

### Supplementary Material

#### **A qualitative evaluation of a Nudgeathon event for the co-design of sexual health campaign images targeting overseas-born men who have sex with men**

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## File S1 – Problem brief

### **NUDGE-A-THON for PrEP**

*Creating behavioural interventions for  
improving PrEP awareness and use  
among recently arrived overseas born  
men who have sex with men*

**2<sup>nd</sup> Sept 2021  
3:30 pm – 7:30 pm AEST**

Co-hosted by  
Monash Warwick Alliance  
Monash University  
and  
University of Warwick

**Location:  
Zoom Meeting**

#### **About the Nudge-a-thon**

You are invited to design behavioural interventions (or nudges).

This half-day event will bring teams (of 4-6 people per team) together to develop a digital ad for improving awareness and access to PrEP for overseas born gay, bisexual and other men who have sex with men (MSM). These digital ads will be disseminated through social media and gay dating apps.

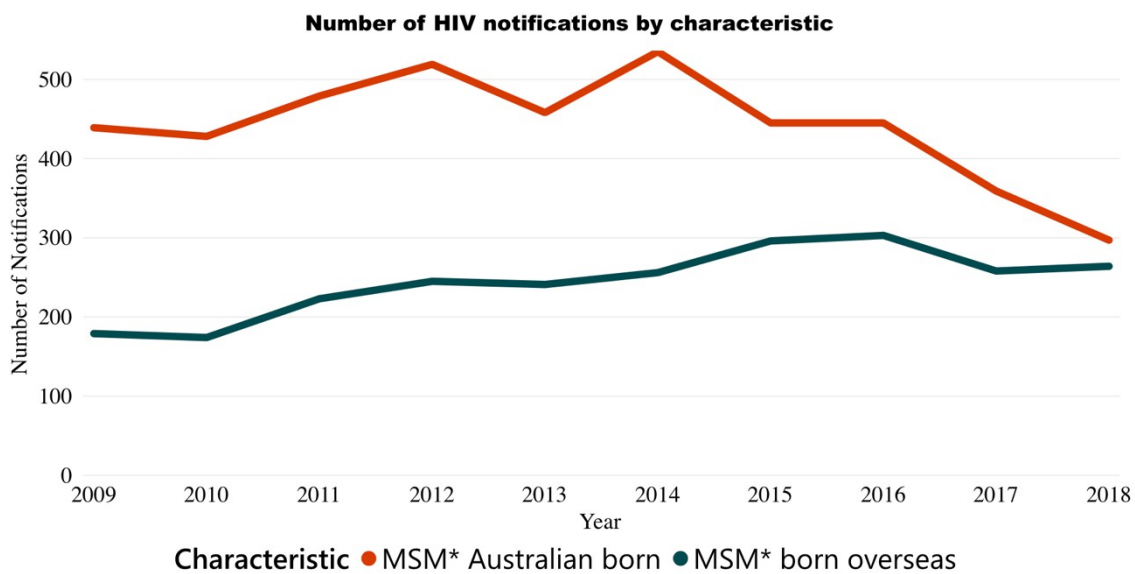
How can we nudge overseas-born MSM to be aware of or use PrEP?
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#### **Key facts and resources**

- Pre-exposure prophylaxis (PrEP) for HIV is an effective HIV prevention strategy for those at substantial risk of HIV

(<https://www2.health.vic.gov.au/public-health/preventive-health/sexual-health/prep>)

- Although rates of HIV are decreasing among Australian born MSM, the rates among overseas born MSM remain the same or are rising (Figure S1)
- One of the major differences is the awareness and use of PrEP among overseas born MSM (compared with Australian born MSM)
- There is an urgent need to improve the awareness and use of PrEP among overseas born MSM



Category	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
<b>Region of birth</b>										
MSM* born overseas	179	174	223	245	241	256	296	303	258	264
MSM* Australian born	439	428	479	519	458	535	445	445	359	297

**Figure S1 HIV incidence among MSM living in New South Wales according to region of birth** <https://www.health.nsw.gov.au/endinghiv/Pages/tools-and-data.aspx>

## File S2

### Interview Guide

#### **Nudgeathon to improve awareness of PrEP among overseas born gay, bisexual and other men who have sex with men: a qualitative evaluation**

#### **Introduction**

Thank you for volunteering your time in this study. The research is conducted through Monash University and Melbourne Sexual Health Centre to explore your experience of the Nudgeathon event.

We will have a conversation about your experience, and you can share your knowledge and views as much, or as little, as you want to. There is no right or wrong answers.

I just want to remind you that this conversation is confidential, and any identifying details such as your name, e-mail address and physical characteristics (height, weight) will not be used in the data analysis and in the findings. We will replace your name with a code, such as P1, P2, P3 and so on.

The interview will be conducted using a video conference website such as Zoom or Microsoft Team. The interview will be audio recorded so we can capture your story and opinions in full, and we will use a transcriber to make a written script of the interview. You have the option to receive the interview transcript so you can make further comments or take out some comments.

Before we begin, can I please confirm that you have:

- Understood the purpose of the study,
- Agreed to participate in this interview, and
- Signed the consent form

As a reminder, you can stop the conversation at any time during the interview or decline to answer any questions that you do not want to and withdraw your consent during and after the interview. We will respect your right and decision to do so.

Can I ask if you prefer me to call you by a certain name during the interview? And of your pronoun?

Do you have any questions before we begin?

#### **Interview Schedule**

This interview schedule is a guide only. These areas of interest may be revised as interviewing progresses and reordered to optimise the flow of the interview. New topics/areas of interest that stem from earlier interviews may be added to the schedule.

#### **START RECORDING**

Today \_\_\_/\_\_\_/\_\_\_

This is interview number \_\_\_ with \_\_\_ and held at \_\_\_

I have a few background questions first...

### Background questions:

Can you tell me:

- In what year were you born?
- What is your occupation?

### Nudgeathon PAST experience

- Have you participated in a Nudgeathon event before?
  - how many times?
  - tell me more about the purpose of the event / what worked / what did not work?
  - who was involved?
  - what was the end-product?
- Have you participated in similar events where you had to co-create a product? (in a team or individually?)
  - tell me more about the purpose of the event / what worked / what did not work?
  - who was involved?
  - what was the end-product?

### Australian Nudgeathon

- What was your general impression of this Nudgeathon event?
  - Probes
    - Organisation
    - Information provided before the event
      - understanding of the task
      - understanding of the local context
    - Were the people involved a good fit?
    - How was your experience working with your team?
    - What were the other people's contributions? (List three)
    - What were your contributions? (List three)
    - Were you able to express yourself or your ideas the way you wanted?
- What would you say worked well?
- What would you say could be improved?
- What did you think about:
  - Problem brief (explaining the issue)
  - Masterclass
  - Group work
  - Group presentations
- Were you satisfied with the end product?

### Closing

We are coming to the end of the interview. Thank you so much for your time to sit with me and share your knowledge and opinions. Before we go:

- Do you have any last thoughts about the Nudgeathon?
- What are your thoughts about the interview?  
Probes:
  - The way the questions are asked
  - The way the Interviewer conducted themselves
  - The location of the interview
  - The conversation during the interview
- Would it be ok for us to contact you if:
  - We want to ask you some further questions
  - We want to invite you to participate in a different study

If yes, please confirm that you provided a verbal consent for this.

Thank you again for participating in this study.

I will send you an e-mail once this interview has been transcribed. You can add further comments, or take comments out, from the text. You can also let me know if do not wish to participate in the study after this interview. We will then delete your recording and the interview transcript.

**STOP RECORDING**