

**CGA/17/27 - Social marketing to increase HIV testing for gay and bisexual and other men who have sex with men (MSM) in Greater Glasgow & Clyde:  
Proposal development work**

To end AIDS we need to get more gay men to test for HIV. We just finished a project which examined international studies on mass media interventions to increase HIV testing. We gathered some good ideas about what *should* work for whom, when and in which circumstances, and we developed an intervention. Given its international roots, we now need to know, with the help of key people and their communities (e.g. gay men and health workers) how this intervention should translate to Scotland in the 21<sup>st</sup> Century and how we can best evaluate it. This project will then inform a proposal to evaluate the impact of the intervention on HIV testing.