

Lila Cagliari HIV prevention road map

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Background

In 2023, LILA Cagliari ODV (voluntary association member of LILA Italian League for the fight against AIDS) run a campaign which consisted in an interactive map of some public places and hospitals in the city, equipped with QR code which enabled to find information and prophylactic materials, as well as medical centres for HIV, STIs and PrEP in Cagliari. Thanks to an agreement with local bars and nightclubs happy to disseminate our materials, we launched the campaign at the beginning of the summer, thinking of the many tourists on holiday in Cagliari who are not familiar with the city. We took the opportunity to provide specific training to staff who work in these public spaces and a training session was held with them so that they could provide correct information on the hospitals to turn to for PEP, PrEP, or how to take the test in our LILA Cagliari office. LILA Cagliari had a positive response in particular from foreigners on holiday who could not find correct references locally.

Material and methods

To convey the message, a graphic was chosen which resembled a subway network with stops for each of the public places involved in the campaign. To each stop corresponded a public place with its own specific QR code that linked up to the web and social page, likewise for the STIs and HIV centres in the city. As part of the campaign, large 6x3 meters posters were displayed in the streets of Cagliari and on the seafront, alongside advertisements Online, in local newspapers, local tv and web tv. In addition to this, a strong social context allowed the campaign to amplify its communicative power and to bring users to interact and share the message even further. A video version was also created and transmitted on monitors across the urban transport network for public information and a printed version with color posters of 15x20 cm format hanging on the buses. These posters literally sold out amongst collectors

Results

The campaign was a great success and LILA Cagliari received praise from tourists who contacted our office. It was picked up by all local media and the main Sardinian newspaper. It was released in digital format on all social networks and on several online newspapers. We believe we achieved the goals we set ourselves by bringing focus on sex, STIs and risks especially on holiday, and providing clear information on HIV, STIs and Prep centers in particular to travellers who are not familiar with our city.

Conclusion

The power of the claim created an effective communication campaign with a concrete message available to those who needed info and/or prevention and prophylaxis tools. For future reference, the involvement of testimonials in places of fun and sexual encounters has been the key to provide correct answers and info.

