

consult their partners before having an HIV test. Availability and accessibility of PMTCT service facilities, associated stigma, shame and fear, confidentiality of reports and concerns over risk to the foetus due to lack of knowledge are some of the potential barriers identified with future PMTCT programs.

**Conclusion** Lack of knowledge, stigma and fear and confidentiality issues need to be overcome with extensive universal awareness programs on HIV/AIDS and PMTCT.

P075

#### DISCRIMINATORY ATTITUDES TOWARDS PEOPLE LIVING WITH HIV/AIDS, A POPULATION BASED STUDY IN SRI LANKA

<sup>1,2</sup>A.A.I.N Jayasekara\*, <sup>3</sup>D.A.C.L Dalugama, <sup>3</sup>W.M.S.N.K Nawarathne, <sup>3</sup>K.M.N.G.N Dias, <sup>3</sup>S.D Dharmarathne. <sup>1</sup>Brighton and Sussex University Hospitals, Brighton, UK; <sup>2</sup>Faculty of Medicine, University of Sydney, Sydney, Australia; <sup>3</sup>Faculty of Medicine, University of Peradeniya, Peradeniya, Sri Lanka

10.1136/sextrans-2016-052718.129

**Background** People living with HIV/AIDS (PLWHA) are vulnerable to discrimination because of the stigma associated with the disease.

**Aim(s)/objectives** To examine the level of disease awareness, discriminatory attitudes towards PLWHA and factors in association with such attitudes.

**Methods** A cross sectional survey was conducted by using a semi-structured validated telephone questionnaire of a random sample from the Sri Lankan telephone directory. The questionnaire consisted questions regarding awareness of the modes of transmission and questions to assess the attitude toward PLWHA.

**Results** Around 92% (120/130) of the respondents reported discriminatory attitudes in at least five out of the 20 relevant items, about 98% would avoid making physical contact with PLWHA, hesitating to sit next in the public transport (98%), divorcing the infected spouse (85%) and dismissing a HIV positive maid (100%). A sizeable proportion of the respondents exhibit negative perceptions; PLWHA are merely receiving the punishment they deserve (92%) and believe that they are purposefully infect others (94%). Also 89% concluded that the majority of PLWHA are promiscuous. Multiple regression analysis found that age, HIV related knowledge, above mentioned negative perceptions about PLWHA and fear associated with AIDS are independent predictors of discriminatory attitudes towards PLWHA. About 90% would give PLWHA the lowest priority in resource allocation among five groups of chronic diseases.

**Conclusion** Stigma among this study sample of general public was mostly due to fear of contracting the HIV/AIDS. Therefore, steps need to take increase public awareness and dissemination of information regarding HIV/AIDS to reduce the stigma associated with HIV.

P076

#### THE CHARLIE SHEEN AFFAIR: HIV NARRATIVES IN THE UK MEDIA IN 2015 – DOES REPORTING MEET THE NATIONAL AIDS TRUST STANDARDS?

<sup>1</sup>Craig McEwan, <sup>1</sup>Rosie Briggs, <sup>1</sup>Fionnuala Finnerty\*, <sup>1,2</sup>Daniel Richardson. <sup>1</sup>Brighton & Sussex University Hospitals NHS Trust, Sussex, UK; <sup>2</sup>Brighton & Sussex Medical School, Sussex, UK

10.1136/sextrans-2016-052718.130

**Background/introduction** Despite media guidance from the National Aids Trust (NAT), there is evidence to suggest the UK media are continuing to portray HIV infection in a negative fashion. The “Charlie Sheen effect” has been described with a reported 400% increase in Google related HIV searches just after Charlie Sheen’s diagnosis.

**Aim(s)/objectives** Our aim was to identify themes of discussion about HIV in the media following the publication of Charlie Sheen’s diagnosis, focussing specifically on language used.

**Methods** Articles were selected using the term “Charlie Sheen HIV” in Google search engine. Fourteen articles dating from 17th November 2015 to 27th November 2015 were reviewed and common themes identified. We compared the language used to NAT guidelines.

**Results** 9/14 articles were negative in their overall discussion about HIV and three contained factually incorrect information. There were a large number of sensationalist headlines and quotes including “HIV monster”. 6/7 articles from 17th November referred to Sheen’s drug use, wealth and sexual preferences. Three speculated about sexual contact with “prostitutes” and transgender men. Two articles commented on racism and domestic violence despite no association with article content.

**Discussion/conclusion** The media continue to associate HIV infection with negative personality traits, which have no impact on HIV transmission. The media has a key role in reducing stigma associated with HIV. With a quarter of people living with HIV in the UK unaware of their status, it is imperative that barriers to testing and treatment (including pervasive stigma) are tackled urgently.

P077

#### MANAGING AN OUTBREAK OF INFECTIOUS SYPHILIS AMONG UNIVERSITY STUDENTS

Gill Bell\*, Helen Keegan, Sally Howlett. *Sheffield teaching Hospitals NHS Foundation Trust, Sheffield, Yorkshire, UK*

10.1136/sextrans-2016-052718.131

**Background/introduction** In November 2015 we were surprised by 5 cases of infectious syphilis among university students, including two bisexual males and one female. Mindful of the potential for onward transmission bridging both homosexual and heterosexual networks in this atypical group, we alerted Public Health to a potential outbreak.

**Aim(s)/objectives** To report on management of an outbreak.

**Methods** A pre-existing Outbreak Control Team (OCT) liaised by telephone to discuss preliminary control strategies. Student Health services were alerted immediately by telephone and email. Partner notification (PN) for syphilis cases was prioritised and intensified: additional information was collected (descriptions, where/how met, where studying); provider referral was encouraged, and home visits undertaken to reach contacts before the Christmas vacation. Targeted screening and on-line health promotion via student bulletins and social network sites was introduced.

**Results** From November 2015 – January 2016, a linked network of 37 individuals was identified, of whom 29 (78%) attended. Most contacts attended following provider referral (25/29; 86%). Repeated efforts were required to secure the attendance of several contacts. In all, 7 student cases of infectious syphilis were identified (1 female; 2 heterosexual males, 2 bisexual males, 2 MSM). The last 2 cases, identified in January, had initially tested negative 2–3 weeks after exposure.