HEALTH4MEN - COMMUNITY OUTREACH OVERVIEW

David Motswagae
Project Outreach Coordinator
Health4Men MSM OUTREACH
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