



Curtin University

HIV AND MOBILITY IN AUSTRALIA

Love Game Brand at the WA AIDS
Council and the From Nothing to
Something Movement



Project Organisation

The WA AIDS Council (WAAC) is a non-government organisation that provides support and education services for the prevention of HIV.

From Nothing to Something (FNTS) Movement provides creative education programs to engage youth in positive experiences.

Project Summary

'Love Game' is a brand of events designed by and for culturally and linguistically diverse (CALD) communities with support from WAAC. Love Game aims to increase the uptake of HIV prevention messages and resources by CALD communities. The events have included a Football Tournament and a Red Carpet World AIDS Day event in 2015. The events are designed so that WAAC can support community members to build their capacity and take ownership of events. It aims to increase exposure to the key messages of prevention, testing and treatment as well as encouraging and normalising the use of condoms.

Location: Perth, Western Australia

Populations Involved: CALD communities

Duration: Mid 2015 to 2016

Funding: WA AIDS Council, Metropolitan Migrant Resource Centre and a small project grant from the Office of Multicultural Interests

Project Aims

To raise awareness and knowledge of HIV, prevention, testing and treatment by running engaging events with the target group and associated community. The key messages promoted are 'test often – treat early – stay safe', 'Know your status' and 'Safety + Pleasure + Respect = Healthy Relationships'

Project Objectives

- Engage at least one community member or community group representative of the target group in each event.
- Provide funding support, learning opportunities and encourage community members to take ownership of events.
- Increase HIV understanding around prevention, testing, treatment.

Road Map Action Areas

The [HIV and Mobility in Australia: Road Map for Action](#) proposes 71 strategies under five action areas to address HIV in mobile populations. This project addresses the following action area.

Action Area 3) Community Mobilisation

Strategy 3.2. Develop HIV knowledge and capacity amongst migrant community, cultural and spiritual leaders.



Red Carpet Event, Saturday 5th of December 2015

Measuring Achievement

The effectiveness of Love Game was measured in its ability to engage community members and to ensure at least one community member or group is involved in the planning and implementation of the event. The project was monitored throughout to ensure events were being developed as intended and any challenges that occurred throughout are noted. The planning group came together at the end of the event and reflected on areas they each found successful and areas for improvement. Quotes from community members regarding the event were noted. Resources such as safe sex packs and print resources were counted pre and post to determine how many were distributed at the event.

Project Challenges

- Ensuring cultural appropriateness.
- Limited budget
- Counting on external parties which can often be unreliable
- Finding the balance between education at these events without taking up too much of the participants time

Lessons learnt

- Engage community members representing target group throughout planning and implementation
- Most patrons felt more comfortable when offered free giveaways or safe sex packs, rather than having to pick them up themselves

- Offer teams managers/coaches/captains free safe sex packs to take away from the event to have available to their players or members of their club

Future work

The organisation, From Nothing to Something Movement has grown out of the partnerships from the Love Game events. As of 2017, the Love Game portfolio, including the Football tournament and Red Carpet World AIDS Day event are moving to FNTS. WAAC will continue to support these events and work collaboratively with FNTS to build on the existing partnership.

The name 'Love Game' will continue to be used to increase its recognition. By doing this the aim is for community members to be able to recognise the name and associate it with events that are inclusive, engaging and enjoyable but also where reliable and culturally appropriate HIV prevention information and resources can be received.

Contact

If you have any questions about this project, please contact Tony Bober at the WA AIDS Council at tbober@waaid.com or by phone on 9482 0000



Celebrating 2015 Ambassadors of Multicultural Health and Wellbeing at the Red Carpet event, 2015



This document was published by the **Community of Practice for Action on HIV and Mobility (CoPAHM)**. CoPAHM was established to keep HIV and mobility issues on the national agenda, and to progress action areas highlighted within the *HIV and mobility in Australia: Road Map for Action*.

To find out more details about *The Road Map* or *CoPAHM*, please [click here](#) or email [**copahm@curtin.edu.au**](mailto:copahm@curtin.edu.au)

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