

# HPE / PHE contract update meeting

## Q1 Report

This is a progress report covering the first quarter of 2016-17 (1 April 2016 – 30 June 2016) for HIV Prevention England.

### 1. Governance

#### 1.1. HPE Steering Committee (HPESC)

The HPESC is a multi-disciplinary stakeholder advisory group for the HIV Prevention England Programme. It's role is to provide guidance on the strategy and delivery of the programme as well as provide oversight to ensure transparency and accountability. To ensure the needs, as well as the expertise, of key stakeholder groups are feeding into the programme at the highest level.

Members were invited on to the HPESC throughout May and June. The committee will meet three times throughout the year and had it's inaugural meeting on 29 July 2016.

Current membership consists of:

- |  |                                     |
|--|-------------------------------------|
| • Ian Green. Terrence Higgins Trust                  | Contract holder                     |
| • Rob Cookson. LGBT Foundation                       | HIV community organisation          |
| • Clement Musonda. The Rain Trust                    | HIV community organisation          |
| • Ann Sullivan. BASHH                                | HIV / sexual health clinicians      |
| • Philippa Matthews. HIV Lead - Royal College of GPs | Primary care                        |
| • Jackie Routeledge. Lancashire                      | Commissioners                       |
| • Julie Billet. Camden & Islington Public Health     | pan-London HIV prevention programme |
| • Andrew Furber. President of Association of DPHs    | Directors of Public Health          |
| • Kat Smithson. NAT                                  | Structural                          |
| • Paul Ogden. Local Government Association           | Policy                              |
| • Jeff French. CEO, Social Strategic Marketing       | Social marketing expert             |
| • Mike Freer. MP for Finchley and Golders Green      | Parliamentary representative        |

Other colleagues from Terrence Higgins Trust and Public Health England also attend the meeting as observers.

#### 1.2. Campaign Development Group

The campaign development group is a multi-disciplinary working group with attendees from the community, public and commercial sectors. The group draws together the evidence, experience and ideas from across the sector to inform campaign development and design local interventions.

It will meet twice each year and the first meeting was held on 23 June 2016. Cary James 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.

Cary and representatives from PD3, the design agency, gave an overview of the concept for the direction of ISWM into 2016 and beyond.

Attendees also gave some feedback as to what emerging issues they see ahead.

## 2. Campaign

### 2.1. Campaign development

Throughout Q1 PD3 worked on refreshing the imagery of *It Starts With Me*.

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

Findings from TNS Global's evaluation has informed the refreshed and evolved campaign, seeking to make it even more effective and have a larger and more meaningful impact. The aims of the refreshed campaign are to:

- encourage people to take individual responsibility
- help them to identify themselves with the campaign and the need for THEM to prevent HIV
- normalise HIV testing
- make testing more proactive in order to reduce late diagnosis.

The campaign will also seek to maximise video and other proven media channels to effectively promote messages of accessibility and acceptability of testing, and give individuals the knowledge of where and why to get tested.

To ensure campaign development effectiveness, HPE carried out audience testing with our target populations and key stakeholders who provide HIV prevention services around the country. Over 3,000 members of the MSM and BA communities, as well as HIV sector stakeholders, completed the survey. The survey included questions about the key campaign messages, text and graphic styles. The responses and comments have been incorporated into the campaign to ensure that each aspect is acceptable to the key groups we are hoping to have an impact on.

In Q1 dates were set for *National HIV Testing Week* (NHTW) 2016, which will start on Saturday 19 November 2016, and for a prevention / condom campaign which will start on Saturday 11 February 2017.

### 2.2. Digital & Marketing

HPE's sector facing website [hivpreventionengland.org.uk](http://hivpreventionengland.org.uk) was refreshed and redeveloped throughout Q1 and launched at the end of June. The enhanced website now includes blogs and space for briefings and reports, and newsletter sign-ups.

The digital team were also given a briefing for the redesign of the public facing website [startswithme.org.uk](http://startswithme.org.uk) which will include updated online tools.

Social media annual plans were agreed and content for always-on activity started, including weeks throughout the year focusing on specific issues like: mental health, alcohol and drugs, sexual health, gender equality and relationships.

Media purchasing started including the buying of outdoor ads to support the *It Starts With Me* campaign refresh launch in Q2,

### 3. Local Activation

The process and criteria for selecting Local Activation Partners (LAPs) was agreed in Q1. HPE is seeking organisations to deliver activity to support the *It Starts With Me* and *National HIV Testing Week* campaigns, targeting men who have sex with men (MSM), Black African (BA) communities and other groups in whom there is a higher or emerging burden of infection.

Organisations will need to show:

- a demonstrable ability to deliver direct contact activity and/or point-of-care (POC) HIV testing
- experience working with BA and/or MSM communities in the geographical areas where they currently work
- a sustainable financial and organisational position.

All proposals will be reviewed by a panel consisting of both programme and external stakeholder representatives. Decisions will be announced in September 2016 and the purchased activity will begin in October.

### 4. Stakeholder Leadership

#### 4.1. Stakeholder event

HPE hosted the first stakeholder event on 9 May 2016. The day looked at how the HIV prevention landscape has changed since 2012, and what has been learnt already from the HPE programme and where it goes from now. There was also group discussion on how the HPE programme can best support the whole HIV prevention system.

A full report has been published and can be viewed, along with presentations from the day, on the refreshed HPE website [hivpreventionengland.org.uk/briefings](http://hivpreventionengland.org.uk/briefings)

HPE plans to deliver two Community Leadership Forums each year. These forums will provide local insight to inform the work of the national programme both on a local level and on a national level. It also provides a space for skills training and capacity building to meet identified needs.

#### 4.2. Stakeholder communications

Blogs on the refreshed [hivpreventionengland.org.uk](http://hivpreventionengland.org.uk) website started in Q1 and the first blogs included:

- The report on the May Stakeholder Event
- The Gay Men's Sex Survey results

## **5. Monitoring and Evaluation**

Progress was made towards achieving many of HPEs Key Performance Indicators (KPIs) in Q1 although much of the activity is weighted towards delivery which takes place to support NHTW in Q3.

Please see attached worksheet which shows the status of the KPIs at the end of Q1.