

‘Break the Chains 2015’: evaluation of a community-based HIV prevention campaign for men who have sex with men in Switzerland

Supplementary material

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Table S1. Overview of methods, samples and data sources, Break the Chains campaign, Switzerland, March to May 2015

| Focus of analysis | Methods | Sample size and data sources |
|-------------------|---|--|
| Implementation | <ul style="list-style-type: none"> • Document analysis • Expert interviews • Survey among BTC collaborators of the Checkpoints • Survey among further mediators | <ul style="list-style-type: none"> • Reporting data from the Swiss AIDS Federation • N = 9 campaign managers • N = 38 collaborators (54 invited; return rate 70.4%) • N = 80 intermediaries (138 invited, return rate 58.0%) |
| Effects among MSM | <ul style="list-style-type: none"> • Pre-campaign survey; internet-based, self-selected sampling • VCT sites survey; self-administered risk-assessment tool • Post-campaign survey; internet-based, self-selected sampling | <ul style="list-style-type: none"> • N = 834 MSM • N = 885 MSM (clients of 34 VCT sites, May 2015) • N = 688 MSM |
| Costs | Analysis of reporting and financial data | All involved organizations (SFOPH, SAF, 12 local SAF member organizations) provided time sheets on working hours spent for BTC 2015; financial data obtained from the SAF and the SFOPH |

Note. BTC=Break the Chains; MSM=men who have sex with men; SAF=Swiss AIDS Federation; SFOPH=Swiss Federal Office of Public Health; VCT=voluntary counseling and testing.

Table S2. Wording of survey questions for primary and secondary outcome measures (translated from the French original)

| Outcome measure and questions | Answer categories |
|--|---|
| <i>Use of risk reduction strategy (RRS) ^a</i> | |
| Have you used either of the following protection strategies during the month of April 2015, before getting tested? | |
| a) Followed safer sex rules (no penetration without condom, no sperm or blood in the mouth, doctor's visit for itching, discharge or pain in the genital area) | Always sometimes never |
| b) Other risk reduction strategy adapted to my personal situation (e.g. abstinence during 1 month, only oral sex, sexual intercourse exclusively between my steady partner and me) | Always sometimes never |
| <i>Knowledge about primary HIV infection</i> | |
| <u>Do you know what primary [hiv] infection is?</u> | Yes, and I think I am well informed Yes, but I don't think I am well informed No, I haven't heard of it |
| <i>Sense of belonging to the LGBT community ^b</i> | |
| These questions concern the LGBT (lesbian, homosexual, bisexual and transgender) group in your region (canton of residence and/or neighbouring cantons). Do you agree or disagree with the following statements? | |
| a) You feel fully integrated into the LGBT group in your region. | <i>Answer scale from</i> 1 I fully agree <i>to</i> 4 I fully disagree |
| b) Being part of the LGBT community of your region is a positive thing for you. | |
| c) When we work together, gays and bisexuals can solve the problems of the LGBT community in our region. | |
| d) You really feel that all problems of the LGBT group in your region are also your own problems. | |

Note. RRS and Sense of belonging to the LGBT community are composite measures, defined as follows:

^a Respondents were categorised as having adopted an RRS if they reported 'always' to either of two questions asking whether they had followed one of the two RRS promoted by the campaign.

^b The overall score for connectedness to the LGBT community is calculated as the arithmetic mean of the responses to the four statements.

Table S3. Estimated direct costs and costs of non-market items of the Break the Chains campaign, Switzerland, March to May 2015

| Cost categories | In PPP USD | In CHF | % of total costs |
|--|-------------------|----------------|-------------------------|
| Direct costs | | | |
| Salaries (total paid working hours = 3,423) | | | |
| National organizations SFOPH (hours =55) and SAF (hours = 1,703) ^a | 142,348 | 175,800 | 29.1 |
| Local partner organizations: campaign management (hours = 629) ^b | 43,306 | 53,484 | 8.9 |
| Local partner organizations: outreach activities (hours = 1,036) ^c | 39,705 | 49,036 | 8.1 |
| Paid out-of-pocket expense (e.g. travel expenses) | 2,278 | 2,814 | 0.5 |
| Material and third party services (e.g. consultancy, website, advertisements, translations, printing posters and flyers) | 136,842 | 169,000 | 28.0 |
| Price reduction of HIV tests in May 2015 | 29,473 | 36,400 | 6.0 |
| Total research costs for the present study | 80,000 | 98,880 | 16.4 |
| Total direct costs | 474,019 | 585,414 | 96.9 |
| Costs of non-market items | | | |
| Volunteer work of the local partner organizations (unpaid working hours = 427) ^d | 11,409 | 14,091 | 2.3 |
| Unpaid out-of-pocket expenses | 3,555 | 4,391 | 0.7 |
| Total costs of non-market items | 14,965 | 18,482 | 3.1 |
| Total cost estimation | 488,984 | 603,896 | 100.0 |

Note. CHF 1 = USD PPP 1.235, conversion rate to 2015 purchasing power parity (ppp). Sources: Swiss Federal Office of Public Health (SFOPH) and Swiss AIDS Federation (SAF).

^a For the Swiss Federal Office of Public Health and the Swiss AIDS Federation an hourly rate of USD PPP 80 (CHF 100) including overhead costs was assumed.

^b For the local campaign managers an hourly rate of USD 88 (CHF 85) including overhead costs was assumed

^c Hourly rates for the outreach work differed regionally and ranged between USD PPP 16 (CHF 20) and 48 (CHF 60), effective rates were included.

^d This is measured as productivity losses on the labour market; the assumed hourly rate corresponds to the opportunity costs of a lost working hour. Based on the Swiss average income of USD PPP 54'574 (CHF 67,400) per year an hourly rate of USD PPP 26 (CHF 33) for the volunteer work was assumed.



Figure S1. Break the Chains campaign poster, Switzerland, March to May 2015

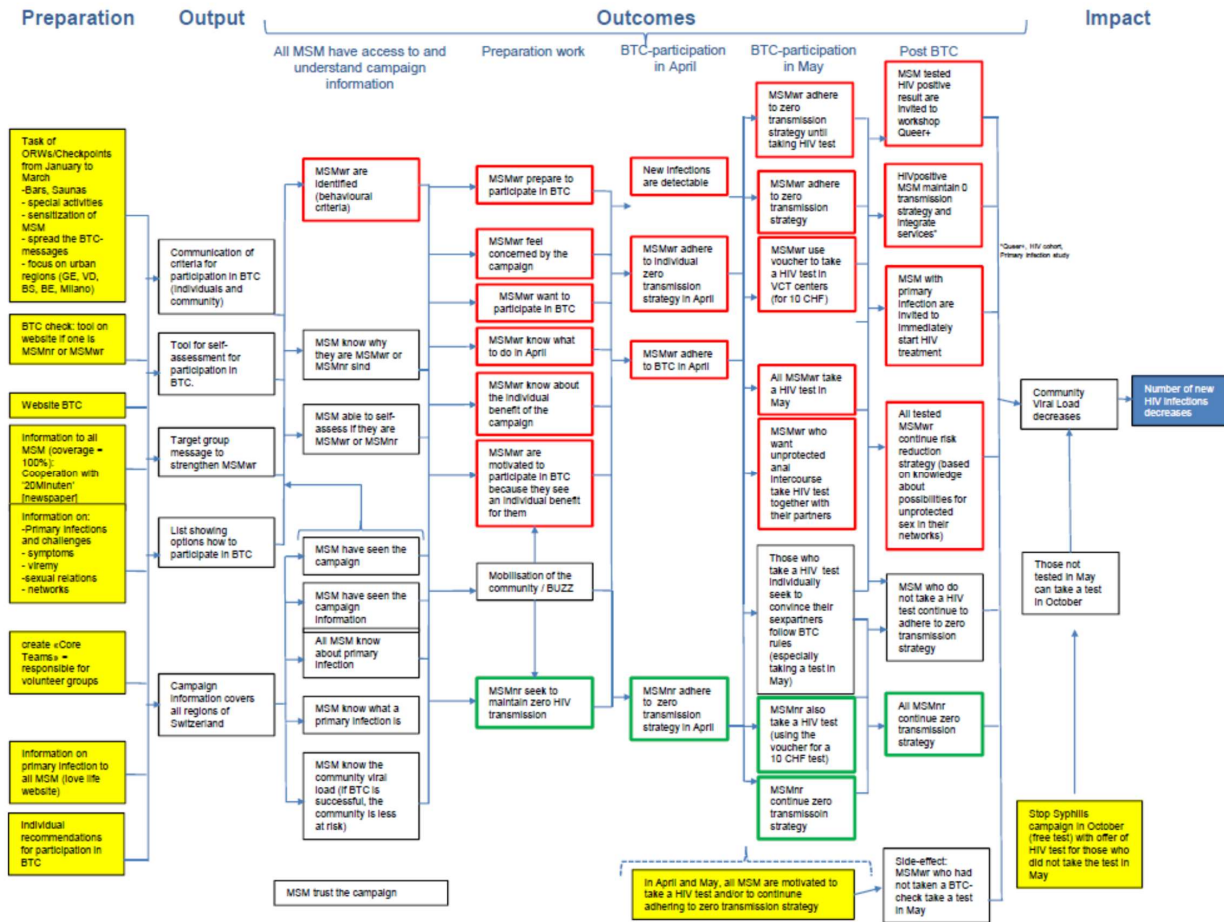
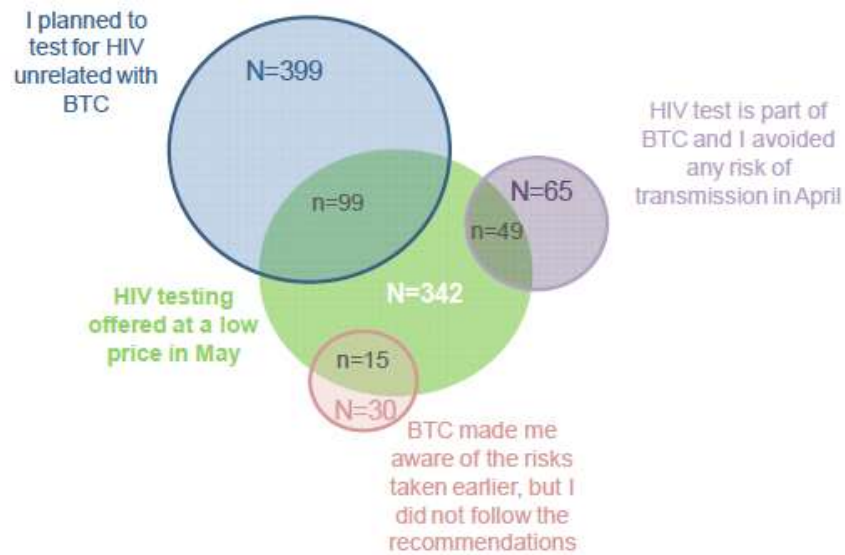


Figure S2. Programme theory of the Break the Chains 2015 campaign



Denominator: respondents who came specifically to get tested (N=707). 34 respondents did not mention any of the four reasons.

Figure S3. Reasons given for having an HIV test in May 2015, reported by respondents to online survey in voluntary counseling and testing centers, Break the Chains campaign, Switzerland, March to May 2015.

Note. BTC=Break the Chains. Respondents could give more than one reason.