**Study Objective:** To examine barriers & motivators to HIV prevention among MSM in Madagascar:

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- HIV testing escort
- Stigma & discrimination reduction
- Training, monitoring, supervision and research
- HIV testing
- Condom and lubricants
- Communication, training, monitoring and distribution of condoms among MSM
- Sensitization and outreach
- Project implementation
- condom use
- Antananarivo, Madagascar

**Participants:**
- Purposively sampled with assistance of MSM association leaders
- 81 MSM ages 15-57
- In 6 urban areas

**Methods**

- Participants provided written consent
- Thematic content analysis
- Written consent
- Audio-recorded
- Transcribed in Malagasy
- Content analysis

**Results**

- 27 self-identifying MSM
- 54 men who do not openly disclose their sexual identity
- In July, 2017, we conducted semi-structured in-depth interviews in areas with the largest populations of MSM.

**Conclusion**

- There were no notable differences in barriers and motivation to HIV prevention between hidden and self-identified MSM.

- Our findings reveal that adopting healthy behaviors for HIV prevention still presents challenges.

- HIV prevention efforts for MSM should focus on providing MSM friendly services that provide privacy for MSM such as home and mobile testing and testing during MSM events as well as incorporating use of Websites and social media.

- These activities can promote increased perception of risk, regular testing, and safer sex practices of condom and lubricant use.

- In addition, these priorities should go hand in hand with fighting against stigma for MSM through IPC activities, MSM events and provider services.

- Through this study, PSI can explore new categories of hidden MSM and reach them by promoting appropriate health interventions.

**Background**

- MSM are a key population in Madagascar:

- PSI Madagascar's HIV prevention activities for MSM:
  - Sensitization
  - HIV testing escort
  - Promotion & distribution of free condoms and lubricants
  - Stigma & discrimination reduction
  - Training, monitoring, supervision and research
  - HIV testing
  - Condom and lubricants
  - Communication, training, monitoring and distribution of condoms among MSM
  - Sensitization and outreach
  - Project implementation
  - condom use
  - Antananarivo, Madagascar

**Participants:**
- Purposively sampled with assistance of MSM association leaders
- Eligibility Criteria:
  - MSM (self-identified or hidden)
  - Age 15-57
  - Lived in one of the study areas

**Participants provided written consent**

- Data Collection:
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