

Oral Presentation Session 7

STI/HIV Risk Reduction

007.1 NOVEL USE OF VENUE-SPECIFIC CODES TO TRACK IMPACT OF A CAMPAIGN TO INCREASE AWARENESS AND USE OF AN ONLINE HIV/STI TESTING SERVICE (GETCHECKEDONLINE) AMONG GAY AND BISEXUAL MEN IN VANCOUVER, CANADA

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Introduction GetCheckedOnline (GCO) is an online HIV/STI testing service where clients create an account, complete a risk assessment, print a lab form, submit specimens at a lab and get results online or by phone. From April-Sept 2015 the Just-MakesSense (JMS) campaign aimed to increase awareness and use of GCO among gay and bisexual men (GBMSM) in Vancouver. JMS promoted GCO's convenience and used multiple physical and online venues (social media, sex-seeking websites/apps, gay bars, events), with venue-specific codes to create accounts which we used to measure campaign impact.

Methods Individuals were tracked from JMS website visits to GCO account creation and testing using venue-specific GCO access codes. Awareness of JMS and GCO was measured using a Pride survey (Aug 2015) and post-campaign perceptions of JMS and GCO gathered through key informant interviews and focus groups.

Results Over 6 months, 18 273 views of the JMS campaign page led to 659 (4%) visits of the GCO website. 177 visitors created GCO accounts and by Dec 2015, 43 (24%) tested at least once (none positive). 58% of GCO accounts/52% of tests were from ads on sex-seeking websites/apps (vs. 1%/0% from social media, 12%/9% from physical venues, and 29%/39% source unknown). 25% of 114 GBMSM surveyed were aware of JMS and GCO. Interviews/focus groups with 7 participants suggested GCO may not have been perceived as convenient given existing accessible, culturally appropriate HIV/STI testing services for GBMSM in Vancouver, and that GCO may better suit men living outside urban Vancouver or with privacy concerns that make visiting gay-branded testing services less likely.

Conclusion Our novel use of unique tracking codes permitted detailed per-venue evaluation of the JMS campaign; greatest uptake was from sex-seeking website/app ads vs. other venues. While JMS views were high and 1 in 4 men were aware of GCO, GCO use was low possibly owing to the availability of relatively convenient in-clinic testing services in the city. Promotion outside Vancouver and of the privacy of GCO may increase uptake among GBMSM.

007.2 PHYSICIANS' WILLINGNESS TO PRESCRIBE PREP: RESULTS OF AN ONLINE SURVEY IN BELGIUM

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Introduction Physicians will have a pivotal role in ensuring appropriate delivery of Pre-Exposure Prophylaxis (PrEP). The study's objective was to explore Belgian physicians' self-perceived knowledge of and attitudes towards providing PrEP and to examine factors associated with their willingness to prescribe PrEP.

Methods We conducted an online survey (available in Dutch, French and English) among Belgian healthcare providers from March to June 2016. It was disseminated by spreading a web-link through physician organisations, e-mail lists and professional associations' websites. Bivariate analyses were used to examine differences between HIV clinicians and family physicians (FPs) regarding sociodemographic characteristics, experience with HIV and PrEP, and PrEP knowledge and attitudes. Multivariate logistic regression was conducted to explore factors associated with physicians' willingness to prescribe PrEP in the future.

Results On a total of 381 completed questionnaires, 269 (71%) were from FPs, 39 (10%) from HIV clinicians and 73 (19%) from other healthcare providers. About 56% of all respondents agreed that PrEP is an effective preventive measure to reduce HIV infections in Belgium. Twelve physicians had already prescribed PrEP. Compared with FPs, HIV clinicians were more likely to report higher self-perceived knowledge of PrEP (OR: 15.9; 95% CI: 4.8–52.7) to perceive the application of PrEP as cost-effective (OR: 3.3; 95% CI: 1.6–6.8). HIV clinicians were also more willing to prescribe PrEP in the future (OR: 2.49; 95% CI: 1.14–5.45) than FPs. Self-perceived knowledge of and attitudes towards PrEP remained independently associated with the willingness to prescribe when controlling for potential confounders (such as age, gender or experience with HIV).

Conclusion HIV clinicians were better prepared and more willing to prescribe PrEP than FPs. With the likely forthcoming approval of PrEP in Belgium, awareness and knowledge of PrEP among FPs should be improved to ensure appropriate delivery outside of HIV specialised settings.

007.3 HEADS IN THE SAND? STI RISK PERCEPTION IN THE BRITISH POPULATION POORLY RELATES TO SEXUAL BEHAVIOUR: FINDINGS FROM THE THIRD NATIONAL SURVEY OF SEXUAL ATTITUDES AND LIFESTYLES (NATSAL-3)

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Introduction Risk perception is a key component of behaviour change and underpins effective public health messaging, which for sexual health includes promoting safer sex and STI testing. We examined associations between reported perceived risk of STIs and sexual behaviour in the British general population.