

Knowledge level among group III participants is significantly higher than group II participants ($p < 0.001$).

Conclusion Group I students are least aware about the epidemiology and aetiology of cervical cancer, HPV and HPV vaccines. Group II student are unaware about HPV vaccines pricing, manufacturer and dosing schedule. Group III students had significantly more knowledge in almost all parts of questionnaire. Therefore, we should stress in above groups in the area where they are lacking because in future they are going to play a role of physician.

P5.053 CHALLENGES IN DEVELOPING SOCIAL MEDIA AND WEB-BASED COMMUNICATION TOOLS FOR HIV-AIDS AND STI INTERVENTION FOR MSM AND TRANSGENDER COMMUNITIES IN INDONESIA, MALAYSIA, PHILIPPINES AND TIMOR LESTE

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Background The ISEAN-Hivos Program is a Global Fund HIV-Community Systems Strengthening Program focused on MSMs and Transgenders (TG). It aims to provide information and capacity building to local MSM and TG communities in four countries, Indonesia, Malaysia, Philippines and Timor Leste. The Program acknowledges the importance of web-based and social media interventions to access the hidden and difficult to reach populations of MSMs and TGs. Baseline studies have shown the MSM and TGs in the region have turned to online media to socialise and network. This ironically increases their vulnerability to HIV-AIDS and STI due to easier "sexual networking".

Methods Two social networks, PlaySafe and Peer Support network are created to raise awareness about HIV-AIDS and STI to MSM and TG, and People living with HIV/AIDS. A web-base BCC online is developed to provide information and 'lectures' through videos, including: Basic Information on HIV-AIDS, MSM and TG Human Rights and Access to HIV and STI Services. The knowledge hub is developed to open access to papers, studies, advocacy works and references for public.

Results Concerns over the registration system and client coding were noted, as well as the mechanism for which site users are to identify themselves whether they are MSM or TG Suggestions were also made to use local images in the videos for local communities. Comments on the websites functionalities include creating links to other websites, improving internal consistencies and process of providing feedback on the online post-tests.

Conclusions Creating on-line interventions are indeed essential in reaching out to hidden populations like MSM and TGs. Development of these tools needs to be appropriated and aligned with campaign and communication strategy, learning strategy, networking strategy; and the on-line behaviour of specific target MSM and TGs communities in each country, while maintaining the regional perspectives.

P5.054 ATTITUDE AND PERCEPTIONS OF PEOPLE WHO INJECT DRUGS (PWID) TOWARDS NON-TRADITIONAL SEXUAL ORIENTATION, BARNAUL, RUSSIA FEDERATION

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Background PWID engaged in unconventional sexual behaviour run the greater risk of becoming HIV infected due to multiple sexual and injecting risks. We sought to test the sexual health indicators (SHI) developed by UNAIDS/WHO and understand the impact of attitude on risk behaviour of PWID.

Method RDS was used in a cross sectional survey to recruit 500 PWID in August-October 2012 in Barnaul, Russia. One of the composite SHIs defined as "Conformity with traditional social norms concerning gender and sexuality among men and women 15+" included a question "Homosexuality is normal diversity of sexuality". Respondents should either "Agree" or "Disagree" with the above statement. RDSAT was used to calculated point estimates.

Results Response rate was 94.2%. More than a half of all participants reported incarceration history (60.3%, 95% CI 55.2, 65.4) and coverage by prevention programmes (64.2%, 95% CI 58.3, 69.7). Majority (90.7%, 95% CI 85.4, 90.4) disagreed with statement: 96.0% (95% CI 91.4.98.7) of men and 79.4%(95% CI 67.5.90.20) of women. Young female PWID (< 30 years) had highest proportion of negative attitude (94.4%, 95% CI 89.1, 99.1) among all age groups. Positive attitude among PWID who reported no incarceration was 13.9% (95% CI 7.5, 21.9) and who had been incarcerated 2.9% (95% CI 0.8, 5.1). 82.6% (95% CI 72.1, 92.7) of women at 30-39 had negative attitude. 66.3% (95% CI 51.4, 77.7) of female PWID who disagreed did not use condom at last sexual contact while those who agreed - 17.5% (95% CI 5.8, 31.4). In comparison with women 2.9% (95% CI 0.1, 8.1) of men PWID who agreed did not use condom.

Conclusions History of incarceration correlates with negative attitude towards non-traditional sexual orientation as well as condom use by PWID. Further research is necessary to understand social deterrents and behavioural factors and develop adequate interventions.

P5.055 BUILDING A NATIONAL COALITION FOR SEXUAL HEALTH IN THE US: OVERVIEW OF A PARTICIPATORY APPROACH WITH KEY STAKEHOLDERS

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In 2011, Partnership for Prevention (Partnership) collaborated with the US Centers for Disease Control and Prevention to develop a domestic National Coalition for Sexual Health (NCSH). The NCSH's stated mission was to normalise sexual health among the general population and to promote sexual health among populations at higher risk. To develop the Coalition's vision, mission, goals, and priorities, Partnership conducted a series of systematic in-depth interviews with key stakeholders and held consultations with experts in the fields of healthcare, communications, sexual violence prevention, public policy, and sexual health education. Key findings included: (1) The need to give meaning to and build acceptance of the concept of "sexual health" to mainstream sexual health among influential sectors (e.g., media) and the general public; (2) Providing national leadership around sexual health will have downstream benefits for a range of stakeholders, including those focusing on a single aspect of sexual health or specific target audiences; (3) There is possible risk to leaving the traditional disease reduction/disaster avoidance framework and initial work should work to obviate this risk; and, (4) There is broad support for the benefits of a sexual health approach (e.g., coordinating and leveraging resources across national partners).

Findings from these interviews and consultations were used to shape the NCSH's foundation and framing, and feedback was again