



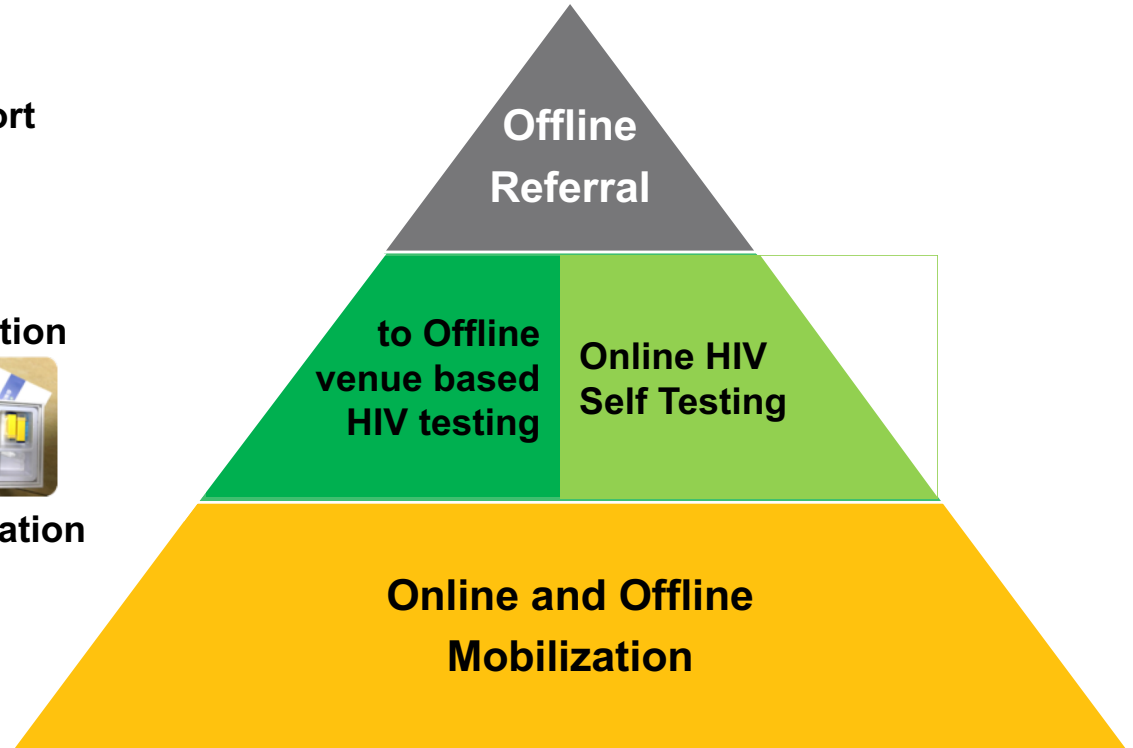
From health needs to services utilization

Peer as counsellor



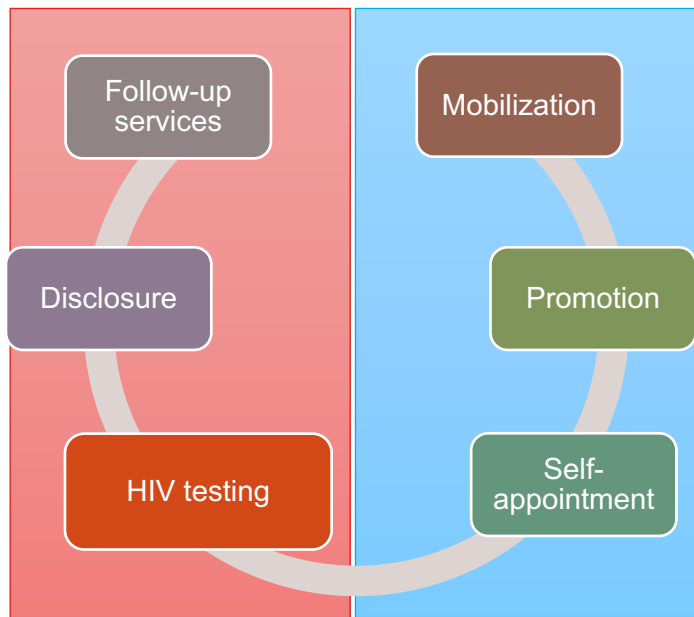
From education to HIV testing mobilization

Peer-led activities



O2O –Model A:

Complementing current venue-based VCT network



- Social media as entry point (online)
- Convenient offline service locations
- Peer-assisted counselling and referral
- Follow up, care and support

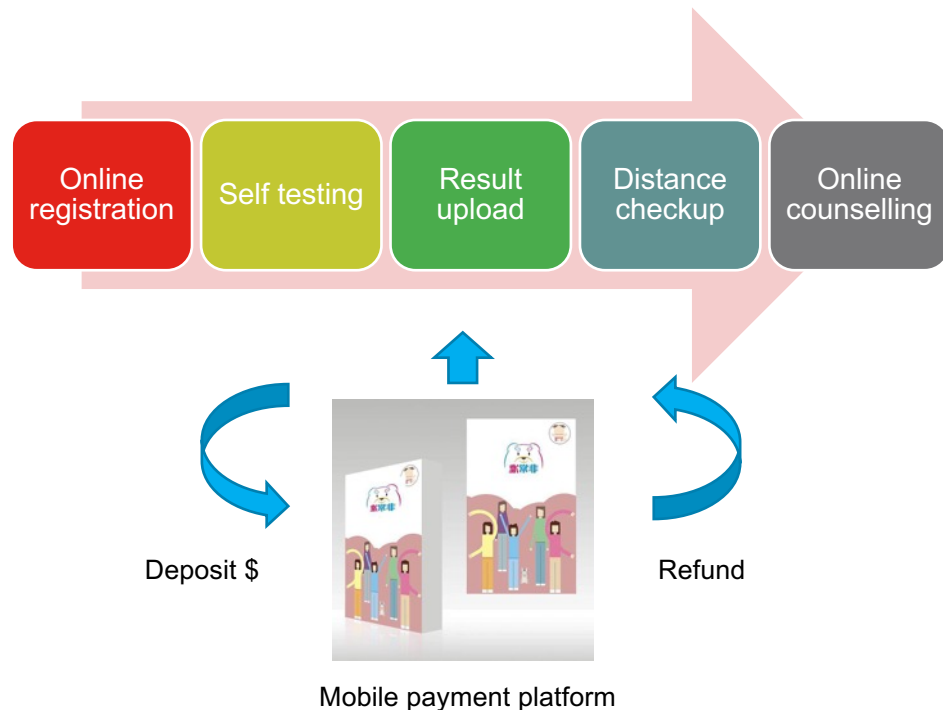


O2O –Model B: moving into HIVST era reaching young key populations from the cloud

- Online order
- Gender specific package
- Online peer-based counselling
- Offline Follow up, care and support



4 in 1 testing HIV/Syphilis/HBV/HCV



Findings

Client Profile

- Knowledge awareness 89.9% (Model A) **95.6%** (Model B)
- Homosexual behavior 55.5%(Model A) **92.7%** (Model B)
- Condom use **51.5%**(Model A) 39.5% (Model B)
- Substance abuse(rush) 10.9%(Model A) **22%** (Model B)

Feedback to services

- Friendly in appointment, privacy
- Convenience of HIV testing places
- High Satisfactory with peer counselors **>90%**

Findings

Output/outcome

- Over 240 adolescents who had high risk behaviors got tested in 10 months
- Over 80% tested were first-timers.
- 93.4% were happy to recommend it to others,
- 38.8% indicated willingness to test regularly.

Effective?

- Knowledge Increased 7.9%
- 25.3% Decreased number of Multiple sex partners
- Condom use rate increased 7.9%

Key Success Factors



Full engagement

of adolescent-youth drew service closer to young users.



Problem-oriented, Client-centered services with timely adjustment and gradually expansion



Innovative Technology

Utilizing popularity of internet and social media products as new entry point of service



Enabling environment

Build trust and legitimacy, mainstreaming into local HIV response, and engage door-keepers

The ways to scale up in China

Policy-driven



Model
expansion to
cities/programs



AFHS Manual
developed



Capacity
Building



Advocacy at all
levels

The ways to scale up in China

Social-Market driven

- Support to utilize popular online products
- Partnership with private sector
- Advocacy and build up platform for social-market players—— thinking beyond the HIV sector





THANK
YOU