Canada Pavilion at The AIDS 2020: Virtual Conference

Project Report

Executive Summary

Canada: Resilient Together was the theme of the Canada Pavilion at the 2020 International AIDS Society (IAS) Virtual Conference (AIDS2020: Virtual). The conference took place from July 6th to 10th, 2020. Originally planned to take place in-person in San Francisco and Oakland, USA, IAS made the decision to hold the conference virtually due to the evolving COVID-19 pandemic. The virtual format provided new opportunities to reach a wider audience, but also presented challenges in terms of creating content and programming that was engaging and promoted networking.

The Canadian Society for International Health (CSIH) received funding from the Public Health Agency of Canada (PHAC) to manage the development, design, coordination and implementation of the Virtual Canada Pavilion at AIDS 2020: Virtual, and promote products from the Pavilion in knowledge translation initiatives post-conference. A National Advisory Committee (NAC) with representatives from HIV/AIDS organizations and groups across the country was formed to support the development and execution of the Canada Pavilion and related initiatives.

The main objectives of the Canada Pavilion were to:
- Increase awareness about Canadian best practices, effective interventions and achievements to address HIV and other sexually transmitted and blood-borne infections (STBBI); and
- Enhance Canadian engagement and leadership in the global context related to HIV and other STBBI.

The Canada Pavilion showcased the contributions of Canadian researchers, community-based organizations, public health and healthcare providers, and governments, as well as promoted Canadian best practices and achievements related to HIV and related STBBI globally. Over 200,000 global attendees participated in the conference, of which 765 visited the Canada Pavilion to connect with representatives through the chat feature, review content and materials, attend live programming, and have fun taking a quiz and a selfie in front of a Canadian background.

The Canadian HIV/AIDS and STBBI Online Resource Hub, originally developed in 2016 as a platform to convene and make resources (i.e. articles, videos, blogs, infographics, etc.) readily accessible, was updated with new resources and filters for sorting and organizing the resources. The updated Resource Hub was launched on the first day of AIDS 2020: Virtual, and during the week of the conference saw 625 users.

Recommendations for the next Canada Pavilion (2022) were generated based on the evaluation results, the team's observation throughout the development and implementation of the project and visitors' comments on the pavilion. The following is a summary of recommendations featured throughout this report:

- Continue to regularly engage a National Advisory Committee and maximize engagement opportunities for people living with HIV
- Overcome limitations of the virtual conference platform, by utilizing a separate website (aidscanada.ca) to house additional content
- Develop Pavilion components that meet the unique needs of a virtual environment, maximize reach, and accommodate for time zones and major schedules
- Expand timeframes for all preparatory processes, including the application window for Participation Grants
- Prepare communication materials in advance and direct all communication to a primary hashtag rather than a single account to allow for the creation a robust feed curated by multiple users

Following the conference, CSIH continued engagement activities to further disseminate Canada Pavilion materials. Conference recap webinars, shortened video clips of relevant sessions, newsletters, blog posts, and other digital content were circulated through networks and social media. As well, an interactive virtual event, featuring special presentations and peer-led discussions, was held to commemorate World AIDS Day.

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Organization and Involvement

Canadian Society for International Health

The Canadian Society for International Health (CSIH) is a non-governmental organization implementing health projects with Canadian and international reach. CSIH received funding from the Public Health Agency of Canada (PHAC) to manage the development, design, coordination and implementation of the Canada Pavilion at the International AIDS Society (IAS) Conference (AIDS 2020: Virtual), and promote products from the Pavilion in knowledge translation initiatives post-conference. A summary of staff roles and responsibilities required to complete these activities is available in **Appendix 1**.

National Advisory Committee

A National Advisory Committee (NAC) was established to provide input on thematic priorities, resources and initiatives to highlight for the Canada Pavilion, and related post-conference engagements.

The NAC was comprised of representatives from 21 HIV/AIDS service organizations, research institutions, government agencies and community groups from across the country. An open invitation to join the NAC was sent to members of the 2018 Canada Pavilion National Advisory Committee, PHAC Community Action Fund partners, and their networks, along with CSIH partner listservs. CSIH made initial contact with 64 organizations. Regional diversity and involvement of people living with HIV and priority populations in the NAC was a priority for CSIH, and was outlined in the membership criteria in the Committee's Terms of Reference distributed with the invitation. In light of shortened timelines, the invitation to join the Committee remained open throughout the Pavilion planning process to maximize reach. A full list of members can be found in **Appendix 2**.

Starting the first week of June 2020, CSIH convened NAC members through three virtual meetings in the lead-up to AIDS 2020: Virtual:

- First Meeting: June 3 & 4 (Note: Given the short notice invitation, CSIH organized two introductory calls to maximize participation from members. Agenda and content for both these calls was the same.)
- Second Meeting: June 9
- Third Meeting: June 23
- Fourth Meeting: August 26

The primary language of the meetings was English; however CSIH staff and consultants were on-hand to answer any questions in French.

NAC members provided feedback on Pavilion branding, design, and messaging, and identified priority areas across HIV/AIDS research, policy, and programming in Canada to showcase at the Pavilion Resource Hub and in live sessions. The NAC also set criteria for Participation Grants and sourced members of the Participation Grant Recipient Selection Sub-Committee, who processed applications for Participation Grants.

A final meeting was organized for August 26, 2020, which reviewed the Pavilion experience and gathered further feedback. NAC members also provided recommendations for events and activities beyond AIDS 2020: Virtual, sharing lessons learned and ensuring sustainability of products developed for the Canada Pavilion.

Virtual Platform

Due to the global impact of COVID-19, AIDS 2020 transitioned to a virtual conference. The Canada Pavilion was implemented virtually at AIDS 2020: Virtual from July 6th to 10th, 2020 and utilized the conference's platform, UgoVirtual (Figure 1A). The Canada Pavilion showcased research, best practices, achievements, challenges met and overcome in the Canadian response to HIV/AIDS (Figure 1B). It also highlighted personal stories of people with lived experience. There were limitations to the amount of information that could be posted on the platform, therefore most of the content was hosted on a separate website developed by CSIH (aidscanada.ca).

The process to create the booth included selecting a template, choosing a colour theme, designing a logo and graphics, developing social media links, and a welcome video. All aspects of the booth were semi-customizable, however there were restrictions on the number of graphics, screens and links, and their size and placement.

The platform also provided a public chat for visiting delegates, as well as a `Chat with Us` screen linking to the private chat functions (Figure 1C). CSIH utilized the public chat function for Canada Pavilion Representatives to engage proactively with delegates, inviting them to live sessions and welcoming them to the pavilion.

Timelines for designing the booth and curating/developing booth content were tight, with only a two-week window to produce all content once guidelines were received from IAS. This affected the level of involvement of NAC members in the development of the design and content, and limited the overall iterative process of the Pavilion design. However, a decision was made to host all live sessions through the aidscanada.ca website, allowing for additional time to accept session submissions and prepare the full program.

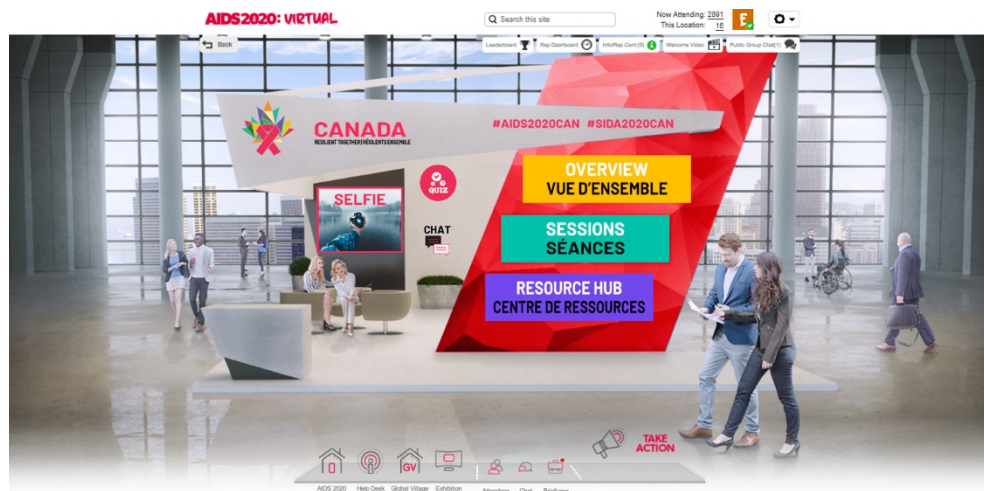*Figure 1A: Exhibition hall screen directing delegates to the exhibitors*

Figure 1B: Canada Pavilion booth design on the Ugo platform
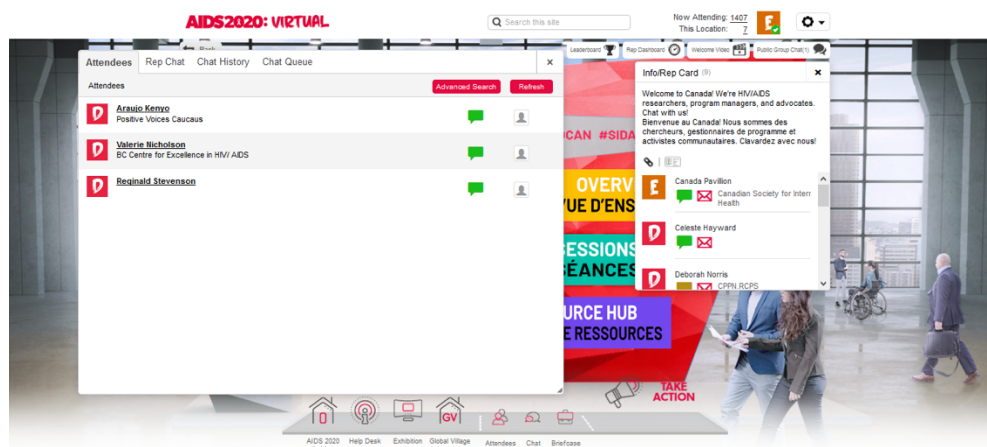

Figure 1C: Chat feature enabled live chats with visiting delegates

Pavilion Key Components

The Canadian Pavilion at AIDS 2020: Virtual provided the opportunity for Canadian and global visitors to increase their knowledge of and engagement with the Canadian response to HIV/AIDS. The booth had eight key components:

1. Welcome Video
2. Overview
3. Live and Pre-Recorded Sessions
4. Resource Hub
5. Virtual Photo Booth
6. Quiz
7. Chat
8. AIDS Canada Website

All sections of the booth would open in an iframe (screen overlaid on the booth), and from there, conference attendees could view contents, or select a link which would direct them to the corresponding page on aidscanada.ca.

1. Welcome Video

CSIH created a 45 second Welcome Video that was automatically displayed to visitors upon initial entrance to the Canada Pavilion. The Welcome Video was designed with the intention of showcasing Canada's diverse and multicultural identity. With this in mind, a montage of individuals saying "hello" and "welcome" in various languages was constructed. The Canada Pavilion Welcome Video is available for general viewing here. The analytics of the welcome content are available in Table 1.

Table 1: Welcome content disaggregated by total number of views and unique view

Content Name	Content Type	Total Number of Views	Unique Views
Welcome Video	Video	841	711

2. Overview

The overview screen featured specific documents and materials that were made available to view and download by conference attendees. Content highlighted official statistics on HIV/AIDS in Canada, as well as national strategies and policies to combat HIV. Three different resources, all published and authorized by PHAC, were shared on the overview screen in both English and French:

- A short video address from Dr. Theresa Tam, the Chief Public Health Officer of Canada. Available here in English and French.
- A PDF infographic on 2018 HIV surveillance highlights in Canada. Available here in English and French.
- The Government of Canada's five-year action plan on sexually transmitted and blood-borne infections. Available here in English and French.

A video created by CSIH for AIDS 2018 that showcases the experience of Canadians with HIV/AIDS was also displayed in the overview screen. Available here in English and French. Analytics of the overview content are summarized in Table 2.

Table 2: Overview content disaggregated by total number of views and unique views in both languages

Content Name	Content Type	Total Number of Views	Unique Views
Video with Dr. Theresa Tam	Video	112	91
Video avec Dr. Theresa Tam	Video	73	59
HIV in Canada	PDF - Infographic	108	94
Le VIH au Canada	PDF - Infographic	66	57
Accelerating our Response	PDF	96	83
Accélérer notre intervention	PDF	44	38

3. Live and Pre-Recorded Sessions

CSIH was pleased to offer an exciting line-up of panel discussions (14 sessions total) and Campfire Talks (3 sessions total) at AIDS 2020: Virtual. All programming sessions took place on the online video conference platform *Zoom* and live sessions featured simultaneous French Translation. After the live screening, every session was made available on-demand for general viewing on the aidscanada.ca/sessions website.

The panel discussions were structured with 30-45 minutes of presentations, followed by a 10 minutes Q&A period. Participants with questions were encouraged to write in the chat box and use the 'raise your hand' feature to contribute to the discussion. Presentations were all unique to showcase the diverse representation of work done in the field of HIV/AIDS by Canadian organizations and individuals. Each webinar session ranged from having two to nine attendees (not including facilitators, technical support or translators).

The Campfire talks were designed to be semi-structured networking opportunities, with a facilitator present to share a bit about their work and/or experience on a specific topic related to Canada's response to HIV/AIDS. As an example, one campfire talk focused on an individual's experience of gaining medical coverage for antiretroviral therapy. Within this talk, the faults of Canada's health care system for individuals accessing essential medications along with the challenges and benefits of a Universal Pharmacare program were discussed. The speaker encouraged the audience to join in the topic's discussion by asking questions and allowing the audience to voice their experiences and comments in either the chat box or by unmuting themselves. The Campfire talks had a total of 19 participants (5 to 7 per talk).

The complete schedule for the Canada Pavilion live sessions including scheduled times, presentation title, presenter name, and moderator can be found in **Appendix 3.**

4. Resource Hub

The Resource Hub is a searchable directory housing Canadian HIV/AIDS policy, programs, and research. The Resource Hub was originally developed by CSIH in partnership with over 20 Canadian HIV/AIDS organizations for AIDS 2018 as a tool that could be continually updated and shared at future conferences and events related to HIV/AIDS. The Resource Hub was updated prior to AIDS 2020: Virtual with input from the NAC to reflect the theme of Resilience and include new resources to shed light on the strength, innovation, and community behind Canada's HIV/AIDS response.

The Resource Hub can be found at aidscanada.ca/resource-hub. Resources were grouped into five different categories that best reflect their main topic associated with HIV/AIDS. A sixth category, COVID-19, was added to the updated Resource Hub for 2020:

1. **People**: Our people, our histories, and our communities
2. **Policy:** Policy and planning initiatives that address HIV in Canada
3. **Programs:** Community, support, and education based on programming
4. **International:** Canadian involvement in initiatives that support the global response to HIV
5. **Research:** Findings from leading HIV/AIDS researchers and organizations in Canada
6. **COVID-19:** Policy, program, and research resources addressing the impact of the COVID-19 pandemic on the HIV/AIDS community.

The Resource Hub website was commonly visited by users aged 35 years and older (50%) followed by those between the ages of 25 to 34 (31.34%), and 18 to 24 years old (18.41%). The most frequently visited page was 'Sessions' followed by the homepage (illustrating the filters for the Resource Hub content), with 968 and 703 page views, respectively. Out of the Resource Hub categories, the most frequently visited pages were 'People' (154 page views) and 'Programs' (81 page views), followed by 'Research' (55 page views).

Collating Resources

Resources from 2018 were examined for details including publication date, type of resource, organization name, and contact information. These resources were assessed to ensure appropriate organization into the categories presented above and were assigned tags corresponding to the resource's date, organization, intended audience, and priority population.

To populate the Resource Hub with new content, existing contributors and organizations were contacted via email inviting the submission of new or updated material to be featured in the database to be launched during AIDS 2020: Virtual. This call for submission was also shared with NAC members who were encouraged to disseminate the invitation within their networks. In addition, the AIDS 2020: Virtual Programming line-up was consulted to share this call with Canadian contributors at the general conference. E-posters presented by contributors on behalf of a Canadian institution that were shared with CSIH were uploaded to the Resource Hub after their official release by AIDS 2020: Virtual, respecting the [Embargo Policy](#).

Resources to be shared on the Resource Hub had to meet the following criteria: (1) produced by a Canadian organization or individual, (2) content reflected on the strength, innovation, resilience, and community behind Canada's HIV/AIDS response, (3) resources accessible on the internet, and (4) recent resources published no more than 5 years ago. No restrictions were placed on the type of resources that could be submitted (i.e. video, research article, website post, etc.) and materials were uploaded in the same language in which they were submitted.

Approximately 126 new resources were received from 11 different Canadian individuals and organizations involved in the field of HIV/AIDS and used to populate the Resource Hub prior to the conference. The Resource Hub currently features material published from 2010 up until 2020.

5. Virtual Photo Booth (Selfie in Canada)

A virtual photo booth was featured at the Canada Pavilion to engage visitors and offer a memento for visiting Canada at the conference. The photo booth featured four different backgrounds reflecting a few of the unique geographical landscapes and cityscapes Canada is known for. The Canada Pavilion logo and the aidscanada.ca website were incorporated into the frame of each photo.

To promote the Canada Pavilion at the conference, a Social Media Contest, called "Selfie in Canada," was advertised. Visitors to the virtual photo booth were encouraged to share their selfie on one of the following platforms; Facebook, Twitter or Instagram featuring the Pavilion hashtags (#AIDS2020Can and #SIDA2020Can), along with a lesson learned from the Canada Pavilion for the chance to win one of two $100 Visa Gift cards.

Out of the 295 visitors who clicked on the selfie booth screen, 77 visitors subscribed to the AIDS Canada Mailing list. The two winners of the Selfie in Canada contest along with their lessons learned are highlighted below (Figure 2).

"I have learned community-based innovation strategies behind Canada's HIV/AIDS response."

Saro Imran, Pakistan

"I learnt that the chief among the scientific discoveries in the past few decades is the finding that Undetectable = Untransmittable (U=U). This has been translated to meaningful change for individuals and has mitigated stigma. Together we can eliminate AIDS as a global threat."

Ayilola Babatunde, Nigeria

Figure 2: The winners of the Selfie in Canada contest and their lessons learned

6. Quiz

Another interactive element of the Canada Pavilion was an online HIV/AIDS Awareness Quiz where visitors to the Pavilion were invited to test their knowledge of HIV in Canada largely based on the content presented in the overview section of the Canada Pavilion. Following each question participants were directed to a page indicating whether or not they answered the question correctly, and giving additional information related to the posed question.

There was great participation in the quiz with a total of 117 visitors who completed the quiz (113 in English and 4 in French). The average quiz score was 6 out of 10 (60%).

Upon completion of the quiz, a certificate of completion could be downloaded as another memento for visiting the Canada Pavilion during the conference (Figure 3). Furthermore, participants were directed to a short evaluation form to collect data on the overall Canada Pavilion. As incentive for completing both the quiz and evaluation, participants were entered into a random draw for two $100 Visa Gift Cards. Out of the 117 responses collected, 108 responded 'yes' to entering the contest and sharing their email to be subscribed to the AIDS Canada mailing list.

Figure 3: HIV/AIDS Awareness Quiz Completion Certificates

7. Chat

The chat feature was a component of most booths at the conference and allowed visitors to connect with representatives of the booth. The chat at the Canada Pavilion was staffed by Canada Pavilion Representatives, and intended for visitors to learn more about HIV/AIDS in a Canadian context as well as content and activities being offered at the Canada Pavilion.

Attendees had the opportunity to communicate in a public chat with other attendees and representatives of the Canada Pavilion or a private (1:1) chat with a selected representative. The chat function was clicked on by 86 attendees. Most attendees using the chat function came to say hello, share what country they were joining from, and talk about how they were enjoying the conference. There was lots of positive feedback shared about the Canada Pavilion over the chat function, including the ease of navigating the booth and enjoyment of the contests.

8. Website

As previously stated, CSIH developed a separate website (aidscanada.ca) to overcome limitations created by the conference's virtual platform. The domain for the AIDS Canada website was hosted in both official languages (English) aidscanada.ca and (French) sidacanada.ca. The website design shared elements of the AIDS2020.org design, to ensure an 'easy to navigate' interface for visitors. The website houses a variety of content from the Pavilion, including recordings of the sessions and the Resource Hub. The website continues to be updated and maintained post-conference.

During the five-day conference, the website received a total of 3,173 page views with around 625 users. Approximately, 78% of users were new to the website, while 22% of users were returning. The majority of users were from Canada (395), United States (75), and Zimbabwe (15). Within Canada, users were primarily located in the provinces of Ontario, Quebec, and British Columbia. The Resource Hub website was commonly visited by users aged 35 years and older (50%) followed by those between the ages of 25 to 34 (31.34%), and 18 to 24 years old (18.41%).

Canada Pavilion Representatives

The chat function of the Canada Pavilion was operated by exhibitor "Representatives" tasked with answering questions and redirecting visitors to any relevant booth activities, social media links and feedback surveys.

CSIH offered these roles to members and affiliates of the NAC with the goal of providing an additional platform to elevate the research and work by Canadian HIV/AIDS organizations, and to secure greater involvement in Canada Pavilion activities by NAC members, especially people living with HIV.

After a selection process that took into account representation by priority populations, regions across Canada, and languages spoken, 6 Representatives were chosen:

- Celeste Hayward, Calgary, Alberta
- Christian Hui, Toronto, Ontario
- Deborah Norris, Edmonton, Alberta
- Guy-Henri Godin, Montreal, Quebec
- Michael Parsons, Halifax, Nova Scotia
- Muluba Habanyama, Mississauga, Ontario

The biographies of the representatives are available here.

A seventh representative account was managed by CSIH staff to answer questions related to the more technical aspects of the Canada Pavilion, specifically navigating the UgoVirtual platform and the aidscanada.ca website.

CSIH worked with the representatives to develop a schedule to ensure the Pavilion was staffed between 8:00 AM EDT and 8:00 PM EDT. Representatives were asked to commit to at least one 2-hour shift daily, although all six representatives logged onto the representatives' dashboard as they were available throughout the day. When offline, representatives were also expected to respond to emails from Pavilion visitors within 12 hours.

As part of the role, CSIH covered representatives' registration costs and awarded honoraria of $1,000 CAD per representative. Along with their primary role to engage with visitors to the Canada Pavilion, representatives were invited to host Campfire Talks in the live session portion of the Canada Pavilion.

The objective of the Participation Grant Program was to increase the involvement of Canadians living with HIV at AIDS 2020: Virtual. Grant recipients received complimentary registration to the full AIDS 2020: Virtual Conference.

CSIH awarded nine Participation Grants to successful applicants of the HIV/AIDS community and dedicated service providers from across the country.

Selection of Grant Recipients

A Participation Grant Application Package was formulated by CSIH and shared with NAC members to circulate the call for candidates within their networks. The call was also launched on CSIH's website and promoted through social media channels.

Eligibility for a Participation Grant included: 1) have lived experience with HIV/AIDS (including people living with HIV and people who are engaged in HIV response); 2) be a Canadian citizen or resident of Canada; and 3) be available to attend the AIDS 2020: Virtual Conference from July 6th to 10th.

CSIH worked with the NAC to establish a transparent application process, wherein applicants were reviewed anonymously by a sub-committee. The sub-committee included representatives from organizations who work nationally in the field of HIV/AIDS research, advocacy, and community-based work. In order to avoid real or perceived conflict-of-interest, members of the sub-committee were not eligible to receive a Participation Grant.

Applicants that met eligibility criteria were assessed based on: 1) their connection to the HIV community in Canada; 2) demonstration of tangible benefits from attending AIDS 2020: Virtual; and 3) their capacity to share knowledge learned with the larger community.

Communications

The communications strategy for the Canada Pavilion was formulated with the aim to:

- Draw visitors to the virtual booth at the AIDS 2020: Virtual Exhibit Hall; and
- Attract audiences to take part in Canada Pavilion activities, including Live Sessions (presentations and Campfire Talks) and the Resource Hub at aidscanada.ca

The two main audiences that were identified for targeted messaging were AIDS 2020: Virtual delegates and stakeholders of the HIV/AIDS community in Canada.

Within the AIDS 2020: Virtual platform, the Canada Pavilion was entitled to a single push notification as part of its Exhibitor Package. The message, viewable by registered delegates across the full conference platform was made available in English and French (Figure 4).
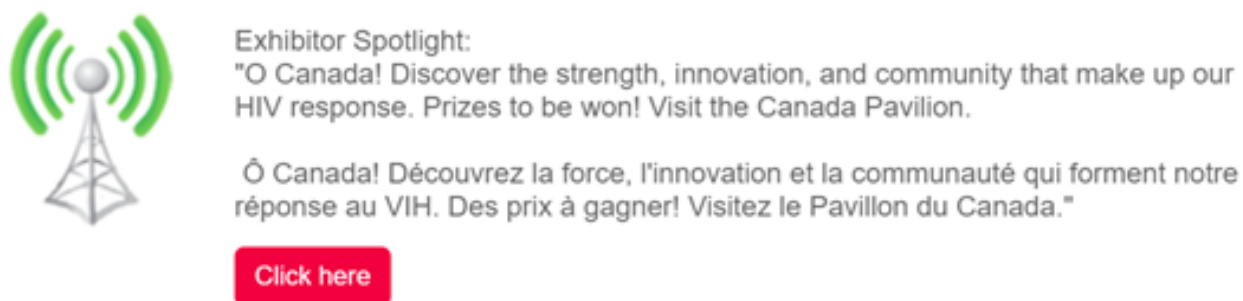

Exhibitor Spotlight:
"O Canada! Discover the strength, innovation, and community that make up our HIV response. Prizes to be won! Visit the Canada Pavilion.

Ô Canada! Découvrez la force, l'innovation et la communauté qui forment notre réponse au VIH. Des prix à gagner! Visitez le Pavillon du Canada."

Click here

Figure 4: Canada Pavilion Push Notification Feature

As well, a Joint Ministerial Message from the Government of Canada, published on the official AIDS 2020: Virtual website on July 6, featured a direct link to the Canada Pavilion in the Exhibit Hall.

Social media, namely Twitter, Facebook, and Instagram, were also used to disseminate Canada Pavilion messages. CSIH, with the approval of the NAC, developed the following hashtags for use across all Canada Pavilion content:

- **Primary Hashtags:** #AIDS2020Can, #SIDA2020Can
- **Secondary Hashtags:** #CanadaPavilion, #PavillonduCanada #ResilientTogether #RésilientsEnsemble

In keeping with the overall objective of showcasing work being done across Canada, CSIH opted to link the Twitter feeds of posts using the official #AIDS2020Can and #SIDA2020Can hashtags, rather than redirecting visitors to any one social media account. The aim was to establish a unique feed to consolidate content generated by NAC members, as well as CSIH. To this end, NAC members played a key role in implementing the Canada Pavilion communications strategy, generating content for the #AIDS2020Can and #SIDA2020Can feeds, and promoting Canada Pavilion messages and activities among their respective networks throughout the planning process and during AIDS 2020: Virtual (Figure 5).

From July 6 to 12, a total of 82 conversations featuring the #AIDS2020Can and #SIDA2020Can hashtags were carried out, with a reach of over 335,000 unique users globally.

Figure 5: Examples of tweets shared by NAC members promoting Canada Pavilion messages and activities

Analytics

The tools applied to collect data on the attendance, content, and social media/communication engagement at the Canada Pavilion included: (1) AIDS 2020 Exhibit analytics provided by IAS, (2) Google Analytics, and (3) Social media analytics.

Figure 6 provides a snapshot on the analytics from the Canada Pavilion activities at AIDS 2020: Virtual from July 6th to 10th.
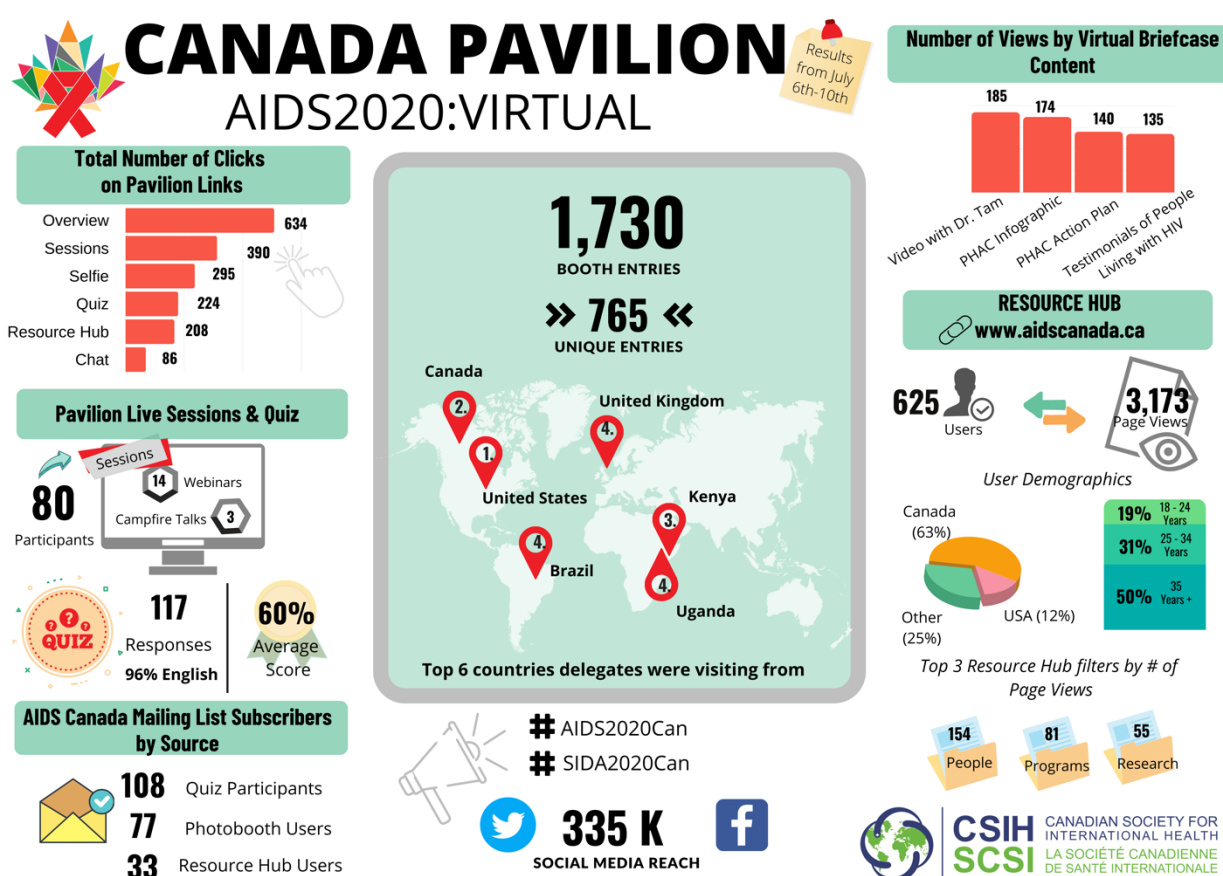

Figure 6: Overview of evaluation results from the Canada Pavilion at AIDS 2020: Virtual

Evaluation

Several forms of evaluation were used to obtain data to measure the performance and impact of the Canada Pavilion objective. In addition to analytics from the virtual booth, Resource Hub website and social media, four evaluations were used to collect data:

- Canada Pavilion Evaluation
- Representative and Participation Grant Evaluation
- Live Session Evaluation

All evaluation forms were developed using the online platform, Typeform. Using *Logic Jumps*, forms remembered previous data in order to personalize the form (i.e. after giving your name, it would be integrated into the next question) and automatically skipped over irrelevant questions. These features ensured the forms were engaging and quick to complete.

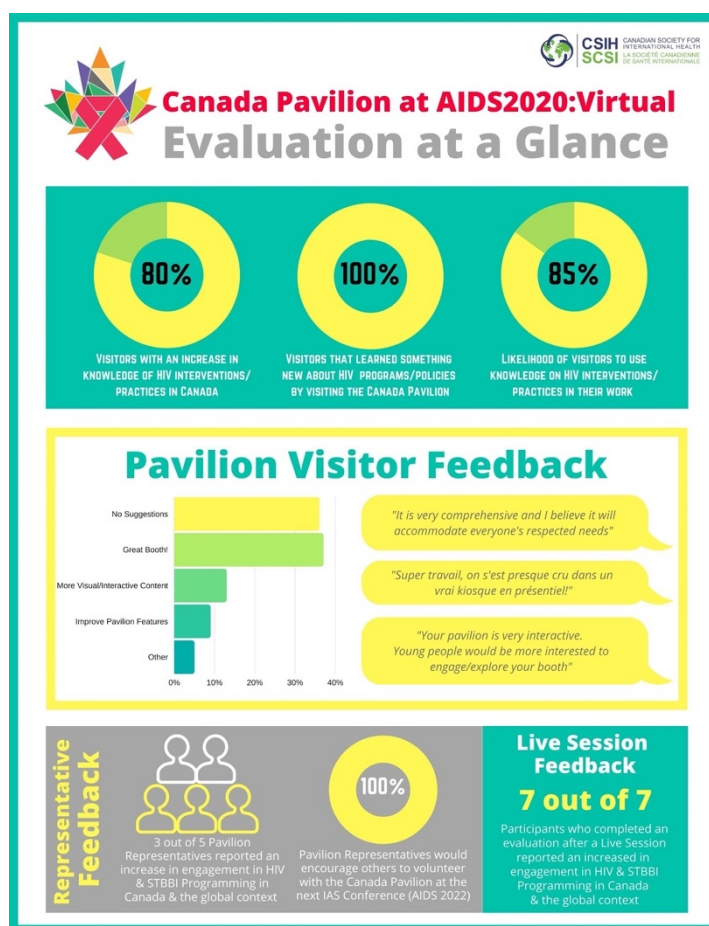A summary of the complete evaluation is available below (Figure 7).

Figure 7: A summary of results from the evaluation of the Canada Pavilion

1. Canada Pavilion Evaluation (Participant Feedback Form)

The primary source of data was feedback from conference participants that visited the Canada Pavilion. Due to a limited number of links which could be incorporated into the virtual booth, it was decided to tag the evaluation form onto the end of the Quiz. In order to achieve a high response rate, the HIV/AIDS awareness quiz & contest was coupled with a pavilion evaluation survey. The objectives of the Canada Pavilion were evaluated within the Pavilion survey questions that ensued the questions of the HIV Quiz.

After being asked the quiz questions, participants were asked whether they had explored other aspects of the Pavilion. To diminish response bias, participants were asked whether they would like to provide their email to be entered in the contest if they had responded 'no' to the question above. If the answer was 'yes', participants were guided to answer five more Pavilion related questions before being asked if they would like to provide their email to enter the contest. Without this logic jump, participants who had not explored other aspects of the pavilion, participants would have falsified the remaining questions, therefore biasing the results. The remaining five questions within the quiz feature were used as an evaluation tool to collect data on pavilion objectives and help to improve the quality and content of future conference events. To view the evaluation questions, see **Appendix 4**.

The project team considers the evaluation section of the quiz to have been a successful tool in assessing the content, activities, and objectives of the Canada Pavilion. Out of the 117 quiz responses collected, 75 participants (64%) had explored other aspects of the Pavilion prior to starting the quiz and completed the remaining five evaluation questions. Out of the 75 participants who completed the evaluation questions, 8 were from Canada. To see the complete demographic breakdown by country and background of work, refer to **Appendix 5.**

Objective 1: Increase awareness about Canadian best practices, effective interventions and achievements to address HIV and other STBBI

Participants of the quiz were questioned whether or not they learned anything new about the programs and/or policies within Canada that address HIV/AIDS. The evaluation revealed that 100% of participants learned something new about Canada's response to HIV/AIDS (Figure 8).
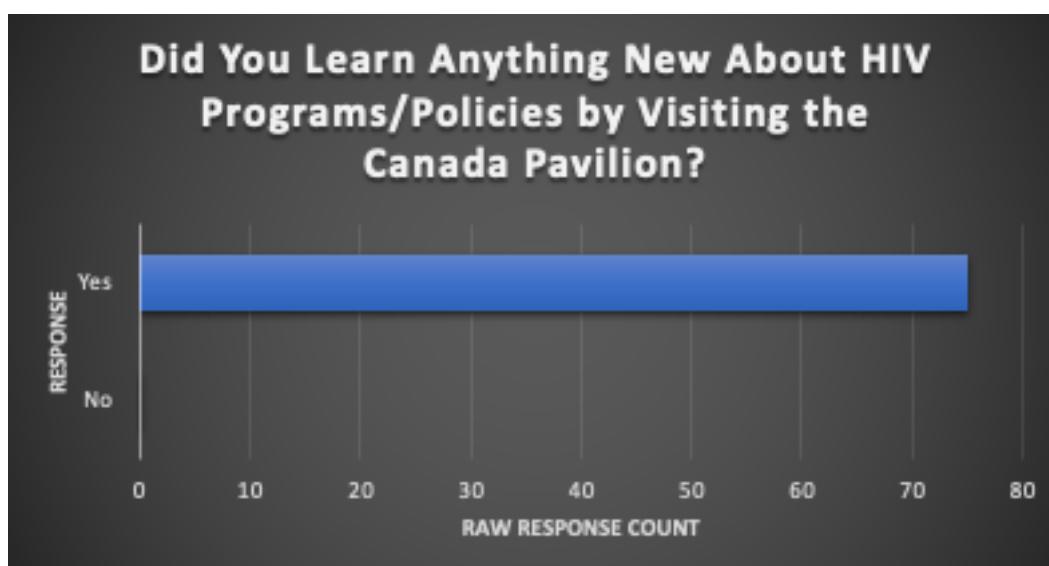
Figure 8: Number of participants reporting the acquisition of new knowledge from the Canada Pavilion

Participants were then asked to rate their overall increase in knowledge on HIV interventions/practices in Canada after exploring other activities/content offered at the Pavilion on a scale of 1 (no increase) to 5 (very high increase). Table 3 illustrates 80% of participants answering this question reported a high/very high increase in knowledge on HIV interventions and practices within a Canadian context.

Table 3: Increase in knowledge of quiz participants after visiting the Canada Pavilion

Pavilion Quiz / Evaluation											
1. No increase		2. Low increase		3. Moderate increase		4. High increase		5. Very high increase		Total
0	0	4.00%	3	16.00%	12	38.67%	29	41.33%	31	75

Objective 2: Enhance Canadian engagement and leadership in the global context related to HIV and other STBBI

Participants were asked to rate their likelihood of using the recently learned knowledge on HIV interventions/practices within their work on a scale of 1 (not at all likely) to 5 (very likely). Table 4 indicates that 85% of respondents are likely/very likely to apply the knowledge they have learned within their work. The majority of respondents (49.33%) indicated a very high likelihood.

Pavilion Quiz / Evaluation											
1. Not at all.		2. Hardly likely		3. Somewhat		4. Likely		5. Very likely		Total	
1.33%	1	2.67%	2	10.67%	8	36.00%	27	49.33%	37	75	

Table 4: Extent of quiz participants eager to use recently acquired knowledge from the Canada Pavilion within their work

Participants who completed the evaluation questions were asked to select all of their favourite activities that were offered at the Canada Pavilion. Out of the six main activities featured at the pavilion; the quiz, content available for download into one's briefcase and the virtual photobooth were the highest three ranked features (Figure 9).
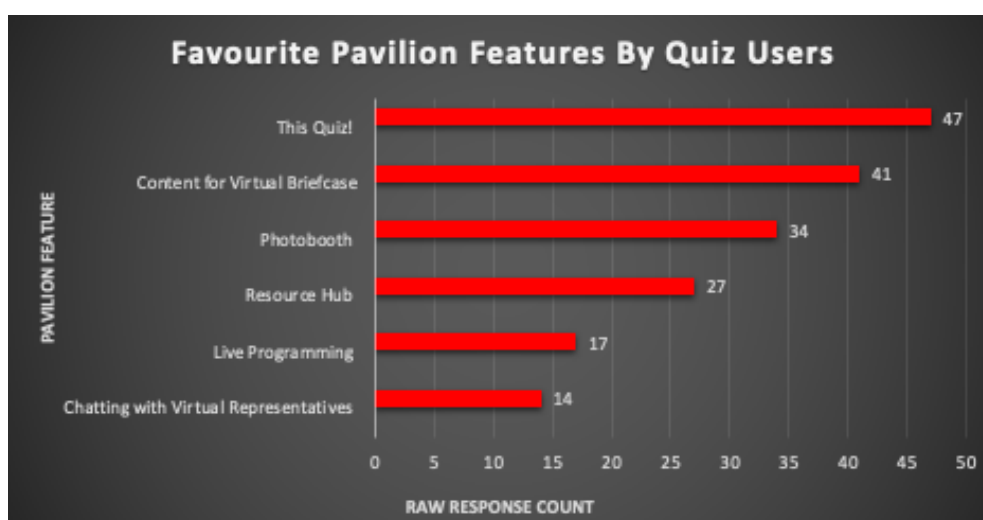

Figure 9: Conference participant's favourite feature of the Canada Pavilion

The final evaluation question of the quiz feature welcomed visitors to provide qualitative feedback in a long text form of comments and/or suggestions on how the content/activities at the Canada Pavilion could be improved. The total number of responses providing comments and/or suggestions was forty-eight (46 in English and 2 in French). Quotes extracted from the quiz include:

Participant feedback
· *"Your pavilion is very organized"*
· *"It is very comprehensive, and I believe it will accommodate everyone as respected. Thank you"*
· *"Best site. I seriously came here last and this is the best one. Nice Job"*
· *"Your pavilion is the best, I returned twice!"*
· *"I was amazed by the good organization of the content. Keep it up"*
· *"You have great information to share!"*
· *"Super travail, on s'est presque cru dans un vrai kiosque en présentiel! "*
· *"I learned a lot from the infographic and quiz, going to check out your live sessions"*

Participant recommendations
· *"Could also consider adding information beyond Canada more so into the quiz"*
· *"More giveaways! Maybe some books on HIV in Canada"*
· *"A pre-read on the HIV context and situation in Canada prior to the quiz"*

2. *Representative and Participation Grant Evaluation*

Pavilion Representatives and Participation Grant Recipients were asked to provide qualitative feedback on their experience. Participation Grant Recipients and Pavilion Representatives all reported having a tremendously positive experience at the conference. Below are several quotes describing their experience:

"AIDS 2020 Virtual is an opportunity for us to gather and share information and resources. It also allows for human connection in the time of COVID-19, where one can easily feel isolated. It is important to be able to connect with my community both across Canada and beyond." - Brittany Cameron, Canadian Positive People's Network and 2020 Participation Grant Recipient

"While I am still trying to sort out in my own mind how a conference as big and as important as the International AIDS Conference will work virtually, I look forward to the experience, and, moreover, I look forward to looking back at the experience and celebrating that the resilience of the world's HIV/AIDS community prevailed in sharing space and time despite the curve ball that COVID-19 threw at us this year!" - Jeff Potts, Canadian Positive People Network and 2020 Participation Grant Recipient

"[I'm most looking forward to] Being able to share with my clients the amazing things I have learned in the conference." - Mindy Brown, ARCH HIV/AIDS Resources & Community Health and 2020 Participation Grant Recipient

3. Live Session Evaluation

Following the Live Sessions, participants were asked to complete a short evaluation on their experience. In alignment with objective 2, enhancing Canadian engagement and leadership in the global context related to HIV and other STBBI, participants were asked about an increase in engagement. Participants who completed the evaluation reported an increase in engagement in HIV and STBBI programming in Canada and the global context (Figure 10).
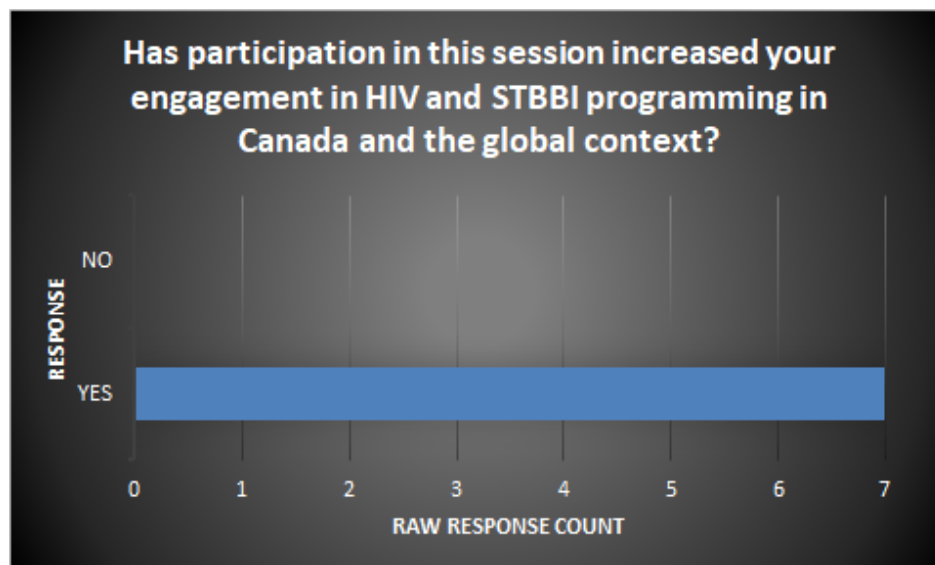

Figure 10: Number of participants reporting an increase in engagement in HIV and STBBI programming in Canada and the global context

Key Recommendations

Recommendations for the next Canada Pavilion (2022) based on the evaluation results, the team's observation throughout the development and implementation of the project and visitors' comments on the pavilion:

Organization and Involvement

- As a result of the unprecedented and uncertain times created by the COVID-19 Pandemic, timelines for designing the booth and curating/developing booth content were tight, with only a two-week window to produce all content once guidelines were received from IAS. Ideally, having more time to prepare the exhibit, would allow for more robust involvement of NAC members and an overall more extensive preparatory processes.
- Continue to convene and regularly engage a National Advisory Committee in planning future Canada Pavilions. Ensure that National Advisory Committee members are involved across all stages of planning, including design of key activities.

Virtual Platform

- Ensure the implementation team has experience with technology and virtual events, and at least one person among Pavilion staff and volunteers has advanced IT experience.
- If limitations to the amount of information showcased on the conference platform persist, it is recommended that the separate aidscanada.ca website continue to house additional content, rather than reducing/adapting content to match conference needs as this would limit the ability to properly showcase Canadian research, best practices, achievements and decrease the value of the exhibit.

Pavilion Key Components

- The website received its highest peak of visitors on the opening day of AIDS2020: Virtual, and the daily highest frequency of visits occurred between 9:00 am and 5:00 pm EDT. This information should be considered when planning future online conferences to ensure optimal traffic to noteworthy activities, such as live sessions.
- When scheduling sessions, to maximize potential engagement, ensure there is no overlap with an International AIDS Conference Prime Session.
- To maximize engagement, ensure all sessions are open to the public, with no requirements of registering for AIDS 2020: Virtual to attend.
- In 2018, the 'Test-Your-Knowledge' Quiz was not deemed as a worthwhile on-site activity for in-person future Pavilions, given the low uptake. However, in 2020's virtual Pavilion, it was identified as the most popular activity and had the most engagement among conference participants, thus should be included in future virtual Pavilions.
- Ensure there is sufficient time for submission in order to create a truly robust collection of resources and continue to update and build upon the Resource Hub post-conference.

Canada Pavilion Representatives & Participant Grant Recipients

- It is recommended that Canada Pavilion Representatives be engaged as much as possible in the exhibit as it provides an additional platform to elevate the voices of NAC members, especially people living with HIV. Specifically, Representatives should continue to facilitate in the chat boxes as a way to engage directly with conference attendees.
- To ensure maximum engagement, it is encouraged to keep the application window open for as long as possible, allowing for the time needed to thoroughly circulate the opportunity through all networks.
- Consider expanding the Participant Grant or a similar initiative for future conferences. The Participant Grant provided an excellent opportunity to provide Canadians with lived experience the chance to attend the conference when they might not have otherwise. In sharing their experiences and engaging with other delegates, Participant Grant recipients made great contributions to the Pavilion.
- Building off of success of experiences shared by the Participant Grant Recipients and Pavilion Representatives, continue to explore and expand opportunities to ensure participation and engagement by people living with HIV and underrepresented populations at large.

Communications

- Rather than redirecting to a specific social media account, continue using a primary hashtag (#AIDS2020Can and #SIDA2020Can) that creates a feed of content that all NAC members and conference participants can contribute to, thus increasing volume of content and potential reach.
- Continue to provide a social media toolkit to support Canadian delegates, NAC members and their partners in amplifying the Canada Pavilion social media campaign. As well, prepare all social media content to be shared during the conference in advance, in order to help save time 'onsite'.
- Due to tight timelines for creating a live session program, it was not possible to coordinate a more targeted social media campaign to promote live sessions to audiences outside of the conference. With more notice, specific sessions could be better promoted to audiences in Canada and maximized viewership.
- Provide visually appealing Pavilion mementos (eg. Selfie in Canada) within the Pavilion to encourage attendees to share on social media, helping to increase engagement and awareness of the Canada Pavilion.

Canada Pavilion Evaluation

- Ensure the evaluation survey is short and combined with an incentive to participate in order to maintain a high response rate.

Post-Conference Engagement

Continued Knowledge Dissemination

A shift to a virtual setting presents more opportunities to engage new participants and continue the conversation following AIDS 2020: Virtual.

The first key post-conference engagement activity was the dissemination of Canada Pavilion materials, including the resource hub, through aidscanada.ca. The website continues to be a centralized location to showcase the contributions of Canadian researchers, community-based organizations, public health and health care providers, and governments as well as promoted Canadian best practices and achievements related to HIV and related STBBI globally. The website is maintained and updated regularly. As well, the Resource Hub is continually updated and showcased at post-conference events. A submission form is available on the website for ongoing collection of resources.

The second key post-conference activity was the dissemination of conference recaps, webinars, shortened video or audio clips of relevant sessions, a special edition newsletter, blog posts, and other digital content shared across CSIH and partner social media platforms and networks. For example, CSIH hosts the Canadian Conference on Global Health, which brings together inspiring speakers to share knowledge around critical topics in global health. For the 2020 conference, recordings from the live sessions from Canada Pavilion were incorporated into the schedule.

World AIDS Day

To build on the successful engagement achieved by the Canada Pavilion 2020, CSIH hosted "World AIDS Day 2020: The Experience Dialogues," an interactive virtual event on December 1, 2020.

The National Advisory Committee from the Canada Pavilion advised the planning process and helped to amplify efforts to ensure greater visibility. Notably, CSIH worked with CANFAR to incorporate the event and related social media campaigns within the larger #VoicesforWorldAIDSDay collaborative movement.

The event featured opening remarks from Dr. Theresa Tam and presentations from Myles Sexton (Model & Activist) and Suki Beavers (Director of Gender, UNAIDS). The event also featured themed breakout rooms, which created space for conversations and the exchange of resources

between participants. To continue collaborative efforts, each room was hosted by a different organization from the National Advisory Committee. The room themes and hosts consisted of:

- Coming out HIV positive: "My second coming out" with Myles Sexton
    - Presented by the Canadian Foundation for AIDS Research
- Centering Indigenous experiences in efforts to meet 90-90-90 targets
    - Presented by the Canadian Aboriginal Aids Network
- Holistic approaches to research
    - Presented by the CIHR Canadian HIV Trials Network
- U=U Integrating into your life
    - Presented by the Alberta Community Council on HIV
- International HIV interventions for adolescent girls and young women
    - Presented by the Interagency Coalition on AIDS and Development

Over 130 people from across Canada registered to participate. The event was conducted in English and featured live translation in French. Video clips from the event can be found here.

Appendices

Appendix 1 – Staff Roles and Responsibilities

Position	Staff Person	Role & Responsibilities
Project Lead	Eva Slawecki	• Overseeing the entire project, and managing all staff
Conference Manager	Sarah Brown	• Point-of-contact for AIDS 2020: Virtual Exhibition Team and PHAC • Virtual exhibit design • Group registration
Senior Communications Advisor	Marg Buchanan	• Advising on branding and the communications strategy • Support with translation of text and materials
Communications Officer	Priscilla Pangan	• Point-of-contact for National Advisory Committee and Participation Grant Sub-Committee • Point-of-contact Canada Pavilion Representative and Participation Grant recipients • Social media and online communications
M&E Consultant	Catherine Alexander	• Designing the M&E Framework • Development of M&E Tools • Review of data collection methods and analysis • Reporting

Data Collection (Intern #1)	Jocelyn Brenner	• Support developing evaluation materials • Data collection and analysis • Administrative and project support across all activities
KT & Dissemination (Intern #2)	Dawn Curry	• Collection of resources to feature in Canada Pavilion Resource Hub • Administrative and project support across all activities
Digital Resource/ Technical Consultant	David MacMillan	• Virtual exhibit design • Website development, including live session platform and Resource Hub • Point-of-contact for live session presenters

Appendix 2 – Members of the National Advisory Committee

National Advisory Committee (NAC) members represent the diversity of actors in Canadian HIV/AIDS response, and include representation from: people living with HIV/AIDS, governmental and non-governmental organizations, service providers, researchers, health care professionals, and community-based organizations. Representatives from the following organizations participated on the committee:

- Alberta Community Council on HIV (ACCH)
- Canadian Aboriginal AIDS Network (CAAN) | Réseau canadien autochtone du sida (RCAS)
- Canadian Association for HIV Research (CAHR) | Association canadienne pour la recherche sur le VIH (ACRS)
- Canadian Foundation for AIDS Research (CANFAR) | Fondation canadienne de recherche sur le sida (CANFAR)
- Canadian Institutes of Health Research (CIHR) | Instituts de recherche en santé du Canada (IRSC)
- Canadian Positive People Network (CPPN) | Réseau canadien des personnes séropositives (RCPS)
- CATIE
- CIHR Canadian HIV Trials Network | Réseau canadien pour les essais VIH des IRSC
- COCQ-SIDA
- Congress of Aboriginal Peoples | Congrès des peuples autochtones
- Indigenous Services Canada | Services aux Autochtones Canada
- Interagency Coalition on AIDS and Development (ICAD) | Coalition interagence sida et développement (CISD)
- MAP Centre for Urban Health Solutions, St. Michael's Hospital
- Métis National Council | Ralliement national des Métis
- National Collaborating Centre for Infectious Disease | Centre de collaboration nationale des maladies infectieuses
- Native Women's Association of Canada (NWAC) | Association des femmes autochtones du Canada (AFAC)
- Ontario HIV Treatment Network (OHTN) | Réseau ontarien de traitement du VIH (OHTN)
- Pauktuutit Inuit Women of Canada
- Public Health Agency of Canada (PHAC) | Agence de la santé publique du Canada (ASPC)
- Realize | Réalise
- Women's Health in Women's Hands CHC

Appendix 3 – Live Session Schedule

Live Session Line Up				
Monday, July 6 / Lundi 6 Juillet				
Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Morning Matin	11:30 AM 11 h 30 12 h 30	Margaret Kisikaw Piyesis	Ryan Kerr	Welcome and Overview of Canadian Aboriginal AIDS Network Mot de bienvenue et présentation du Réseau canadien autochtone du sida
Afternoon Après midi	2:00 PM 14 h – 15 h	Ashlee-Ann Pigford, Sipporah Enuaraq	Ryan Kerr	Inuit Community Readiness: Adapting the Community Readiness Model with Inuit Communities for HIV Prevention Réceptivité des communautés inuites : adaptation du modèle de réceptivité communautaire aux communautés inuites pour la prévention du VIH
	3:00 PM 15 h	Michael Parsons	NA	9Genders Campfire Talk
Evening Soirée	5:30 PM 17 h 30	Celeste Hayward	NA	Imagine Film
Tuesday, July 7 / Mardi 7 Juillet				
Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Morning Matin	11:30 AM 11 h 30 12 h 30	Harry Madukani, Elina Mwasinga, Glen Walker, Claire Holloway Wadhwani, Prayreen Chisanga, Sheriff Wiredu, Chenai Kadungure	Ryan Kerr	Strengthening community responses to HIV, gender and nutrition through twinning partnerships Renforcer les réponses communautaires au VIH, au genre et à la nutrition grâce à des partenariats de jumelage

Tuesday, July 7 / Mardi 7 Juillet

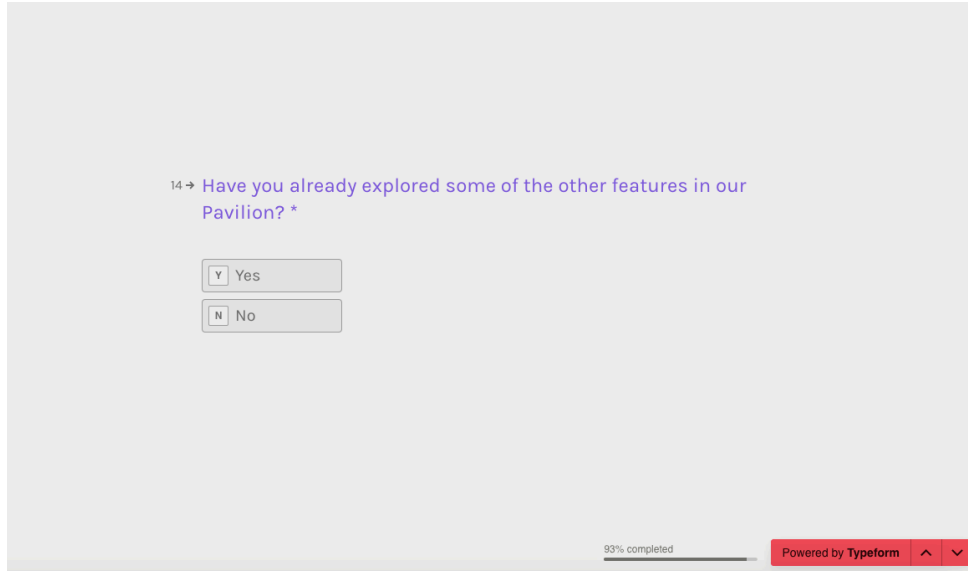| Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Afternoon Après midi	2:00 PM 14 h – 15 h	Haneesha Mohan, Dr. Lena Serghides	Ryan Kerr	Reproductive Toxicity Studies to Evaluate Potential Neural Tube and Other Abnormalities Associated with Dolutegravir Exposure in Pregnancy Études sur la reprotoxicité pour évaluer de potentielles anomalies du tube neural et autres associées à l'exposition au dolutégravir pendant la grossesse
Evening Soirée	5:30 PM 17 h 30	Ryan Kerr	NA	My Journey to Medication Coverage Campfire Talk

Wednesday, July 8 / Mercredi 8 Juillet

Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Morning Matin	11:30 AM 11 h 30 12 h 30	Christian Hui, Ashley Murphy	NA	Living with HIV during the COVID-19 Pandemic Campfire Talk
Afternoon Après midi	2:00 PM 14 h – 15 h	Yuanchao Ma, Sofiane Achiche, David Lessard, Lévis Theriault, Geneviève Bock, Ghassen Cherni	NA	The MARVIN Chatbot: Codesigning an Intelligent Conversational Agent to Promote HIV Patients' Self-Management of Treatment and Care Le chatbot MARVIN : Co-conception/Conception participative d'un agent conversationnel intelligent pour promouvoir l'autogestion par les patients atteints du VIH des traitements et des soins
Evening Soirée	5:30 PM 17 h 30	Muna Al-khaifi	NA	All what you need to know about PrEP! Tout ce que vous devez savoir sur la PrEP!

Thursday, July 9 / Jeudi 9 Juillet

Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Morning Matin	11:30 AM 11 h 30 12 h 30	Breanne M. Head, Dr. Yoav Keynan	Ryan Kerr	Legionella- an underappreciated but important pathogen in HIV Legionella —un pathogène sous-estimé, mais important dans le VIH
Afternoon Après midi	1:30 PM 13 h 30	Katswe Sistahood	Ryan Kerr	Simba Utano (Health is Power): Improving SRHR and HIV Prevention for Adolescent Girls and Young Women in Zimbabwe Simba Utano (*Health is Power*/La santé, le pouvoir/La santé, la force/La santé fait la force/Santé=Pouvoir/Santé=Force) : Améliorer la SDSR et la prévention du VIH pour les adolescentes et les jeunes femmes au Zimbabwe
Evening Soirée	5:30 PM 17 h 30	Carmen Logie	Ryan Kerr	Global perspectives toward a rights-based approach to self-care interventions for sexual and reproductive health and HIV: Implications for advancing universal health coverage

Friday, July 10 / Vendredi 10 Juillet

Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Morning Matin	11:30 AM 11 h 30 12 h 30	Claudette Cardinal	Ryan Kerr	cART Changes and Side Effects—The Merging of Statistics and Voices Modifications et effets secondaires de cART : La fusion de statistiques et de voix
Afternoon Après midi	2:00 PM 14 h	Denese Frans	Ryan Kerr	Peer Driven Point of Care HIV Testing for African Caribbean and Black Communities in Ontario Incitation/Sensibilisation par les pairs au dépistage du VIH aux points de service dans les communautés africaines, caribéennes et noires en Ontario

Saturday, July 11 / Samedi 11 Juillet

Time EST / Heure EST		Speaker names, titles / Noms des orateurs	Emcee	Title / Titre
Morning Matin	11:30 AM 11 h 30	Dr Carrasco, Dr Tyndall, Mikiki Barry Adam	Ryan Kerr	In/convenient Comparisons: what our handling of HIV pandemics tell us about handling COVID19 and other emergencies Comparaisons:in.commodes/in.appropriées/im.pratiques/in.opportunes : ce que notre gestion des pandémies de VIH nous dit sur la gestion de la COVID19 et d'autres urgences

Appendix 4 – Evaluation Form

Evaluation questions included at the end of the Pavilion Quiz:

14 → Have you already explored some of the other features in our Pavilion? *

Y Yes

N No

93% completed   Powered by **Typeform** ∧ ∨

15 → Great! What was your favourite feature in the Canada Pavilion? *

You can select multiple responses

Choose as many as you like

A Live Programming

B Resource Hub

C Content for your virtual briefcase

D Photobooth

E Chatting with our Virtual Representatives

F This Quiz!

88% completed   Powered by **Typeform** ∧ ∨

16 → Did you learn anything new about HIV programs/policies by
visiting the Canada Pavilion? *

| Y | Yes |
| N | No |

94% completed

Powered by **Typeform** ∧ ∨

17 → How would you rate your overall increase in knowledge on HIV
interventions/practices in Canada? *

Please rank on a scale of 1 (low) to 5 (high).

1	2	3	4	5

80% completed

Powered by **Typeform** ∧ ∨

18 → How likely are you to use this knowledge on HIV
interventions/practices in your work? *

Please rank on a scale of 1(low) to 5 (high).

1	2	3	4	5

85% completed

Powered by **Typeform** ∧ ∨

19 → Do you have any suggestions on how our Pavilion content can be improved to help you learn more?

Type your answer here...

Shift ⇧ + **Enter** ↵ to make a line break

90% completed

Powered by **Typeform** ⌃ ⌄

20 → Thank you for taking our Quiz and providing feedback on our Pavilion! *

Would you like to be entered to win a prize?

| Y | Yes |

| N | No |

95% completed

Powered by **Typeform** ⌃ ⌄

21 → Share your email with us for a chance to win a prize!

By entering your email you will be automatically subscribed to the AIDSCanada mailing list (you can unsubscribe at anytime)

somebody@example.com

95% completed

Powered by **Typeform** ⌃ ⌄

Appendix 5 – Evaluation Demographics

A total of 75 conference attendees completed all of the evaluation questions included at the end of the Pavilion Quiz, 72 English responses and 3 French responses were collected.

Demographics of these participants is outlined in the tables below:

Background of Work	
Research/Academia	13
CSO/NGO	26
Health Care Worker/Public Health Practitioner	22
Person with Lived Experience	11
Other	3
Total	75

Country of Origin	
Australia and Oceania	0
Middle East and North Africa	1
Europe and Central Asia	3
Canada	8
East Asia and Pacific	6
Latin America and Carribbean	8
South Asia	13
North America	11
Sub-Saharan Africa	25
Total	75