



BASiCS: The Campaign

I KNOW WHAT I'M DOING is a campaign of Deutsche AIDS-Hilfe (DAH) for gay, bisexual and other men who have sex with men (MSM). Our goal is to encourage men to protect themselves from HIV and other sexually transmitted infections (STI), to further their health and to enable them to assess sexual risks.

The National Center for Health Education (BZgA) supports the campaign. I KNOW WHAT I'M DOING is an important part of the implementation of the action plan of the federal government to fight HIV/AIDS.

I KNOW WHAT I'M DOING started in 2008 and has found new ways to approach its topic. The concept for the campaign was developed together with member organizations of Deutsche AIDS-Hilfe (DAH) and other (prevention-) institutions and projects. The main focus of the campaign is information about risk prevention and risk behavior.

A New Approach to HIV Prevention

To simply say that condoms protect one from HIV is not enough anymore. Since antiretroviral therapies are available, MSM have found new ways to access the risk of an HIV-infection. Almost all want to protect themselves, but not all can access the risks that they're taking accordingly. For example: some still assume that there is no risk involved in anal sex as long as they only top. Others believe they are automatically safe within their relationship – even without both partners being tested for HIV and without a relationship of trust.

I KNOW WHAT I'M DOING exposes the myths, gives MSM the facts and tells the target audience how to manage real risks. Instead of repeating simple messages, already known to the target group, the campaign stimulates the conversation about sex, risks and safety and motivates people to think about their own behavior. At the same time the campaign gives elaborate information.



Real People as Role Models

But with I KNOW WHAT I'M DOING not only what we talk about is new, we also use different methods: Instead of using people and slogans that are "designed" for their purpose, IWWIT puts the focus on authentic men and their personal stories. They talk about their life and their own experiences with love, sex, lust and risks. At www.iwwit.de every role model is introduced in detail. Their claims and pictures are used for advertisements in the gay media and further the discussion about HIV, risks and safer sex. The role models also appear at public events like prides and parties and talk to the media.

For the first time in the history of German HIV-prevention HIV positive people are included in the concept for a campaign. The solidary approach of I KNOW WHAT I'M DOING improves self-confidence and self-awareness in HIV positive men. By putting life with the virus in focus, the campaign in this way conveys a realistic picture of this life and reduces discrimination.

Stigmatisation of people with HIV leads to an inability to talk about the topic and so shuts off communication about safer sex. Because of that, Anti-discrimination work is an important pre-condition of successful HIV-prevention.

Three Levels of Communication

The campaign takes place on three levels at once:

- On the **internet, including social media**; information about role models and topics is available in different media forms like texts, films and audio files. User can comment on it and spread it, e.g. via Facebook.
- With **personal interaction** within the target community (prevention teams at prides, parties and other events, plus local online communication)
- In the **media for the MSM-Community** (Online, print, radio, TV)



Clear Communication in Text and Pictures

I KNOW WHAT I'M DOING looks and sounds really different than other campaigns. The images used for the campaign are free of the normed bodies that are so often used in the media if one wants to reach gay men. Instead I KNOW WHAT I'M DOING focuses on role models, who represent a wide spectrum of gay men.

Graphically I KNOW WHAT I'M DOING stands for clarity, a distinctive style and fresh, new colors.

For Further Information ...

...check www.iwwit.de (IWWIT is the abbreviation of ICH WEISS WAS ICH TU, the German title of the campaign).