E e he e i Ja a : a i e a a ach ki g i h c e cia ga b i e e i HIV e e

Nige She iff[1,*], Ja e K e e[2,3], N i Ka ek[2], Sa hi Shi[2], Michik Takaku[2,5], R B e e[4], a d Seiichi Ichika a[2,5]

[1]Centre for Health Research (CHR), University of Brighton, Mayfi

Whilst the dominant mode of transmission varies by country and geographical area, infection rates remain

participation and capacity building, partnership working (intersectoral collaboration), empowerment, and equity.

Secondly, increased globalization means HIV prevention activities need to be located at European and/or international level rather than just local/national level. In other words, strategies and interventions addressing global health threats that have a cross-border impact, such as HIV, need to include an international dimension (cooperation of multiple countries) to maximize potential efficacy. In Everywhere, the project was designed specifically to operate at local, national, and European levels.

Thirdly, given the complexity of determinants and interrelated factors that impact on individual and population health outcomes, intersectoral approaches to HIV prevention are needed that bring together the key sectors necessary to work collaboratively towards settings-based HIV/STI prevention for MSM; namely, Public Health Administrations (PHAs), academic organizations, NGOs, gay businesses, and members of MSM communities. In Everywhere, the partner consortium comprised representatives from each of these key sectors.

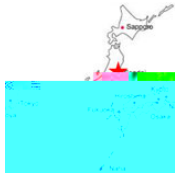
Detailed findings as well as descriptions of how the project functions are reported elsewhere (e.g. Hernandez ~ *I* ., 2008; Sherriff and Gugglberger, 2014; Sherriff, 2011). However, in brief, Everywhere developed and piloted a voluntary European code or framework setting out HIV/STI prevention standards for different types of gay businesses. Business types included sex ven(se)41.tb0.5021.9(ss)-163.8

countries) and; issues of implementation and management in Japan (e.g. coordination, financial issues and capacity).

Data revealed a number of facilitating factors regarding the acceptability and feasibility of implementing Everywhere in Japan. Perhaps most importantly was the strong expression of interest from the communities represented in the workshops, namely, MSM, business owners (gay saunas) and gay NGOs. There was broad agreement across the three workshops that many NGOs across Japan already have a firm foundation for conducting outreach activities with businesses (e.g. condom supply by NGO 'akta' to gay bars in Tokyo by the 'deli-hel boys' an abbreviation for 'delivery health boys'). Within this context, it was felt that Everywhere may help to provide a cohesive and 'legitimate' framework for such prevention activities and in doing so, provide opportunities to both broaden and deepen outreach within and between regions as well as being compatible with other countries also running the scheme (i.e. Everywhere partner countries in Europe). Participants in both Osaka and Nagoya workshops also highlighted the importance of ensuring that businesses and MSM themselves understood the potential benefits of such a scheme and that this would require a branding and/or marketing exercise prior to and during, implementation. Furthermore, and linking closely with the following theme, the transferability of the project (e.g. because of the relative simplicity and adaptability of the Everywhere framework) was raised as being valuable because of the potential to adjust aspects of the framework to the Japanese context(s) without losing or undermining the 'core' underpinning benefits and principles of Everywhere.

However, there were considerable cultural differences identified in the workshops that indicate some adaptability is required in transferring Everywhere to the Japanese

Tab e 2:

NGOs	Yarokko[1]	akta[1]	Angel Life Nagoya (ALN)[1]	Mash Osaka[1]	Love Act Fukuoka (LAF)[1]
Location					
Established	Established in Sendai Miyagi prefecture in 2004.	Established in Shinjuku, Tokyo in 2002	Established in Nagoya, Aichi Prefecture in 2000	Established in Osaka, Osaka Prefecture in 1998	Established in Fukuoka, Fukuoka Prefecture in 2002
Activities	Activities include: – Operating Community centre 'ZEL' since 2010. The centre is located in a central commercial area in Sendai and is funded by the Japanese Ministry of Health, Labour and Welfare (JMHLW) – Developing and distributing HIV prevention materials to gay businesses including bimonthly community paper 'ZEL', HIV testing promotion posters and cards, along with condoms with packaging designed by the community – Collaborating with public health centres in Miyagi and surrounding prefectures in Tohoku to promote HIV testing for MSM – After the tsunami and nuclear reactor disasters in Tohoku, Yarokko activities have been reduced and there have been fewer visitors to the community centre	Activities include: – Operating Community centre 'akta' since 2003. The centre is located in Shinjuku which has the largest number of gay commercial businesses in Asia. Funded by JMHLW – Developing and distributing HIV prevention materials including 'monthly community paper akta' to gay businesses and other organizations – Designing and producing condom packages distributed by volunteer 'deli-hel boys' to gay bars, gay saunas and sex on premises venues – Collaborating with public health centres in Tokyo and surrounding areas to promote HIV testing services for MSM – Collaborating with other NGOs (including PLACE Tokyo) to conduct research to promote HIV testing among MSM in Tokyo – Training public health centre nurses and other professionals involved in HIV testing – Developing and disseminating information, including an 'HIV map' regarding, HIV testing and support services	Activities include: – Operating Community centre 'rise' since 2004 funded by the JMHLW – Developing and distributing HIV prevention materials including community paper 'h.a.n.a.' to gay businesses and organizations in the Tokai region – Designing, producing and distributing condom packages with HIV prevention messages to gay businesses – Conducting public events to raise the visibility of LGBT issues which includes HIV testing – Collaborating with public health centres and health professionals to provide additional gay-friendly HIV testing events	Activities include: – Operating Community space 'dista' in Osaka since 2002 and funded by the JMHLW since 2003 – Developing and distributing monthly papers 'SaL+' targeting young MSM, and other seasonal publications to gay businesses – Developing a 'Safer sex Sauna' campaign which promotes 100% condom use at gay saunas and other sex venues – Promoting HIV and other STI campaigns for MSM at medical clinics in Osaka – Collaborating with public health centres in Osaka and other prefectures in the Kinki area to promote gay-friendly HIV testing	Activities include: – Operating Community centre 'haco' since 2006, funded by the JMHLW – Publishing and distributing HIV prevention information including the seasonal paper 'Season', which includes content on sexual lives HIV testing and testing centres, telephone counselling, HIV prevention, a gay business map, and gay community information – Producing and distributing condoms in originally designed packages and condom dispensers –

nankr[1]	Haat Ehime[1]	LIFE Tokai[2]	PLACE Tokyo[3]	JaNP+[4]
Established in Naha, Okinawa in 2008 (a precursor organization was formed in 2006)	Established in Matsuyama, Ehime in 2006	Established in Nagoya, Aichi in 2008	Established in Tokyo in 1994	Established in Tokyo in 2002
Activities include: – Operating Community centre 'Mabui' in Naha Okinawa since 2010, and funded by the JMHLW – Conducting HIV prevention activities for MSM living in Okinawa and visiting tourists – Publishing and distributing the seasonal community paper 'nankr' to gay businesses – Producing originally designed packaged condoms to gay businesses in Okinawa including local islands – Distributing information and condoms at gay sporting and cultural events in Okinawa – Collaborating with public health centres in Okinawa to promote gay-friendly HIV testing	Activities include: – Promoting HIV prevention activities for MSM living in Ehime prefecture. These activities have spread beyond Ehime to Shikoku and Chugoku regions – Publishing and distributing the seasonal community paper 'Fight!' and condoms to Shikoku and Chugoku regions – Collaborating with public health centres in Ehime and other prefectures in Chugoku-Shikoku to promote gay-friendly HIV testing	Open to all people living with HIV, regardless of gender or sexuality, activities include: Activities include: Meetings – Monthly peer meetings (weekend) for people living with HIV (mostly MSM) to share experiences about their daily lives and HIV treatments – Monthly peer meetings for newly diagnosed MSM (those who received their diagnosis within the past year and first time attendees) Workshops – Held twice a year, inviting medical professionals (doctors, pharmacists and nurses) and NGO staff.	Activities include: Direct support – Face to face and telephone counselling – Peer group meetings for people newly diagnosed with HIV – Programmes for people with HIV, their partners and families to learn about HIV and exchange experiences – Buddy services to provide care and support toward people with HIV who have been hospitalized and have limited mobility Prevention activities – Telephone counselling for those who think they may have HIV – Collaborating with other NGOs and groups to conduct the 'Living Together Programme' which aims to raise the visibility of people living with HIV Training and research – Collaborating with public health centres and health professionals to provide gay-friendly HIV testing events – Research on the support needs of people with HIV Information dissemination – Publishing newsletters four times a year – Production of brochures about HIV support and prevention.	Activities include: Information dissemination – Publishing newsletters four times a year to distribute to HIV treatment centres and HIV related NGOs – Conducting research on the situation faced by people with HIV in accessing medical treatment – Training people with HIV in public speaking and supporting them to give talks at workshops, seminars, on TV, and in newspapers – Conducting 'Talking about Sex' workshops for people with HIV to think about and deal with their sexual lives Advocacy – Providing policy statements to national and local governments and political parties Networking – Organizing networking events for people with HIV nationally and internationally – Representing Japanese people with HIV at national and international HIV conferences – Training and conducting peer group support programmes – Collaborating with 'HIV Futures Japan' project to conduct research on the quality of life for people with HIV.

1) Ichikawa (2014)
2) http://life-tokai.com/
3) http://www.ptokyo.org/
4) http://www.janpplus.jp/

Downloaded from http://heapro.oxfordjournals.org/ at University of Brighton on November 12, 2015

potentially benefit because the standards upheld by the business would be compatible with other certified businesses both locally and across Japan. With appropriate

MSM community, NGO and community centre representatives, as well as academics and gay business representatives, was that it is desirable, feasible I, acceptable to implement a Japanese version of the European Everywhere project which may help to provide a cohesive framework for HIV/STI prevention work. Moreover, given the high degree of sexual mobility between countries in Asia (as in the European Union), data from the workshops suggested that there is also potential for the Everywhere Project (or its Japanese variant) to be expanded and adapted to other countries within the Asia-Pacific region.

The current st si-18.75er,4(3.7rn)-21Tf0Tc12.2190Td(Th721)Tj/T101Tf-0.0184Tc-11(to)561(c)-0r,414.9(umb)-3-583.4()

authors also argue that there is a significant risk that the epidemic will grow out of control in the near future and propose that a greater focus is required on identifying the key behavioural factors driving the epidemic and to then facilitate change in these behaviours.

Research from the UK, Europe, the USA, Canada, Australia and now Japan suggests considerable interest from gay businesses to engage in health promotion and HIV prevention interventions for MSM (see, e.g. Sherriff ~ / ., 2013; Woods ~ / ., 2001; Dodds ~ / ., 2007; Prost ~ / ., 2007; Godin ~ / ., 2008; Arumainayagam ~ / ., 2009; Phillips-Guzman ~ / ., 2011; Vanden Berghe ~ / ., 2011; Pedrana ~ / ., 2012; Mirandola ~ / ., 2015). Yet, few countries implement coordinated, coherent and sustainable health promotion actions in collaboration with such businesses. Given the degree of enthusiasm from workshop participants in this present study combined with the results from the European pilot implementation, it is possible that Everywhere in Japan can offer an important contribution to the health promotion field in the form of a practical, policy-relevant, settings-based HIV prevention framework for gay businesses that could facilitate the scale up prevention responses among MSM in Japan. In doing so, Everywhere may also contribute towards the step-shift required in Japan to prevent the continuation of rising HIV infections among 'hidden' and 'hard-to-reach' MSM. However, in order to do so, issues such as stigma and financial security in Japan for HIV prevention actions, will need to be addressed.

SUPPLEMENTARY MATERIAL

A translated Japanese version of this paper is available as online supplementary data.

ACKNOWLEDGEMENTS

Hidaka Y. (2000) Heterosexual role conflict and psychological distress among gay and bisexual men. *A* , 18, 264–272.

Hidaka Y., Operario D. (2006) Attempted suicide, psychological health and exposure to harassment among Japanese homosexual, bisexual or other men questioning their sexual orientation recruited via the internet. *J* *E* *C* *H* , 60, 962–967.

Ichikawa S. (2011) HIV Prevention Programs with MSM: Outreach to Gay Commercial Venues – Building Trusting Relationships with Gay Communities. Ministry of Health, Labour and WelfareR aubhelf f te16h91L(uSa)-14(t)-10.6udo u(t)-10.6(e1)]TJ0.01479Tc98.0337-1.3984Tad[D8(n)1Bomanvion ntio(ith)2936.3(SM,r)-29145Nagoys

IchkGaS. u2013e, on

mempemeptoap IP reu(t)-83.2(i)-17.2(o)-14.9nn

la g M-14.2SMs. Mnis of Helith baurand

lfars –