



**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 We do not publish this information unless you agree.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).*

Sexual Health Centre  
Ireland

### 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).*

Phil Corcoran  
philcorcoran@sexualhealthcentre.com

### 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..).*

Susan Walsh  
2 Public Health students  
Southern Gay Men's Health Project

### 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).*

The tool was applied to the rapid HIV testing service at the Sexual Health Centre. Our target group was MSM.

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

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

An increase in the numbers of MSM attending the Sexual Health Centre for Rapid HIV Testing.

## 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).*

PQD

Using the ZiWi method in the PQD tool, we planned a number of interventions. The following actions were decided on:

- Leaflet drops in 48 venues used by men e.g. barber shops, gyms, betting offices, clothes stores etc... (Full list available)
- Collection of data by survey around MSM's needs in relation to testing. This survey was provided to MSM to complete as part of outreach work during the 'Mr Gay Cork' competition and during Cork Pride Week in August 2014. The survey had 178 respondents.
- Advertising on the Grindr Smartphone application.
- We liaised with a number of intermediaries including the sauna manager, management of gay & gay-friendly venues and the coordinators of the local LGBT agencies.
- The Succeed tool was reviewed and applied to the testing project to assess the structure of the initiatives.

## 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).*

We found PQD to be very useful for planning and testing our interventions.

Our leaflet drops resulted in no contact from MSM to date. We have decided not to advertise the service through this route in future.

A number of MSM came for testing directly as a result of seeing our broadcasts on Grindr. As this form of advertising worked with the target group, we will continue to advertise through Grindr broadcasts.

The local gay sauna closed in September 2014.

One of the intermediaries, the management of the local gay nightclub were very enthusiastic about promoting our Rapid Test service. The Sexual Health Centre's relationship with the management of this venue is ongoing.

Our needs assessment survey for MSM in relation to testing was very useful in tailoring our testing service for MSM. (A full breakdown of the responses is available).

After applying the tool, we saw an increase of 61% in the numbers of MSM attending for rapid HIV testing between April 2014 and October 2014 compared to the same period in the previous year.

## 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).*

The Succeed tool was applied to the Rapid Test Project after applying PQD. This highlighted a number of areas for improvement. We applied the PQD tool before the second round of Quality Action training. It would have been useful to have covered the Circles of Influence method of the PQD tool in the first round of training.

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