



# OUT WITH IT THE 2018 GLOBAL CHALLENGE

## ***OUT WITH IT: The Sexual Health and Rights of Young Gay and Bisexual Men***

MSMGF's Pre-Meeting at AIDS2018 will feature up to eight youth-led community solutions selected from a Global Challenge. Selected Innovation Teams will use the Pre-Meeting to further develop and hone their solutions in consultation with Pre-Meeting attendees.

### **CALL FOR INNOVATIVE SOLUTIONS: A GLOBAL CHALLENGE**

With an estimated 1.9 million new HIV infections a year, a lop-sided proportion of which are among young gay and bisexual men and other men who have sex with men, we urgently need to support sexual health and rights interventions that are innovative and strategically deployed. National HIV programs are undermined by exceptionally low sexual health and prevention coverage for young gay men and other men who have sex with men. Underfunding exacerbates poor coverage and current investment strategies consistently undervalue community knowledge, innovation, and ingenuity. Moreover, holistic sexual health approaches to HIV are too often overlooked in favor of approaches that overly emphasize individual biomedical interventions. Even more rare are sexual health programs for young gay and bisexual men that openly address sex, sexuality, and gender.

This call is being issued as a Global Challenge, inspired by our partners at Youth Tech Health (YTH) – see [www.YTH.org](http://www.YTH.org). MSMGF is seeking proposals for new solutions to current issues facing young gay and bisexual men around the world. We are looking for solutions that will:

- Challenge policies or legal barriers;
- Support youth leadership and participation;
- Strengthen youth-friendly sexual and reproductive health services;
- Leverage information and communication technologies;
- Encourage new partnerships; and
- Promote personal sexual empowerment and health.



These issues are aligned with the #uproot youth-led political agenda aimed at ending AIDS by 2030 and advancing sexual and reproductive health and rights (see <https://www.theyouthpact.org/uproot.html>).

Up to eight proposals from Innovation Teams will be selected to participate in and present their solutions at MSMGF's AIDS 2018 Pre-Meeting, ***Out With It*** on **July 22, 2018 in Amsterdam**, ahead of the International AIDS Conference (AIDS 2018).

Whether you are a student or a professional with a creative idea, a small group of friends or co-workers interested in contributing to your community, a community expert with an idea that has enormous potential, or an engineer with a promising prototype, ***Out With It*** is a way to explore, develop and refine your ideas into fully-fledged solutions, while supporting other community members in their journey. By encouraging collaboration with other innovators, MSMGF will build an engaged global community by giving new ideas an opportunity to develop into transformational innovations.

*We strongly encourage solutions that are:*

- Forward thinking and bold;
- Led by members of key populations, people living with HIV, people living in the Global South;
- Innovative (outside the box, new, not tried or taken seriously before, moves beyond public health frameworks); and
- Feasible to implement by young gay and bisexual men.

*Eligibility:*

Your team must

- Be youth-led (a majority of team members must be under the age of 30);
- Have up to two members that will attend the MSMGF Pre-Meeting in Amsterdam; and,
- Be able to present in English at the MSMGF Pre-Meeting.

### **STEP 1: Identify a challenge, create a solution**

We are seeking innovative, youth-led community solutions for the sexual health and rights of young gay and bisexual men. Proposed solutions should be centered around one or more following issues as expressed by youth advocates in a recent survey conducted by MSMGF:

- Access to healthcare;
- Mental health;



- Drugs and alcohol
- Sexual health;
- Body image;
- Comprehensive sex education;
- Homophobia;
- Transphobia;
- Stigma and discrimination;
- Violence;
- LGBT rights;
- Personal health tools – condoms, lubricants, PrEP, PEP, treatment;
- Sex and pleasure; and
- Safety and security.

Great ideas don't always need to make radical leaps or aim at ambitious, complex goals. They can also:

- Raise awareness on neglected issues or problems;
- Encourage other people to invest in solving a problem or making changes;
- Bring new intervention, tools, and services to the field;
- Prompt new collaborations and partnerships;
- Gather latest information and data on a critical issue;
- Identify different ways of thinking about old problems;
- Highlight strong practices; and,
- Build the capacity of new community innovators and shine a spot light on their contributions.

## **STEP 2: Create your team and register for the Global Challenge online**

Register online, tell us about yourself and your team, and provide a brief description of the challenge you are addressing and your proposed solution. Each team can have up to two lead main members who will lead and coordinate the project and will serve as the main points of contact for the challenge and beyond. In addition to the two lead main members, each team can include up to six other members that support the team in generating the solution.

Please complete the short online registration, which asks for names, email, and other contact information. The link can be found here: <https://www.surveymonkey.com/r/5DMDQDK>

**The last date to register your team online is March 15<sup>th</sup>, 2018**

## **STEP 3: Attend the webinars to learn human-centered design approaches, principles methods and tools**



A series of webinars will be conducted before the deadline for submission to provide the teams with background, tools and resources to apply HCD in developing your solution.

Our first webinar on Inspiration and Ideation will take place on Wednesday, February 21<sup>st</sup> at 8AM Pacific Standard Time. Register for this webinar at this link:

[https://zoom.us/webinar/register/WN\\_SgMmYWNzQt2Ce-6v0wRi7Q](https://zoom.us/webinar/register/WN_SgMmYWNzQt2Ce-6v0wRi7Q)

*Designers from YTH will be available for online consultation and technical assistance during the time between the webinars and idea submission.*

#### **STEP 4: Make a video and submit to the Global Challenge**

One short (2-3 minute) video pitch of an innovative solution should be submitted on behalf of your entire team. Your video can be recorded using a smart phone, laptop or computer outfitted with a webcam. You will be judged on the quality of your proposal not on the quality of your video. Your pitch should incorporate the following elements:

- Self-introduction – no more than your name and the names of your team members and where you are from;
- Title and tag line for your solution;
- Description of the problem your team has selected to address and why;
- An explanation of the strategy or technical approach being taken;
- An explanation of why the solution being proposed is a game changer;
- A description of how the solution will get accomplished; and
- A few words about what is needed to ensure the success of the solution being proposed.

Here are a few tips to create a great video:

- Keep it short – no more than 3 minutes;
- Don't bother with the backstory, the bulk of your time should be devoted to your ideas;
- Remember the 5 W's – who, what, where, when, why;
- Speak directly to other young gay and bisexual men and the selection committee – this will make your pitch more personal and will give a face to your proposed solution;
- Make sure we can see and hear you – good lighting and clear audio is key;
- If you are using a smart phone, we recommend that you hold your phone horizontally;
- Show rather than tell – get creative and feel free to use photos, video clips, slides, and other visual aids.
- **Do not include background music.**

For some more helpful tips, see:

<https://wipster.io/blog/how-to-pitch-a-video-concept-your-client-will-love>



<https://entrepreneur.indiegogo.com/education/article/6-tips-for-a-good-pitch-video/>

***Submission and Selection:*** Eligible videos must be recorded, dubbed, or subtitled in English and address at least one of the concerns expressed by young gay and bisexual men described above. We encourage non-English speakers and people who speak English as a second language to apply. MSMGF will assist in linking you to someone who can help with English-language dubbing and subtitles.

Finished videos should be uploaded by **March 15** using following Hightail link:

<https://spaces.hightail.com/space/AbXrUUGm5u>

Videos received will be evaluated by the ***Out With It*** International Planning Committee, in consultation with MSMGF staff members. Selected Innovation Teams will be informed and invited to feature their winning solutions in Amsterdam.

All applicants must sign a waiver verifying that MSMGF has permission to edit, use, and publicize your videos.

#### **STEP 5: Join us in Amsterdam**

The ***Out With It*** Pre-Meeting will be devoted to incubating, discussing, workshopping, and further honing the winning solutions. During this time, the winning teams will be expected to test their solution prototype with the relevant attendees and based on the feedback, refine or pivot their solution. MSMGF is working to ensure that more than half of attendees are gay and bisexual men under the age of 30, people from the global south, other key populations, and people living with HIV. Keep these groups in mind as principal audiences when you put together your presentation.

Selected Innovation Teams are expected to present their solutions to attendees of the Pre-Meeting during plenary sessions and break-out groups. We encourage the winning teams to be creative with their presentations as well: slide decks, videos, art, music, and where possible, tangible prototypes of their solution to test and present their idea. They will also be expected to co-lead brainstorming sessions designed to improve upon their respective solution's design. Finally, Innovation Teams will be asked to assist in planning sessions focused on the concerns for which their solution is intended to address, in consultation with the ***Out With It*** international planning committee.

**All hotel costs and registration costs to attend AIDS 2018 for up to two people per each selected team will be provided by MSMGF.** Innovation Teams attending the Pre-Meeting will need to fund raise to cover their transportation to Amsterdam and per diem costs for meals. MSMGF will provide selected teams with a letter of support to encourage additional fundraising efforts.



## **STEP 6: Vote on Solutions for Pilot Testing**

After workshopping the development of solutions presented at the Pre-Meeting, attendees of the ***Out With It*** Pre-Meeting will then vote and select two solutions that will move on to a pilot testing phase, which will include assistance from MSMGF for funds mobilization, scale-up, and/or dissemination. Solutions selected for pilot testing will be announced during a special awards ceremony that will take place in the MSMGF Networking Zone at the AIDS 2018 Global Village and will be featured at a media event at AIDS 2018.

## **IMPORTANT DATES**

MSMGF will conduct web seminars for prospective Innovation Teams to answer questions, to offer an overview on human-centered design, and to review tips for crafting a great pitch. Here is a round-up of critical dates and deadlines:

- Innovators Webinar will take place on **Wednesday, February 21<sup>st</sup>, 2018.**
  - Register at [https://zoom.us/webinar/register/WN\\_SgMmYWNzQt2Ce-6v0wRi7Q](https://zoom.us/webinar/register/WN_SgMmYWNzQt2Ce-6v0wRi7Q)
- Innovators Webinar Part 2 will take place on **Friday, March 2nd, 2018**
- Video uploads and registrations are due no later than **Monday, March 15th, 2018.**
- Selected solutions and Innovation Teams will be notified **Friday, March 30<sup>th</sup>, 2018.**
- Selected solutions and Innovation Teams will be publicized on MSMGF's website **Friday, April 6<sup>th</sup>, 2018.**
- Hotel logistics and conference registration will be finalized by or before **Friday, April 20<sup>th</sup>, 2018.**
- The ***Out With It*** AIDS 2018 Pre-Meeting will take place on **Sunday, July 22, 2018**, in Amsterdam, the Netherlands.
- AIDS 2018 Global Village and MSMGF media event will take place between **Monday, July 23 – Friday, July 27.**

## **CONTACT**

Please direct all questions to [OutWithIt2018@gmail.com](mailto:OutWithIt2018@gmail.com)