



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 We do not publish this information unless you agree.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

AIDS-Hilfe Tirol
Kaiser-Josef-Straße 13
6020 Innsbruck
AUSTRIA
NGO

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).

Matthäus Recheis recheis@aidshilfen.at

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..).

Support: Sabine Lex

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

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

DRAG QUEENS IN MSM PREVENTION. The prevention project is primarily aimed at the target group of young MSM frequenting trendy bars, discos and MSM Events in Tyrol. Our drag queens work for the AIDS-HilfeTirol as ambassadors for sexual health and safer sex. During outreach work they distribute condoms with lubricant and information flyers.

Main aims for communication during outreach:

1. Information about HIV and other sexually transmitted infections
2. Strengthen motivation for safer sex.
3. Strengthen motivation for getting tested for HIV and syphilis

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

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

Goals:

1. More Participation in the project by the drag queens.
2. Strengthening of self-confidence and competence of the drag queens
3. Recognition of the successes of drag queens in the project.
4. Better defining the target audience and better strategies to reach the target group.
5. Exact definition of project objectives and define three main objectives.
5. More detailed planning of the use of drag queens.

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).

The tool Succeed has been used. First a workshop was held with the drag queens. The questions of Succeed were used for reflection and quality improvement. At another meeting, details were planned for the year 2015 in more detail and step by step.

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).

As a result of using Succeed, it turned out that the project works and that system partners in the system support the aims of the project. Event organisers and local operators support the project and are happy when the drag queens come to take part. The majority of the reactions of MSM, who receive condoms, lubricants and flyers, are positive. By using Succeed, a number of suggestions for improvement were able to be developed together with the drag queens. It was decided to develop a kind of manual for future drag queens in the field of MSM. This manual is intended to provide information about STIs and answers to frequently asked questions on the spot. This includes best practice examples of conversation openers in talks and how to deal with the rejection of prevention giveaways. For the participatory development, it was decided to hold a dedicated workshop in January 2015. The manual should be completed by the end of April 2015. Moreover, it was decided to make the drag queens better known and to communicate the work they do. For this purpose, magazine photos appear regularly in a regional LGBT publication with short sentences that are tailored to each main topic.

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 proved to be very fruitful for working in a participatory way on Quality Management. More money is needed to keep the project alive and to develop giveaways. However, the funders do not want to provide more money. On the contrary, they want to spend less. The application of Succeed is very time consuming.

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