CAMPAIGN TOOLKIT
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Our deepest thanks and appreciation to each member of our steering committee. Your expertise, dedication, and support were essential and have played an invaluable role in the success of ’The Sex You Want’.

Our thanks to the AIDS Committee of Toronto as original partners on this campaign during its first iteration in 2011.

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Introduction

To our GMSH alliance members,

It’s been over a year in the making, but your hard work and engagement in the development of The Sex You Want has brought us to the finish line. Together we have produced an incredible resource for the community — one we can all be very proud of! The GMSH office responds to the needs of our network. As new advancements in the treatment and prevention of HIV have emerged, so too have the challenges in navigating this changing landscape and communicating messages to our diverse communities of cisgender and transgender, gay, bisexual, queer, 2-spirit and other men who have sex with men. The Sex You Want is your tool to provide these messages and engage community in conversations about sex, health and pleasure. Our goal has always been that this becomes the trusted go-to resource for up to date information on a variety of gay men’s sexual health topics. The Sex You Want presents the tools and strategies that gay men are using to maintain their sexual health — it encourages combination approaches and presents a vision for how gay men can look after themselves and each other through site copy, infographics, comics, videos and other assets. We hope this re-imagined campaign supports the valuable work you do in communities big and small across Ontario.

Sincerely,

Owen McEwen  Dane Griffiths  Dan Gallant  Jordan Murray  Vincent Francoeur

Why The Sex You Want?

The Sex You Want is launching across Ontario at an opportune time. Despite scientific advances in the diagnosis, treatment, and prevention of HIV we know that cisgender and transgender gay, bisexual, queer and other men who have sex with men (herein referred to as gbMSM) continue to be overrepresented in the HIV epidemic. In 2013-14 in Ontario, 61% of all HIV diagnoses in the province were among gay, bisexual and other men who have sex with men (OHESI 2015). Furthermore, in Ontario, 55% of all people living with HIV/AIDS (PHAs) are gbMSM. (OCHART 2014).

A resurgence of Sexually Transmitted Infections (STIs) (PHAC 2016), notably syphilis and gonorrhea, among gbMSM is not unique to Ontario. But the increase in STI incidence is cause
for response including: community level education and engagement, informed providers, increased testing, access to treatment, and risk reduction counselling. At every opportunity in *The Sex You Want* we have encouraged a "test and treat" approach to STI prevention that is grounded in a progressive attitude towards sexual health promotion, honouring an individual’s relationship to desire and pleasure.

Today a number of sexual health strategies (SHS) exist. While welcomed and needed, the landscape has changed dramatically with the introduction of pre-exposure prophylaxis (PrEP) and the uptake of Treatment as Prevention (TaSP) as an HIV prevention strategy among both HIV negative and positive gbMSM. The GMSH identified a lack of user-friendly resources that clearly explained these strategies—grounded in scientific evidence, presented through mixed mediums, with a tone and use of language that resonated in the community.

HIV infection is not distributed evenly amongst communities of gbMSM - neither are the health benefits of HIV treatment for people living with HIV. A growing body of research has demonstrated that multiple epidemics including: depression, substance use, partner violence and childhood sexual abuse are reinforcing each other with an additive effect on HIV risk for HIV negative gay men and poor treatment outcomes for HIV positive gay men. This is known as ‘syndemics’. The GMSH will continue in its work to encourage and foster cross sectoral partnerships (mental health, public health, social services etc.) that will contribute to the psychosocial wellbeing of gbMSM through an approach that is syndemic-aware, trauma informed, and strengths based.
A note on language:

For the purposes of this campaign and toolkit, when we refer to gay men or gbMSM this includes:

1. Cisgender and transgender gbMSM
2. Bisexual men
3. Men who identify as straight but have sex with men
4. Men of all ages
5. Men who live in urban, rural and suburban communities
6. HIV positive men
7. Men who use drugs
8. Racialized men
9. Indigenous and 2 spirit men

Intersectionality: over the past two years, our sector has given great thought and consideration towards a few theories fundamental to gay men’s health and well-being. These include; Syndemics, Minority Stress, and Intersectionality. An intersectional analysis can be informed by developments in gender equality analysis, critical race analysis, disability rights analysis, and equality rights, and legal systems. These strategies have developed to address the stereotypes, as well as the unique and intersecting experiences of individuals, because of race or gender or disability and would form a necessary part of the contextual and analytical framework. An intersectional analysis can become one of the lenses through which the social context of the individual can be examined. In some measure, it can address social/structural/systemic conditions relating to race, poverty, low income and homelessness.

For more information, please see this primer that aims to provide a clear language guide to intersectionality by exploring its key elements and characteristics.

The Sex You Want & Ontario’s New HIV Strategy

The mission of Ontario’s proposed HIV strategy to 2026 titled “CHANGING THE COURSE OF THE HIV PREVENTION, ENGAGEMENT, AND CARE CASCADE IN ONTARIO” is:

To reduce the harm caused by HIV for individuals and communities and its impact on the health care system by ensuring timely access to an integrated system of compassionate, effective, evidence-based sexual health and HIV prevent, care and support services.
The development of The Sex You Want, its objectives, key messages, evaluation and implementation by a provincial network of gay men’s outreach workers based in AIDS Service Organizations (ASOs) aligns with the following strategy goals:

1. Improve the health and well-being of populations most affected by HIV
2. Promote sexual health and prevent new HIV, STI, and hepatitis C infections
3. Diagnose HIV infections early and engage people in timely care
4. Improve health, longevity and quality of life for people living with HIV
5. Ensure the quality, consistency and effectiveness of all provincially funded HIV programs and services

The Sex You Want is a tailored, evidence-informed sexual health promotion campaign.

Our primary audience for the campaign is any and all sexually active gbMSM of all HIV sero-statuses (HIV-positive, HIV-negative, unsure of their status, HIV-positive and undetectable, and HIV-negative guys on PrEP). This includes men who occasionally or regularly participate in condomless anal sex (barebacking).

A secondary audience are the service providers engaged in working with gay men including but not limited to: AIDS service organizations, primary care providers, public health, researchers, priority population networks and harm reduction services.

### Campaign Goals & Objectives

1. To increase cis and trans gay, bisexual, queer and other men who have sex with men’s awareness and understanding about different sexual health strategies available to them based on their context and up-to-date biomedical evidence;
2. To empower cis and trans gay, bisexual, queer and other men who have sex with men to make informed choices about sexual health strategies that are best for them, honoring their unique relationship to desire and pleasure, allowing gay men to integrate their strategies into a quest for better sex, better connections and heightened emotional and overall well-being;
3. To empower cis and trans gay, bisexual, queer and other men who have sex with men to make informed choices about HIV and STI testing strategies.

We have a system in Ontario to respond to gay men’s sexual health. The Sex You Want provides accurate information that’s grounded in evidence in a way that is accessible and culturally/ community appropriate. We want gbMSM across the province to consume this information and implement it in their sexual lives. We want gbMSM engaging with their local
sexual health system through increased HIV and STI testing and treatment. Our provincial alliance has a fundamental role to play in the development of those local systems and is uniquely positioned to champion gay men’s sexual health locally.

**Campaign Key Messages**

Effective health promotion campaigns are built around clear messages, which clearly articulate the issues: **the ongoing burden of HIV transmission in the gay men’s community and high rates of sexually transmitted infections**, the solution proposed: **use of sexual health strategies to prevent HIV, early treatment of HIV/STIs and engagement in HIV care**, and the action the audience can take to reach the campaign goal: **increased testing of HIV/STIs**. An effective message captures the attention of the campaign audience, is easy to understand and remember, and does not require any further explanation.

With the support of our campaign steering committee we have developed the following 3 messages:

1. We now have a range of tools grounded in scientific evidence to prevent HIV

2. Ongoing testing and treatment of HIV and STI’s is good for our health as individuals and as a community

3. Be informed about sexual health strategies. Test and treat for HIV and STI’s
The campaign messaging, aesthetics and marketing were developed in stages, with intensive collaboration and feedback at each stage.

Phase 1—Discovery
During this phase, Art & Science and Light Up The Sky worked with Alliance members, working groups and the steering committee to resolve several key aspects of the campaign, including the scope of topics the campaign would address; the ultimate goals of the campaign; the tone and spirit (or “voice”) of the campaign; and the development of “personas”—fictional users of the site whose cultural perspectives and unique sexual health needs would help frame the design.

Phase 2—Messaging
Art & Science collected content ideas from the working groups, and began developing the basic information that would inform the videos. A&S also worked with the GMSH and the steering committee to arrive at the key messages of the campaign, and began to develop the marketing messaging.

Phase 3—Creative
In this phase, Art & Science and Light Up The Sky developed the “look and feel” of the campaign, a process which included a landscape review of existing gay men’s sexual health campaigns. Art & Science designed the website, while Light Up The Sky collaborated with the working groups and the Alliance to develop an inclusive cast of characters. The campaign’s “What if” marketing messages were also developed, focus tested and finalized during this phase.
Phase 4—Production
This extensive phase included programming of the website, video production, and the development of infographics and comics. Copy underwent scientific and community review before being added to the website.

Phase 5—Pre-Launch
Art & Science developed collateral (or “swag”) for the network: T-shirts, postcards, condom packs, etc. We also developed a marketing plan that includes posters, online banners, in-app ads and other platforms. Finally, A&S worked with the OHTN to determine evaluation metrics for the website.

Phase 6—Launch

Phase 7—Implementation and Evaluation
In this phase, Light Up The Sky will be producing comics and infographics in an ongoing fashion, and A&S will be looking to create additional videos for the website. Metrics from the website, user feedback and the results online surveys will help determine changes and additions to the campaign content.
PART 3

Campaign Content and User Experience

Written Content

The Sex You Want website is the primary hub of content for the campaign. The site contains extensive written content on a variety of topics, and every page has social sharing buttons.

Rich Media Content

The site also contains many original videos, comics and infographics, each with their own social sharing features.

The animated videos available on the website are designed to introduce their respective topics by providing an overview of “the basics”. These videos introduce the following topics: Condoms, PrEP, PEP, Undetectable Viral Load, and HIV And Sex.

The webcomics are designed to lend a personal narrative to sexual health topics, and cover subjects ranging from negotiating sexual health strategies, and the reasons that both tops and bottom might enjoy condoms, to the challenges that trans guys face around STI and HIV testing.

Finally, the site will contain a handful of infographics designed to make complex information easy to digest. Topics include proper use of condoms, a breakdown of lube types (and their best uses), and an HIV infection timeline.

Additional videos, comics and infographics will be added to the site in 2017.

Website User Experience

The website was designed to be easily used and accessible to all audiences. Some key features include:
• A graphical menu that appears at the bottom of every page, encouraging guys to browse various sections at will;

• “Next page” and “Previous page” buttons that encourage guys to flip through the whole site—like they might a comic book;

• A “Filter” feature that recommends areas of interest based the (anonymous) sero-status of two guys provided by the user;

• Responsive Design: The website works on desktop, tablet and mobile devices;

• Accessible Design: The website is designed to cater to individuals who are reliant on speech readers or alternative input devices.

The Menu

The menu is grouped into several key topic areas, described below:

Primary sexual health strategies:
• Condoms
• PrEP
• PEP
• Undetectable Viral Load

HIV information:
• HIV Basics
• HIV and Sex

**Information on testing, STIs and treatment as prevention:**
• Testing
• Other STIs
• Treatment

**The interplay of stigma and sexual health strategies:**
• Sex Today

**Other strategies and combinations:**
• Sero-Sorting
• Topping & Bottoming
• Combining Strategies

**Self-care and empathy:**
• Looking Out for Yourself
• Looking Out for Each Other

**About the campaign, the GMSH, and Alliance organizations:**
• About

The Sex You Want campaign is the most comprehensive sexual health campaign ever developed for gay men in Ontario, and rightly so with so many new and exciting ways to maintain our health as HIV negative and HIV positive gay men!
Our provincial network of gay men’s outreach workers played a key contributing role in the development of The Sex You Want. This campaign presents an opportunity to engage gay men in conversations about sex, pleasure, and health free of stigma and judgement. It can support you in communicating new prevention technologies like PrEP, the importance of early HIV treatment, and much more! It is both an education and community development tool. Throughout the month of August 2016 the GMSH office visited communities across the province to engage in a discussion about local implementation recognizing the unique contributors and barriers in each community. Here are some of those great ideas!

**Goals of the Activities:**

Generally speaking, the most effective ways to promote the campaign in your work will aim to achieve the following:

- Increase awareness of the campaign among gbMSM community members, community groups, and service providers
- Integrate into existing outreach activities (ie. online & venue based outreach)
- To create new partnerships, or improve existing partnerships with service providers and the community- generate a new conversation!
- To build capacity with staff and volunteers providing service to gbMSM

**Things to Consider:**

- Create a master list of locations that campaign materials have been distributed. Re-stock as necessary. If it’s a new location- leave your business card and follow up with a conversation about the campaign
- Some materials may be more suited to specific venues. E.g. sexual imagery may be better suited to bars or bathhouses than a doctor’s office. Adapt campaign materials to specific locations
- The GMSH is available to assist you in your work with campaign promotion and local implementation
Activity:

• Distribution of written materials and posters to community partners;

• Incorporate The Sex You Want materials into your HIV 101, staff, and volunteer training;

• Use The Sex You Want materials during your drop-ins, support groups, and other social events at your agency;

• Bring written material and collateral to your outreach activities at bars, bathhouses, and other venues;

• Bring The Sex You Want materials to your local community groups, community ambassadors, and advisory committees;

• Provide The Sex You Want materials at your local HIV Clinic; testing clinics; and community health centres;

• Incorporate The Sex You Want into AIDS Awareness Week and other major events in your agency;

• Include campaign material in Totally Outright training and facilitation. What’s Totally Outright? [Learn more here];

• Provide a campaign in-service to sexual health centres and other providers;

• Play videos on TV screens, tablets and other electronics in waiting rooms, your office, or local clinics that gay guys frequent;

• Link to The Sex You Want and its content to your agency’s website, newsletters, social media, and local information hubs like email listserves;
  
  • Tip: include a campaign related image to grab attention!

• Promote at your local gay pride celebrations;

• Use campaign related materials in online outreach;

• Incorporate The Sex You Want materials into your Motivational Interviewing work. What’s MI? [Learn more here];

• Design specific Sex You Want workshops for service providers, community groups, and community members;

• Provide The Sex You Want resources to service providers working with sub-populations (trans guys, French speaking guys, gay men of colour);

• Promote at your local Opening Doors Conference;

• Use the videos during local Queer film festivals;
Promoting the Campaign

1. Share the campaign mailchimp e-blast with your co-workers, clients, community partners and agency volunteers. Send it to your Our Agenda workshop participants!

2. Use the campaign banner in your email signature and encourage others to do the same

3. Agency in-service and community health forums
   - Use the animated videos to communicate the biology of HIV transmission and sexual health strategies
   - Build your presentation using the campaign PowerPoint template
   - Create presentation handouts using the campaign letterhead template
   - Utilize campaign branded folders for participant packages
   - Create a sex you want space! Use the banners and collateral to draw participants’ attention to the campaign

4. Topics from the campaign can be used in group discussions. – Some ideas:
   - Getting the sex you want
   - HIV prevention today
   - HIV and STIs – what’s the link?
   - Taking care of ourselves and each other
   - Testing for HIV/STIs
   - Undetectable viral load
   - The Sex You Want- breaking down the poz/neg divide
   - Taking care of your sexual health
   - Pleasure and prevention – we can have both!
   - Condoms are one HIV prevention tool- we now have others
   - What’s your ideal sex life?

5. Embed campaign imagery into your agency newsletters, mail outs, website etc.

6. Promote through your condom/lube distribution network- use the branded condom packs!
7. Ensure campaign materials are being provided via the following locations:

- Bars
- Bathhouses
- Parks
- Gay affirming doctors’ offices
- Your local HIV care clinic
- Sexual health clinics/ HIV testing sites, health units
- Pharmacies
- Sexual assault centres
- Gay campgrounds
- Gay owned businesses
- Adult stores (stag shop, love shop, come as you are etc.)
- Universities
- Community Health Centres
- French serving organizations
- Youth centres

The Sex You Want will have a long campaign life span. Our digital ads will run for many months across Ontario and we expect this campaign to remain a current, accurate and reliable sexual health resource for many years. We plan to develop further content and videos in the 2017-18 program year. You know your community best - think about where this campaign will have the most visibility and reach!

Tips:

1. Choose specific campaign imagery to appeal to diverse populations of gay men and different subcultures and demographics. This is an adaptable campaign.
2. Use the campaign to facilitate sex positive discussions. Make it interactive! Use the videos, comics and other campaign assets.
3. Recruit local gay men to act as ‘campaign ambassadors’. They can help spread the word to their social networks. In communities small and large- the gay men’s community can be very connected to one another.
4. Let gay men in the community know that you are an informed sexual health service provider and affirming of all the sexual activities we enjoy as gay men.
5. Draw on your local partnerships to scale up the campaign- reach out!
6. Be strategic- who aren’t you connected to but would like to be. Can the sex you
want leverage partnerships with others?

7. Own the campaign- you have played a major role in the development of The Sex You Want. Share it as a creation and resource of your agency, demonstrating your commitment, skills and creativity.
Currently available campaign materials include:
Social Media

Social media like Facebook and Twitter are powerful tools to provide information to our audience of gbMSM. They can be effective ways to expand reach, foster engagement, and increase access to the credible information found on The Sex You Want.

“Integrating social media into health communication campaigns and activities allows health communicators to leverage social dynamics and networks to encourage participation, conversation and community – all of which can help spread key messages and influence health decision making. Social media also helps to reach people when, where and how they want to receive health messages; it improves the availability of content and may influence satisfaction and trust in the health messages delivered. Likewise, tapping into personal networks and presenting information in multiple formats, spaces, and sources helps to make messages more credible and effective.” - (CDC 2011, p.1).

As with all your work related to the campaign it is important to ensure that you have the necessary skills and resources to participate in social media. Some of you are responsible for your program or agency social media activities, but many are not. We encourage you to share this section of the toolkit specifically with your communications staff person in your organization or social media volunteers.

Some notes:
1. The official campaign hashtag is #TheSexYouWant or #TSYW
2. #HIVCan is a Canadian recognized hashtag in the sector- ideal to reach professional audiences
3. #CanQueer is widely used by the queer community
4. #BBBH (NSFW) is a hashtag used by men on Twitter who bareback, are interested in and turned on by condomless sex. Much of the content is sexually explicit and/or pornographic but this is an important audience of gay men to reach
5. The GMSH twitter handle is @GMSHAlliance
6. Our Facebook page is: www.facebook.com/GMSHAlliance We encourage you and your organizations to like our page and share straight from the GMSH
7. You can always share the video files we provided to you on YouTube
8. These posts can be used in online outreach settings like Squirt.org for example – videos can be posted on your outreach profile, a campaign image could be your display picture and you can post in the message boards targeting your specific region
Thinking of developing an online sexual health outreach program but not sure where to begin?
Read our step by step guide: Cruising Counts

Sharing is Simple

You can promote any page of the website by using the built-in social media tools found at the bottom of each page. Options include Facebook, Twitter, Tumblr, (or via email).

Feel free to develop your own, authentic way of promoting the campaign in a way that will resonate with your intended audience.

- HIV affects human CD4 T cells. These immune cells are important for keeping you healthy. Without treatment, HIV can replicate (or make copies of itself) inside immune cells very quickly, depleting those CD4 T cells along the way. Loss of these cells affects your whole immune system.

- If your immune system is weakened, it may not be able to fight off serious illnesses or age-related diseases as effectively.
**Part 5**

**Appendix**

**CATIE fact-sheets** – Click any item to view the associated web page

**Prevention**
- Condoms for the prevention of HIV and STI transmission
- Post-exposure prophylaxis (PEP)
- Oral pre-exposure prophylaxis (PrEP)
- CATIE statement on the use of antiretroviral treatment (ART) to maintain an undetectable viral load to prevent the sexual transmission of HIV

**Testing**
- HIV testing technologies
- HIV viral load testing

**Epidemiology**
- The epidemiology of HIV in Canada
- The epidemiology of HIV in gay men and other men who have sex with men

**Other**
- Canadian Consensus Statement on the health and prevention benefits of HIV antiretroviral medications and HIV testing
- Prevention Access Campaign (US)
The Sex You Want – An innovative response to gay men’s health in Ontario

For immediate release

Toronto –

A new campaign developed by the Gay Men’s Sexual Health Alliance aims at getting gay men testing, preventing, and treating HIV and other sexually transmitted infections. With new HIV prevention technologies like pre-exposure prophylaxis (PrEP) making headlines around the world, The Sex You Want offers gay and bisexual men evidence based information around HIV and STIs in a fun and sexy way. ‘The Sex You Want’ is timely in an era of sustained HIV infection rates and an epidemic of sexually transmitted infections among gay men.

According to the latest data available, in Ontario 63% of all HIV diagnoses in the province were gay, bisexual and other men who have sex with men in 2014-15.*

Today a number of HIV prevention strategies exist including condoms, pre-exposure prophylaxis, post exposure prophylaxis and treatment as prevention. The GMSH identified a lack in user-friendly resources that clearly explained these strategies- grounded in the scientific evidence, presented through mixed mediums with a tone and use of language that would resonate in a community that has been exposed to sexual health social marketing campaigns for the past 30 years.

The Sex You Want features animated videos, comic strips, and info-graphics that reflect the complex and diverse experiences of gay men grounded in science and a progressive attitude towards sex and pleasure.

The creative design is particularly striking:

“For over 30 years gay men have been bombarded with social marketing campaigns telling us we are “high risk”. So many of the same images that reinforce a particular ideal and physique. We wanted to do something very different. Our diverse community is going to see itself in The Sex You Want”

– Dane Griffiths, Manager of Health Promotion

The campaign will be promoted in cities and towns across Ontario supported by a network of HIV/AIDS services organizations.

Ontario’s Gay Men’s Sexual Health Alliance is a provincial network of gay men and their allies from community-based HIV/AIDS service organizations, the HIV research community, public health, policy makers and other community members. It is housed within the Ontario AIDS Network.

For further information, visit: www.thesexyouwant.ca / www.sexequitallume.ca

For media inquiries contact: info@gmsh.ca

*Ontario HIV Surveillance and Epidemiology Initiative (OHESI, 2016)
Who developed The Sex You Want?

The Sex You Want was developed by the Gay Men’s Sexual Health Alliance of Ontario – a priority population network of HIV/AIDS service organizations, public health, researchers and policy makers. GMSH is a hub of learning and resource development for gay men in the province and strives to meet the goals of the proposed Ontario HIV Strategy. It is housed within the Ontario AIDS Network (OAN).

The campaign was developed in partnership with the digital agency Art & Science and their creative partners Light up the Sky. A steering committee of GMSH working group chairs and other key stakeholders and knowledge experts supported its development.

Is the campaign only for HIV negative gay men?

Of course not! We value full, satisfying and healthy sexual and emotional relationships for HIV positive gay men free of HIV stigma, and discrimination. In various sections of the website we draw attention to the unique health experiences of poz gay men and suggest relevant sexual health strategies. HIV positive gay men have been active participants and contributors in the development of The Sex You Want. Heard of Poz Prevention!? Find out more here.

Is there content specific for gay, bisexual and queer trans men?

Absolutely! - gay, bisexual, queer trans guys are also on a quest for the sex they want and are part of our communities. What makes this campaign unique is that trans content is woven throughout. We heard from our trans men’s working group that they didn’t want another “side table” campaign but to have information inclusive and integrated. Want to learn more about trans men’s sexual health!? Visit www.queertransmen.org and read the Primed guide.

Why are you using the term vagina in a gay men’s campaign?

The Sex You Want is inclusive of bisexual men and the many gender/sexual identities of partners and sex acts we enjoy. We also consulted our Gay, Bi, Queer Trans Men’s Working Group who felt that using “vagina” would be a more widely recognized term to the community at large for the animated videos. Acknowledging that “vagina” isn’t the only common term used within the trans community, the written content uses the terms vagina/ front hole and vaginal/front hole sex.
What is the duration of the campaign?

The Sex You Want will have a long span as a go to up to date resource on gay men’s sexual health topics. The campaign will be adapted, reviewed, and updated over time to ensure that it remains current and accurate. As new evidence emerges we will consult with our scientific review committee and others to ensure appropriate updates are made while also maintaining the spirit and tone of the campaign.

Is the campaign available in other languages?

The Sex You Want website is available in English and French. Campaign collateral materials are also available in both languages.

Why aren’t we telling gay men to just use condoms?

The Sex You Want is a campaign that affirms sexuality. Condoms are one effective sexual health strategy for HIV prevention but are now joined by PrEP, PeP and treatment as prevention. All of which are supported by a growing body of evidence. Throughout the campaign we encourage using a combination of HIV prevention strategies and note the important opportunities of new prevention tools for gay men who sometimes or never use condoms. We also acknowledge that a changing landscape of HIV prevention tools can present challenges for gay men whose sexual health strategy of choice is condoms. The Sex You Want re-affirms condom use for gay men as an accessible, safe, and effective HIV and STI prevention tool. Gay men who bareback (have condomless anal sex) are an important and ideal audience for this campaign. It is important that we work to de-stigmatize certain behaviours as a means to have more meaningful and inclusive conversations with gay men. There are many complexities that impact our sexual health decision making which we raise in the “looking out for yourself/each other” sections of the website.

Is this campaign “safe for work”? How sexual is the imagery?

As a network of individuals providing sexual health services to gay men we need to validate, affirm, and reinforce healthy sexuality in our campaigns. It is important for gay men to see themselves in the campaign which is exactly what we have heard in focus groups. The animations and creative approach succeeds in reflecting the diversity of our communities. Given that it is a sexual health campaign, The Sex You Want is being marketed on hookup apps, porn sites, and in spaces where gay men connect (both physical and online). Not all the materials are overtly sexual- think about the spaces you work in and where you might want to promote the campaign and use the materials accordingly.

Who can I contact for more information?
You are always free to contact the GMSH should you have any questions about the campaign or require support with implementation and community development related to the campaign. Please direct your email to info@gmsh.ca. We will work within our office to designate the appropriate staff person to respond to your inquiry.

**How can I get more collateral materials?**

You have 2 options:

1. Contact the GMSH administrative assistant
2. Visit [www.gmsh.ca](http://www.gmsh.ca) and click on the Swag You Want button

**Why are we promoting HIV prevention tools that aren’t accessible for everyone?**

The Sex You Want is providing information about the most effective strategies to prevent HIV including condoms, post exposure prophylaxis (PeP), pre exposure prophylaxis (PrEP) and treatment as prevention (TasP). This information is backed by evidence and grounded in the context of gay men’s lived experiences. Gay men are increasingly aware of new tools to prevent HIV. They are getting this information from sexual partners, friends, doctors, sexual health clinic staff, and the media. It is important to increase the communities’ capacity and knowledge around HIV prevention in 2016. Rather than shy away from topics, we are putting them all on the table and noting what makes each strategy effective, how it’s used, accessed, and how it can be enhanced in combination with other approaches (*for example: condoms & PrEP or PrEP and undetectable viral load*). If we are to meet our shared vision as outlined in the proposed Ontario HIV strategy it will require equitable access to the HIV prevention, treatment and care tools at our disposal. The GMSH supports efforts to realize that vision from community, service providers, and government.

**What does The Sex You Want say about undetectable viral loads?**

In developing the undetectable viral load content for the campaign the GMSH consulted with a number of key stakeholders that included: the POZ Prevention Working Group (gay men living with HIV), CATIE (Canada’s leader in HIV knowledge translation) and a number of primary care physicians (infectious disease doctors) from both Toronto & Ottawa. After many rounds of revisions we landed on key messages for this content. Firstly, that an undetectable viral load provides health benefits to people living with HIV outside of reducing transmission risk. Secondly, that a maintained undetectable viral load in the context of an ongoing relationship is a highly effective HIV prevention strategy and poses a negligible risk.

Negligible = so small or unimportant as to be not worth considering; insignificant.

This is an incredibly hopeful albeit complex time in our understanding of the health and HIV prevention benefits of having an undetectable viral load. It presents a meaningful opportunity for less stigma, heightened connections and gay men getting the sex they want.
How will the GMSH Office support the alliance post launch?

The GMSH office is committed to ensuring that staff in AIDS Service Organizations across Ontario have the knowledge, skills, tools, and resources to ensure the success of this campaign in their local communities. There will be opportunities for troubleshooting, outreach calls, webinars, consultations, site visits, evaluation reports, and more! We will use our alliance meetings as an ongoing opportunity to build knowledge and practice skills. The GMSH office will be asking its alliance partners to report on campaign related activities so that we are best informed to provide more tailored support.

How will the campaign be evaluated?

The Sex You Want evaluation has been greatly supported by the Evidence Based Practice Unit at the Ontario HIV Treatment Network (OHTN). The purpose of the evaluation plan is to determine (1) the extent to which the promotional campaign has driven use and uptake of the website (online ads, collateral etc.), (2) whether the campaign meets the needs of the audience, (3) whether site visitors took any actions after accessing it and (4) how meaningfully the alliance was engaged in the development of the campaign.

The evaluation plan for the campaign will support us in answering key questions including:

- How many visitors to the site?
- What was the reach of the campaign?
- Where did the site visits come from? (Urban, rural)
- How did guys get to the site?
- Where did they go when they were there?
- How long did they spend engaging with the content?
- Did they share any of the comics, videos or infographics?

The answers to these will come from analytics collected by Art & Science and provided to the alliance. Other data sources include popup questions & open text feedback boxes on each page of the site. Visitors to The Sex You Want will be able to answer questions like:

- Did you find what you were looking for?
- Comments? Questions?

The Sex You Want related questions will be included in 2 CIHR funded research projects including: Engage (Hart et al.) and #i-Cruise (Brennan et al.) Over 1000 gbMSM from across Ontario will be participating in these studies. During the online questionnaire for both studies
participants will be asked if they visited the site and if yes- what actions they intended to take including: HIV/STI testing, discussing PrEP with a healthcare provider, starting HIV treatment, telling anyone about the website and more.

To review the full evaluation plan please contact the GMSH.

