

MEDIA REPORT 2020

SPEAK

OUT

THAILAND

“While the outlook for 2020 looks bright, we see significant room for changing attitudes towards HIV/AIDS. Stigma reigns in both the LGBT and straight communities — many are without adequate knowledge about PrEP as a tool and about what it means to live with HIV”

A MESSAGE FROM THE CO-FOUNDERS



With the onset of 2020, we, Panyaphon and Teak, at the Love Foundation have a positive outlook for the landscape of prevention and treatment resources in Thailand. Our work occurs in the company of many HIV affiliated organizations, and feel energized by the inertia in the space offering prevention and treatment services. We observe the rise of new private clinics, same-day PrEP services in community health centres (i.e. Princess PrEP program)¹, and access by the Bangkok Metropolitan Administration for free HIV testing and PrEP this year.

While the outlook for 2020 looks bright, we see significant room for changing attitudes towards HIV/AIDS. Stigma reigns in both the LGBT and straight communities

– many are without adequate knowledge about PrEP as a tool and about what it means to live with HIV. We are propelled by the shocking statistic that among MSM in Bangkok, HIV incidence is much higher in younger men (8.8 per 100 person-years among those aged 18 to 21, compared to 3.7 per 100 person-years among men over 30).² Primarily targeting MSM youth, our campaign occupies the social media space in concise language of complex ideas. In this report, we reflect on 2019 and the achievements that the **Love Foundation** has made through its **Speak OUT campaign**.

Warm Wishes,
Panyaphon and Teak

¹Phanuphak, Nittaya, et al. "Princess PrEP Program: the First Key Population-Led Model to Deliver Pre-Exposure Prophylaxis to Key Populations by Key Populations in Thailand." *Sexual Health*, vol. 15, no. 6, 2018, p. 542., doi:10.1071/sh18065.

²van Griensven F., Thienkrua W., McNicholl J. et al. (2013) 'Evidence of an explosive epidemic of HIV infection in a cohort of men who have sex with men in Thailand' *AIDS*. 2013;27(5):825–832

A SHORT HISTORY OF HIV PREVENTION AND SERVICES IN THAILAND



1990s

The dawn of HIV prevention in Thailand

Exigency in the form of a national prevention program first came under Prime Minister Anand Panyarachun in the early 1990s, when a public information campaign was launched across traditional media channels. Anti-AIDS messages were aired every hour on the country's 488 radio stations and six television networks. According to the WHO Bulletin, in the 10 years between 1991 and 2001, new HIV infections dropped from 143,000 per year to less than 14,000.

1997

An Asian financial crisis

Nonetheless, the Asian financial crisis struck Thailand in mid-1997. In 1998, the administration cut health funding for antiretroviral drugs and condom distribution. By 2000, domestic funding for HIV and AIDS prevention was around 25% less than it had been in 1997. Since 2000, Thailand's HIV/AIDS containment program has faltered, and funding has been directed at treatment rather than prevention.

2008

The revival of the prevention campaign

Although Prime Minister Abhisit Vejjajiva's administration in 2008 revived a prevention campaign by restarting distribution of free condoms, insufficient messaging has left contemporary world attitudes about HIV (i.e. U=U) out of Thai national discourse.

2018

New horizon of HIV prevention and treatment campaign

While the Bangkok Metropolitan Administration (BMA), as of 2018, has taken the historic step to integrate HIV prevention and treatment services into primary health care, service announcements have yet to reach the broader population in a significant way. New BMA strategies will support the rapid expansion of ARV coverage, as it is expected to increase access to HIV testing, accelerate ART initiation and improve retention of people living with HIV in the continuum of care. To ensure that no one is left behind, BMA gives non-Thai citizens and undocumented migrants equal access to HIV services

2020

Despite available services for HIV testing, prevention, and medication in 2020, the Love Foundation still sees the gap to...

1) Reduce stigma associated with proximity to these issues and...

2) further opportunities to assist health institutions in Thailand deliver public health messages for prevention, treatment and services. While messaging about condoms remains paramount, contemporary attitudes towards prevention involving PrEP and the concept of U=U still remains urgent and not yet widespread in Thai society writ large.

PROGRAM DESCRIPTION AND BACKGROUND

Past “anti-stigma” campaigns have been largely fear-based, so older Thais were instilled with fear about HIV and AIDS.

This project has developed an educational and anti-stigma campaign around HIV and MSM to increase awareness about diverse HIV treatment and prevention options, such as PrEP, being undetectable, and condoms. This campaign has utilized social networks to distribute critical information and engaged the MSM community about how HIV is impacting their lives and options for improving their sexual health. As evidenced by engagement statistics in the latter half of this report, the Love Foundation has stimulated

It was also largely unsuccessful in engaging the broader community in a fact and evidence-based discussion about HIV and sexual health. The young generation today is different – they aren't so scared, and have every sort of information at their fingertips via mobile phones and computers. However, the broader society could benefit from more readily available user-friendly information to engage in sometimes difficult discussions about HIV, how it is impacting their lives, and the various choices around treatment and prevention.

community conversations around HIV, to combat HIV-related stigma, and to empower those living with HIV.

The campaign has developed educational editorial video content and materials that has been accepted and easy to understand by the MSM community. The materials have been crafted in collaboration with Health Influencers in Thailand. They are diverse community members who are adept at utilizing social media the Love Foundation has selected to engage the broader community

about HIV and health issues, such as PrEP, U=U, or those living with HIV. The representation of real people on PrEP or those living with HIV are aimed for increasing community conversations about HIV, and to help reduce HIV-related stigma. Our Health Influencers have also included health experts that are skilled at communicating complex ideas to general audiences. In summary, Health Influencers have crafted content that are aimed to meaningfully engage the community and to increase knowledge around HIV.



Speak OUT

Our Speak OUT website and key online platforms, such as the gay social networking app Hornet, have provided a space to help amplify the voices of Health Influencers and facilitated engagement with the community. Our hope has been that online social networks will strengthen connections among MSM in Thailand, fostering a stronger sense of community support. Online platforms utilize technology as a way to bring together MSM from across the country that might otherwise be separated by geography.

In person mobilization events have created additional community engagement and brought together community members, such as people living with HIV, who are not frequently visible and represented in social gatherings, with others such as MSM, family members, and friends. These activities have been an opportunity for community members to directly engage with local Health Influencers and explore future collaborations. They have occurred around key dates, such as Pride and World AIDS Day.



PROGRAM OBJECTIVES

"This campaign has utilized social networks to distribute critical information and engaged the MSM community about how HIV is impacting their lives and options for improving their sexual health"

The overall objective of this program has been to create a new online community for young Thai MSM, their friends and families in order to strengthen awareness about and understanding of HIV and STIs, reduce the stigma associated with HIV and STIs, inspire health-seeking behaviour among MSM, and to improve communication between MSM and friends/family members. In order to achieve this, we have operationalized a number of sub-objectives, including:



Harnessing the strength and popularity of social media in Thailand by developing a mobile-friendly website that continues to serve as a health resource and online community where Health Influencers can share their experiences via editorial and video content.



Mobilizing "Health Influencers" from across Thailand to create videos for distribution on social media and the campaign website. These videos represent the diversity of MSM across Thailand and include the topics of PrEP, being undetectable, and living with HIV.



Hosting three in-person community mobilization events that provide an opportunity for social engagement around key issues, such as PrEP, being undetectable, or HIV-related stigma. These events have cultivated community networks in-person and online.



PROGRAM ACTIVITIES AND OUTCOME

SECTION I: WEBSITE CONTENT AND DESIGN

The Speak OUT campaign has been central to the Love Foundation’s work in 2019 in combating stigma against HIV/AIDS as well as promoting resources for HIV prevention and treatment.

www.speakouthailand.com

Overview

The purpose of the Speak OUT website is to achieve two primary goals. The first is to provide the most up-to-date information about getting tested, clinic access, and general knowledge about HIV/AIDS. The second is to reach key populations in meaningful conversation. Informational video content on various HIV/AIDS topics, and editorial content by Health Influencers and celebrities are designed to engage all viewers. All contributors speak out on topics such as their experience with taking PrEP, being negative but having a partner living with HIV, being on treatment and understanding U=U, as few examples.



Content Architecture

Across the main page, the campaign’s primary message says, “HIV is not distant; Don’t be afraid to speak out.” Centering superstar Pangina Heals, a well-known drag celebrity within the LGBT community, the campaign celebrates the concerted effort by prominent LGBT voices to combat stigma. Bright colors worn by the young men are to represent the various voices within the LGBT community that have had different experiences with HIV/AIDS.

Site visitors can access an online appointment booking. The campaign offers online appointment capabilities for these prominent clinics: **SWING Bangkok**, **RSAT Medical Technology Clinic Ramkhamhaeng**, the **Thai Red Cross Anonymous Clinic**, and

the **Tangerine Community Health Center (for Transgender Health)**. The latter half of the report shares statistics about how many people have used this appointment booking platform and its efficacy.

Textual information is accompanied by video content about various topics including:

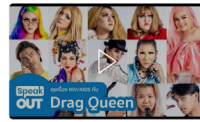
- Getting HIV tested
- Sexually transmitted infections
- PrEP
- PEP
- Undetectable = Untransmittable
- HIV and treatment
- Staying healthy and general wellness
- FAQs

Video Content

Across the main page, the campaign's primary message says, "HIV is not distant; Don't be afraid to speak out." Centering superstar Pangina Heals, a well-known drag celebrity within the LGBT community, the campaign celebrates the concerted effort by prominent LGBT voices to combat stigma. Bright colors worn by the young men are to represent the various voices within the LGBT community that have had different experiences with HIV/AIDS.



Miss Gimhuay บุคฟ้าสีรุ้ง หาดใหญ่ สงขลา เมื่อ Miss Gimhuay จะต้องไปรับพรที่ ...



สาวๆ Drag Queen กับเรื่องราวของ HIV และ AIDS เข้มขมม เพื่อมาๆ ร่วมตรวจเลือดเพื่อรู้...



มาบาสกับ เพอเมือง ว่าด้วยเรื่องเพศสัมพันธ์ การป้องกัน และ HIV ต้องดูแล: สรว...



ใบไม้และบอลูน ร่วมเชิญสาวประเภทสองที่มีความเสี่ยง ร่วมตรวจเอชไอวี และโรคติดต่อ...



หมอแพท [หมอตุ๊ด] ร่วมให้ความรู้เกี่ยวกับ U=U ตรวจไม่เจอ ควรทำอย่างไร? หมายถึง...



หมอกิ่ง พ.อ. อธิษฐ์ ตั้งสง่า พูดถึง U=U ตรวจไม่เจอเท่ากับไม่แพร่ การเข้ารับการ...



Miss Gimhuay พาเยี่ยมฟ้าสีรุ้งที่จังหวัดอุบลราชธานี บริหารดี มีของแจก ทุกอย่างง่า...



HIV/AIDS กับ ฟาร์มัส ร่างงค์ คุณพิสุทธ์ เมื่อเรามีความเสี่ยง ก็ควรตรวจ เราใส่...



หมอเอ็ก คณวัฒน์ จันทราวัฒน์ ได้อธิบายถึง คำว่า ไม่พบ = ไม่แพร่ หรือ U = U (...)



เอลิแอส จ๊อปาก กับความสำคัญของการตรวจเลือด: คุณกับเอลิแอสเรื่อง HIV AIDS และความ...



หนึ่งเสียงเพื่อสร้างความต่าง หนึ่งเสียงเพื่อการตระตัว เพื่อสร้างความเข้าใจ...



มาร์ค ผู้อยู่ร่วมกับเชื้อ HIV มากว่า 7 ปี หลังจากตัดสินใจเข้าสู่กระบวนการรักษา ...

ตรวจเลือด ยาเพร็พ ทานยาต้าน

Speak OUT หนึ่งเสียงที่เข้าใจ เพื่อสร้างความต่างและเปลี่ยนแปลง

หากคุณเป็นคนรุ่นใหม่ ชอบพูด ชอบเผยแพร่ข้อมูล อยากมีส่วนร่วมในการช่วยเหลือแพร่ แบงป็นข่าวสารของโครงการ Speak OUT และร่วมกิจกรรมกับต่างๆของโครงการ

- แนะนำสถานบริการตรวจเอชไอวี ตรวจเอชไอวี
- แนะนำสถานบริการตรวจโรคติดต่อทางเพศสัมพันธ์อื่นๆ
- แนะนำสถานบริการเพื่อให้บริการ ยาเพร็พ , ยาต้านจุลชีพ , อาหารเอชไอวี
- แลกเปลี่ยนพูดคุยผู้ที่มีผลเลือดบวก ผู้ที่ทานยาเพร็พ
- ให้ความรู้และคำปรึกษา ข้อมูลที่มีประโยชน์
- แนะนำการใช้ ยาเพร็พ (PrEP)
- แนะนำ ยาต้านจุลชีพ ยาเป็น ยาป้องกัน HIV (PEP)

สมัครเข้าร่วมโครงการ



Health Influencer (Ambassador) Engagement

Through Speak OUT's website, the campaign gives anyone the opportunity to speak out, and to talk about urgent topics associated with HIV/AIDS in Thailand. We provide the opportunity to create videos with us, and to share pertinent experiences.

A list of example topics gives anyone interested becoming a Health Influencer (Ambassador) choices to start a conversation.

- Introducing how to get HIV tested
- Introducing services to get STI tested
- Introducing consultation services to get on PrEP, PEP, and symptoms for HIV
- Conversation exchanges of those living with HIV and those taking PrEP
- Providing recommendations and helpful information about prevention
- Introducing how to take PrEP
- Introducing PEP



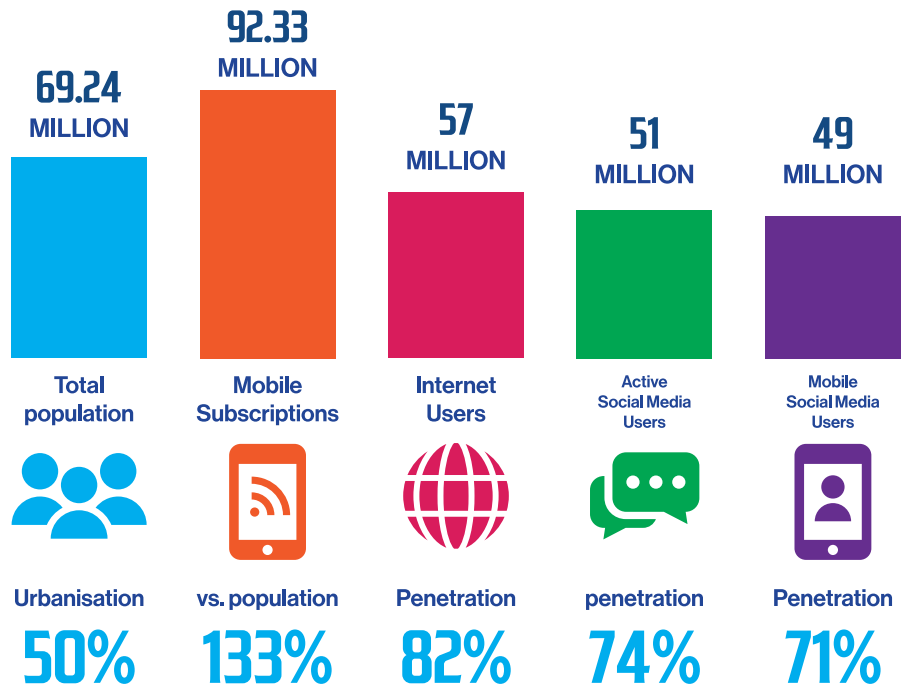
SECTION II: SOCIAL MEDIA OUTREACH

FACEBOOK

As of 2019, according to research conducted by the Bangkok Post, there are 49 million mobile social media users in Thailand, or 71% penetration of mobile internet social media users.¹ With a large population active on social media, it was imperative that the campaign effectively utilize Facebook to target its primary group, MSM youths aged 15-21 while also being able to reach the broader MSM population above 21 years old.

By quotidian activity, the campaign produced well-researched content on HIV/STI prevention and treatment in the form of infographics, comic drawings, and video messaging from experts and community leaders. Through **Facebook posts**, the campaign shared over **295 Facebook posts** through the 2019 year, as well as over **35 education videos**. Of these, **4 editorial videos reviewing**

MOBILE INTERNET AND SOCIAL MEDIA USE IN THAILAND¹



clinics in each region of Thailand were also important for capturing the interest and relevance of the campaign's target demographic of Thai MSM across the country. In tandem with infographic posts, the campaign also created **interactive polls**, which bolstered engagement throughout the year.

Speak OUT Thailand

ข้อดีของการใช้ถุงยางอนามัย ช่วยป้องกันโรคติดต่อทางเพศสัมพันธ์ เพราะน้ำอสุจิ เชื้อโรค หรือแบคทีเรียต่าง ๆ ไม่สามารถทะลุผ่าน ถุงยางอนามัย และต้องเลือกใช้ให้ถูกต้องด้วยนะคร้าบ
#speakouthailand #lovefoundation #speakout

!! อย่าลืม Like & Share ไม่อยากพลาดเรื่องในดีดี ของ Speak Out
👉 เว็บไซต์ Speak Out : <http://speakouthailand.com>

HOW TO USE CONDOM

Speak OUT

YOUTUBE.COM
SpeakOUT : ประโยชน์ของการใช้ถุงยางอนามัย
ถุงยางอนามัยนับสำคัญต่อการป้องกัน HIV และโรคติดต่อทาง...

98,338 คนที่เข้ามาดู

1,304 จำนวนการมีส่วนร่วม

Speak OUT Thailand
@SPEAKOUTTHAICAM PAIGN

หน้าหลัก

รูปภาพ

วิดีโอ

โพสต์

งานกิจกรรม

ถูกใจแล้ว

กำลังติดตาม

แชร์

ส่งข้อความ

คำแนะนำและรีวิว

แนะนำโดย 27 คน

ช่วยให้รู้ข้อมูลของ HIV เพิ่มขึ้น และได้รู้ว่ามันไม่ติดกันง่ายๆ แต่ต้องป้องกันให้เป็นจำ

7 มิถุนายน 2019

พจนนี้มีสาระมากๆเลยคะ เข้ามาที่ไรได้ความรู้เยอะมาก ซึ่งมันก็ยากยิ่งกับตัวเรากิ่งนั้น ที่สำคัญมีกิจก... ดูเพิ่มเติม

เมื่อวานนี้

ให้คำแนะนำดีและเข้าใจง่ายมากครับเหมาะสำหรับทุกคน

1 กันยายน 2019

คุณจะแนะนำ Speak OUT Thailand หรือไม่

แนะนำ

ไม่แนะนำ

เราพูด เราแชร์

พูดคุย แลกเปลี่ยน เพื่อสุขภาพทางเพศที่ดีของพวกเราทุกคน

ดูเพิ่มเติม

ชุมชน

👤 เชิญเพื่อนของคุณ ให้กดถูกใจเพจนี้

👍 21,028 คนถูกใจเพจนี้

👤 21,377 คนติดตามเพจนี้

¹LEESA-NGUANSUK, SUCHIT. "Thailand Tops Global Digital Rankings." Bangkok Post, 19 Feb. 2019, www.bangkokpost.com/business/1631402/thailand-tops-global-digital-rankings.



The campaign acquired 21,028 likes and 21,377 followers, reaching 2,409,954 viewers with 238,742 engagements.

All of this occurred through interactions beyond Facebook posts, and included **Facebook LIVE** events spread across the year. Through Facebook LIVE events, the campaign invited drag queens and community leaders to talk about clinic access and general HIV/STI facts that are interactive in nature. We also gave **prizes in the form of t-shirts and Speak OUT paraphernalia** as incentives for participation and for rewarding correct answers to knowledge questions.



5 เรื่อง ที่คนเรามากเข้าใจผิดเกี่ยวกับเอชไอวี 2020 แล้วต้อง ต้องทำความเข้าใจกันใหม่ นะครับ .

♥ www.speakoutthailand.com
#SpeakOutThailand #ยังพูดถึงใกล้
#HIVตรวจเร็วรักษาเร็ว #วันเอดส์โลก



112,853 คนที่เข้ามาดู
16,244 จำนวนการมีส่วนร่วม



ร่วมเป็นส่วนหนึ่งในทีม Speak OUT Thailand กับน้องๆ แก๊งค่านางฟ้า บ้านนา

หากคุณมีความเสี่ยง ไม่ว่าจะอายุเท่าไร เรียนที่ไหน ก็ควรตรวจ HIV นะครับ เพื่อรู้สถานะผลเลือดของตัวเอง Know Your Status ️ ️ ️ สถานะของตัวเอง ก็จะสามารถวางแผนตัวเองได้ อยากรู้ข้อมูลเพิ่มเติม

ติดตามได้ที่ www.speakoutthailand.com
ตรวจฟรี รับเพชรฟรี ตรวจฟรี <http://bit.ly/2Pz95ha>

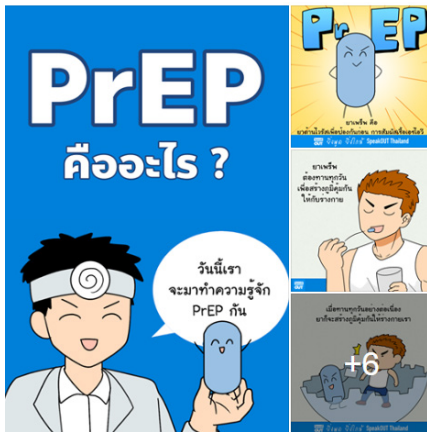
#speakoutthailand #ก็กิจไบนางฟ้าบ้านนา
#คุณตรวจhivแล้วหรือยัง #speakoutteam



176,562 คนที่เข้ามาดู
44,881 จำนวนการมีส่วนร่วม



94,799 คนที่เข้ามาดู
12,916 จำนวนการมีส่วนร่วม



69,214 คนที่เข้ามาดู
11,202 จำนวนการมีส่วนร่วม



เตรียมตัวฉลองปีใหม่ อยากรู้ให้ปลอดภัยไม่เสี่ยง ช่วงวันหยุดใครก็อยากออกไปเที่ยว ไปปาร์ตี้กับเพื่อนๆ ช่วงคริสต์มาส ต่หรือปีใหม่ หากไปเที่ยวในสถานที่ที่คนเยอะๆ ก็ต้องระวังตัวเอง หรือหากนัดเจอใครที่ถูกต้อง ก็ควรเตรียมตัวล่วงหน้าในเรื่องต่างๆ เป็นพิเศษสักหน่อย

เริ่มวางแผนให้ดี หากรู้ตัวว่าจะจะมีเพศสัมพันธ์กับคนที่เราไปเที่ยวด้วย หรือบังเอิญเจอคนที่ถูกใจ ควรเริ่มทานยาเพร็พ (PrEP) ก่อนล่วงหน้า เพื่อป้องกันความเสี่ยงติดเชื้อเอชไอวี ถึงแม้จะทานยาเพร็พแล้ว อย่าลืมป้องกันด้วยถุงยางอนามัย เพื่อสร้างความมั่นใจมากขึ้น

เที่ยวอย่างมีสติ งดดื่มเหล้า หรือไมครอดื่มจนเมาขาดสติ
#speakoutthailand www.speakoutthailand.com

In addition, the **recruitment of Health Influencers** to be ambassadors of Speak OUT also sparked engagement on Facebook. More is expounded in Section III: Recruiting Health Influencers, but the overall activity created interest and provided a call to action for being a force of change towards reducing stigma within the LGBT community and creating general understanding writ large.

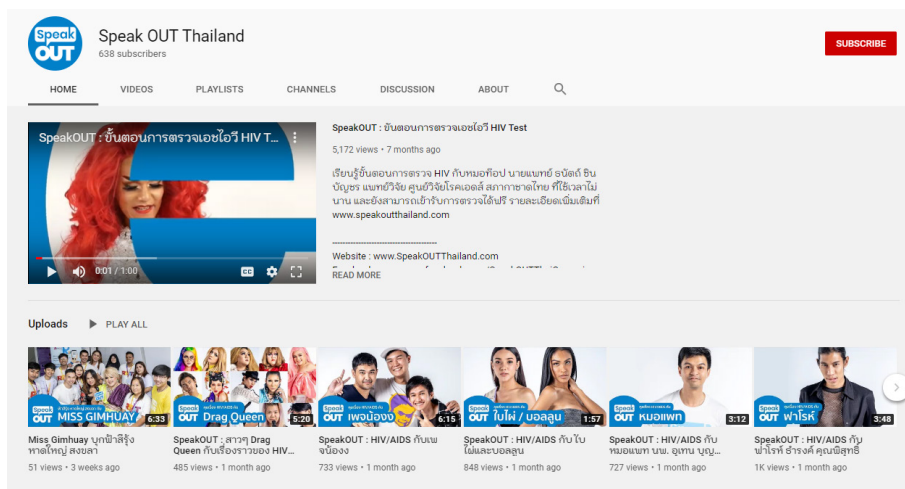
Although less visible to observers of the campaign, the **Facebook messenger inbox** has become an **important rescue and resource tool** for numerous Thais nationwide. The campaign has found that many across the country have written into the campaign to

inquire about general HIV/AIDS questions and clinic access. Speak OUT is pleased to report that we have connected many young and adult MSM alike to resources and ameliorated their concerns by helping them to assess their level of risk.

SECTION II: SOCIAL MEDIA OUTREACH

YOUTUBE

In total, the Speak OUT campaign has reached **213,000 viewers**, with 87.3% being men, 12.7% being women in the course of 2019.

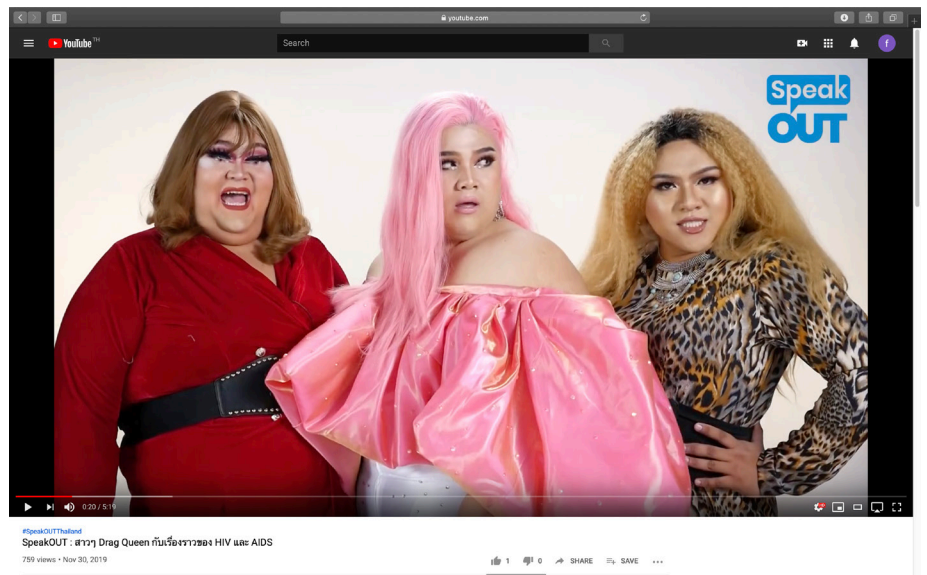


In total, the campaign has produced 35 education videos. Of these, 4 editorial videos reviewing clinics in each region of Thailand were also significant for capturing the interest and relevance of the campaign's target demographic of Thai MSM across the country.

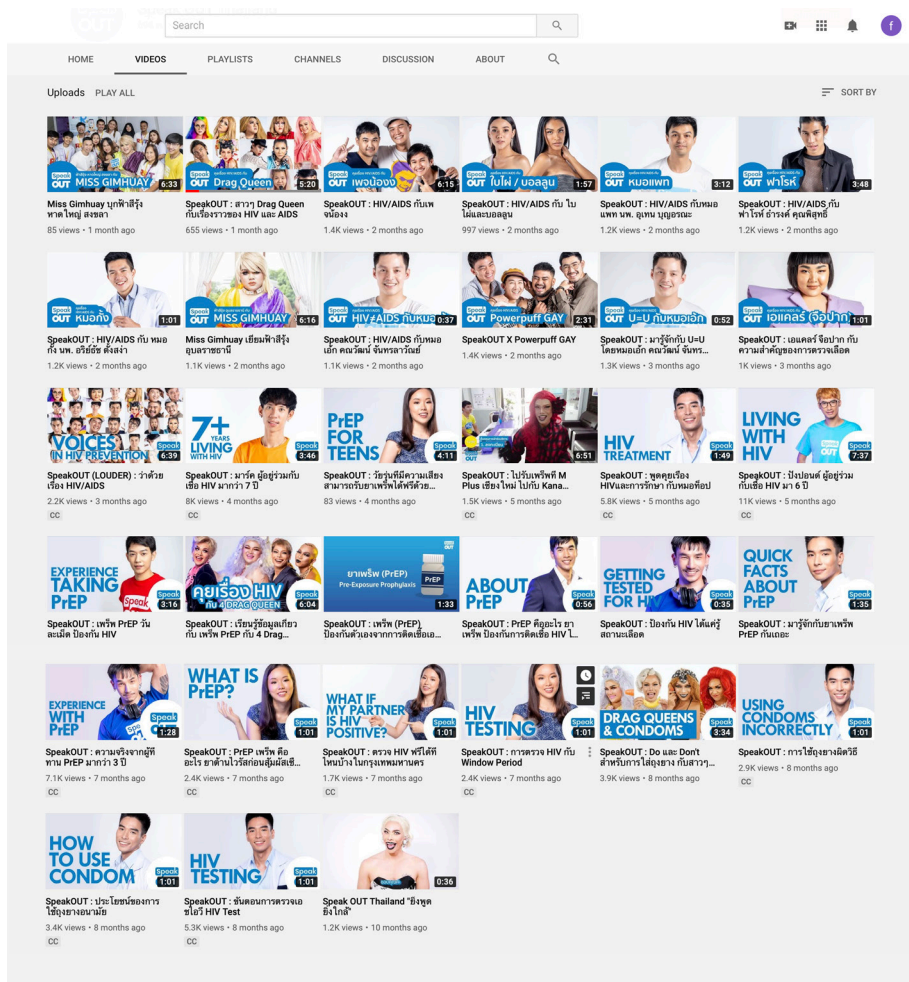
The videos captured **general HIV/AIDS/STI knowledge**. In terms of the campaign's knowledge presenters, **drag queens, HIV doctor specialists, recruited health influencers**, and even a **politician** were invited to speak out on these issues. On topics related to **clinic access and HIV testing**, doctors and health influencers were asked to share their knowledge and personal experiences. The doctors were asked to explain, in a concise and accessible way, **what it means to live with HIV nowadays**, and the **nature of the virus**. Recruited health influencers were asked to connect with viewers, by some, sharing their experiences of having a friend living with HIV (or in some cases, themselves living with HIV) while others sharing their experience taking PrEP. The campaign hopes that by having real people speak out about their experiences, viewers will carry less stigma.



On topics related to **HIV prevention**, whether that might be PrEP or condoms, the campaign had **drag queens** be the knowledge presenters to help viewers digest the information in a fun and memorable way. The campaign saw drag queens having the ability to attention grab and be didactic in a way that is accessible and not moralistic.



The campaign's presence overall on YouTube is aimed at getting people tested and finding urgency in HIV prevention and treatment.



The question and answer nature of the videos helps to maintain interest without any section being too long. The idea is that the YouTube videos are easily shared and can capture information in a way that creates exigency.

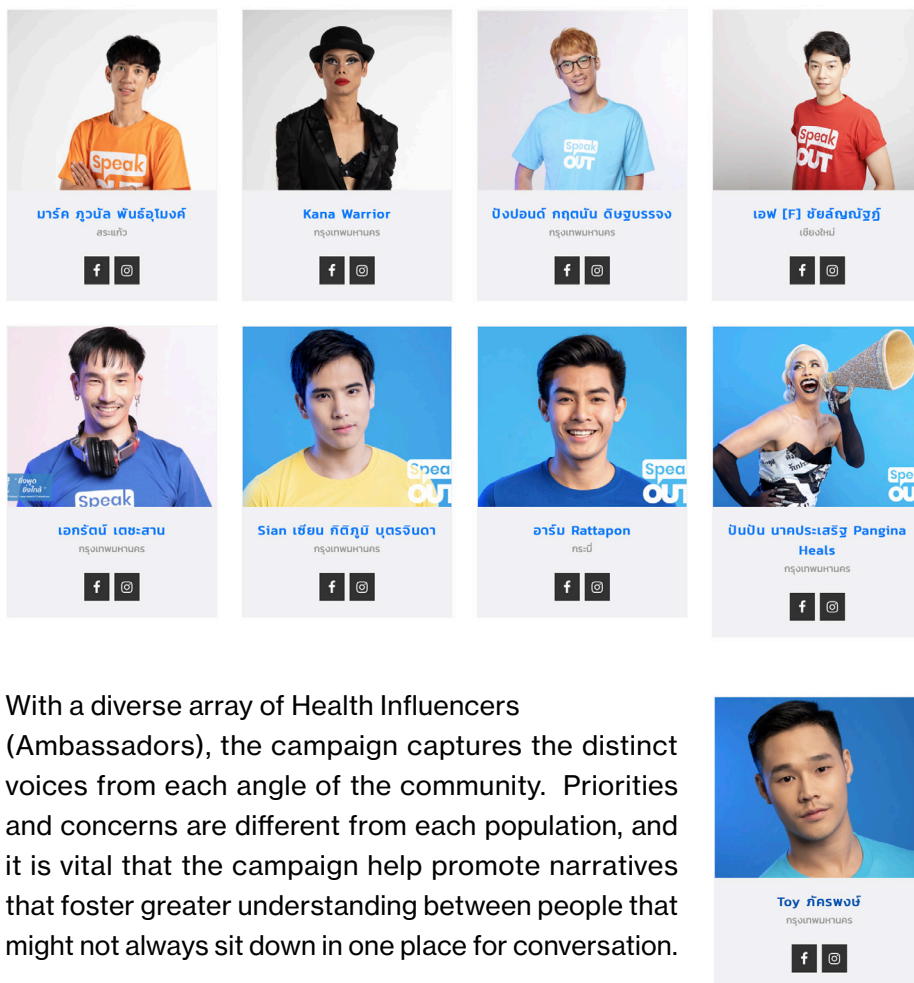
SECTION III:

RECRUITING HEALTH INFLUENCERS

Crucial to our campaign is our ability to create conversations. While Speak OUT's various content architecture brings to life important topics through celebrities, various people from key populations (i.e. MSM, trans), and HIV doctor specialists, the campaign would be remiss to not create a space that fully represents Thailand's key populations across the various regions of the country. The campaign recognizes that acceptance and culture is very different in the north, central, east, and southern regions of Thailand. Speak OUT, therefore, has made sure to capture video content of what life is like in each of those regions, what the clinics are like in some of the major regional cities, and what the local conversations are like outside of Bangkok.

Speak OUT recruits Health Influencers from diverse backgrounds, including but not limited to young men, PrEP users, and people living with HIV.

Each candidate is sex-positive, affirming and non-judgmental. The campaign seeks Health Influencers that offer lived experiences, and not expert advice. They are committed to understanding different experiences and perspectives by creating a safe and open space for national discourse.



With a diverse array of Health Influencers (Ambassadors), the campaign captures the distinct voices from each angle of the community. Priorities and concerns are different from each population, and it is vital that the campaign help promote narratives that foster greater understanding between people that might not always sit down in one place for conversation.

Characteristics of a Health Influencer (Ambassador)

What is a Health Influencer? It is an individual who is willing and able to promote the issues of HIV and sexual health, engage in conversations around the topics, and utilize social media to amplify their voices around the issues. Some of the major qualities include

- Being engaging on social media
- Being a voice amplifier on urgent issues
- Being able to educate others diplomatically about urgent issues
- Being able to advance conversations on sexual health
- Being able to share lived experiences on testing, PrEP or life with HIV.

SECTION IV :

EDITORIAL VIDEOS AND CONTENT ARCHITECTURE

The Speak OUT campaign has divided the videos into 5 content categories as follows:

1

Videos of interviews with doctors about important themes such as healthy living with HIV, PrEP and U=U



ตรวจ hiv ไม่จำกัดอายุ แพนติด hiv แต่ไม่จำเป็นที่เราต้องติดด้วย คนไทยสามารถตรวจ...



เรียนรู้ขั้นตอนการตรวจ HIV กับ หมอท๊อป นายแพทย์ รัตน์ ชิน บัญชร แพทย์วิจย ศูนย์...

The campaign collaborated with many doctors hailing from the Thai Red Cross, **Chulalongkorn University, private clinics** (i.e. Bangkok Safe Clinic), and **other individual doctors** that have social media presence.

The doctors taking part in Speak OUT have direct experience with the campaign's target demographic (i.e. primary target is MSM youths 15-21 years old). For example, **Dr. Natalie Songtaweessin of King Chulalongkorn Memorial Hospital** treats MSM youths daily. She understands their struggles with society and their families, and wants to be part of the communication for prevention that aims directly to young MSM in a language and format they would have interest in. **Dr. Tanat Chinbunchorn of the Thai Red Cross** specializes in the **management of gender-**

affirming hormone treatment for trans people while **Dr. Chaiwat Songsiriphan is a medical director at Bangkok Safe Clinic** both of whom have direct experience with key populations and the management of HIV and STI treatment.

In discussing the important themes of healthy living with HIV, PrEP and U=U, the videos explores questions including, but not limited to:

- “What is PrEP?” and the scope of protection
- “Is taking PrEP a lifelong commitment?”
- “What are the side effects of PrEP?”
- “What does U=U stand for, and how did it come to be?”
- “What is the urgency of getting treatment if tested positive?”
- “What does it mean to live a normal, healthy life with HIV?”



นพ. ชัยวัฒน์ ทรงศิริพันธุ์ หรือหมอจ้อย จาก Safe Clinic อธิบายถึง

SECTION IV :

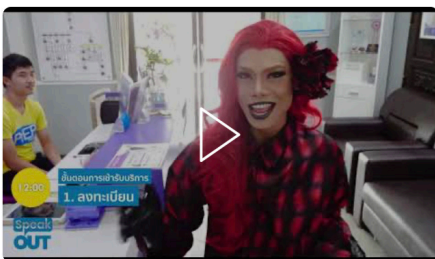
EDITORIAL VIDEOS AND CONTENT ARCHITECTURE

2

Videos of health influencers on the theme of **Speak OUT** and health education, adapted to each of the four main regions in Thailand aimed at the MSM community



Miss Gimhuay บุกฟาส์รุ่ง หาดใหญ่ สงขลา เมื่อ Miss Gimhuay จะต้องไปรับเพิร์บที่ แ...



M Plus Chiang Mai เราสามารถเข้ารับบริการปรึกษาปัญหาเกี่ยวกับโรคติดต่อทางเพศสัมพันธ์...



Miss Gimhuay พาเยี่ยมฟาส์รุ่งที่จังหวัดอุบลราชธานี บริการดี มีของแจก ทุกอย่างง่า...

In order to capture the local attitudes and way of life in each region of Thailand, the Speak OUT production team traveled to all four regions of the country. The campaign's health influencers were ambassadors to various topics including sexual health, getting HIV tested, and taking PrEP, as some examples. Each video focuses on visiting a local MSM community clinic, including **M-Pulse Chiang Mai** (north), **Rainbow Sky Ubon Ratchathani** (east), **Rainbow Sky Songkhla** (south), and **SWING Clinic in Bangkok** (central).

The video content centers around conversations led by a chosen health influencer to explore **how to get tested** for HIV, **how to get PrEP**, and **how to prevent HIV**. The conversational and playful tone of each video is intended to **assuage any fears viewers might have about visiting a clinic, provide knowledge about clinic service offerings, and to encourage people to get into prevention or treatment services** that otherwise might be afraid to do so.

3

Informational videos about PrEP

Since 2016, PrEP has been distributed by many clinics in Thailand. However, much of existing media content has not taken a diagrammatical dive to explain the specifics. To this purpose, Speak OUT produced a motion graphic video that orients the viewer to PrEP, speaking to the advantages of PrEP, how the prophylaxis works, and how to properly take PrEP.

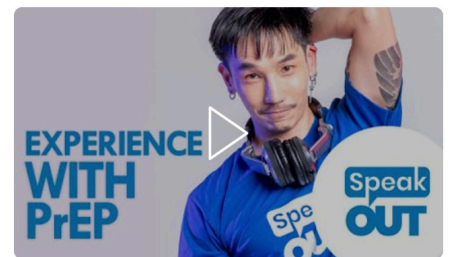
In addition to the animated video, the campaign has also produced videos that include doctors from private and public hospitals to speak about PrEP. The conversational tone that the doctors take helps viewers digest the information in a non-judgemental way that is yet didactic. The campaign wants to establish credibility for the viewer regarding the information presented, so Speak OUT invites doctors to draw on their clinical knowledge, as well as their professional experience working with key populations in the field. Most importantly, the informational videos about PrEP are designed to ameliorate fears, particularly speaking to the potential side effects, which many Thai MSM have expressed concerns about. The videos promote testing and motivate viewers to know their status, alongside the goal for viewers to make informed decisions that best suits their lifestyle when it comes to HIV prevention.



PrEP คืออะไร มีประโยชน์ต่อผู้ที่มีความเสี่ยงแค่ไหน แล้วทำไมต้องทานด้วย หากเราใช้...



ผลข้างเคียงของการทานเพร็พ อาการจะหายได้เอง รุก หรือรับ ทานเพร็พได้เหมือนกัน ยาเพ...



น้องบ๊อต เอกรัตน์ เตชะสาน ได้แนะนำมาแชร์ประสบการณ์ การทานเพร็พ นอกจากนี้ใครมีข...

To make the idea of PrEP accessible for viewers, the campaign produced two videos with health influencers that have personal experience taking PrEP. These ordinary men discuss why they decided to go on PrEP, and why they believe it is the most effective prevention regime against HIV. Through this narrative, the health influencers discuss how they take PrEP daily, whether they experienced any side effects, and the benefits of the medication. For regional variety, one of the health influencers coming from Chiang Mai spoke about his experience of getting PrEP in the northern region. The campaign hopes local viewers will relate regionally as well to such an important lifestyle change.

SECTION IV :

EDITORIAL VIDEOS AND CONTENT ARCHITECTURE

4

Videos about STIs, HIV prevention, and U=U



วันนี้สาวๆ Drag Queen Angele Anang Miss Gimhuay Kana Warrior และ Maya Behalo จะม...

Sexual health is undoubtedly important to all Thais, whether it is about protection options, STI awareness, or the concept of U=U. Using health influencers as ambassadors for this content, the campaign chose drag queens from Drag Race Thailand to break the ice on these topics in a playful, yet informative way.

The content explores the differences between PrEP versus PEP and various STIs and protection methods. The drag queens explore how to use condoms appropriately and its importance. Speak OUT has many videos regarding the concept of U=U, and how understanding this should reduce any fears towards



หมอกิ่ง นพ. อริย์รัช ตั้งสง่า พูดถึง U=U ตรวจไม่เจอเท่ากับไม่แพร่ การเข้ารับการ...

people living with HIV. In the modern era, if a person is negative, having a partner who is positive is completely normal.

In addition, the campaign also invited health influencers who are living with HIV to speak out about their experiences, particularly to what it means to live in a status that is undetectable. 23 year old Kritthana, for example, discusses when he first found out he was positive, and how he came out to his family. Kritthana explains key concepts such as viral load, CD4 count, and how he is living a healthy and normal life with HIV. He is a living example of someone who takes HIV treatment daily.



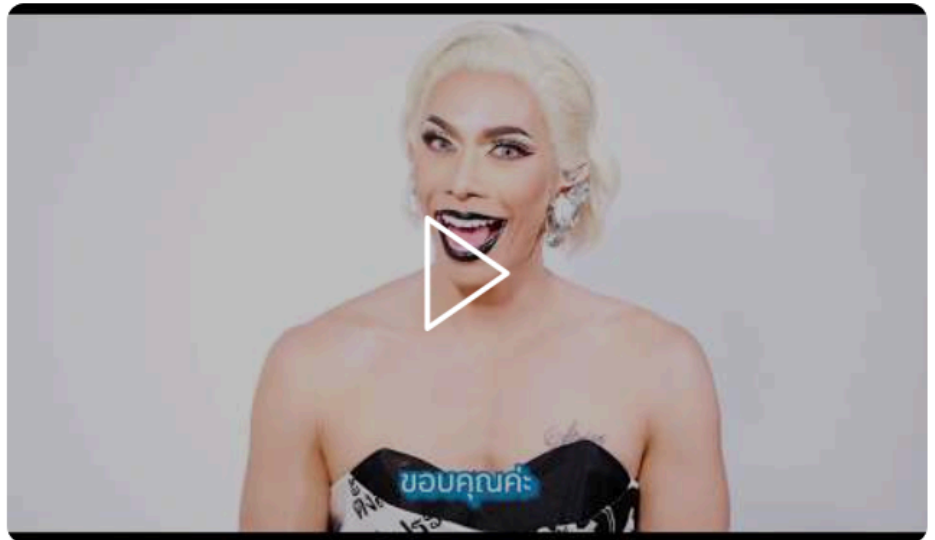
ปังปอนด์ กฤตนัน ทำอย่างไรให้สามารถอยู่กับเชื้อ HIV มาได้ พร้อมกำลังใจที่เต็มเป้...



มาร์ค ผู้อยู่ร่วมกับเชื้อ HIV มากกว่า 7 ปี หลังจากตัดสินใจเข้าสู่กระบวนการรักษา แ...

5

Videos about STIs, HIV prevention, and U=U



แคมเปญออนไลน์เพื่อเข้าถึงกลุ่มวัยรุ่นชายรักชาย ในประเทศไทย เพื่อเสริมสร้างความตร...

While many of the videos are educational in nature, focusing on HIV/STI prevention and treatment, the campaign also dedicated some videos to introduce the work of the Speak OUT campaign. Health influencers highlight the long-term, multidimensional social media aspect of the campaign that seeks to educate, mobilize and reduce stigma surrounding HIV AIDS. The ambassadors speak to the primary target of young MSM in Thailand, explaining that through partnership with the Thai Red Cross, the campaign is able to provide the most up-to-date information on advancements in the fight against HIV AIDS.



หนึ่งเสียงเพื่อสร้างความต่าง หนึ่งเสียงเพื่อลดการตีตรา เพื่อสร้างความเข้าใจเกี่ยว...

SECTION IV :

EDITORIAL VIDEOS AND CONTENT ARCHITECTURE

DOCTOR PROFILES:



Dr. Tanat Chinbunchorn, MD

Thai Red Cross AIDS Research center, Thailand

As a research physician at the Thai Red Cross AIDS Research Center, Dr. Tanat currently leads the Princess PrEP program which is the largest free PrEP service in the country led by key populations throughout Thailand. His research focuses on HIV prevention and implementation sciences. He also works in addressing transgender-specific healthcare needs such as that of mental health services, hormonal use, and HIV prevention.



Dr. Natalie Songtaweessin, MBBS

Pediatric Infectious Diseases and Vaccines, Chulalongkorn University, Thailand

Dr. Natalie is a medical graduate of St George's, University of London, and completed her Paediatric Residency at King Chulalongkorn Memorial Hospital. Her clinical experience includes work in the British NHS, Thai Royal Navy and Thai Red Cross. Her current research unit is in Pediatric Infectious Diseases and Vaccines at Chulalongkorn University.



Dr. Utain Boonorana, MD

BNH Hospital, Thailand

Dr. Utain received his MD at Thammasat University as a neurologist by training. He currently works at BNH Hospital as a neurologist. He is also a published novelist, with his latest book titled Kue Ter Nai Hua Jai (You're In My Mind), published by Hyacinth, a publishing house dedicated to LGBT literature.



Dr. Ariyatash Tungsanga, MD

Samitivej Hospital, Thailand

Dr. Ariyatash received his MD from Chiang Mai University. He currently works in Internal Medicine at Samitivej Hospital. He has extensive experience in HIV clinical work.



Dr. Chaiwat Songsiriphan, MD

Bangkok Safe Clinic, Thailand

Dr. Chaiwat is a partner and medical director at Bangkok Safe Clinic, a private clinic that provides blood testing, STI treatment, and HIV preventative care (PrEP/PEP services). Bangkok Safe Clinic collaborates with the Thai Red Cross AIDS Research Center by providing resources for clinical research and HIV service quality control aiming to end HIV in Bangkok.



Dr. Kanawat Chantaralawan, MD

King Chulalongkorn Memorial Hospital, Thailand

Dr. Kanawat studied ophthalmology at King Chulalongkorn Memorial Hospital under Thai Red Cross Society, working as a doctor for six years. In 2018, he was assigned by the Democrat Party to be a candidate for the House of Representatives Bangkok's 7th constituency.

SECTION V:

FACEBOOK LIVE WITH THE SPEAK OUT COMMUNITY

#1



LIVE



HIV Fact or Fiction Facebook LIVE

To promote community interaction for our members online, we organized an HIV Fact or Fiction Facebook LIVE event, where we invited two drag queens, two models, and one doctor to discuss HIV treatment and prevention. The game involved a series of questions and answers where the two drag queens on one team competed against two models on another team to correctly answer myths and facts related to HIV. The condition was that the team member supplying the wrong answer was required to remove an article of clothing. The fans watching the Facebook live were commenting on the answers, and also felt sensationalized by the attractive shirtless male models. In some segments, we asked the participants to answer questions, and those with the correct

Speak OUT Thailand X Blued


 Speak OUT Thailand was live.   

about 7 months ago · 

Live (2) **ต้อนรับ**
Dearis Doll และ Kandy Zyanide 2 ควงหนุ่มแฮดและบ๊วก จาก Blued มา Live พูดคุยกับแขบๆ ในหัวข้อที่จะให้ความรู้กับเราเรื่อง HIV และ ยา PrEP รับรองว่านอกจากจะเฮฮาแล้วยังได้ประโยชน์อีกด้วย ที่สำคัญ มีแจกของรางวัลใน Live ด้วยนะครัับ กติกาในคลิปเลย

Like & Share ด้วยนะครัับ

[#SpeakOUTThailand](#) [#Blued](#) [#YellowChannel](#)
[See Less](#)

    130 63 Shares 7.2K Views

answer got free Speak OUT t-shirts mailed to their physical address. The event was a huge success as we streamed the event in two channels. First was through the currently largest gay social network app in the world called Blued, which reached 7,915 users. Second, on Facebook, we reached 13,400 people and had 2,458 engagements with 6,500 views and 57 shares.

LIVE

As another avenue of engagement with the Speak OUT community, the campaign hosted three Facebook LIVE events.

#2

LIVE



HIV education within the Bangkok local community, with SWING Bangkok and Bangkok Safe Clinic

As part of our work to promote local resources and services to the broader community, we partnered with SWING Bangkok and Safe Clinic to demonstrate, as a case in point, the process of coming into a clinic and receiving services. Our aim was to close any fears for individuals about being judged by showing community service leaders by face and name. We captured topics across key populations, so MSM, trans and other members of the LGBT community alike can feel that clinics are a safe and open space to receive prevention and treatment services. Throughout the Facebook LIVE, we gave out free t-shirts for those who could answer correctly questions related to HIV/AIDS and STIs in the comments. The discussion was very dynamic and theatrical, full of personality and laughter.

#3

LIVE



Facebook LIVE with contestants of Mr. Gay Thailand 2020

To build on the momentum of Mr. Gay Thailand 2020, after the competition had ended, Speak OUT invited a few of the contestants, including the previous year's winner for a Facebook LIVE conversation about HIV/AIDS. They discussed the differences between PrEP and PEP, the importance of knowing one's status in the MSM community, and what it means to be a responsible gay man in this day and age. The Speak OUT campaign aimed to connect with those who are aspiring to be leaders in the gay community, and to provide a space for them to speak out on exigent issues. It was important to have their voices interact with the broader community through Facebook live as the question and answer session provided great discussion on HIV/AIDS, STIs, and life in general as a gay man.

SECTION VI:

SECTION VI: KNOWLEDGE SHARING IN THE SPEAK OUT COMMUNITY



The Speak OUT campaign has produced material that has added value to other organizations and other members of the same community. Here are some examples of the content that has been shared by other organizations regarding HIV and STI prevention and treatment.

SECTION VII:

EDUCATIONAL MATERIALS AND INFOGRAPHICS

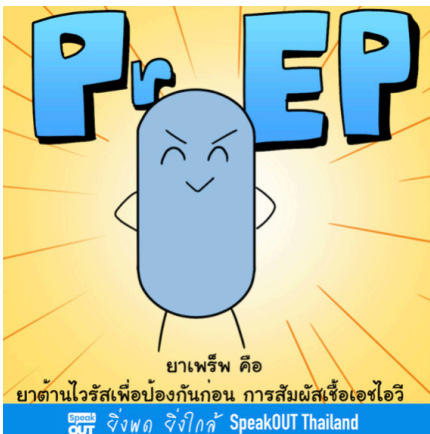
Part of the challenge for any HIV campaign is to develop educational materials and infographics that are able to easily translate complex issues. In these examples, among many, that were produced by the Speak OUT campaign, the infographics explore topics such as PrEP, PEP and U=U in an engaging and concise manner.



1

Pre-Exposure Prophylaxis: An Animated Introduction

This motion graphic provides in detail what PrEP is, how to take it, and why it is important. The video goes into specifics of the medication in a way that interviews with drag queens and doctors have not yet formally.



2

PrEP Cartoon Series #1

This cartoon series recommends how PrEP should be taken, and how choosing a convenient (but consistent) time is important. Additionally, it reinforces the message that condoms should be used together with PrEP.

3

PrEP Cartoon Series #2

This cartoon series explores what PrEP is and why it is important to adhere to the daily regimen. It speaks about the lowering effectiveness if it is not taken daily.

SECTION VII:

EDUCATIONAL MATERIALS AND INFOGRAPHICS



4 Sexual Health Risk Cartoon Series

This cartoon series speaks about the various risk groups: those who share needles, those who have multiple sexual partners, and those who have partners who are at high risk, as some examples. The cartoon also says that Thais are eligible for free HIV testing twice a year, and that it is easy to get tested.

Other infographic sets share information about HIV testing, the benefits of testing, who should get tested, and the locations for where testing is possible. The campaign also shares information about what U=U means, how it is possible to be undetectable, and the benefits of treatment.

1



U=U and Getting Tested:

This cartoon explains that if a person undergoes treatment and adheres to medication, they can be undetectable. If a person is undetectable, they are not able to transmit HIV during sexual intercourse.

2



PrEP versus PEP

This infographic is part of PrEP education. It compares PrEP to PEP by highlighting key differences regarding protection.

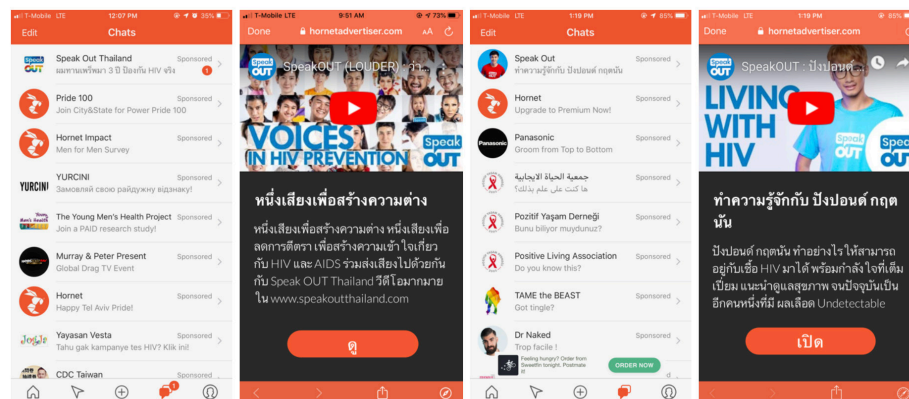
SECTION VIII: PARTNERING WITH HORNET

Partnering with Hornet has been important for the Speak OUT campaign in two ways. The first is in regards to push messages and direct linking, which has helped connect online users of Hornet's social app to Speak OUT's social media content on Facebook, its campaign website, and YouTube.

The second has been Hornet's narrative essays of health influencers. One of the profiles is 23 year old Kritthanan, who has been living with HIV from a young age. He recounts his story of contracting HIV, and how he is currently living a healthy life. He is an inspirational story of a young man who has turned his life into a force for change. The second profile is of Ekkarat, a young DJ who speaks about his experiences taking PrEP. He is a gay man that takes PrEP, and explains how he has a very normal life doing so.

In order to connect fast and broadly across the MSM community, the Speak OUT campaign partnered with Hornet, the gay social networking app. By doing so, the campaign distributed HIV educational content and materials, increased engagement, and helped reinforce an online community among MSM in Thailand.

Push Messages and Direct Linking to Video Narratives



Every three weeks, the Speak OUT campaign sent a push message within Hornet providing a link for users to link directly from the app to our social media pages (i.e. YouTube or Facebook) for our content. Push messages had subject lines about giving physical prizes (i.e. t-shirts)

for those who like, subscribe, and participate in our activities. Other push messages linked directly to video narratives about those who are living with HIV, those who take PrEP, among other stories mentioned in previous sections.

		Sends	Opens	Clicks	Open Rate%	CTR%
1	5/25 (Data from 5/25-5/31)	352,367	43,208	636	12.26%	1.47%
2	6/14 (Data from 6/14-6/20)	362,026	47,984	4,307	13.25%	8.98%
3	7/7/19 (Data from 7/7/19-7/13/19)	367,384	55,965	2,088	15.23%	3.73%
4	7/24 (Data from 7/24-7/30)	388,351	97,449	5,937	25.09%	6.09%
5	8/7 (Data from 8/7-8/13)	375,266	64,779	2,326	17.26%	3.59%
6	8/26 (Data from 8/27-9/1)	376,884	67,380	3,595	17.88%	5.34%
7	9/21 (Data from 9/21-9/27)	372,592	64,203	3,119	17.23%	4.86%
8	10/11 (Data from 10/11-10/17)	241,094	57,753	1,277	16.14%	2.21%
9	12/7 (Data from 12/7-12/13)	357,862	58,040	58,040	24.07%	24.07%
Total		3,193,826	556,761	81325	158.41%	60.34%

SECTION VIII:

PARTNERING WITH HORNET

In addition to connecting users from Hornet to Speak OUT's social media campaign, there were also articles written about the campaign's Health Influencers. Here are two articles published on Hornet's platform:



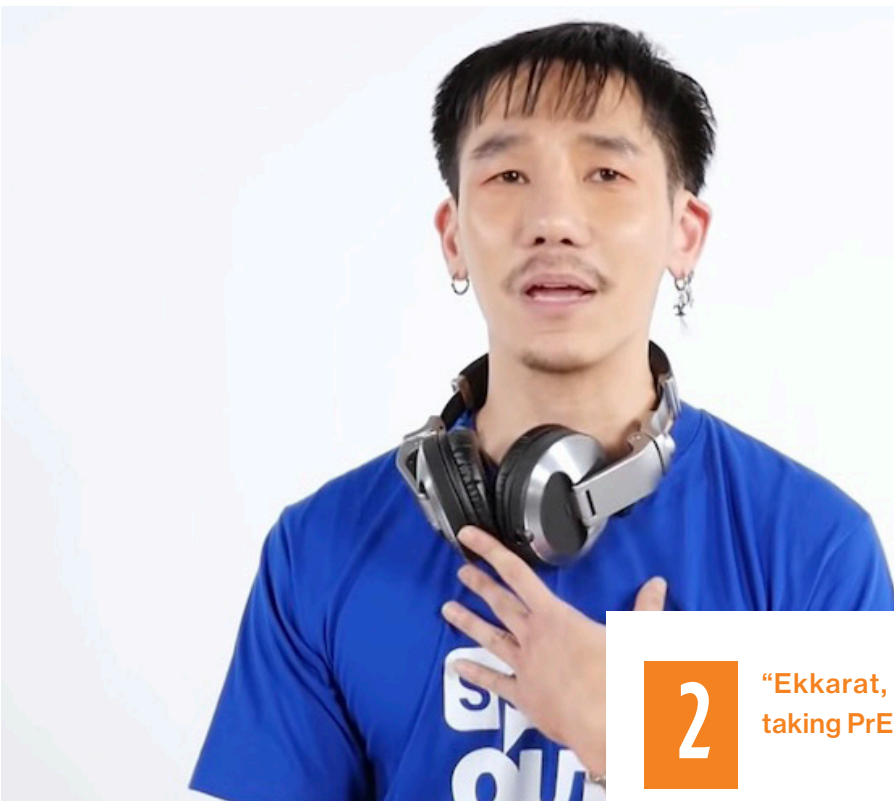
U=U

ไม่เจอเท่ากับไม่แพร่

หัวใจสำคัญของประเด็นไม่เจอเท่ากับไม่แพร่
คือคนที่ติดเชื่อต้องกินยาต่อเนื่อง
และต้องตรวจวัดปริมาณไวรัสในเลือดเป็นประจำ

1

“Knowing your status early can get you into treatment faster. Experiences of Kritthanann, who has been living with HIV for 6 years.”



2

“Ekkarat, young DJ, shares his experience taking PrEP through the Speak OUT campaign”

SECTION IX: FACEBOOK FAN PAGES

In addition to the main Speak OUT page, the campaign has also partnered with many Facebook group fan pages to share and educate all of the produced content.

In total, there are six Facebook fan pages that have significant engagement metrics and followers. These pages are important because they have LGBT followers that are key populations. The combined number of followers exceeds 500,000 people. Sharing Speak OUT content on HIV prevention and treatment to these pages are intended to reduce stigma by having a very wide network reach.

Only Hotty Boy
ดูแล้วตัวเองก็... สดชื่นขึ้นเยอะเลย ไม่แสบจืดจางเหมือนใครๆ สนใจ
ตรวจเลือดเอชไอวี จองอนไลน์ได้!
<http://bit.ly/2Pz5Sna>

การรักษาเอชไอวี
ถึงเป็นส่วนสำคัญในการป้องกันการแพร่เชื้อเอชไอวี

ผู้เข้าร่วมกับเชื้อเอชไอวี
ที่กินยาต้านไวรัสทุกวันอย่างถูกต้อง

และดูแลตัวเองดี
ไม่รับเชื้อเพียงมองตรงไปพบเชื้อแล้ว

U=U ไม่มีโอกาส
ที่จะแพร่เชื้อให้กับผู้อื่นได้

www.speakoutthailand.com

Speak OUT Thailand

การรักษาเอชไอวี คือเป็นส่วนสำคัญในการป้องกันการแพร่เชื้อไปสู่ผู้อื่น
โดยผู้ใช้ยาต้านไวรัสอย่างถูกต้องและกินยาทุกวันอย่างสม่ำเสมอ จะช่วยลดความเสี่ยง
ต่อการแพร่เชื้อเอชไอวีได้ถึง 95% และไม่มีผลต่อการตั้งครรภ์
เช่นเดียวกับที่ HIV 100% จะติดต่อได้
แม้จะกินยา "U=U" ไม่
แสดงอาการแล้วก็ตาม

แอดเอาเบงส์ๆมาฝาก ใครค่าแก่การเข้าไปอ่านบทความ
ของสมาคมเอชไอวี
ใครยังไม่รู้เรื่องเอชไอวีสิขอ เข้าไปอ่านนะครั้น
เอชไอวีป้องกันได้ถ้ามีความรู้และความเข้าใจ

YOU TUBE.COM
SpeakOUT: ป้องกัน HIV ได้แค่รัฐสถานะเลือด
ประโยชน์ของการตรวจเอชไอวี หากเราไม่ติด หรือไม่เป็นเอชไอวี...

Facebook Fan Page Name	Description	Followers	Likes	Total Number of Posts Related to Speak OUT
Gay Review (เกย์รีวิว)	Has posts about happenings in the Thai LGBT world. This includes news about dating, travel destinations, and pictures of gays that have visual presence.	51,869	51,871	147
Association of Single Gays (สมาคมเกย์โสด)	Contains gay news and content relevant to the Thai LGBT community.	131,724	130,701	104
Gay and Single (เกย์โสด)	Has content related to dating and happenings for single gay people.	12,299	11,899	103
Super Handsome Gay Foriegners (เกย์ฝรั่งโครตหล่อ)	Has posts containing pictures of and stories of gay foreigners. This includes news about gay foreigners from around the world.	2,600	2,512	83
Only Hotty Boy	Has posts containing gay and trans news including local happenings.	198,759	199,219	62
Cute Thai Gays (เกย์ไทยน่ารัก)	Contains pictures of gays in Thailand with visual presence.	77,568	71,443	132

SECTION X:

SPEAK OUT PARAPHERNALIA AND REPRESENTATION

In order to amplify not only the campaign's voice, Speak OUT has provided resources for members in key populations to speak out about their experiences and to represent changes against HIV stigma.

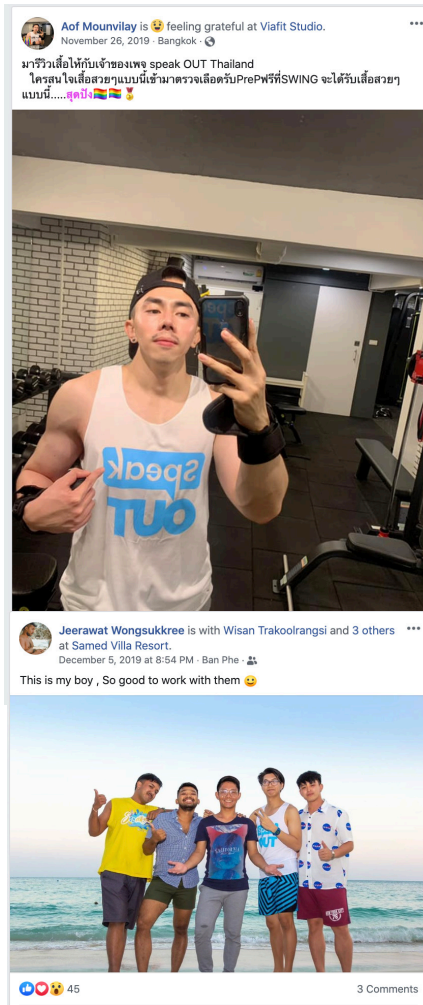
To this end, the campaign has created three types of t-shirts: multi-colored shirts that represent the LGBT rainbow flag, blue shirts that represent the campaign's work, and tank tops that have the campaign's logo.

We have used the paraphernalia in the following ways:

1

Reinforcement of HIV Knowledge

On a monthly basis, the campaign gives out free t-shirts to those who respond correctly to knowledge questions about HIV posed on infographics and Facebook posts throughout the year. This allows for consistent engagement with the campaign and provides reinforcement of HIV knowledge year round.



2

Giving Local Partners a Voice

During in-person or online collaborations, the campaign gives out Speak OUT t-shirts for knowledge leaders and community leaders as a way for such individuals to represent their desire for change against HIV stigma. By wearing the shirts, the local partners become a voice of change, connecting their message to a broader continuity of work by Speak OUT and the community writ large to end stigma against HIV.



3

Reinforcement of HIV Knowledge

During Facebook LIVE events, the campaign utilized Speak OUT t-shirts as prizes to invite lay participants to share their opinions and to confirm their knowledge about HIV. In doing so, viewers engaged more readily to the campaign's educational content.



4

Buzz and Participation During In-Person Events

During big events such as Mr. Gay Thailand 2020, the Sexclusive Seminar hosted by Impulse Thailand, and the screening of documentary 5B, key individuals such as contestants, speakers, and models all wore Speak OUT t-shirts of varying colors to create interest in the campaign's work. Lay participants were able to see the wide support the campaign has had across the community.



5

Representation by Health Influencers

Speak OUT's health influencers wore the campaign's t-shirts when taking part in any of the campaign's work. Their voice and work across the community are represented under the Speak OUT name, bolstering further understanding and recognition of the campaign's work.

SECTION XI: IN-PERSON EVENTS

While the campaign has centered its work on social media, Speak OUT has also taken the opportunity to take the stage at events assembling various community leaders and outreach partners. The campaign has co-organized events that would engender more discourse, and at forums that allow two-way or multi-conversation points.



EVENT I: Mr. Gay Thailand 2020

Mr. Gay Thailand, while on the surface, may appear dimensionally pageantry, but the activities required by the competition, its salient themes on community leadership, and the diversity recruitment criteria all have produced a unique stage for national conversation. In line with the contemporary shift from traditional beauty pageantry, Mr. Gay Thailand emphasizes community leadership, allyship between LGBT and straight communities, and self-expression.

Each of the contestants were required to produce their own online community service campaign, as a demonstration of talent, harnessing their personality and aptitude in making a social difference. The

national costume portion, for example, required contestants to be creative in their self-expression, but also in their take on Thainess as a gay individual. Outer beauty was ancillary, since judges focused on creativity and thoughtful responses to challenging questions facing the Thai LGBT community. The most poignant moment occurred when contestants were asked to invite their closest friends and their families on stage. The warm presence of fathers and mothers speaking into the microphone, at a gay pageant, supporting their sons was moving for all audience members.





At the Mr. Gay Thailand 2020 event, Speak OUT also took the stage on the contest's final day. It was at this stage of championing community leadership and diversity that Speak OUT felt impact towards conversations against stigma and harsh attitudes on issues that affect basic human rights. While the results were being tallied, the campaign had the stage to introduce the work of Speak OUT, and played an interactive game involving free t-shirts in response to correct questions about HIV/AIDS. The campaign's primary message that night was that stigma against people living with HIV is

endemic in the LGBT community. It is important to understand U=U, and to begin with the eradication of shame and fear.

All of the contestants endorsed the Speak OUT campaign, and in a photoshoot series before the final contest day, wore Speak OUT t-shirts, displaying the campaign logo and cause on their own social media accounts. The Mr. Gay Thailand 2020 contestants acted as ambassadors for the campaign, and helped become a mouthpiece for Speak OUT's themes against HIV stigma.

With high viewership and excitement on the crowning of the winner, Speak OUT organized a booth at the event, with health ambassadors creating interest by their presence and interactions. The physical presence of Speak OUT created much excitement evidenced by the amount of audience members coming up to the booth to take pictures and picking up Speak OUT postcards and t-shirts.

SECTION XI: IN-PERSON EVENTS

EVENT II: Impulse x Speak OUT: Sexclusive Season 2 : The Colors of SEX

Impulse Bangkok has always had a novel approach towards attracting participants to check their HIV status. In past social events, Impulse Bangkok had organized social gatherings that were free of charge, but required all attending participants to get their blood tested. Impulse Bangkok holds sessions explaining fundamental knowledge regarding HIV/AIDS.

In the event Sexclusive Season 2: The Colors of Sex, Impulse Bangkok alongside the Speak OUT campaign organized a forum inviting lay individuals and doctors with primary or secondary experience with chemsex, circuit parties, and HIV/AIDS. The Q & A forum allowed audience members to listen to individual accounts, and hear the challenges associated with each of the topics. Doctors were able to discuss and elaborate further on points from a medical perspective.



The Speak OUT campaign gave away t-shirt prizes and Starbucks gift cards to knowledge questions related to HIV/AIDS. The campaign had the stage to discuss salient topics in the community in a bidirectional manner. Audience members came from various spaces within the LGBT community, and had many preconceived notions on many topics related to HIV/AIDS.



**EVENT III:
Private Movie
Screening for the film
'B5'**

'5B' is a 2018 American documentary film directed by Dan Krauss and Paul Haggis about the efforts of a group of nurses and caregivers who opened the first AIDS ward in the world at San Francisco General Hospital, changing the way patients were cared for in the 1980s AIDS epidemic.

The Love Foundation, and thus the Speak OUT campaign, in collaboration with Bangkok Rainbow and AHF Thailand, rented out the Samyan House movie theater to screen the film. The collaborative efforts of all parties helped obtain the rights to show the movie in Thailand for the very first time.



The screening of the film occurred on World AIDS Day on December 1, 2019. Audience members in attendance included individuals simply interested in the topic, contestants of Mr. Gay Thailand 2020, and members from the Thai Red Cross. The Q & A and post-discussion with Dr. Thanyawee of Chulalongkorn University, 23 year old Kritthanan, who has been living with HIV for more than six years, and Paul Casey, who has been a long-time HIV community activist in San Francisco, provided an interesting array of perspectives.



SECTION XII:

IMPACT

With 2019 coming to a close, the Speak OUT campaign has achieved a wide range of activities that span the social media space (i.e. YouTube, Facebook, Twitter, and Instagram), in-person activities, and joint collaborations with prominent health institutions (e.g. the Thai Red Cross, Bangkok Metropolitan Administration). The campaign is able to report meeting outcomes in the following five descriptors.

IMPACT #1: Applications to be a Health Influencer (Ambassador)

With 2019 coming to a close, the Speak OUT campaign has achieved a wide range of activities that span the social media space (i.e. YouTube, Facebook, Twitter, and Instagram), in-person activities, and joint collaborations with prominent health institutions (e.g. the Thai Red Cross, Bangkok Metropolitan Administration). The campaign is able to report meeting outcomes in the following five descriptors.

Health Influencers Across the Nation

With an LGBT target group in mind, Speak OUT is proud to report applications from across all regions of Thailand to become a Health Influencer.

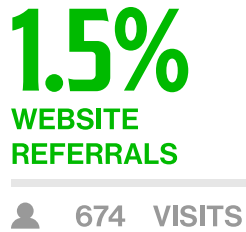
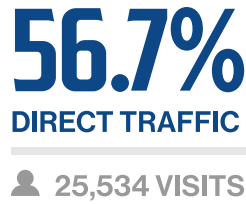


Province	Number of Applicants	HIV+	HIV-	on PrEP	Unsure of Status
Bangkok	115	15	84	30	16
Pathum Thani	20	6	12	1	2
Nakorn Ratchasima	13	1	11	2	1
All other provinces	165	19	110	37	36
Total	313	41	217	70	55

IMPACT #2: Size and nature of website traffic

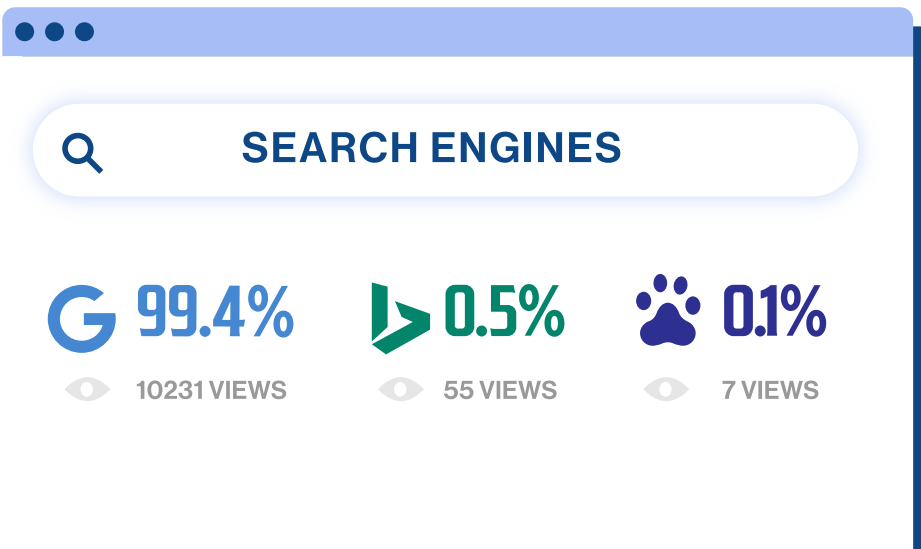
At the outset, the campaign sees that traffic to the Facebook pages are predominantly (80% of all traffic) coming from either search traffic or from direct traffic. This illustrates that demand for Speak OUT's content are not due to promotion by other sites, but rather through knowledge sought out by the user.

In total, the Speak OUT website had **44,097 visitors**, with **average daily pageviews at around 201 people**.



Direct Traffic represents 56.7% of all visitors, demonstrating that visitors had learned about the campaign and directly inputted the campaign's web address. In terms of search queries, the highest searched word was AIDS at 36.76% of all queries, followed by HIV at 31.51%, while AIDS treatment was the third most searched query at 25.84%.

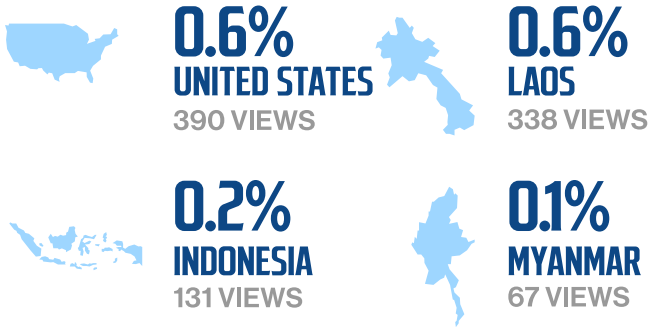
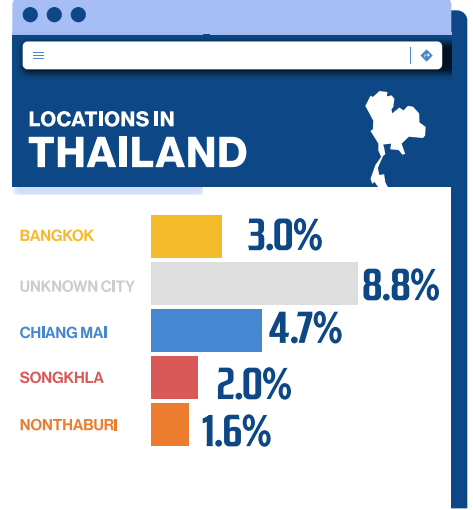
SEARCH QUERIES:



In terms of traffic parsed out by search engines, Google represented the majority of visitors at 99.4%. Bing at 0.5% and Baidu at 0.1% are pale by comparison.

ANALYZED TRAFFIC:

Analyzing traffic by country, the campaign is successful at reaching the intended target of Thais by seeing that almost all of the page views (58,598 page views) all were from visitors in Thailand at 97% of total traffic.

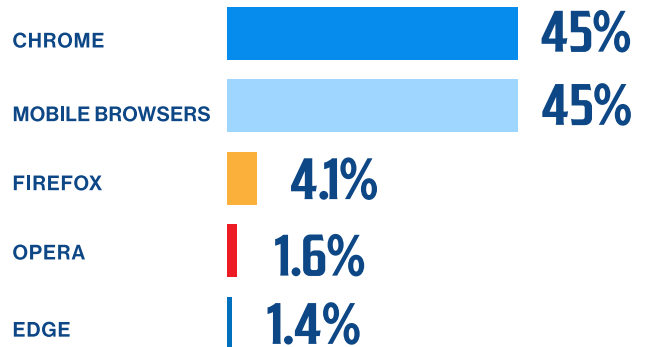


For a city look, it is apparent that no one city is more important than the other in terms of visitors coming into view content. Chiang Mai represented the largest group of visitors at 4.7% of all traffic. Bangkok came second at 3%. Looking at the geographical distribution of the cities in the list, it is observed that visitors came from all regions of Thailand (north, east, south and central parts of Thailand). An unclassified view of the 8.8% of “unknown city” viewers would better illustrate the regional composition.

BROWSER AND PAGE ANALYTICS:

45.2% of traffic used Chrome as their browser, for which it is possible to infer that such was accessed through user desktop. Almost half of viewers accessed the content from their mobile phones at 44.8%, demonstrating the importance of designing media that is mobile friendly. Such a statistic also reinforces the importance of producing content that can be digested in the social media space in such a way that it can be consumed and shared easily through the mobile platform.

BROWSER



POPULAR PAGES

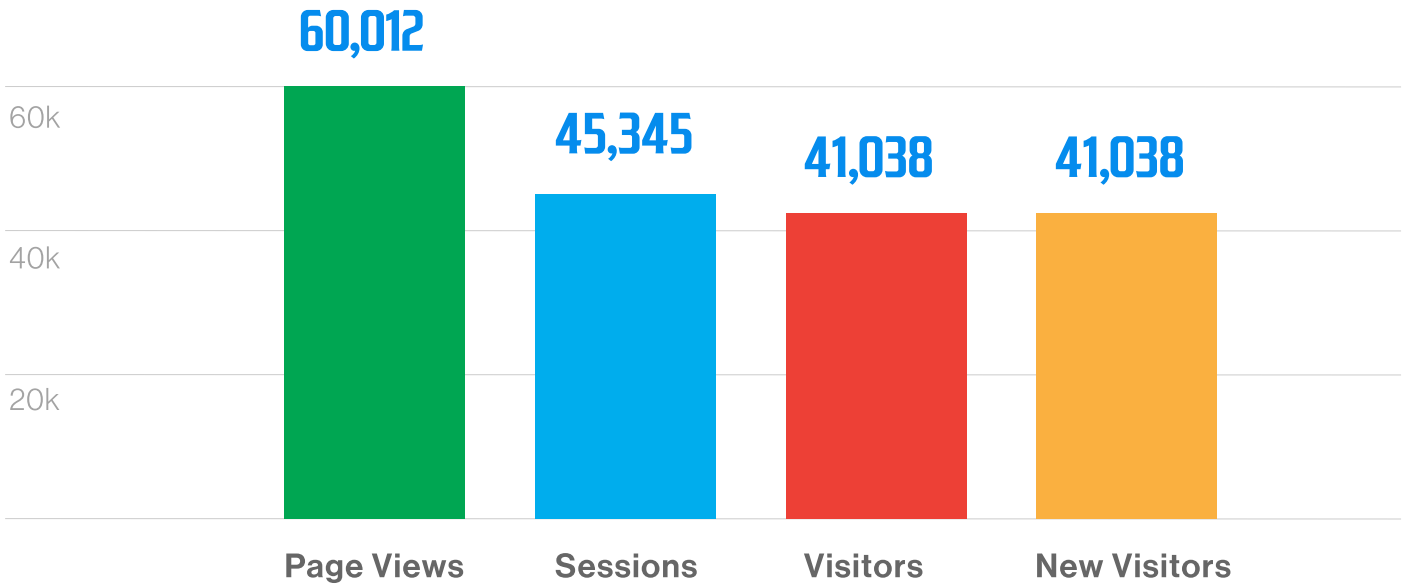
เพ็รพี PrEP ทานวันละเม็ดป้องกันเอดส์ ตรวจสอบเลืด...	15635
ยาเพ็รพีฟรี ทานวันละเม็ดป้องกันเอดส์ พร้อมตรวจเล...	13008
เพ็รพี PrEP ทานวันละเม็ดป้องกันเอดส์ ตรวจสอบเลืด...	5536
โรคติดต่อทางเพศสัมพันธ์เป็นได้ทุกเพศ ทุกวัย ได้แก่...	4994
เอดส์รักษาได้ รู้เร็ว กินยาเร็วและนาน โอกาสหายขา...	4744
Speak PUT - Protect Yourself Easy & Fast (htt...	3717
Speak PUT - Protect Yourself Easy & Fast (htt...	3138
ไม่พบเท่ากับไม่แพร่เชื้อ U=U Undetectable=Untr...	1583

In terms of content, based on the content of the most popular pages, the most popular post is about PrEP, followed by content regarding PrEP access. Here are the top 5 most popular pages translated from Thai:

- PrEP - tablet taken once daily
- Free PrEP - daily tablet to protect against AIDS
- PrEP - one pill a day to protect against AIDS
- STIs can be contracted by people of all genders and age
- AIDS is treatable. Know your status quickly.

SUMMARY STAT:

Based on traffic, it is apparent that visitors are seeking knowledge about PrEP the most. The graph below shows that the campaign has an average of 41,000 new visitors in this past year of 2019. Average yearly pageviews stand at 60,000 visitors.



IMPACT #3
Facebook Metrics

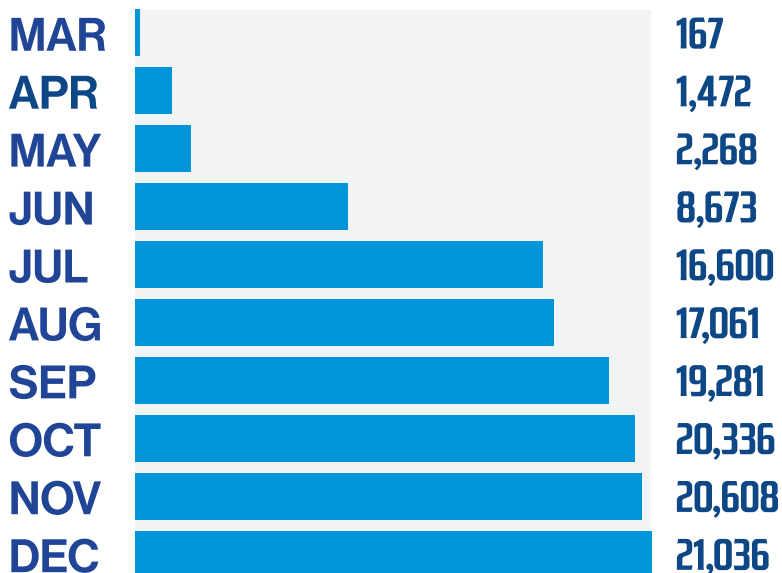


1. LIKES

From the launch, the Speak OUT campaign has acquired **21,036 likes**, with **21,395 followers**.

The 21,036 likes were acquired between 6 March 2019 to 31 December 2019. Three months that had the highest engagement were July, August, and December. These time periods coincided with Facebook LIVE content, as well as interactions based on popular video content produced by Speak OUT. As in the chart, the number of likes increases month to month.

chart of facebook likes as of december 2019(like).



2. FOLLOWERS

The number of followers for Speak OUT Thailand comes out to **21,382 people** as of 31 December 2019. Similar to likes, the number of followers has increased month to month, spiking most at intervals when the campaign releases video content.

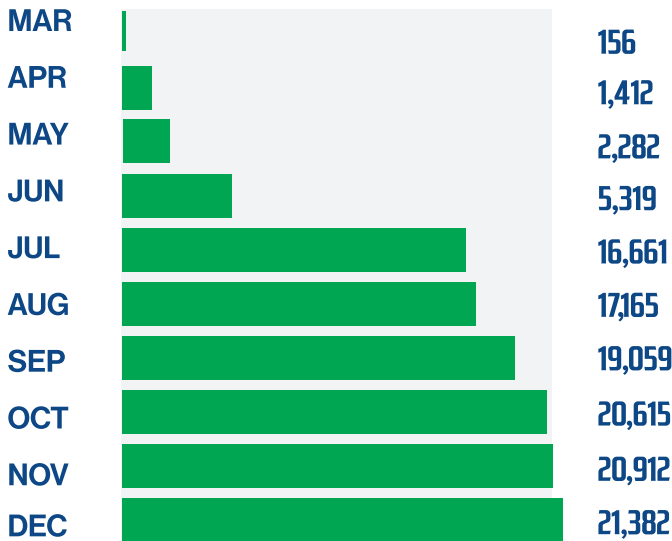


chart of facebook follower as of december 2019 (people).

3. REACH

In terms of reach, it is apparent that April, May, July, August, October, November, and December had visibly high reach exceeding 100,000 people. In April, for example, at a reach of 209,996 people, the month contained the Speak OUT post that had the highest reach (56,877 people), with a view count of 81,648 times.

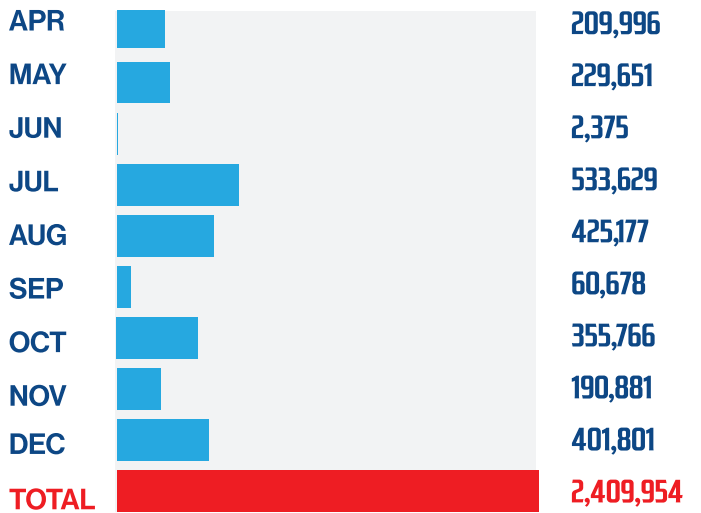


chart of facebook reach as of december 2019 (people).

4. ENGAGEMENT

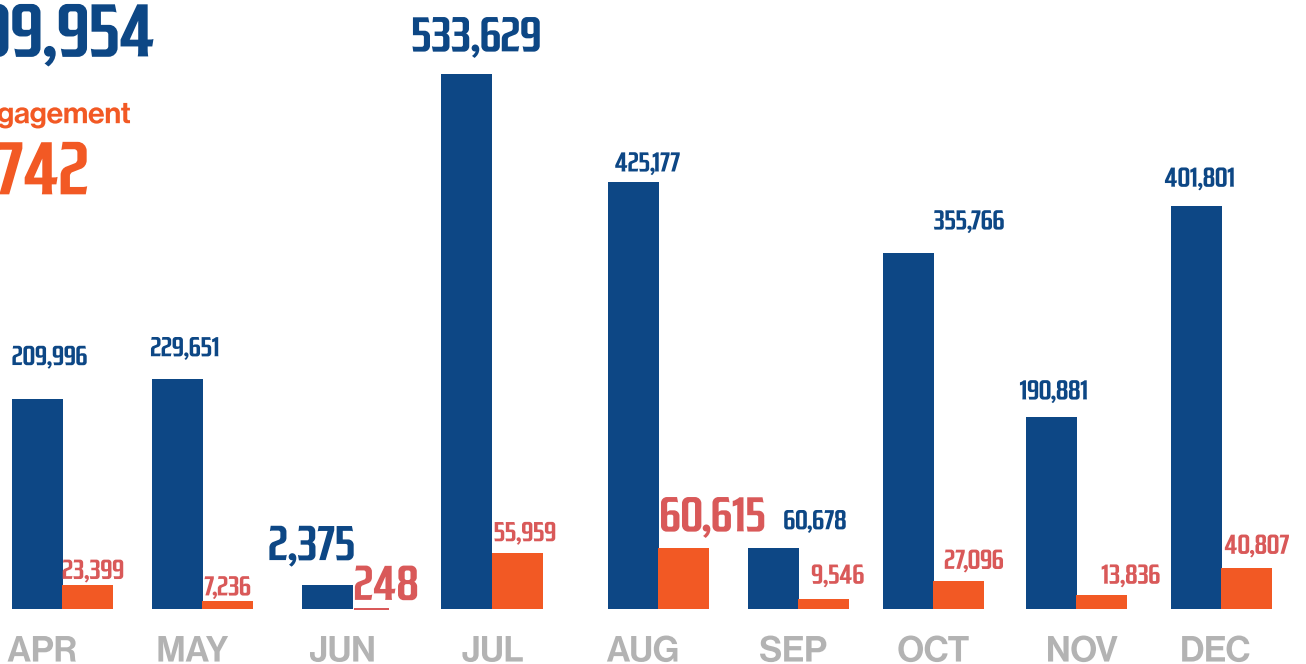
Comparing engagement and reach, it is observed that Speak OUT's content resonates with the viewers. Upon reach, it is apparent that viewers are engaged by the content shown by the high level of engagement. In July 2019, over 50,000 interactions were counted by way of engagement, followed by August 2019 (over 40,000) and December 2019 (at 40,000). January 2020 has low reach and engagement because measurement stopped only in the first week of January 2020 for publication of this report.

Total Reach

2,409,954

Total Engagement

238,742

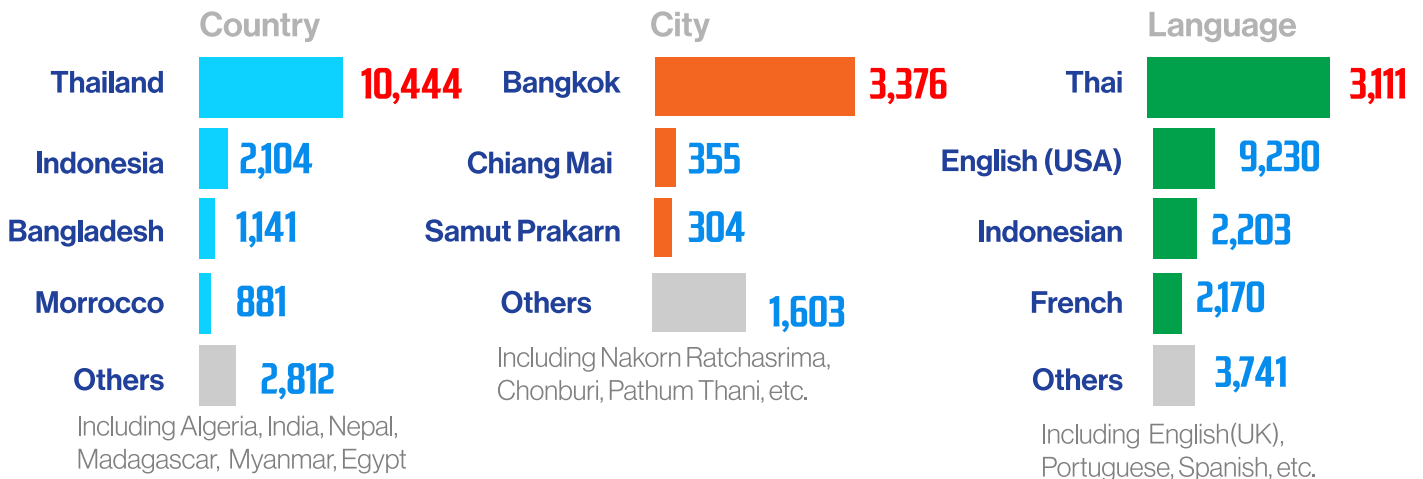


FACEBOOK FAN PAGE METRICS

In terms of the Facebook fan page, 91% of the traffic have been men, while the remaining 9% have been women. The aggregated demographic data show the number of people who saw any of the content posts at least once, grouped by age and gender. The campaign also has reached its

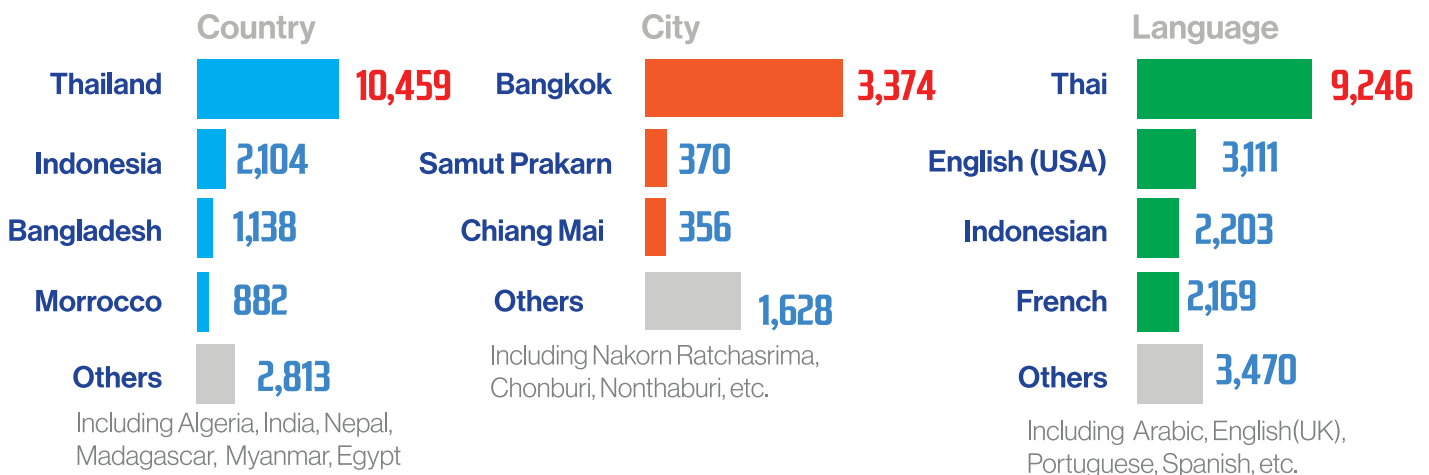
target group with the most visitors coming from Thailand at 10,459 people. Most are from Bangkok (3,374 people) while those from Samut Prakan (370 people) and Chiang Mai (356 people) are ranked second and third in terms of cities.

In terms of followers, 91% are men, 9% are women, with 10,782 followers coming from Thailand.

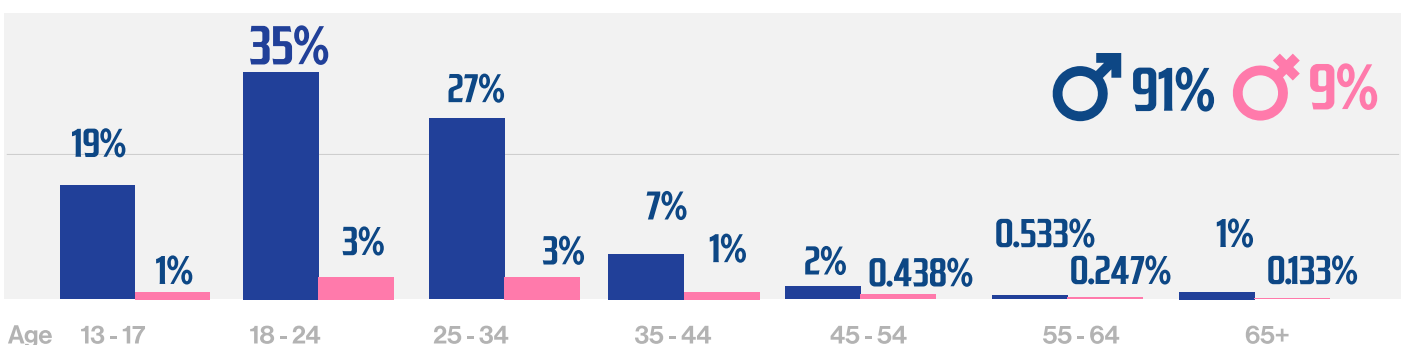


FOLLOWERS

In terms of followers, 91% are men, 9% are women, with 10,782 followers coming from Thailand.

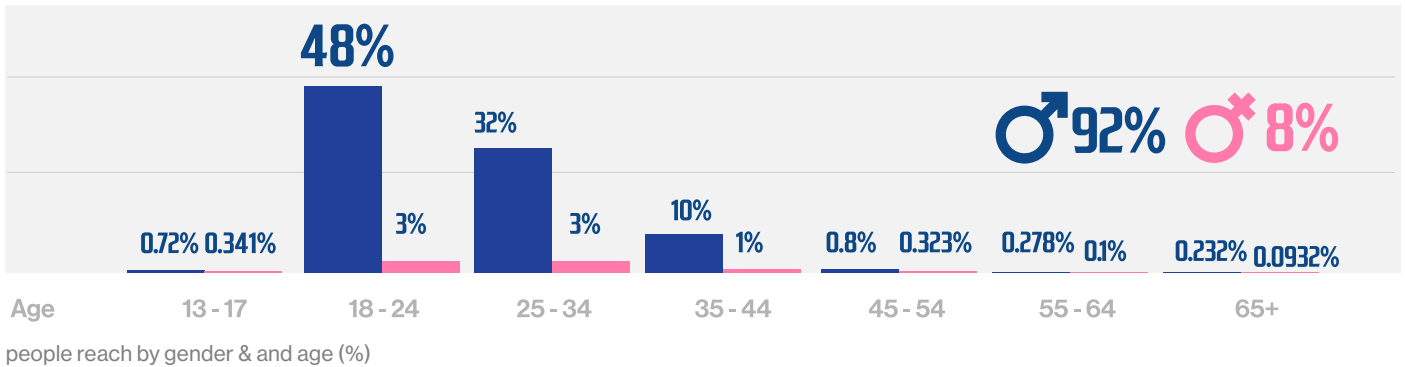


The demographic of fans and followers as of age and gender:



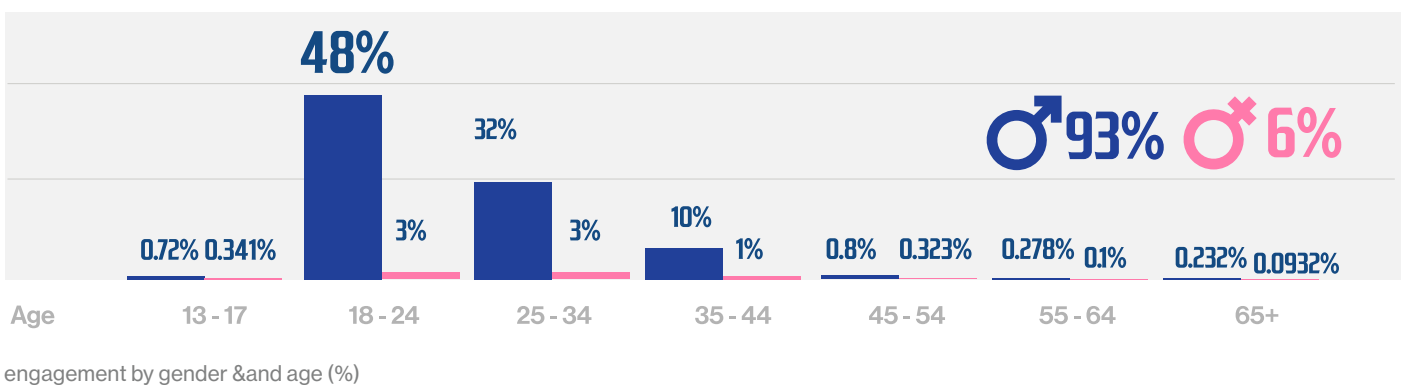
PEOPLE REACHED

In terms of people reached, 92% are men while 8% are women, with most aged 18-24 years of age (48% of all male followers). Second to this group are those aged 25-34 years old (at 32% of all male followers). These results show that the campaign's objectives reach the primary target demographic of MSM youths. Overall, these statistics show the number of people who had any content from the campaign's page entered on their screen.



PEOPLE ENGAGED

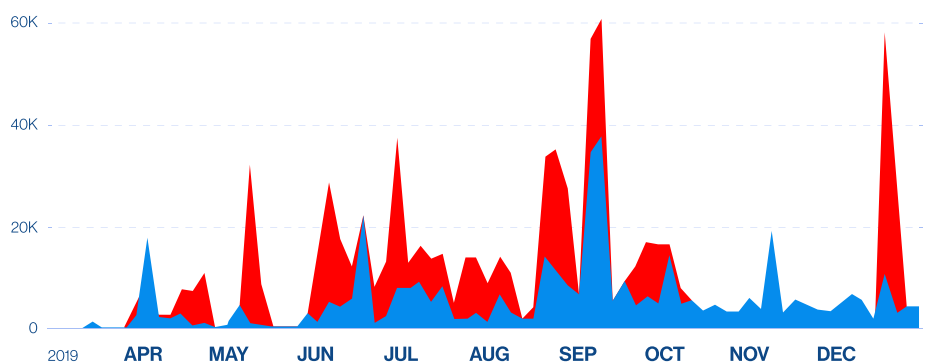
In terms of engagement, analytics showed that 93% of the people who engaged in the content were men, compared to that of women, who engaged 6% of the content. Of the men who engaged in the content, 53% were between 18-24 years old, while 28% of the men engaged in the content were between 25-34 years old. The graph below shows the number of people talking about Speak OUT's Facebook page by user age and gender.



POST REACH

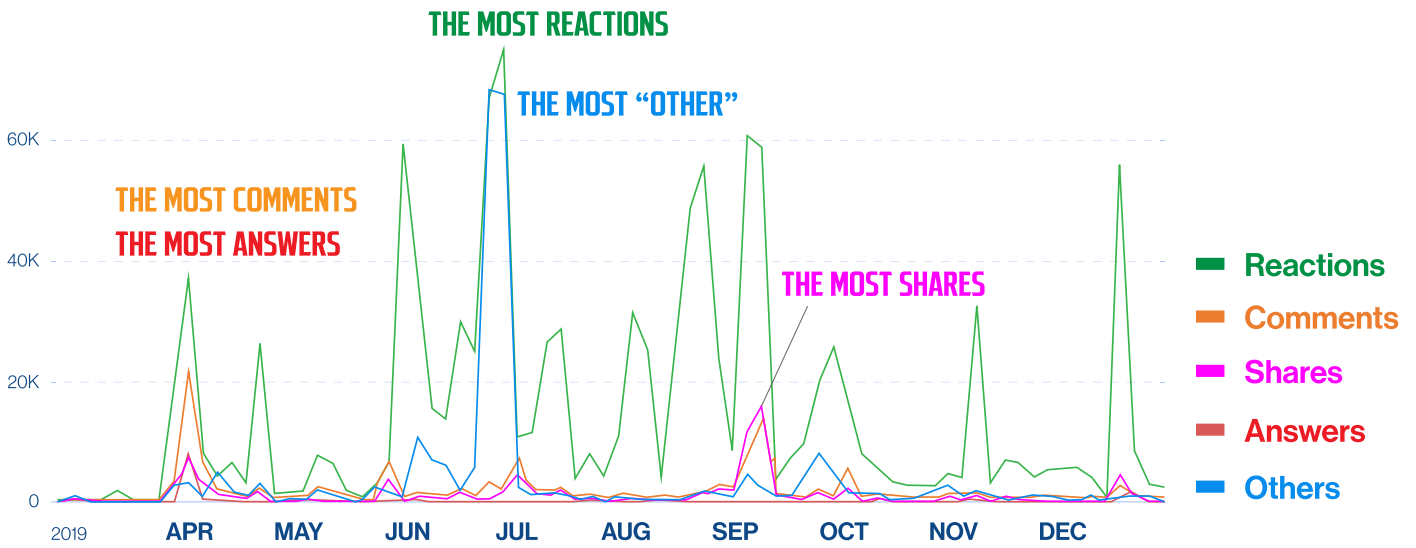
Looking at the reach of Facebook posts, analytics showed that September and December had the highest reach. This figure is the number of people that saw any of the content postings at least once.

■ Paid ■ Organic



REACTIONS, COMMENTS, SHARES AND MORE.

In regards to the most commented and most answered month, April 2019 was the highest month. July 2019 saw the most reactions, while the most shared month was September 2019.



EXAMPLES OF SOCIAL MEDIA POSTS

In just one post, the campaign reached 113,084 people, with 15,350 post clicks. 915 reactions, comments, and shares were made. As the number one post with the highest engagement, the content centered on the topic titled "5 misunderstandings about HIV/AIDS." Dispelling myths and providing general facts about HIV/AIDS ostensibly peaked interest for many visitors.

Post Details

Speak OUT Thailand

5 เรื่อง ที่คนเรามักเข้าใจผิดเกี่ยวกับเอชไอวี 2020 แล้วต้องทำความเข้าใจกันใหม่ซะครับ .

www.speakouthailand.com
#SpeakOutThailand #ยิ่งพูดยิ่งใกล้ #HIVตรวจเร็วรักษาเร็ว #วันเอดส์โลก

Performance for Your Post

113,084 People Reached

915 Reactions, Comments & Shares

606 Like	397 On Post	209 On Shares
21 Love	16 On Post	5 On Shares
9 Haha	2 On Post	7 On Shares
13 Wow	9 On Post	4 On Shares
2 Sad	0 On Post	2 On Shares
49 Comments	6 On Post	43 On Shares
215 Shares	207 On Post	8 On Shares

15,350 Post Clicks

14,011 Photo Views	30 Link Clicks	1,309 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

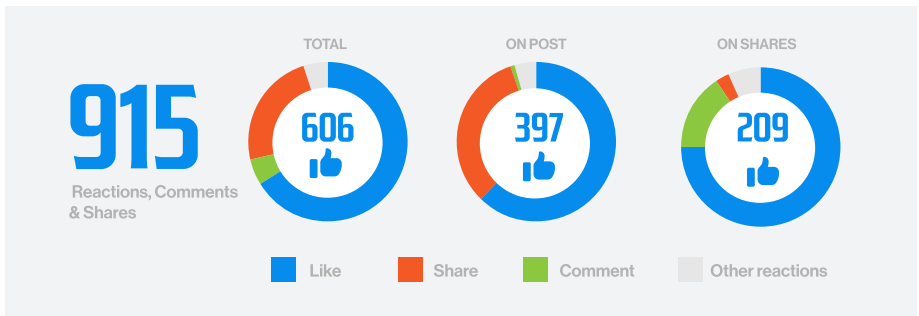
112,952
People Reached

15,350
Post Clicks

14,011
Photo Views

30
Link Clicks

1,309
Other Clicks



EXAMPLES OF SOCIAL MEDIA POSTS

At 35,106 people reached, 4,707 post clicks and 1,245 reactions, comments and shares, this post is titled “Which has a higher risk profile: tops or bottoms?” The attention grabbing title likely contributed to interest in the post.

Performance for Your Post

35,106 People Reached		
1,245 Reactions, Comments & Shares #		
767 Like	137 On Post	630 On Shares
22 Love	6 On Post	16 On Shares
44 Haha	0 On Post	44 On Shares
50 Wow	8 On Post	42 On Shares
9 Sad	1 On Post	8 On Shares
2 Angry	0 On Post	2 On Shares
241 Comments	50 On Post	191 On Shares
112 Shares	108 On Post	4 On Shares
4,707 Post Clicks		
1,059 Photo Views	19 Link Clicks	3,619 Other Clicks #
NEGATIVE FEEDBACK		
0 Hide Post	2 Hide All Posts	
0 Report as Spam	0 Unlike Page	

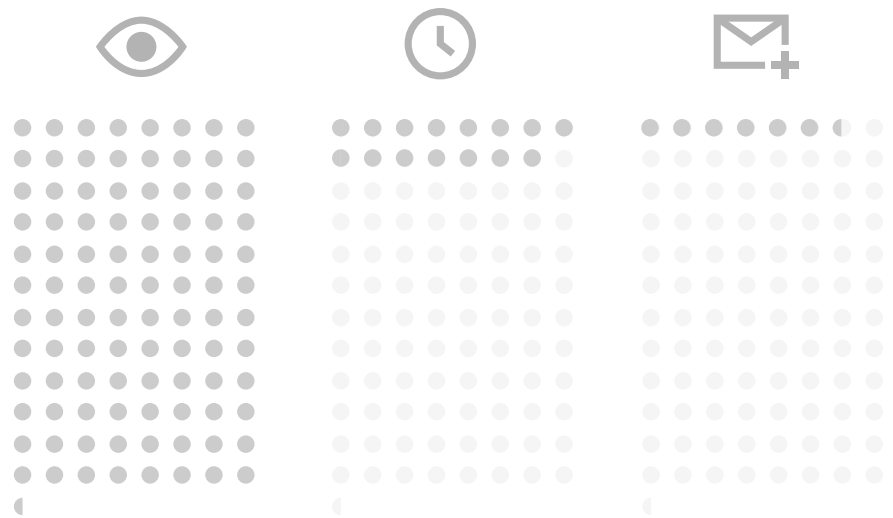
With 52,212 people reached, 4,287 post clicks, and 4,018 reactions, comments and shares, this post is titled “We can prevent HIV by more than one way.” It explores using condoms and general information about taking PrEP.

Performance for Your Post

52,212 People Reached		
4,018 Reactions, Comments & Shares #		
3,477 Like	2,886 On Post	591 On Shares
30 Love	16 On Post	14 On Shares
40 Haha	15 On Post	25 On Shares
47 Wow	35 On Post	12 On Shares
1 Sad	0 On Post	1 On Shares
241 Comments	111 On Post	130 On Shares
182 Shares	169 On Post	13 On Shares
4,287 Post Clicks		
603 Photo Views	8 Link Clicks	3,676 Other Clicks #
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

IMPACT #4 Youtube Metrics

The campaign’s YouTube channel acquired more than 641 subscribers, with a watch time of 1,500 hours and 96,500 views.

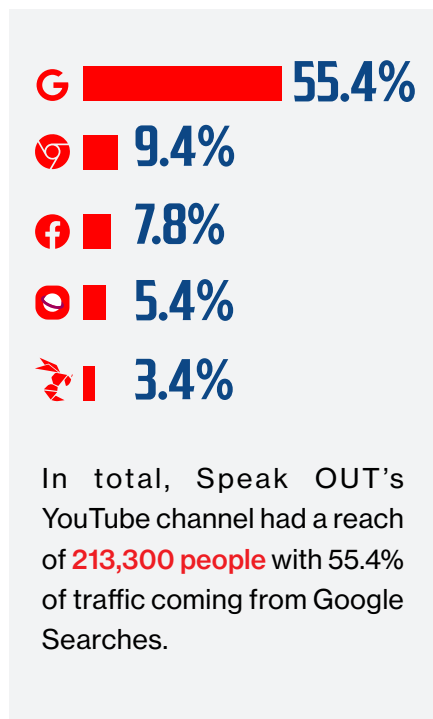


96.5K
views

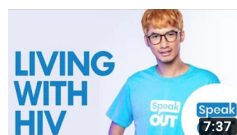
1.5K
watch time (hours)

+641
Subscribers

In terms of content, based on the content of the most popular videos, the most popular content is about living with HIV, followed by content regarding taking PrEP. Here are the top 5 most popular pages translated from Thai:



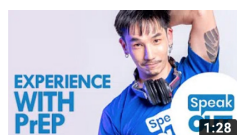
Top Videos



SpeakOUT : ปังปอนด์ ผู้อยู่ร่วมกับเชื้อมา 6...
10.6K



SpeakOUT : เพรีพ PrEP วันละเม็ด ป้องกัน HIV
7.4K



SpeakOUT : ความจริงจากผู้ที่ทาน PrEP มากกว่า...
7.1K



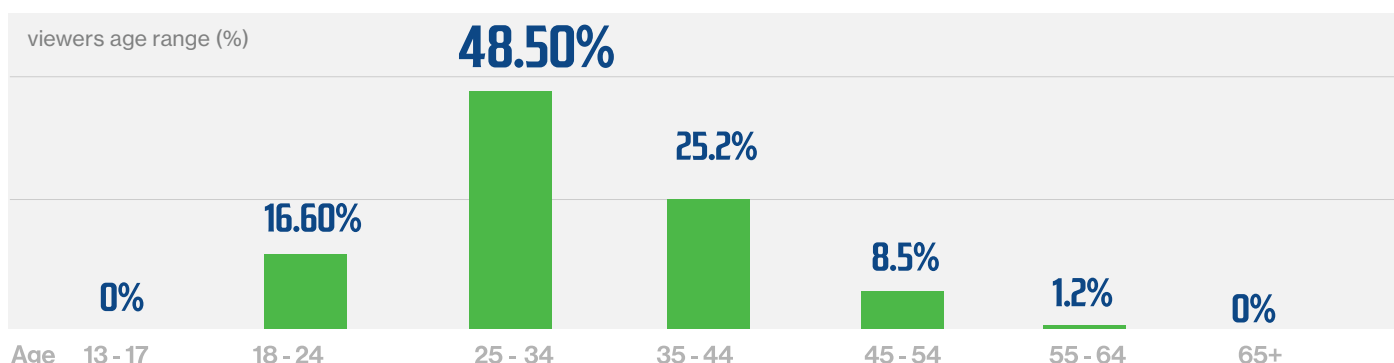
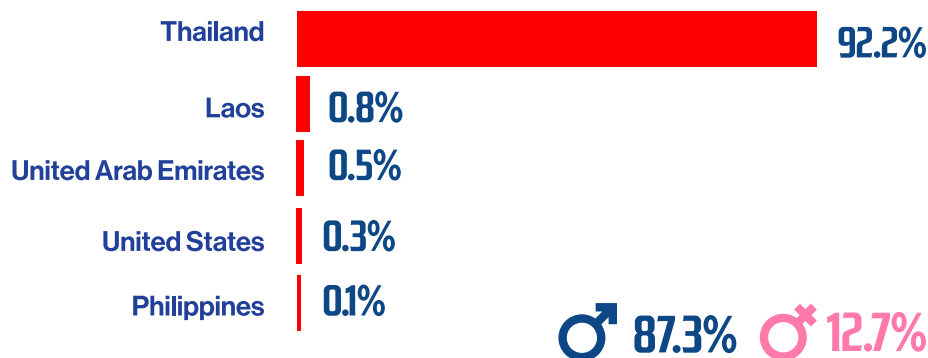
SpeakOUT : มาร์ค ผู้อยู่ร่วมกับเชื้อ HIV มากกว่า ...
6.6K



SpeakOUT : พุดคุยเรื่อง HIV และการรักษา กับท...
5.7K

In terms of a demographic analysis, 87.3% of viewers were men compared to that of women at 12.7%. Among these viewers, 92.2% were from Thailand. The 25-34 age range represented the highest viewership at 48.5% of views, followed by those aged 35-44 years old at 25.2% of viewers, and finally 16.6% of viewers in the 18-24 year old category.

viewers by country (%) / viewers by gender (%)



IMPACT #5

The LINKAGES project across the Continuum of HIV Services for Key Populations Affected by HIV, a global cooperative agreement funded by the U.S. President's Emergency Plan for AIDS Relief in collaboration with the U.S. Agency for International Development

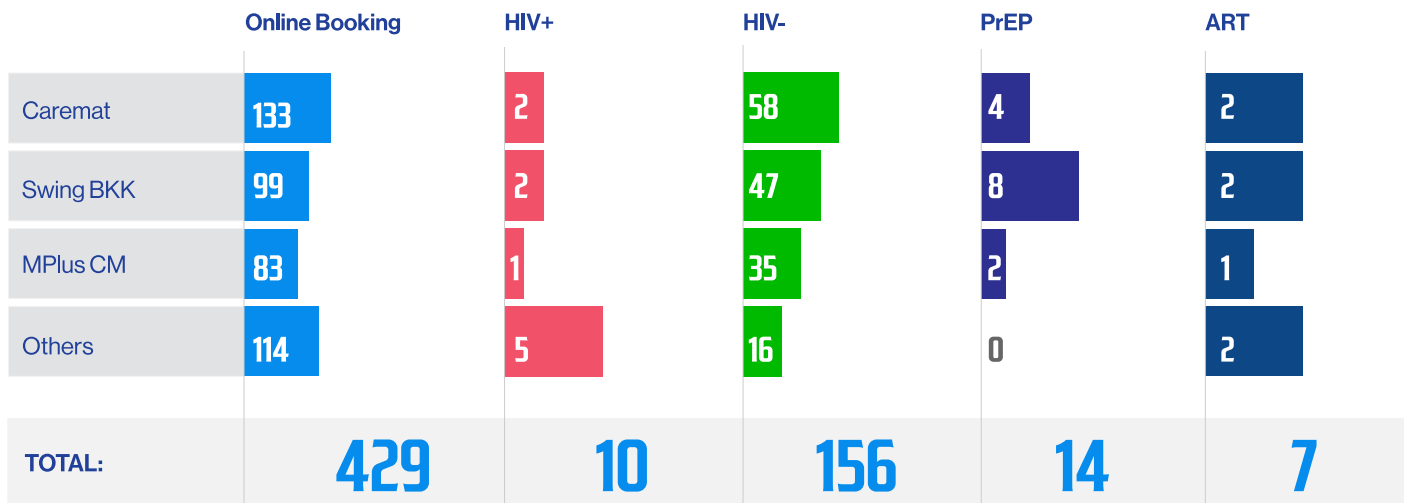
As a call to action, after viewers have accessed Speak OUT's content to learn about HIV prevention and treatment, those who develop the urgency to get tested can access the campaign's online appointment booking system.

The campaign offers online appointment capabilities for these prominent clinics: *SWING Bangkok, RSAT Medical Technology Clinic Ramkhamhaeng, the Thai Red Cross Anonymous Clinic, and the Tangerine Community Health Center (for Transgender Health).*

<https://testmenow.net/home/reservation/7250>

Speak OUT is proud to work with FHI 360, who oversees the LINKAGES project. The campaign continues to connect people closer to understanding HIV and PrEP as well as physically connecting them to clinical resources.

Increased online discussion and information requests regarding HIV prevention, testing and treatment.



As a result of the campaign online appointment capabilities, Speak OUT has been able to successfully bring 429 people into care at various clinics (as listed in the graph). Of these people, 10 people tested positive and 156 people tested negative. Among the people who tested negative, 14 started PrEP, while among those who tested positive 7 began ART. The campaign hopes the platform will continue to be an effective resource for people.



SECTION XIII:

SPEAK OUT THAILAND CAMPAIGN EVALUATION SUMMARY BY MAHIDOL UNIVERSITY

Table 1 General Information (N=1373)

General Information	Number of People	Percent
Age (Average = 32 years, Mode = 30 years)		
Less than 15 years old	2	0.1
16-20 years old	172	12.53
21-25 years old	249	18.14
26-30 years old	260	18.94
31-40 years old	422	30.74
41-50 years old	209	15.22
51-60 years old	54	3.93
More than 60 years old	5	0.36
Self-Identification		
Trans man	32	2.33
Gay / MSM (men who have sex with men)	1149	83.69
Trans woman	8	0.58
Lesbian	5	0.36
Bisexual	120	8.74
Female	18	1.31
Male	37	2.69
Other	9	0.66
Highest Level of Education		
Elementary School	26	1.89
Middle School	107	7.79
High School	273	19.88
Vocational Certificate	71	5.17
Diploma / Higher Vocational Certificate	145	10.56
Bachelor's Degree	592	43.12
Master's Degree	139	10.12
Doctorate Degree	14	1.02
No educational qualifications	6	0.44

Table 1 General Information (continued)

General Information	Number of People	Percent
Province of Residence (Top 5)		
Bangkok	485	35.32
Chonburi	109	7.94
Samut Prakarn	53	3.86
Khon Kaen	50	3.64
Pathum Thani	50	3.64
Other	614	44.72
Do not reside in Thailand	12	0.87
Have gotten an HIV test before		
Yes	1031	75.09
No	342	24.91
Results of HIV test		
Not infected with HIV (negative result)	948	69.05
Infected with HIV (positive result)	93	6.77
Undetectable	62	4.52
Do not know / Unsure	270	19.66
Have taken PrEP before		
Yes	195	14.20
No	1178	85.80
What media channels do you currently access? (You may select more than 1 answer)		
Facebook	1267	92.28
Instagram	819	59.65
YouTube	1013	73.78
Twitter	890	64.82
Website	570	41.51
LINE	1066	77.64
Hornet	1006	73.27
Jack'D	184	13.40
Grindr	216	15.73
PlanetRomeo	67	4.88
Blued	678	49.38
Other	29	2.11

After publishing the questionnaire, 2,558 people expressed interest in the questionnaire, but only a sample group of 1,373 completed the survey. Most of respondents were between 31-40 years old (30%), identify as gay / a homosexual man (83%), have a bachelor's degree (43%), and live in Bangkok (35%). Of the sample group, as much as 75% had gotten tested for HIV, but only 14% have taken PrEP. Most use Facebook the most (92%), followed by LINE (77%).

Table 2 Percentage of access and understanding of media (N = 1373)

Access and Understanding of Media	Number of People	Percent
Know or recognize media content by “Speak OUT Thailand”		
Recognize/Have seen	883	64.01
Do not know/Have never seen	490	35.69
Through which channel(s) do you know or recognize media content by “Speak OUT Thailand” (You may select more than 1 answer)		
Facebook	581	65.80
Instagram	161	18.23
YouTube	211	23.90
Twitter	316	35.79
Website	214	24.24
Other	87	9.85

Of the respondents, 64% reported they recognize or have seen “Speak OUT Thailand” media content, with Facebook (65%) as the most commonly viewed channel, followed by that of Twitter (35%) and websites (24%).



Table 3 Percentage of access and understanding of Speak OUT Thailand’s content (N=883)

Access and understanding Speak OUT Thailand’s content	HIV and AIDS	HIV Testing	STIs	HIV and AIDS Prevention	PrEP	PEP	U=U
I have seen the following content:							
Yes	578 (65.5%)	528 (59.8%)	585 (66.3%)	593 (67.2%)	561 (63.5%)	440 (49.8%)	354 (40.1%)
No	305 (34.5%)	355 (40.2%)	298 (33.7%)	290 (32.8%)	322 (36.5%)	443 (50.2%)	529 (59.9%)
I understand the content presented by Speak OUT Thailand (Average) Maximum 10 points	7.64	8.04	7.84	8.21	7.64	7.68	8.03
I have shared the following content presented by Speak OUT Thailand. (If so, which channels have you shared such content? You may select more than 1 answer)							
Have shared posts or video clips on social media	187 (32.4%)	211 (40.0%)	243 (41.5%)	253 (42.7%)	238 (42.4%)	199 (45.2%)	175 (49.4%)
Have shared content information with family	130 (22.5%)	137 (25.9%)	148 (25.3%)	153 (25.8%)	135 (24.1%)	118 (26.8%)	96 (27.1%)
Have shared content information with friends	297 (46.2%)	256 (48.5%)	269 (46.0%)	304 (51.3%)	284 (50.6%)	223 (50.7%)	185 (52.3%)
Have never shared any content	222 (38.4%)	160 (30.3%)	196 (33.5%)	163 (27.5%)	163 (29.1%)	126 (28.6%)	92 (26.0%)
Other	4 (0.7)	4 (0.8)	3 (0.5%)	4 (0.7%)	1 (0.2%)	4 (0.9%)	1 (0.3%)
How much has the “Speak OUT Thailand” campaign motivated you to get tested for HIV / STIs?							
Extremely		192 (36.4%)	209 (35.7%)				
Very		198 (37.5%)	237 (40.5%)				
Moderately		122 (23.1%)	120 (20.5%)				
Little		10 (1.9%)	14 (2.4%)				
The least		6 (1.1%)	5 (0.9%)				

Access and understanding Speak OUT Thailand's content	HIV and AIDS	HIV Testing	STIs	HIV and AIDS Prevention	PrEP	PEP	U=U
After viewing content by "Speak OUT Thailand," did you get HIV / STI tested?							
Yes		341 (64.4%)	382 (65.3%)				
No		187 (35.4%)	203 (34.7%)				
After viewing content by "Speak OUT Thailand," did you ask any of your friends to get HIV/STI tested or to get on PrEP/PEP?							
I asked		311 (58.9%)	345 (59.0%)		312 (55.6%)	263 (59.8%)	
I did not ask		217 (41.1%)	240 (41.0%)		249 (44.4%)	177 (40.2%)	
After viewing content by "Speak OUT Thailand," how did you protect yourself from HIV/AIDS? (You may select more than 1 answer)							
Condoms				566 (95.4%)			
PrEP				177 (29.8%)			
PEP				68 (11.5%)			
Did not use protection				17 (2.9%)			
Other				13 (2.2%)			
After viewing content by "Speak OUT Thailand," did you recommend the content to any other person?							
I recommended				535 (90.2%)	430 (76.6%)	337 (76.6%)	302 (85.3%)
I did not recommend				58 (9.8%)	131 (23.4%)	103 (23.4%)	52 (14.7%)
After viewing content by "Speak OUT Thailand," did you get on or use PrEP/PEP?							
Yes, after viewing the content					133 (23.7%)	107 (24.3%)	
Yes, before viewing the content					111 (19.8%)	73 (16.6%)	
No					317 (56.5%)	260 (59.1%)	
Do you feel disgusted by (or are afraid of) people with HIV?							
I feel disgusted					133 (23.7%)	107 (24.3%)	
I do not feel disgusted					111 (19.8%)	73 (16.6%)	

Of the sample group that recognizes Speak OUT Thailand, 67% have seen information about HIV and AIDS, followed by that of sexually transmitted diseases (66%). Information about U = U is the least seen content (40%) out of all categories. Majority of the respondents have a good understanding of the issues presented by Speak OUT Thailand (Average score is 7-8 out of 10). Over 70% responded that Speak OUT Thailand has motivated them to get tested for HIV / STI, and over 90% of the sample responded that after seeing Speak OUT Thailand, they recommended the campaign to others.

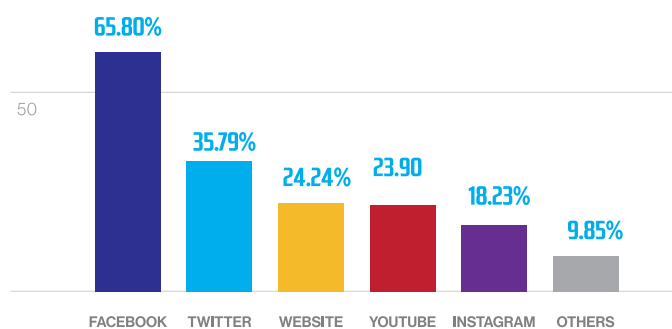
Table 4 Percentage of access and understanding of Speak OUT Thailand's content (N=883).

Access and Understanding of Speak OUT Thailand's content	Number of People	Percent
Most viewed online channel for Speak OUT Thailand's campaign		
Facebook	459	51.98
Instagram	18	2.04
YouTube	47	5.32
Twitter	173	19.59
Website	121	13.70
Other	65	7.36
Which medium do you find easiest to access		
Videos	480	54.36
Still pictures / Infographics	321	36.35
Essays	82	9.29
If the medium is a video, how long should the content be?		
0.30-1.30 minutes	279	31.60
1.30-3 minutes	269	30.46
3-5 minutes	205	23.22
5-7 minutes	47	5.32
7-10 minutes	35	3.96
More than 10 minutes	48	5.44
Time period in which viewers accessed "Speak OUT Thailand's" content the most.		
06.00-09.00	46	5.21
09.00-12.00	77	8.72
12.00-15.00	87	9.85
15.00-18.00	62	7.02
18.00-21.00	289	32.73
21.00-24.00	283	32.05
00.00-06.00	39	4.42

Of the respondents who recognize Speak OUT Thailand, Facebook was the most popular medium for accessing information (52%). 54% of respondents say that video media was the most easily understood. The period between 18.00-24.00 was the most popular time to go online, to Speak OUT Thailand's campaign website (64%).

As for content produced by Speak OUT, the topic of prevention methods was the most commonly viewed information (67.2%), with STI information at 66.3%. U=U (undetectable equals untransmittable) was the least viewed content among Speak OUT's topics (40.1%).

Which channel(s) have you seen "Speak OUT Thailand"



Which content by Speak OUT Thailand have you viewed?

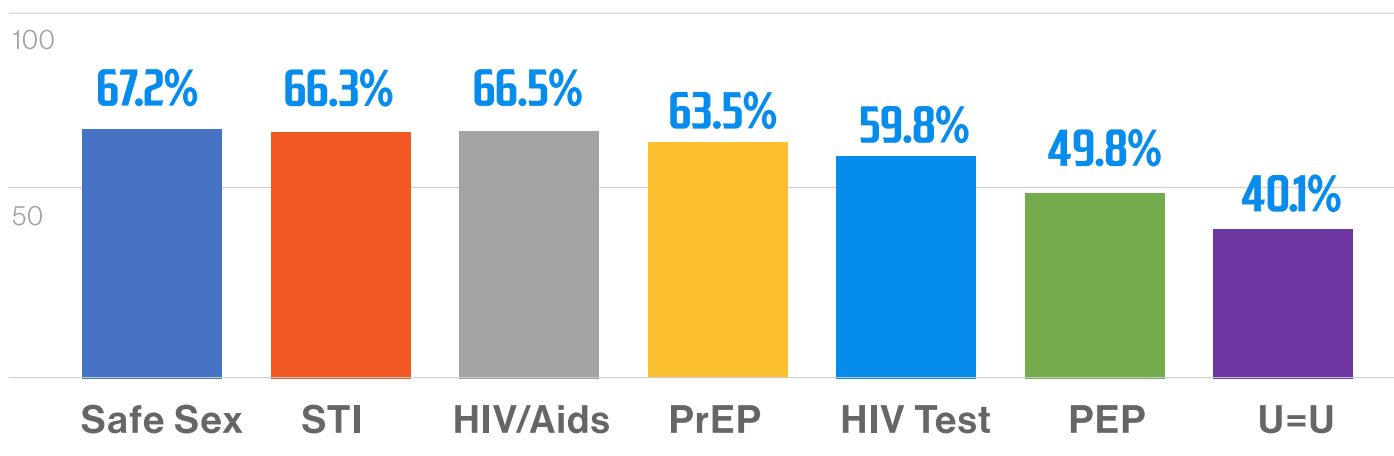
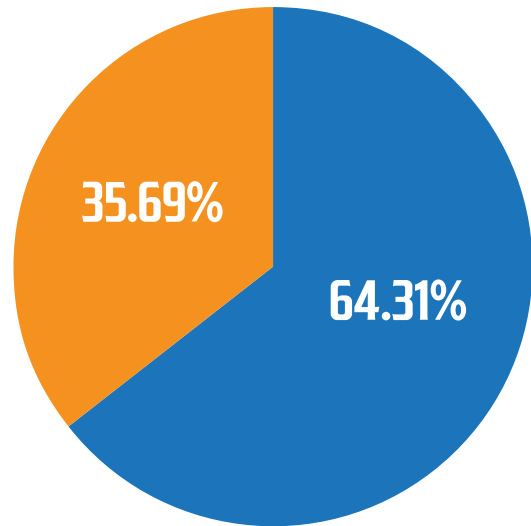


Table 5 Engagement with other media in the case of not recognizing Speak OUT Thailand (N=490)

Access and Understanding of Speak OUT Thailand's content	Number of People	Percent
Have you seen these health topics or issues in online media? (You may select more than 1 answer)		
HIV / AIDS	260	53.06
HIV Testing	285	58.16
Sexually transmitted infections such as syphilis, gonorrhea or hepatitis C	286	58.37
Prevention methods against HIV / AIDS	311	63.47
PrEP	229	46.73
PEP	138	28.16
U=U	35	7.14
I have seen	78	15.92
Other	8	1.63
If yes, where have you viewed this content? (You may select more than 1 answer)		
Test BKK	112	22.86
The Thai Red Cross	289	58.98
Bangkok Rainbow	204	41.63
Buddy station	41	8.37
Other	70	14.29

Of the respondents who did not recognize Speak OUT, most have seen health information in online media through the Thai Red Cross (58%), followed by Rainbow Sky in Bangkok (41%).



■ I recognize/have seen
■ I do not recognize/have not seen



SECTION XIV:

COLLABORATIONS

The Speak OUT Thailand campaign would like to thank the following organizations for their dedication, spirit, and partnership:



SWING Clinic is one of seven community-based organizations in Thailand funded by USAID under the U.S. President's Emergency Plan for AIDS Relief (PEPFAR) that is helping reach out to people at risk of getting HIV. It is a clinic that provides HIV/STI testing and counseling.

Bangkok Rainbow Organization (BRO) is a community based NGO supporting LGBT well-being in Bangkok. They are a local community organization in Bangkok, independent from the local and federal government. They provide counseling, health education and access to free AIDS testing for individuals.

Mplus Community Clinic is funded by the government in partnership with the United States President's Emergency Plan for Aids Relief (PEPFAR) through the US Agency for International Development (USAID) Linkages Project implemented by FHI 360, a non-profit human development organization. It is a government-supported and operates a Key Population-led Health Services Model for ensuring access to HIV services for all citizens. Mplus provides access to high-quality and friendly HIV services, rapid HIV testing as well as PrEP.

Hornet was founded in 2011, Hornet counts 25 million diverse users globally, and is an online social networking app for gay men.

BlueD is currently the largest gay social network app in the world. Started in 2012, the app now counts 40 million users with the majority still in its country of origin, China. BlueD gives its users the ability to broadcast video within a community of peers.

Yellow Channel is a media hub and community for those who love Drag Queens and performance related news.

The Rainbow Sky Association of Thailand (RSAT) is an organization that works in HIV prevention and fights for equal rights for all LGBT members. They have partnered with USAID, PEPFAR, The Thai Red Cross and the Global Fund. Currently there are 10 clinics across the country that help provide sexual health services.

Speak **OUT** THANK YOU!

Speak **OUT** MEDIA REPORT 2020

Panyaphon Phiphatkhunarnon
Co-Founder | Love Foundation มูลนิธิเพื่อรัก