Conclusions:
AYA engaged in a crowdsourcing contest and used multiple modalities/types of content, from younger and older AYA, in both Kazakh and Russian, and representation from most regions of the country. Providing clearer guidance about facts and stigma may be helpful prior to submission.

Key messages:
• Crowdsourcing approach has a potential to engage adolescent and young adult into development of various types of media content focused on public health issues, such as HIV testing stigma reduction.
• Adolescents and young adults may need additional information and guidance regarding complex concept of stigma around HIV testing.