Algorithm for expanding coverage of key populations through online outreach

Given the changed channels of communication between people, the prevalence of the use of social networks, telegram channels, groups in VKontakte, including for the purchase of drugs, finding sexual partners, mechanisms of traditional outreach focused on finding clients for programs in the streets, clubs, saunas, places of drug sales or through clients already involved in programs, become ineffective in reaching new young key populations. Social networks and community groups have become more localized, often limited to small, closed groups that do not feel the need to expand, primarily for safety reasons and also without the need to do so to address their needs. The vast majority of the drug market and a large part of the sex market has moved to the virtual space, which requires a change of approach in the provision of services related to risk behavior and prevention of HIV, STIs.

The practice of online outreach has already implemented in the region, along with the increased use of vending machines for dispensing tests, condoms and syringes, online counselling, which shows quite good results.

Due to the above, a new approach-Online Outreach-will be introduced in our prevention programs. It is planned that in the first year 10%, the second 15% and the third 20% of the planned coverage will be through online outreach. Online outreach involves providing online counselling, providing access to testing through vending machines or providing self-tests through pharmacies. A range of other services will be offered to encourage reporting of test results, including the ability to take a rapid test for viral hepatitis, get medical advice on request, legal advice, a psychological support, and receive health products on a regular basis. In the first year of the grant, mechanisms for providing such services will be developed, vending machines will be purchased and installed in attractive locations, where besides tests, condoms, lubricant, syringes will be available.

Reaching new key populations

Communication via Telegram, and VKontakte groups. Counselling on HIV, risky behavior. Motivation for testing.

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Referral to receive tests in vending machines
issuing a password to receive the test -> receipt of the test by the client -> automatic message to the consultant from the machine about the receipt of the test

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Receiving a message about the test result

When the test result is reported, a referral for additional services is provided: - consultations of medical specialists; - a bonus package of health products; - legal consultations; - psychological support	In the absence of a test result message: - Sending information on safe behavior; - Next options for receiving services

In case of a positive test: - Motivation to meet with a counselor and accompaniment to begin treatment - Provision of comprehensive counseling on treatment, rights and options	In the case of a negative test: - Involvement in prevention programs - dispensing health products through vending machines