



SHARED VALUE PARTNERSHIP: HEALTHY MARKETS AND MTV VIETNAM

The USAID/PATH Healthy Markets project and MTV Vietnam are creatively collaborating to boost understanding, awareness, and demand for HIV services and products among those most at risk.

A COMMON GOAL: TO EMPOWER YOUNG PEOPLE TO PREVENT AND MANAGE HIV

HEALTHY MARKETS is funded by the United States Agency for International Development (USAID) and implemented by international nonprofit PATH. It aims to generate a sustainable response to HIV in the face of both declining donor funding and diversifying private-sector opportunities for HIV products and services in Vietnam. This is being achieved by improving the environment for private-sector engagement and investment; generating an increased, consistent supply of quality commodities and services—like condoms, lubricants, HIV self-testing, and pre-exposure prophylaxis (PrEP)—that are accessible and affordable; and increasing demand for these products and services among those most at risk.

The HIV epidemic in Vietnam is increasingly concentrated in urban areas among men who have sex with men (MSM) and transgender women (TGW). Healthy Markets' work with MSM and TGW focuses on partnering with civil society organizations led by young people in urban areas. In doing so, it capitalizes on and supports the growing voice of lesbian, gay, bisexual, and transgender plus people (LGBT+) in Vietnam to improve access to HIV products and services.

MTV VIETNAM, a subsidiary of MTV Networks Asia and a cousin of the original MTV channel, is a high-profile television channel in Vietnam. It is available in 4 million homes nationwide and is especially popular among young people aged between 15 and 35 years. The MTV Vietnam Facebook page has over 1.3 million followers.

MTV's global platform has been associated with HIV/AIDS since 1998 when the company produced an award-winning documentary, "Staying Alive", which followed six young people from around the world whose lives were affected by HIV/AIDS. The subsequent Staying Alive Foundation uses films, concerts, and celebrity endorsements to raise awareness about HIV among young people. MTV Staying Alive programming and activities reach over 70 countries—but not yet Vietnam.

Healthy Markets recognized the potential of popular mass and social media platforms like MTV Vietnam to break down barriers to health care-seeking behavior by raising awareness of new HIV services and products among a larger audience and reducing the stigma surrounding MSM, TGW, and HIV. MTV Vietnam and Healthy Markets began collaborating in 2016 and have since produced three seasons of two different magazine-style shows.

WORKING TOGETHER: POOLING EXPERTISE AND RESOURCES

MTV Vietnam and Healthy Markets brought their resources and expertise together to produce creative original programming that reached more than 1.5 million people. MTV Vietnam covered all airing costs of the shows (approximately two thirds of the total cost) and provided the technological capacity and production value to develop stylish and appealing content. Healthy Markets offered guidance on the content through ensuring technical accuracy and driving a social and behavior change approach by linking the programs to HIV services and products offered by Healthy Markets' partners. Healthy Markets was also able to bring in celebrities, role models, and leaders from LGBT+ communities to ensure that the shows were appealing to the target audience.

MTV I LIVE

The first show, MTV I Live, was a weekly studio-based, magazine-style program that engaged celebrities, LGBT+ civil society leaders and role models, and HIV service providers in discussions on diverse topics such as love and marriage in the LGBT+ community; livelihoods and job opportunities; gender identity; safer sex; and HIV testing. Running for two seasons, MTV I Live was aired at peak rating times, re-run the following week, and then broadcast on the MTV Vietnam Facebook page and the Healthy Markets-supported [Rainbow Village](#) and [Be Me. Be Sexy](#) Facebook pages. The six episodes from Season 1 pulled in approximately 413,500 viewers, while Season 2 brought in an audience of about 950,000. The online broadcasts also reached hundreds of thousands of people.

MTV BUS

The success of MTV I Live was followed by MTV Bus, an MTV Vietnam roadshow-style format which was adapted to focus on LGBT+ topics and HIV for a six-episode season. Each episode saw the colorful MTV Bus touring around Ho Chi Minh City, picking up LGBT+ leaders and visiting key locations like clinics offering community-based HIV testing and pre-exposure prophylaxis (PrEP) services. MTV Bus reached over 1.5 million viewers.



MTV Vietnam VJ Dustin, singer and transgender woman Cindy Thai Tai, singer and gay role model Son Ngoc Ming, and leader of the Vietnam Network of People Living with HIV, Nguyen Anh Phong, on the MTV Bus. PATH

TANGIBLE IMPACT: POSITIVE BEHAVIOR CHANGE

Healthy Markets is starting to measure the impact of these programs on health care-seeking behavior. In an online survey distributed through the Rainbow Village Facebook page (ongoing at the time of print), 33 percent of 97 respondents that had watched MTV Bus had never tested for HIV. More than 98 percent of 64 respondents said information provided by MTV Bus about HIV self-testing was useful, and 93 percent intended to go for HIV self-testing. 97 percent of respondents declared MTV Bus provided them with more information on PrEP and 93 percent now knew where to access it. 75 percent of those with HIV positive partners intended to use PrEP in the future.

There is also evidence to suggest that MTV Bus is breaking down social barriers to discussing HIV and LGBT+ issues: 64.5 percent of respondents had spoken with their friends about MTV Bus and the HIV-related content; 89 percent said that MTV Bus made them feel better than before about being LGBT+; and 98 percent felt encouraged to participate in activities that reduce stigma and discrimination against the LGBT+ community.