



Quality Action
Improving **HIV** Prevention in Europe

Quality Action CASE STUDY

1. Name and country of the organisation

(Please state the name and the country of the organisation that implemented this practical application of a QA/QI tool as part of Quality Action. We do not publish this information unless you agree. You can remain anonymous by adjusting the settings at the end of this form).

AIDSHILFE OBERÖSTERREICH, Austria

2. Authors of the case study and contact details

(Please provide then name of the author(s) of this case study and any contact names, Email address or websites where readers can access more information about this practical application of a QA/QI tool).

3. External support (facilitators/partners/technical assistance)

(Please list the names of other organisations and/or people who were involved in this practical application of a QA/QI tool, e.g. project partners, technical assistance, external stakeholders etc..).

HOSI Linz

AIDSHILFE OBERÖSTERREICH

Media partners like radio stations, gayromeo, newspapers

Technical assistance from media experts

4. Project/Programme and key population/target group addressed

(Please describe the project/programme to which you applied the tool and the key population/target group addressed).

TEST IT

Project/Programme

The aim of the campaign is to inform gay and bisexual men in Upper Austria about free HIV testing services and counselling at AIDSHILFE OBERÖSTERREICH and about the benefits of getting tested.

The primary media tools of the campaign are radio and video spots. One of the main targets is the interaction with our target group. To do so, we want the target group to be engaged and get active for the campaign by motivating them to produce their own radio and video spots and post them on social media - such as facebook and youtube.

Role models who are well known among the target group should motivate others and function as gate keepers.

Target group:

gay and bisexual men in Upper Austria

5. Goals/aims of applying the QA/QI tool

(Please list the goals you wanted to achieve with the practical application of the tool).

To structure the program

To improve the quality of the program

To be aware of aspects that could easily be forgotten, such as ethical aspects, partners

To evaluate the program

6. Tool and methodology used

(Please indicate which of the five tools you used (Succeed, QIP, PQD, PIQA, Schiff) and briefly sketch out the steps and measures of how you applied it).

Succeed

* conceptual phase: Planing the campaign

* present and discuss the tool and special aspects of the tool that are helpful with the members of the team

7. Results and benefits of applying the QA/QI tool

(Please describe what resulted from applying the tool and if and how your project/programme benefitted).

* The tool was helpful to give the concept of the campaign a structure

* The tool was helpful during the conceptual phase to discuss certain aspects like evaluation, ethical aspects, thinking about partners and technical support that is needed and discussing aspects of participation

* The tool was helpful and is still helpful when taking further steps

8. Recommendations

(Please describe the lessons learnt from positive and negative experiences during the process of using the tool itself and about the quality of projects/programmes like yours).

Positive experiences:

- * When discussing special topics within the tool, the tool helped us to make the decisions that were needed to make
- * The tool helped us to discuss important questions that we probably would have forgotten to think about (e.g. ethical aspects, aspects of participation)

Negative experiences:

So far we haven't had negative experiences :-).

Please indicate how you want this case study to be published:

- ☐ *I want this case study to be published mentioning the names of countries, organisations, people and contact details/websites in the text above.*
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(who will then forward it to their WP 6 contact).*

Thank you!