

Connecting Communities: URL to IRL

Ramraajh Sharvendiran

Therapy, Technology and Treatment: Interventions to Reduce Gay Men's Risk
November 19th, 2013 at 3:00 - 4:15



OHTN 2013
RESEARCH
CONFERENCE

NOVEMBER 17-19, 2013

CHANGING THE COURSE OF THE
HIV PREVENTION, ENGAGEMENT AND
TREATMENT CASCADE

Presentation Overview:

- ASAAP
- Dosti & Snehitlan
- Community Feedback
- IRL Realities
- Online Strategy Goals
- Online Tools
- Impact/Results
- Recommendations

What is ASAAP?

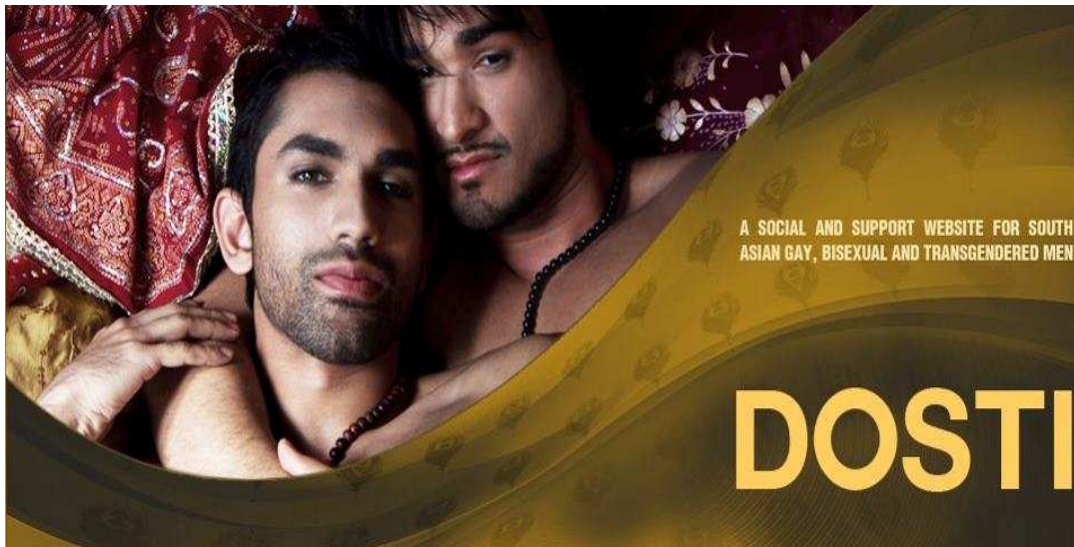
The Alliance for South Asian AIDS Prevention (ASAAP) is committed to providing health promotion, care, and support for self-identifying South Asians living with, at risk of, or affected by HIV/AIDS.

We offer:

- Community Development
- Support for South Asians living with or affected by HIV
- Prevention Education



Dosti & Snehithan



MSM Support Program Survey 2012 Results

How did you hear about Dosti/Snehithan?

45.5% ASAAP Banner Websites

54.5% Friend Referral

How have you connected with the program?

90.9% Indicated receiving online newsletters/email from coordinators.

45.5% Accessed regular in-person support sessions

63.6% Attended one or more support-program events

MSM Support Program Survey 2012 Results

75% Trusted the space/facilitators to maintain confidentiality

What they liked most about the programs?

“Being able to meet other gay Tamil guys.”

“Comfortable place to be for me”

“Meeting people and knowing that I am not alone.”

IRL Realities: Barriers That Prevent People From Accessing Support Spaces





Online Strategy Goals

Online Tools

ASAAP
The Alliance for South Asian AIDS Prevention

319 likes · 5 talking about this

Community Organization

IGNITE

319 Likes

Map: ampton, Toronto, Mississauga

Events



YouTube CA

www.asaap.ca

Protect Your Love

ASAAPT V · 4 videos

Subscribe 16

14,435 views

ASAAP

@ASAAP FOLLOWS YOU

The Alliance for South Asian AIDS Prevention

Toronto, ON · asaap.ca

431 TWEETS

204 FOLLOWING

492 FOLLOWERS

Following

Follow Dashboard

ASAAP

THE ALLIANCE FOR SOUTH ASIAN AIDS PREVENTION

asaap

Online Tools: Websites

SNEHITHAN
A SOCIAL SUPPORT SPACE FOR TAMIL MEN WHO LOVE MEN

HOME ABOUT BLOG SEXUAL HEALTH RESOURCES CONTACT

Seeking Gay Tamil Man

Posted on April 19, 2013

I want someone who likes long walks in the park. Someone that I want someone who likes to sit in parks, and judge people who take those long walks. I want someone who loves to read, who can fill me in on the plot while we wait for the movie to start. I want someone who will help clean the dishes when we're done with our eating happens and sorry. Also, it would be nice if I could share my wardrobe with that someone and not wear any eyeglasses. In case you haven't noticed in yet, I'm a dude who likes dudes.

Type gay into a Google image search and you'll see what it means to be gay. Gay on ...

[Read More](#)

Ask Snehithan

Dear Mummy,

I recently had sex with a man at the bathroom. I had never met him before and I don't have any way to reach him now. I gave him a blowjob and he came in my mouth. The sex didn't last very long and there wasn't much time for riding. I got tested regularly for HIV, but I didn't get the chance to ask him about his HIV ...

[Read More](#)

Announcements

MONEY FOR SURVEY!

Hey all,

A gay men research study is looking for participants to complete 3 surveys over 3 sessions (each session is under an hour). Its completely confidential and at the end of ...

[Read More](#)

Upcoming Events

15 NOV Snehithan Tin Paal Tea Time

Message Board

"YouRuTicoolInRV" - 5 days ago by smmohsin in [Relationship](#)

"How to Gushh Ontario" - 11 days ago by Navas in [Friendship](#)

"How to Gushh Ontario" - 11 days ago by Navas in [Sex](#)

"oom" - 24 days ago by vinny in [Everything Else](#)

[View More](#)

Stay Connected

Sign up for our mailing list.

Email Address:

DOSTI
A SOCIAL AND SUPPORT WEBSITE FOR SOUTH ASIAN GAY, BISEXUAL AND TRANSGENDERED MEN

HOME ABOUT US BLOG SEXUAL HEALTH RESOURCES CONTACT US

BLOG

SURAT PRIDE!

Posted on October 3, 2013

Some very exciting news on the LGBTQ+ movement in India! The state of Gujarat held its very first Pride parade on the streets of Surat this passed Sunday. It takes a lot of bravery, strength, dedication and persistence to create and push forward a movement such as this. It always so inspiring and exciting to see such amazing work happening in India. Read all about it here.

[Read More](#)

ASK DOSTI

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[Read More](#)

ANNOUNCEMENTS

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Online Tools: Contact Forms & Message Boards

Seeking Gay Tamil Man



MAKE CONNECTIONS

Upcoming Events

14 NOV KOTHA: SOUTH ASIAN MEN'S BATHHOUSE NIGHT

15 NOV Snehithan: Tin Paal Tea Time

Contact Snehithan

Looking to get in touch with Snehithan?

Email: snehithan@asaap.ca

Facebook: facebook.com/snehithaninfo

Phone: 416-599-2727 Ext:227

Address: 120 Carlton Street, Suite 315 Toronto, Ontario M5A 4K3



Contact Form

Your Name (required)

Your Email (required)

Subject

Your Message

RESOURCES


EVENTS CALENDAR

MESSAGE BOARD

BLOG

SURAT PRIDE

MESSAGE BOARD



MAKE CONNECTIONS

UPCOMING EVENTS

14 NOV KOTHA: SOUTH ASIAN MEN'S BATHHOUSE NIGHT

15 NOV Snehithan: Tin Paal Tea Time

Browse Message Board

Leave messages and meet up with hot and local Desi men for friendship, relationships, hot times and so much more. Need a roommate, selling your TV or looking for a gym buddy – leave a message and wait for a response!! This messageboard is monitored and any messages that are homophobic, racist, sexist or prejudice in any way will be removed.

Post a Message View Categories Search Message Board

1 2 3 4 5 6 10

Select Category Change Category

New to Guelph Ontario

Hi desi guys in Guelph Ontario, I am new hear. Looking for a friend, up to 45years of age. Married...

10/27/2013

Guelph Ontario

Seeking to give blow jobs

Looking to give blow jobs to attractive brown guys preferably upto 32 years of age who are clean and od...

10/21/2013

Scarborough/Toronto

Ontario

Looking for a brown Top man

Euro guy, mid 40s, medium build, looking for a brown skinned to man for casual sex. If you are hairy...

10/20/2013

Toronto

Ontario

hi 2 all hairy men

I am interested in meeting a a vary loving and caring single man who is basically a TOP ,hairy and...

10/18/2013

ajax ont


SEX & SEX

every one BOTTOM is welcome. I do not believe in age complex weight height etc every one have right to...

10/12/2013

Quetta BI

Online Tools: Email & Newsletters



NEWSLETTER ASAAP

ALLIANCE FOR SOUTH ASIAN AIDS PREVENTION

[Friend on Facebook](#)

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June Pride

It's **Pride** month and ASAAP has lots of events lined up!

Pride Parade is on June 30th and we would love for you to march with us. You can also join our **Sign Party** on June 15th to help us get ready for this unique and exciting event and the **Pride Kick Off** for South Asian men who like men. [Click here](#) for all the details.


And there's more! **Rangeela**, Canada's biggest queer South Asian party will be taking place on June 28th from 10pm onward at Club 120. [Click here](#) for details.

This month ASAAP is proud to partner with PozTo for their monthly party on June 2nd. Come out and dance to the NYC sounds of DJ Relentless. Plus-- ASAAP is one of the beneficiaries of the proceeds so its win-win! [Click here](#) for more details.

Read on for all our exciting events, book picks and job postings that you've come to know and love.

ASAAP
ALLIANCE FOR SOUTH ASIAN AIDS PREVENTION

Alliance for South Asian
AIDS Prevention (ASAAP)
120 Carlton St, Suite 315
Toronto, ON M5A 4K3
T: 416.599.2727
F: 416.599.6011
www.asaap.ca



Between The Lines:
June Picks!
1) It's the Crude, Dude by
Linda McQuinn

Online Tools: Social Media



social support space for tamil guys who like guys

Snehithan Asaap

Update Info Activity Log

Timeline About Photos 9 Friends 124 More

This image shows a Facebook profile for Snehithan Asaap. The cover photo is a video still of a park with many pigeons. A text overlay reads "social support space for tamil guys who like guys". The profile picture is a cartoon of a man with glasses and a mustache. The name "Snehithan Asaap" is displayed prominently. Below the name are buttons for "Update Info" and "Activity Log". At the bottom, navigation tabs for "Timeline", "About", "Photos 9", "Friends 124", and "More" are visible.



A SOCIAL AND SUPPORT WEBSITE FOR SOUTH ASIAN GAY, BISEXUAL AND TRANSGENDERED MEN

Dosti Asaap

Update Info Activity Log

Timeline About Photos 24 Friends 599 More

This image shows a Facebook profile for Dosti Asaap. The cover photo features two men in a close embrace, with text that reads "A SOCIAL AND SUPPORT WEBSITE FOR SOUTH ASIAN GAY, BISEXUAL AND TRANSGENDERED MEN" and the word "DOSTI" in large letters. The profile picture is a cartoon of a man with a raised fist. The name "Dosti Asaap" is displayed prominently. Below the name are buttons for "Update Info" and "Activity Log". At the bottom, navigation tabs for "Timeline", "About", "Photos 24", "Friends 599", and "More" are visible.



Snehithan Asaap

5 minutes ago

Hey ASL?

Hi I'm Snehithan.

Are you in Toronto?

Snehithan is a group for Tamil men who like men, and yes we are located in downtown Toronto.

This image shows a screenshot of a Facebook chat conversation. The contact is "Snehithan Asaap". The messages are as follows: "Hey ASL?", "Hi I'm Snehithan.", "Are you in Toronto?", and "Snehithan is a group for Tamil men who like men, and yes we are located in downtown Toronto." The chat interface includes icons for adding contacts, muting, blocking, and closing the chat.

Online Tools: Media

Protect Your Love

ASAAPT.V · 5 videos 12,330

122 likes, 0 dislikes

Like Share Add to

Video statistics

Views and discovery

12,330 Views

06/04/12 08/14/12 10/25/12

Key discovery events

- A First referral from: facebook.com
Jun 4, 2012 - 633 views
- B First view from a mobile device
Jun 4, 2012 - 1,092 views
- C First embedded on: facebook.com
Jun 4, 2012 - 1,268 views
- D First embedded on: afterelton.com
Jun 16, 2012 - 372 views
- E First embedded on: queerty.com
Jun 16, 2012 - 1,489 views
- F First embedded on: unblog.fr
Jun 17, 2012 - 435 views
- G First embedded on: blogspot.com.br
Jun 18, 2012 - 818 views
- H First embedded on: towleroad.com
Jun 18, 2012 - 1,094 views
- I First embedded on: innastrona.pl
Jun 19, 2012 - 358 views
- J First embedded on: colourplanet.cz
Jun 26, 2012 - 1,180 views

Show less events ^

ADVERTISING AIDS/HIV NEWS

You have gone full screen. [Exit full screen \(F11\)](#)

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« Madonna Shooting 'Turn Up the Radio' Video in Florence, Italy: PHOTO | Main | 'Queer As Folk' Cast Reunites in Germany: VIDEO »

06/18/2012

PROTECT YOUR LOVE: VIDEO

But at this moment, she's fighting cancer.

Meet Grace

St. Jude Children's Research Hospital

Web Towerload

Google Search

Towleroad Tools:

A beautiful new safe-sex campaign from the Alliance for South Asian AIDS Prevention (ASAAP).

QUEERTY
FREE OF AN AGENDA. EXCEPT THAT GAY ONE.

Search Queerty

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Follow us: [f](#) Follow @queerty [f](#) Like [t](#) Like

[Top to share? Tell us!](#) [LGBT Families](#)

DO YOU THINK I'M SEXY? [ELECTION COUNTDOWN](#) [ROMNEY RED TAPE](#) [NOTE, BABY, NOTE!](#)

Rod Stewart Debunks Old Gay Stomach-Pump Rumor
President Obama Backs Gay Marriage in Maine, Maryland And Washington
Mitt Romney Blocked Birth Certificates To Gay Parents
Introducing The 2012 Queerties!

HOORAY FOR HOLLYWOOD

WATCH: "Protect Your Love" Delivers Safe-Sex Message To South-Asian Community

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POPULAR ON QUEERTY

DO YOU THINK I'M SEXY? Rod Stewart Debunks Old Gay Stomach-Pump Rumor

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Seeking Gay Tamil Man

Author: Guest Contributor | Published: March 27, 2013 | 2 Comments

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Impact & Results

- 14,000+ views on 'Protect Your Love'
- 17,000+ Hits in one month with 'Seeking Gay Tamil Man', directly creating.
- 15 new members to the Snehithan program within one month of article release.

Takeaways

- Find out where your communities are accessing most of their online info.
- Develop a singular voice for your online strategy, and tailor that to multiple platforms.
- Seek support and guidance in agencies that have done online work with similar populations.
- Create spaces for peer voices in get involved and