

Meeting Report: HPE Steering Committee

Meeting date: **14 October 2016**
Location: **Central Hall Westminster, London**
Present:

Committee Members

- Julie Billett** – London HIV Prevention Programme
Rob Cookson – Deputy Chief Executive, LGBT Foundation
Jeff French – CEO, Strategic Social Marketing
Ian Green – Chief Executive, Terrence Higgins Trust
Philippa Matthews – HIV Lead, Royal College of GPs (arrived at 2pm)
Council
Kat Smithson – Policy and Campaigns Manager, National AIDS Trust
Paul Ogden – Local Government Association
Louise Smith – Representing ADPH
Ann Sullivan – British Association of Sexual Health and HIV (arrived at 2pm)

Committee guests

- Paul Dobb** – HPE Project Manager, Terrence Higgins Trust
Luis Guerra – National Programme Manager, Public Health England
Cary James – Head of Programmes, Terrence Higgins Trust
Anthony Nardone – Public Health England

1. Apologies for absence

- Dominic Edwardes** – Executive Director of Digital and Marketing, Terrence Higgins Trust
Mike Freer – Member of Parliament
Andrew Furber – President, Association of Directors of Public Health
Chamut Kifetew – Sector Leadership and Development Officer, Terrence Higgins Trust
Clement Musonda – Chief Executive, The RAIN Trust

2. Minutes of the last meeting

The minutes of the last meeting were agreed as true and accurate

3. Matters arising

All action points had been completed.

4. Governance

It was recognised that whilst there was representation from Black African groups on the committee, input from a faith representative was still needed. IG has been having conversations with several Black African churches and conducting some preparatory work to ensure any representative that joins are well placed to offer support to the committee.

The point that committee members aren't representing an entire sector, and as it was unlikely that the HPESC would see all members attending every meeting, that the committee could have more than one representative for a sector to ensure input at each meeting. It was also agreed that members could send deputies if they were unable to make a meeting, and just needed to notify THT's HPE management team in advance, so that papers could be circulated to the right people, and ensure the person deputising was well briefed.

There will be a section on HPE's sector facing website hivpreventionengland.org.uk where minutes of these meetings will be uploaded once they've been signed off by the committee so that the sector can see what is being discussed and agreed.

5. Strategy

LAP update

Applications from organisations wanting to become an HPE Local Activation Partner (LAP) were submitted in August. Twenty-seven applications were received comprising a total of 37 organisations.

The selection panel, made up of Cary James as well as Kat Smithson from NAT and Brian Cooper from NAM, met at the end of August to assess the applications' experience and expertise in delivering the specified activity to the two key target groups. Successful LAPs have been asked to join the framework to deliver interventions and to the target groups that the panel approved them for. However entering into the framework agreement is not a guarantee that activity will be purchased.

Framework agreements were sent out to the successful LAPs in September and signed agreements are currently being returned.

HPE has a budget of £240,000 for local activity, for which it needs to deliver 16,000 face-to-face interventions and 2,400 tests. LAPs on the framework are currently submitting their proposals for delivery over NHTW / Q3 (Oct-Dec 2016). The next round of purchasing will be to support the prevention campaign / condom week in February 2017.

6. Operations

6.1 Progress reports

6.1.1 Monitoring and evaluation – KPIs

KPIs have been set for year 1 and will be reviewed at the end of the year, there is an expectation that the KPIs will increase each year.

Most of the activity is weighted for Q3 during NHTW, but the KPIs are on track for where we would expect them to be at this current time.

6.1.2 Financial report and budget

The year to date spend looks below budget, but this is mainly due to the allocation of spend coming in later months due to NHTW and the fact that LAPs are still be procured.

ACTION – It was agreed that the overall budget, KPIs and brief progress report would be hosted on the HPE sector facing website hivpreventionengland.org.uk for everyone to be able to view.

6.1.3 Campaign launch

An extensive outdoor advertising campaign will launch at the beginning of November 2016 in the following areas:

London, Luton, Manchester, Leeds, Birmingham, Newcastle, Brighton & Hove, Tyneside
Sheffield, Bristol, Worthing, Milton Keynes

Social media imagery and video content will also be used extensively on Facebook, Twitter, YouTube and other digital platforms to promote testing.

Once again it is real life people that are being featured throughout the campaign. The imagery of the refreshed campaign is set within the context of the 'model's' lives and the placement of ads will aim to be site specific. The models will be interviewed and videos created showing why the people wanted to be part of the campaign, and their own personal reasons for being involved in an HIV prevention campaign. These videos will all be made available to download and use and come in three different length formats 30; 60 and 90 seconds long.

Initial feedback has been very positive, the sector want to ensure that the diversity of target groups are reached with the imagery, and this will be made possible as more 'models' will be added as the campaign progresses, including trans and wider ethnicities.

6.2 Planning

6.2.1 National HIV Testing Week

There will be additional models available on the imagery including trans. Outdoor placements and purchasing can be shared to maximise local impact.

THT are in contact with Kensington Palace to ascertain whether Prince Harry can support the week in some form, either through an official tweet, press release. This relationship will be nurtured for future support from the Prince. Other celebrities and social media influencers are also being contacted to maximise impact of NHTW across all channels.

NICE will be publishing new testing guidelines, this is scheduled for 10 December but THT are liaising with them to see if they can bring this forward to coincide with NHTW / World AIDS Day.

6.2.2 Spring prevention event

The potential for providing condoms in GP surgeries is un-tapped. Giving them out for free enables a conversation / intervention to take place which can be priceless. Discussing the use of condoms within safer sex rather than pushing condom use 'per se'.

Finding out why people stop using condoms, and trying to find out why the group that use them do and why those that stop using / don't use them do so.

6.2.3 HPE conference

THE HPESC were given the previous programme for the last conference in 2015. The conference will be held at The Light at Friends House in Euston, and there will be a range of syndicate rooms and space for displays and stands.

It was felt that PreP must be on the agenda. Other suggested topics were HIV indicator conditions and partner notification.

6.3 Risk Register

The latest version of HPE's risk register was circulated, there were no areas where any operational or strategic risks were posing any danger to the programme's deliverables, reputation or engagement.

7. System intelligence

7.1 System update

The pan-London programme will have a Winter campaign over January – February. Discussions have started over the continuation of the pan-London HIV Prevention Programme.

PHE will be funding the delivery of self-sampling from November to January.

The Innovation fund has had 13 projects which will be announced by the end of October.

Discussions are currently being had with TNS-Global to possibly repeat their evaluation report on HPE.

There will be new HIV testing guidelines out by the end of 2016.

European testing week is moving towards testing of blood borne viruses and not just HIV.

8. For information

It Starts With Me and *NHTW* briefings were circulated for information,

9. Any other business

No further points were raised or discussed.

10. Dates of next meetings

Monday 6 February 2017, Central Hall Westminster, London.