

Meeting Report:

HPE Campaign Development Group

Meeting date:	23 June 2016	
Location:	Terrence Higgins Trust, London	
Present:	Cary James	Terrence Higgins Trust
	Dominic Edwardes	Terrence Higgins Trust
	Paul Dobb	Terrence Higgins Trust
	Taku Mukiwa	Terrence Higgins Trust
	Louise Fellows	Umbrella / University Hospitals Birmingham
	Nyambe Mukelabai	BHA
	Ryan Whittington	Derbyshire LGBT+
	Salim Khalifa	TRADE Sexual Health
	Steve Worrall	Positive East
	Wlad Jagiello	TRADE Sexual Health
	Lauren Kemp	Pd3
	Rachel	Pd3
	Victoria Falla	Pd3

1. Welcome

Programme Lead Cary James welcomed everyone to the first campaign development group meeting for the new HPE programme. The development of the campaign will be done via the thousands of users who complete online questionnaires relating to *It Starts With Me* and via input from the campaign development group which will meet twice throughout the year.

The campaign development group will draw together the evidence, experience and ideas from across the sector to inform campaign development and design local interventions.

2. HPE resources presentation

CJ gave a brief presentation on the findings from the recent HPE resources survey. The majority of resources were well received, wallet sized were preferred over larger booklets and interactive resources being valued the most. Myth busting was the topic that people wanted to see in a new resource the most.

All of the training topics suggested were scored highly, with a few scoring slightly higher than others so these will be prioritised in the first year, with others to follow.

3. Concept for *It Stars With Me* 2016

CJ and representatives from PD3 gave an overview of the concept for the direction of ISWM into 2016 and beyond. Respondents were given three statements and the leading statement scored much higher amongst all.

Imagery will use photography angles to make the participants look heroic, and as people to look up to.

4. Groupwork

The group gave some feedback as to what emerging issues they see ahead, issues discussed included:

- Chemsex – starting to reach areas outside of London
- Poor linkages with the pan-London HIV prevention programme, which should be rectified as a member of PLHPP will be on the HPE Steering Committee
- Knik-knax don't necessarily have to be HIV related, just an interesting and engaging conversation starter
- As more community specific venues close, resources which can be left out need to be more and more 'family' friendly

5. Date of next meeting

Tuesday 18 October 2016: