
TECHNOLOGY & PARTNERSHIPS

The collaborative strategy behind AIMSS 2010



‘Sex, Drugs & Technology’ Satellite
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Presented by
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BRIEF BACKGROUND

B-CHANGE FOUNDATION

Our mission is to deliver creative
technology-based initiatives
for social change through
partnerships, research and training.

WHAT DOES 'SOCIAL CHANGE'
MEAN TO US?

Our vision is to achieve
health, livelihood and
acceptance for all, regardless
of
ethnicity, religion, sexual
orientation or gender identity.

TECHNOLOGY BRINGS
OPPORTUNITIES

But partnerships are the
key...

...technology needs
critical mass in order to
achieve significant impact.

GLOBAL EXAMPLES

#1: Health promotion via SMS to Expecting Mothers

- * 'Text4Baby': a model 'Public-Private' Partnership.
- * Launched in the U.S in February 2010. Spawned replica campaigns in Turkey, the Philippines and elsewhere.
- * Inspired further innovation including free distribution of smartphones with solar-chargers, how-to videos loaded, bundled with mosquito nets, and pre-scheduled health check-ups.

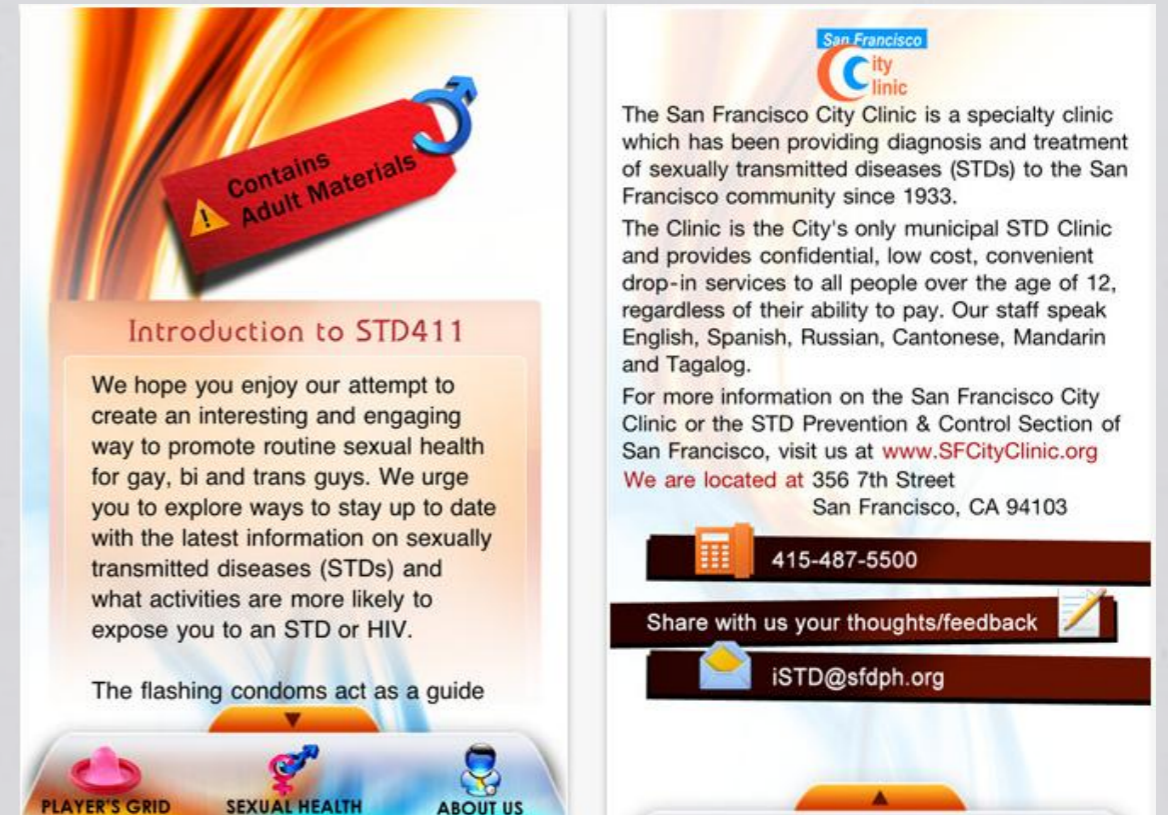


“We focus on what’s most important for women to know week by week... There’s an awful lot to remember when you’re pregnant. We can make it easier.”

GLOBAL EXAMPLES

#2: Smartphone App for Gay Men on STIs

- * 'STD411': Compendium of information on STIs (symptoms, treatments, etc) available via smart-phones.
- * Was not maximised for frequent use.
- * Context not taken into consideration



“I might take an STD quiz online if there's a context, but to download to my phone and keep it on my phone, I don't really understand the benefit of that process.”

CONCEPTS SOON TO COME

Peer support social network for

Asian gay men living with HIV

- * Sensitive to private experience:

- accessible via PCs and mobile devices.

- * Taps existing social networks (eg. Facebook, Twitter), but ensure privacy for network members.

- * Will link users to health services in their local area.

- * English-only prototype due by end-September 2011.



PARTNERSHIPS: THE KEYS TO SUCCESS OF AIMSS 2010

- **#1:** Go where the action is.
- **# 2:** Localise the tools.
- **# 3:** Broadcast, and repeat.
- **# 4:** Analyse and evaluate the experience.

#1: GO WHERE THE ACTION IS.



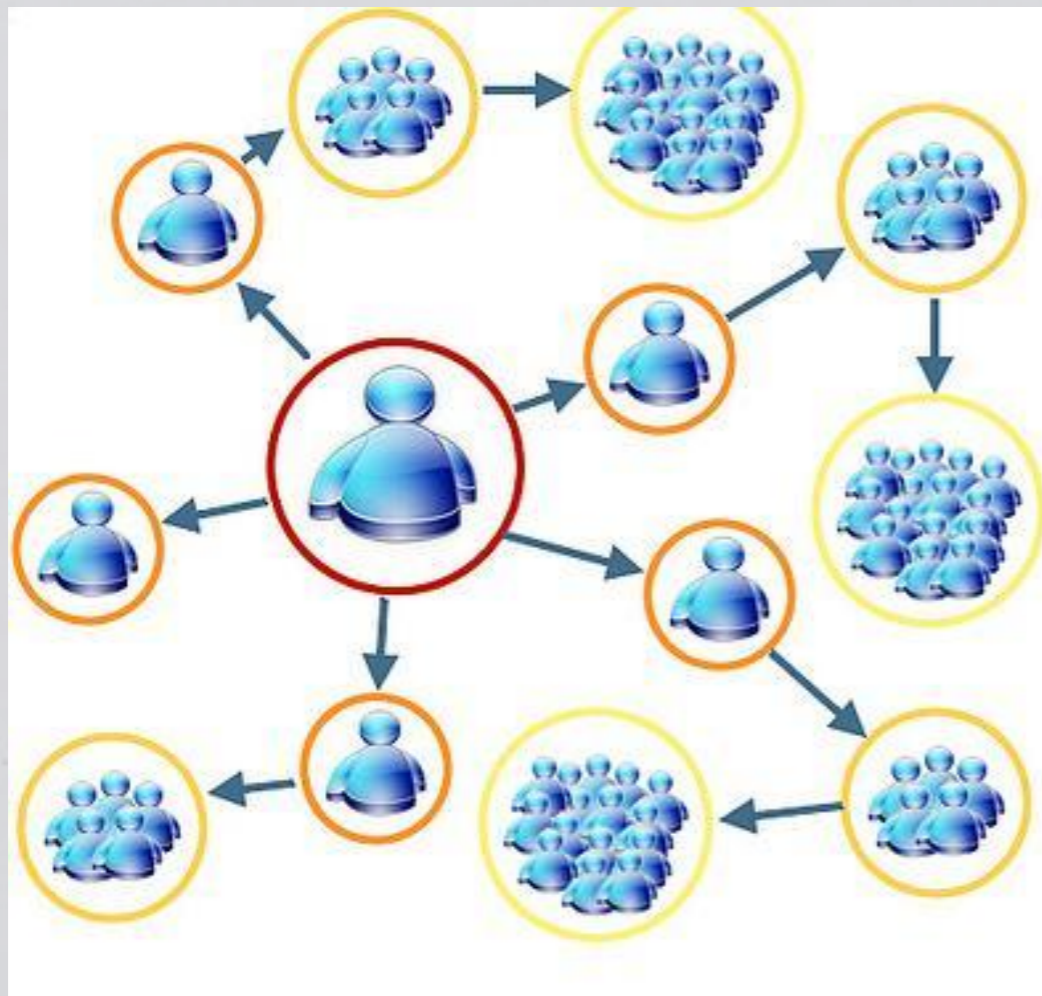
- * Avoided “reinventing the wheel”; adapted a tried and tested survey tool adapted with permission from UNSW.
- * Recruited Community Partners from over 40 LGBT organisations and businesses in 12 countries.
- * Created an inclusive campaign that promotes recognition of multiple stakeholders.

#2: LOCALISE THE TOOLS.

- * Social marketing collateral - banner ads, EDMs, email messages, posters, etc. were pre-designed and adapted into 9 languages.
- * Made it easy for Community Partners to distribute.
- * Translators for every language group was drawn from CBOs in key cities.



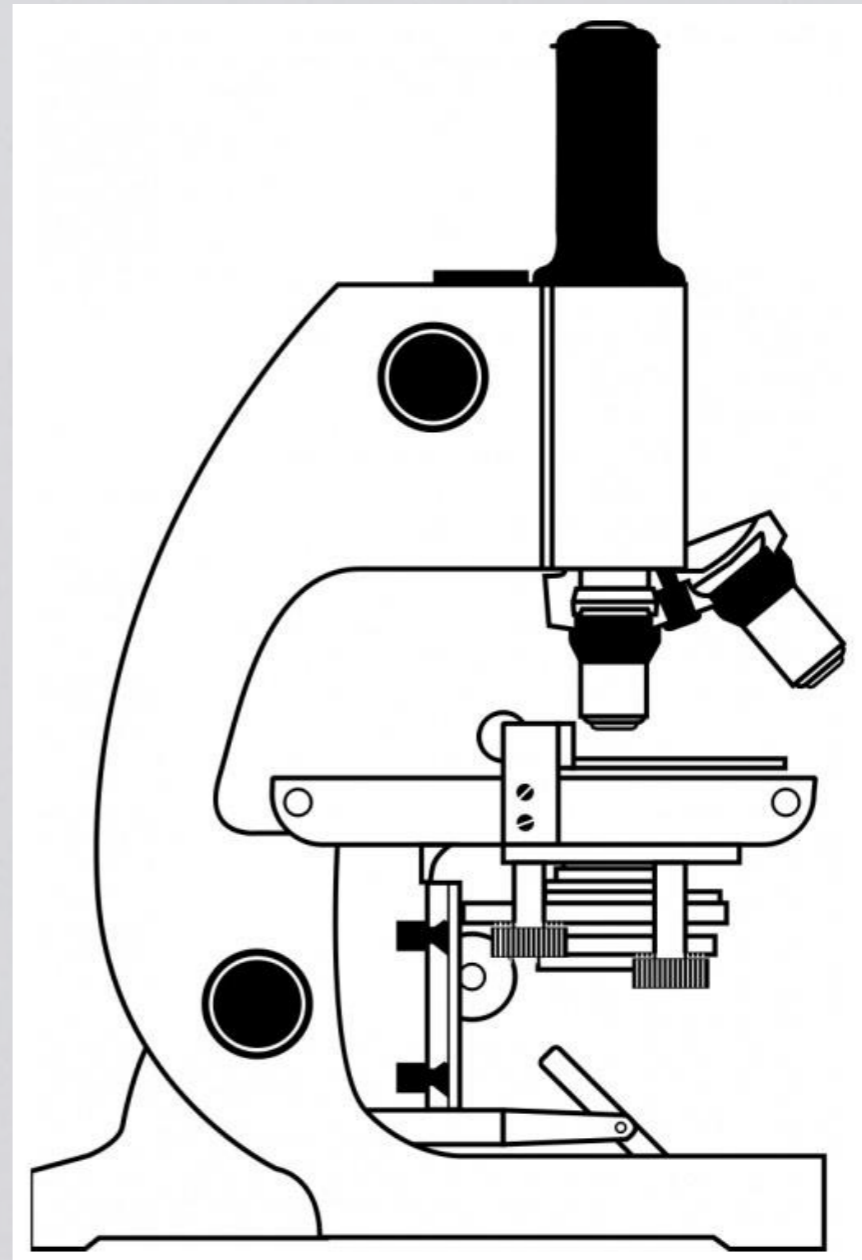
#3: BROADCAST, AND REPEAT.



- * Aimed for high frequency visibility in social networks.
- * Community Partners agreed to repeat distribution (at least 3 times) of the survey recruitment collateral through their databases.
- * Survey was active for 2 months; No incentives for participation.

#4: ANALYSE AND EVALUATE THE EXPERIENCE.

- * Worked with research partners to explore a cross-sectional analysis of the data.
- * Gathered feedback from community-partners on how to improve the tool for 2012.



PLANNING FOR AIMSS 2012

The Principal Investigator and implementor of AIMSS 2010 are now working with B-Change Foundation.

Actively seeking community partners who will help us expand the languages and reach of the survey.

Aiming to recruit partnership with major web and mobile dating services (eg. PlanetRomeo, Grindr, etc.)

JOIN US FOR AIMSS 2012!

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