

# HIV PREVENTION ENGLAND

## IMPACT 2012-16\*

**16,182**

people tested by local delivery partners

**29,354**

people tested via postal testing



Total  
**45,536**  
people tested for HIV

**615**

people diagnosed with HIV (estimated)

**202,480**

people engaged by local delivery partners

**NATIONAL HIV TESTING WEEK**

**753** events have taken place for *National HIV Testing Week*

**102,787** used online quizzes and tools

**932,532** views of HPE videos on YouTube

**58,492** connected via social media (Facebook, Twitter, Tumblr)

**1,074** pieces of news coverage on HPE

NEWS

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## 2016 AND BEYOND

From 2016, HIV Prevention England (HPE) will build upon learning from the past four years, as well as the expertise and specialism of partners and external stakeholders, to deliver an innovative, collaborative programme which supports the entire HIV prevention system.

The HPE programme includes five key elements:

- A social marketing campaign
- system leadership
- sector development
- local activation
- programme groups, meetings and governance.

### A Social Marketing Campaign

Marketing activity will consist of 'always-on' activity delivered via digital, social media and event-based marketing. Unique elements include emotionally engaging video content and event-based promotion targeted at men who have sex with men (MSM) and black African community events. National HIV Testing Week (late November) will focus the nation on HIV testing. Condom Week (February) will focus on the importance of condoms in the prevention of HIV and other sexually transmitted infections (STIs).

The programme will provide a range of printed information resources and behaviour-change tools to be used in face-to-face settings, available to all organisations engaged in HIV prevention and testing work in England. For more information visit:

[www.hivpreventionengland.org.uk/resources](http://www.hivpreventionengland.org.uk/resources)

'Always-on' activity throughout the year will consist of:

- Content marketing via Facebook, Twitter, Instagram and YouTube using curated and original content.
- Paid promotion of behaviour-change tools and the national postal testing service.
- Four printed issues of Mambo magazine for African communities.
- Email marketing to those who have signed up for updates on the campaign.
- Ongoing influencer engagement to further amplify the campaign.

Additional social marketing activity will include:

1. Outdoor advertising in areas with high populations of target groups.
2. Print, broadcast and phone app advertising on targeted channels.
3. Face-to-face 'activation' by local delivery providers.

### B System leadership

The programme will issue briefings of its objectives, each customised for the following groups:

- clinicians
- faith communities
- Local Authorities and commissioners
- GPs and primary care.

It will also focus on three key priorities:

#### GPs and Primary Care

The programme will prioritise a structured engagement strategy for GPs and primary care providers to increase their participation in HIV prevention and testing.

#### Testing technologies

The programme will proactively work to develop models of how new testing technologies can be used effectively.

#### Condom access

The programme will increase knowledge among decision makers and service providers around the importance of choice in condom provision. It will also identify gaps in access to free condoms in England.

### C Sector development

HPE will integrate sector development into the structures of the programme to increase knowledge, skills and innovation within HIV prevention in England.

- a. A national conference (during year two) will facilitate the dissemination and development of best practice, alongside disseminating learning from the Public Health England Innovation Fund and other projects.

### D Local activation

HPE will fund local activation of the campaign in collaboration with Local Authorities and commissioners to complement and amplify locally-funded programmes.

### E Programme groups, meetings and governance

The operations and governance structure's core components are:

- Programme Steering Committee – a multi-disciplinary stakeholder advisory group to provide guidance on the strategy and delivery of the programme as well as oversight to ensure transparency and accountability. The membership of the group will be reviewed annually and include representatives from the following groups: HIV community organisations, commissioners, clinicians, Directors of Public Health, primary care, academia and social marketing.
- Programme Development Meetings – multi-disciplinary meetings with attendees from the public, community and commercial sectors to play active roles in the development of the campaign, its messages and activity.
- Community Leadership Forum – bi-annual meetings of HIV service providers to share best practice and provide training and support.

For further information visit: [www.hivpreventionengland.org.uk](http://www.hivpreventionengland.org.uk)