

Speaker's Profile



Dr. Myat Ko Ko

Designation- Project Medical Coordinator (MAM)

- 2 years experience in program management of HIV prevention, care, and treatment program among MSM/TG/FSW population including Key population outreach prevention programs, Pre-exposure prophylaxis (PrEP) and ART Program, online demand generation program, Transgender specific services program: worked for Medical Action Myanmar (MAM) and MOCRU Research Unit.
- 3 years of clinical experience among Intravenous Drug Users in HIV/STI, TB, Mental Health, Opiate Substitution Therapy, and Primary Health Care programs: worked for The Union, Asia Harm Reduction Network.

Speaking Topic – Reaching the Unreached through Online Outreach



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HIV/TB Agency, Information and Services Activity

Reaching the unreached through Online Outreach

Medical Action Myanmar

28.4.2023





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Online Outreach Operation Flow



Online Outreach Via Peer Educators



- Tik Tok
- Quickres
- Dating App.Etc...

- Identify target population especially hidden MSM/TG
- Promote health awareness
- Refer to the nearest health facilities to receive appropriate medical care including MAM clinics

Online Outreach Via Social Media "Prevent Yangon"

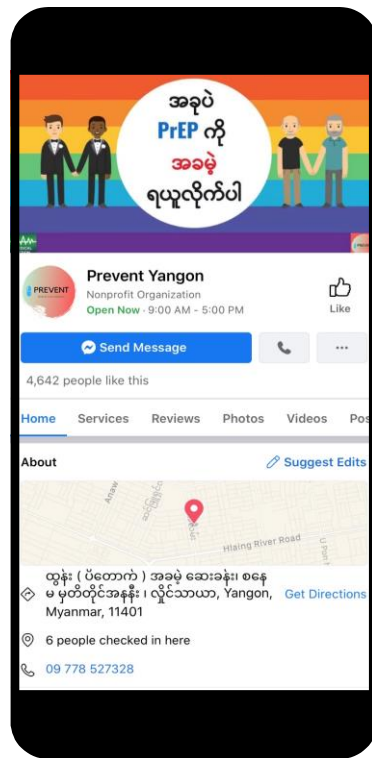


Clinic services

- HIV Testing
- HBV,HCV Testing
- STI, TB screening
- PrEP
- ART
- Hormone counseling
- Primary Health care

“Prevent Yangon” FB Page

-Raise Awareness among the targeted population by creating Posts, Campaigns, Competitions, and Events about STI, HIV , PrEP , ART , Drug use, discrimination issues and psychosocial problem.

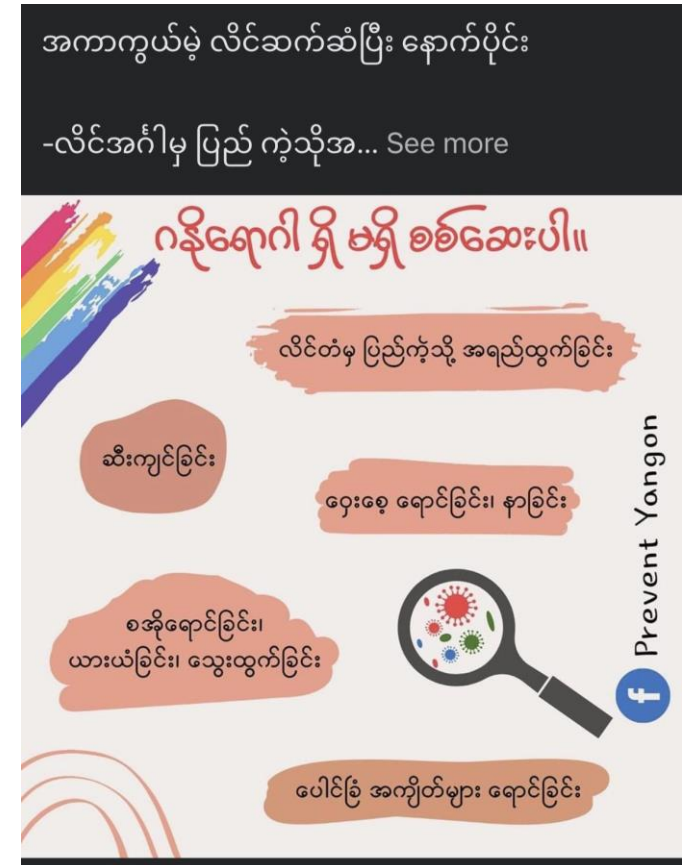


Activities of Health Awareness Post

Peer Educator use on Tik Tok video promoting HIV awareness



Creating Health Awareness Post on Facebook



Monitoring and data collection



1. Data Recording

-Record as online reach clients after providing Health Education via Prevent Yangon messenger and hotline



2. Linkage to services

-Refer to the relevant / nearest clinics according to client's needs



3. Register at clinic

-Register client information
-Interview and record the services received at the clinic



4. Monthly Report

- Produce Monthly reports of number of online reached clients and type of services received at the clinic including linkage to care for PrEP or ART

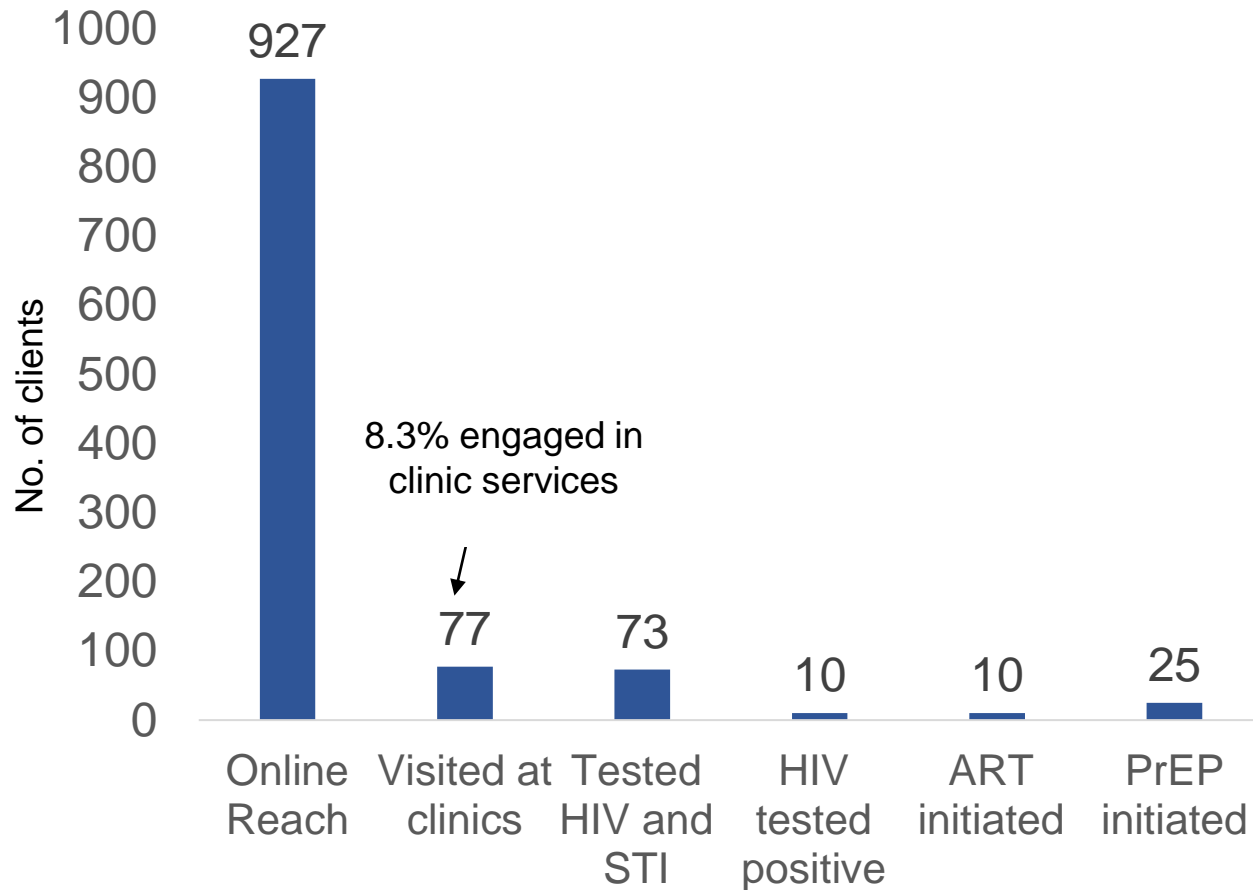


5. Monthly data analysis and action plan

-Analyze demographic data of the current online reached population and services that clients' demand and receive at clinics
-Plan for further action based on analyzed results

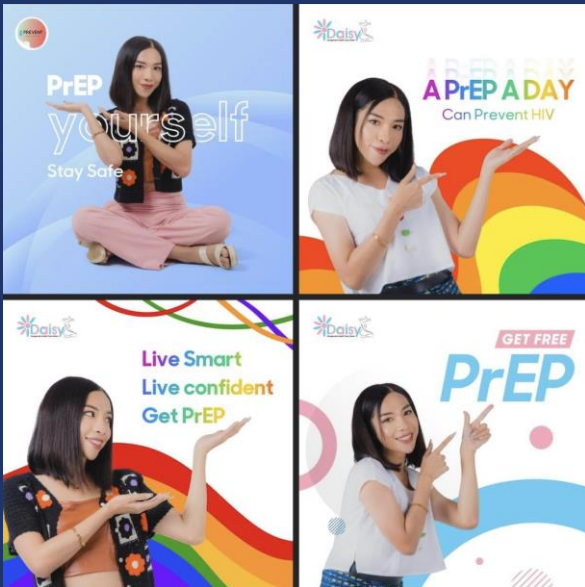
Achievements

Achievement (Jan 2022 – Mar 2023)



- Two Competitions, Three campaigns, Two events, and one commercial video shooting and PrEP awareness photos shooting with TGW influencer.
- Young Key population aged between (16 - 25) can be reached online.
- Most of them are MSM and they are interested in STI / HIV testing and PrEP / PEP services.
- Most TGW are interested in Gender Hormone Consultation Services.

Awareness Raising Activities with Make Up Artists



PrEP Awareness Photos with Lynn For You



TGW Empowerment Photos with Peer Educators



Commercial Video for Daisy Clinic Promotion on Lynn For You FB Page

Events and Competition Activities



Playing Games Events on WAD

ကျနောတို့ရဲ့ ပြုငပွလေးဖြစ်တဲ့ပန်းပွင့်လေးရဲ့ပုပြင်
ပြိုင်ပွဲရဲ့ စကားတင် စာရင်းဝင် စာမူလေးတွေကို တစ်ခု
ခြင်း တင်ပေးသွား... See More

“ယောကျ်ားမိခင် ပုခက်လှူကြည့်ချင်ပါသည်”
“အခြောက်ဆိုင်ရင် မိခင်စိတ်မချီရဘူးလား??”
ကျွန်မ အသံ တင်ပြတ်လှမ်း၍ စကားတိုင်းတစ်ခုလုံးအသံခံသွားပါတယ်။
ကျွန်မက ဈေးသည် တစ်ယောက်လေး၊
အရင်က ကျွန်မဘဝက တကိုယ်တည်းဘဝ အပူအပင်ကင်းပါတယ်။
ကင်းဆို အခြောက်တစ်ယောက်မလို့ ယုတ်ညံ့သတဲ့။
ကျွန်မ အထုပ်ကျွန်မ ပိုက်ပြီး အိမ်နဲ့ အဆက်ဖြစ်လာလိုက်တာ ဂျမ်း၊ မြန်မာလောကီပေါ့။

ဈေးသည်ပေးပို့ သိတဲ့ အတိုင်း
တမျိုးကလည်း အခြောက်ရောင်းလို့ မစားဘူး ဆိုတာ မရှိပါဘူး။
တမျိုးကလေးတည်း အခြောက်ရောင်းတော့
ဘာတွေကုမယ်၊ ညာတွေကုမယ် ဆိုပြီး
မယ်ကြပါဘူးနော်။
ဒါပေးလည်း ခုထိတော့ တကိုယ်စာ အသက်ရှင်ဖို့ အတွက်ကတော့ လောက်ပုံသေးသပေါ့။
အခုတော့ ကျွန်မဘဝထဲကို သားလေး ဝင်လာပြီကိုး။
သားဆိုတာကလည်း သွေးလည်မတော်။

Article Competition about LGBT on Prevent Yangon Page

#preventyangon #MedicalActionMyanmar #mam
#HIVPrevention #HIV #PrEPAwarenessWeek #prep

STOP HIV PrEP Now

Say yes to PrEP

Are you ready for PrEP?

+12

Photos Competitions on PrEP Awareness Week

Challenges

- Need to develop a proper recording system for online outreach by different channels on reach, test, services received at clinics
- Need to adapt recording and reporting system according to types of online platforms
- Need to apply online recording system at all MAM clinics as referral points that will provide clinical services to online reached clients
- Most of the TGW clients do not use Facebook
- Some clients do not have phones
- Limitation to reach to some targeted clients on Facebook due to restricted rules and regulations of Facebook

Way Forward

- To discuss with partners for designing online reach program through different platforms; systematic recording and reporting system
- Plan to adapt the coding system for online outreach by Peer Educators through different Apps and develop online hotspot mapping.
- To analyze the data of different social media apps and identify the updated trend among clients.
- Plan to implement a proper recording and referral system in all Yangon MAM clinics for those clients who visit the clinic.
- To enhance TGW awareness posts and HIV-related awareness posts in other social media channels such as Tik Tok by peer educators.

Campaign and Event Activities during Pride Month



Memories Written on Wall in PrEP and Daisy Clinic by clients



Tote Bag, Umbrella Gifts for Every Clients



Participate in LGBT Events in American Center

“Many MSM/TG Clients Participate in the Campaign. They wrote and share their feeling of how proud they are of being LGBT and encouragement for those taking ART and anti-discrimination quotes”

**Any Feedback / Comment / Suggestions and
experiences
from partners and technical organizations**



HIV/TB Agency, Information and Services Activity

THANK YOU.