

# PRICK!

CASE STUDY REPORT  
VARIOUS STATISTICS COMPILED  
FROM 2016-2018



## BACKGROUND

The Men's Health Initiative conducted a weekend workshop to gather feedback from community members from throughout Interior BC. From that workshop, priorities for the program were created – one included increasing testing opportunities for gay, bisexual and other 'guys who like guys.' This need was seen as a priority as STI clinics through-out Interior Health were shut down in 2012. The few services that remained were either tailored to people who do not have access to stable housing, or towards reproductive health for women.

## OVERVIEW

PRICK! is a free full STI testing event aimed at increasing awareness and resource availability of Men who have Sex with Men (MSM) testing within Interior BC, combating isolation and building community connection. Currently events take place in Kelowna (monthly) Penticton (monthly), Kamloops (Tri-Monthly), and Nelson (Bi-Monthly). The project collaboration is between LPRC's Men's Health Initiative (MHI), Community-Based Research Centre, Options for Sexual Health (Opt) and Interior Health (IH) STOP HIV Nurses (with STI testing certification).

## SPONSORS & PROMOTIONS

The event has community sponsors, who instead of contributing money, help promote the events through posters and social media. In return their logos are included on posters, providing a snap-shot of related community services and organizations in the local area. PRICK! is promoted on social media via Facebook (multiple channels) as well on community health websites and newsletters. MHI also sends out once-a-month direct emails to its growing community and professional contacts. (over 260 contacts at end of 2018). A few of the events were also marketed with paid promotions on a popular hook-up site in the area (squirt.org) that provided us with affordable marketing to a small geographical population. The event is promoted as a full STI testing event for guys who like guys and the rainbow community.

## SMALL URBAN, RURAL & REMOTE CONSIDERATIONS

As sexual identity and sexual actions play out differently depending on surroundings and environments – sexual minorities may identify differently outside of large urban centres. There has been research evidence from the Sex Now Survey that the Interior region of BC

had one of the highest proportions of 'bisexual', and the lowest proportion of 'gay' identified folks as compared to other Health Authority regions. From this study it was discovered that 40% of Interior participants were not 'out' to their health practitioner. With this in mind, MHI has made great strides to use more inclusive language (guys-who-like-guys) and include 'bisexual', 'straight', 'guy', 'male' as well as 'asexual', 'cis', 'gay', 'queer', 'trans, and 'Two Spirit' in our descriptions for inclusivity. We believe our inclusive mandate has increased the participation of 'straight' identified individuals to our events. We also realize that there are no other STI events being promoted specifically to men and that Options often directs male-identified individuals booking appointments to our events.

## FAQS & SURVEYS

PRICK! 'Frequently Asked Questions' (FAQs) pamphlets are also distributed at the event to alleviate anxiety and provide more information on the details of the testing event. With the FAQs a survey is also distributed to gain statistics and feedback from the participants and help guide the project forward. Through the survey participants are also able to share contact info to be included on the MHI email-list. The survey has gone through a couple revisions to gather better insight from the participants, to better reflect options for self-identity and to also ask about interest in HIV PrEP.

## KELOWNA DELIVERY

The Kelowna Opt clinic operates twice a week on evenings out of the Rutland Aurora Health Clinic. PRICK! events are hosted during a regularly occurring Opt evening event, usually on a regularly repeated schedule (3rd Thursday of the month 6-9pm\*) when an Opt Dr is also available (for nurse support with complex cases). MHI organizes promotions ahead of time, and on the evening, 'guy up' the clinic with MSM-themed posters (including the upcoming PRICK! events), condoms and sexual health resources in the waiting room, wash-room and clinic rooms to make the space more 'rainbow friendly'. MHI believes that having MHI volunteers as the 'face' at the door, helps promote a sex-positive, community empowered, capacity building delivery of services that tackles stigma, isolation and heteronormative health stereotypes.

**\* NOTE:** Nurses often volunteered over-time to meet the demand in the beginning, though it is recommended to see one individual every 1/2hour, so 6 appointments is what was deemed as 'capacity'

PRICK! signage is put out front on an A-frame 'sandwich board' as well as on the doors, MHI has a table in the main lobby and greets ALL clinic visitors, handing out surveys to all PRICK! participants (returned at their leisure to any volunteer or nurse during the event). Opt volunteers proceed with intake, utilizing an intake-form specifically for the PRICK! event that allows for IH to gather client information and for follow-up. A color-coded number system is used to keep track of attendees (one colour for PRICK! another for Opt) and allow management of drop-ins, and those with scheduled appointments. We have instituted a small dry-erase board to communicate our booked and drop-in PRICK! appointments.

When a person's coloured number is called, they are forwarded to a PRICK! nurse, who are able to assess STI testing needs, conduct the needed blood, urine or swab tests and if questions about other sexual health concerns arise, the Opt Dr. is consulted.

**KELOWNA PRIDE:** For the month of Kelowna Pride, we focused efforts on promoting testing at the Pride in the Park event. This was promoted by MHI and testing (limited to HIV, syphilis and hepatitis) was provided by IH. We included numbers for these events as a comparison of nursing time invested and turnout.

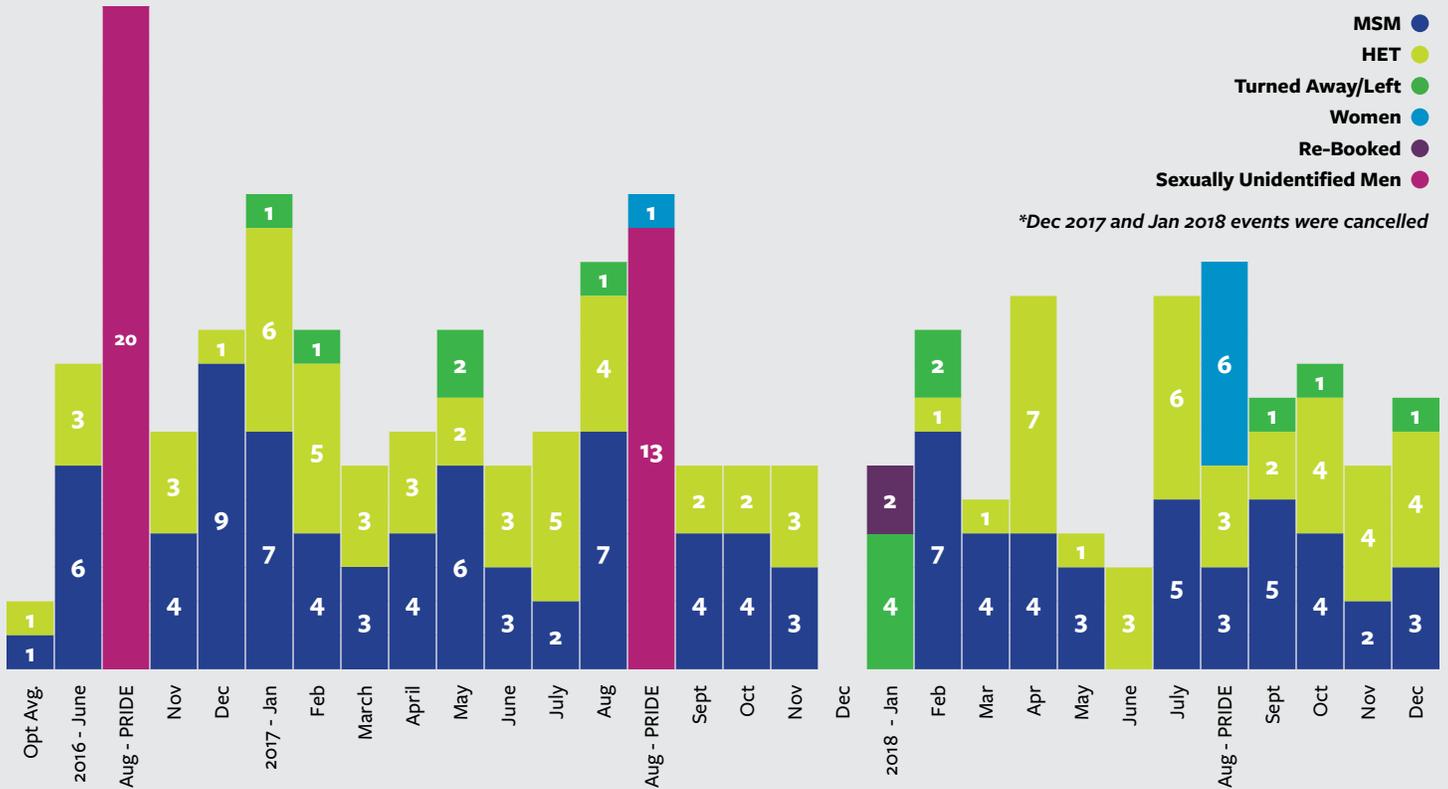
**CANCELATIONS:** Due to sickness of IH or Opt staff, a few events had to be cancelled. From the first event we learned that need to still have an MHI rep there to inform folks of the cancellation, refer to other services, and to get an idea of how many showed up for the event.

**NOTE:** PRICK! currently relies on a gender binary system for identification. As the PRICK! event occurs during what is historically or locally understood as a women's health clinic, male identified folks are referred to the PRICK! (IH) nurses while female identified folks are referred to the regular Opt nurse. This creates a problem for female identified trans folks whose health needs might better fall under the PRICK! mandate, or men who do not identify as a sexual minority. Ideally, we would have a clinic event specifically dedicated to the PRICK! community of guys who like guys and the rainbow community, but currently we do not have the volunteer capacity to make that a reality.



# STATISTICS

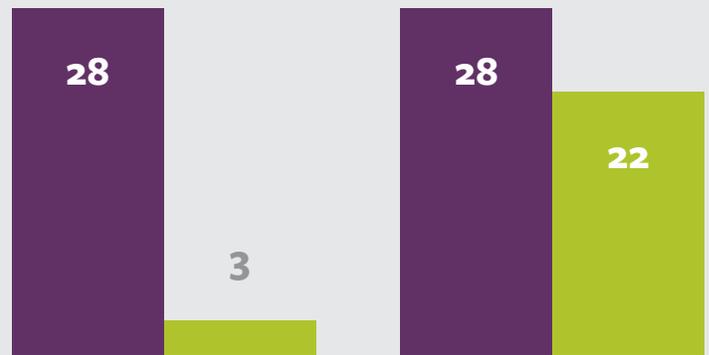
## PRICK! - KELOWNA 2017-2018



## PRIDE VS. PRICK

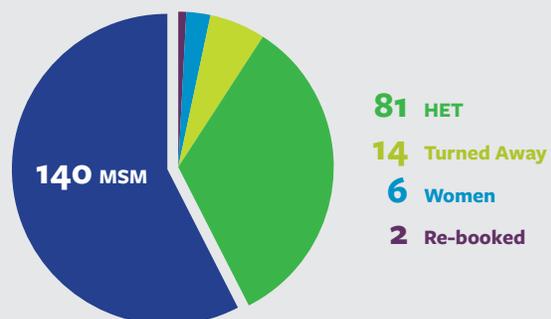
Nursing Hours spent vs. MSM tested

Comparing the nursing hours needed to help organize, prepare and conduct STI testing at Kelowna Pride 2018 (at outreach table) versus our monthly PRICK! events (in a clinic), it is clear that PRICK! is more effective at reaching gbMSM, while also being easier to organize, set-up, and larger in testing option scope.



## PRICK! KELOWNA 28 EVENTS - JUNE '16-DEC '18

Total reach to Male Identified Communities:  
 240 (58% MSM)  
 (if we included the 14 turned away, that would be 64% but MSM identity not confirmed)

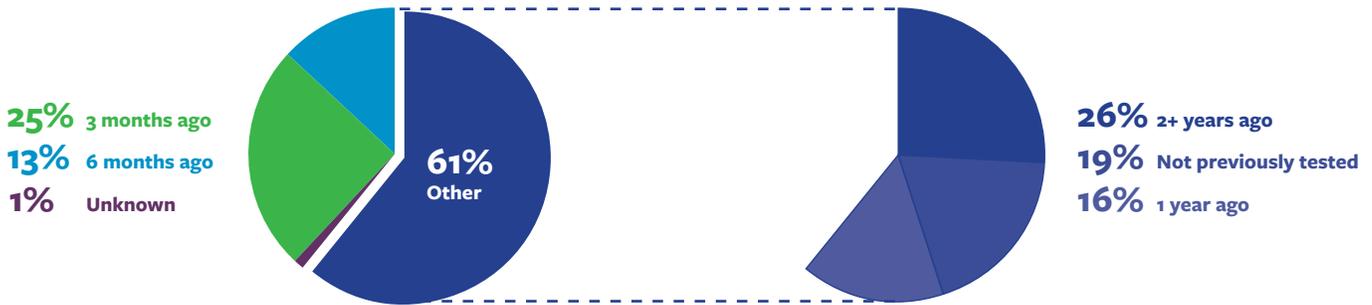


# PRICK! SURVEY QUESTION RESULTS JUNE 2017-DEC 2018

For the following survey results, 83 surveys were received out of a possible 113 which gives a **return rate of 73%**

NOTE: This return rate excludes the Kelowna Pride events as they were not distributed. Not all questions were answered.

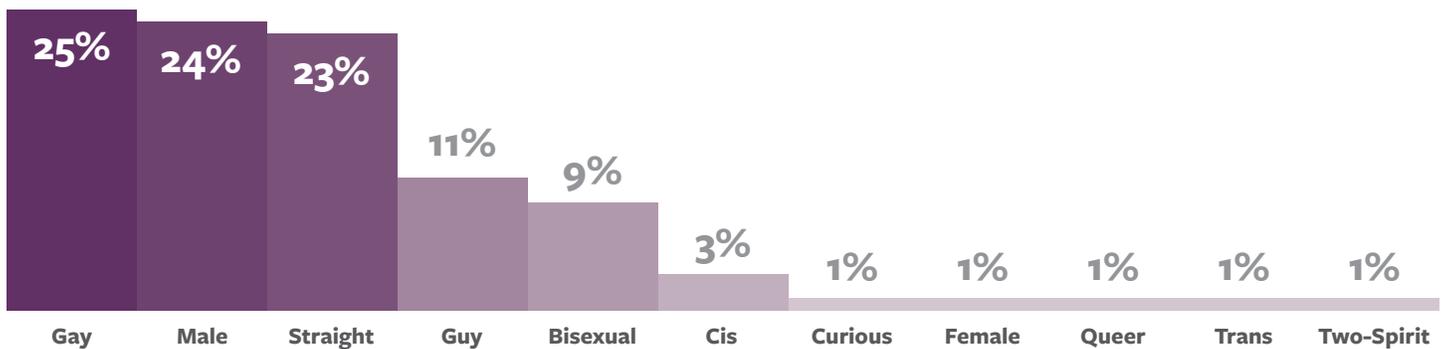
## HAVE YOU HAD TESTING IN THE PAST?



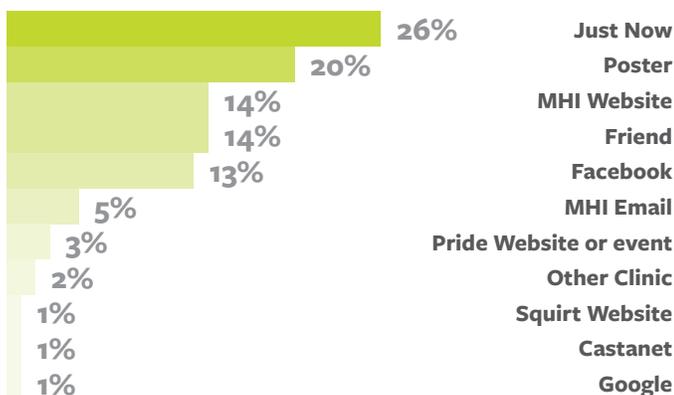
## IF PREVIOUSLY TESTED, WHERE FROM



## HOW DO YOU IDENTIFY? (more than 1 choice allowed)



## HOW DID YOU HEAR ABOUT PRICK!?



## WHAT IS YOUR AGE?

