

It Starts With Me Briefing: January 2015

Firstly, thank you for joining the national effort to increase HIV testing among England's key populations most affected by HIV during National HIV Testing Week (NHTW) in November last year. More information about National HIV Testing Week is below as well as:

- The HIV Prevention England conference in February 2015.
- Briefing on HIV testing technologies.

HIV PREVENTION ENGLAND CONFERENCE 2015 INNOVATION | ENGAGEMENT | PARTNERSHIP

Thursday 19 February 2015 | Friends House, 173 Euston Road, London NW1 2BJ

HIV Prevention England Conference 2015

The annual HIV Prevention England (HPE) conference is a one-day event for 300 people. It will take place this year on **19 February 2015** in central London. Places are **FREE** and allocated on a first-come-first-served basis and are likely to be oversubscribed¹.

To register for a place please [click here](#) or copy and paste this link into your browser:

<https://hpeconference2015.eventbrite.co.uk>

The HPE conference brings together and offers the opportunity to meet HPE partners, sexual health commissioners, health promoters, sexual health and HIV service providers, faith leaders working in England and other key figures and influencers in the field of HIV. The HPE conference provides an opportunity to explore, learn and discuss:

- How well we are responding to HIV.
- What more we need to do to prevent new HIV transmissions.
- What we need to do to increase HIV testing in England to reduce late and undiagnosed HIV.

Guest speakers share best practice and look at new research and recent developments in the sector.

To help bring focus, this year's conference has the following overarching themes:

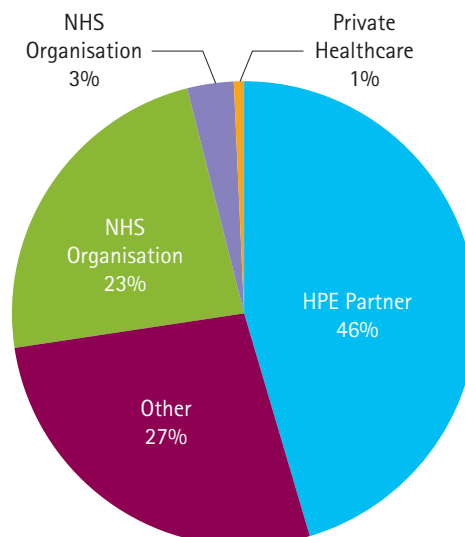
- Innovation in HIV testing.
- Innovation in HIV prevention.
- Community engagement/mobilisation and face-to-face interventions.
- Partnership working.

A draft programme is available for viewing at the above site and provides a diverse range of topics. The interactive workshops address the issues that communities have raised with us and the guest speakers will give short presentations on their experience to stimulate debate.

National HIV Testing Week Update

Self Reporting Tool

The self reporting tool mentioned in previous briefings was well received and used. Organisations reported 353 separate *National HIV Testing Week* events using the tool compared to 55 reports received in 2013. Many more unreported events took place and the final evaluation report will aim to identify as many as possible. The chart below depicts the types of organisations reporting their events to us.



¹Please note that the conference organisers reserve the right to limit the number of tickets available to each organisation to ensure a diverse range of delegates get the opportunity to attend the conference.

Social Media

Public awareness of NHTW on social media gained traction with 8,515 uses of the campaign hashtags [#HIVTestWeek](#) and [#I'mTesting](#)

Postal Testing

People ordered over 8,500 free HIV postal testing kits through the *It Starts With Me* website (www.startswithme.org.uk) increasing access to HIV testing for people living in non-urban locations, people without local access to testing and people who would not ordinarily attend a local testing centre.

Resources

Organisations ordered 909,620 free resources to promote their local testing events. These included posters, flyers, leaflets and peel and reveal cards featuring volunteer models from the key populations with the core message of 'I'm Testing'.

Targeted Advertising

Last November, we significantly increased the amount of targeted outdoor advertising. Our posters encouraging people to take an HIV test appeared on billboards, telephone kiosks, bus shelters, bus backs and across London Underground. Bristol, Newcastle and Sheffield joined the list of cities where advertising took place – therefore expanding the number of sites. Others include Birmingham, Brighton, Leeds, Luton, Manchester and London. In London we focused on the inner London Boroughs and other areas with high African and/or MSM populations.

National Support

The map opposite provides a comparison between NHTW 2013 and NHTW 2014 by pinning the locations of the organisations that got on board and supported the campaign. Blue pins (256 locations) represent 2013. Green pins (344 locations) represent 2014. This indicates 88 new locations this year or a 34% increase in the number of supporters over last year.

Local Engagement

The London Borough of Croydon again became the focus of extensive community testing. Terrence Higgins Trust worked with Croydon, Wandsworth, Richmond and Merton London Boroughs to produce localised content for a local campaign.

Many community-based groups offered rapid HIV testing events in a diverse range of pop-up testing

centres including: supermarket in-store pharmacies, high street pharmacies, indoor markets, football tournaments and spas.

Kent invested in its own local testing initiative under the brand www.areyouatrisk.clinic throughout the month of November while the national campaign was active. They toured their relatively low prevalence towns throughout the county – with high late diagnosis rates – offering community testing in their 'Urban Blue' bus.

HIV Testing Technologies

Increasing the uptake of HIV testing to reduce rates of undiagnosed infection and late diagnosis is a key goal of HIV Prevention England. Many non-clinical services now provide or promote HIV testing services. To explain the benefits of HIV testing to clients correctly, workers need to know what kind of test is being offered and how accurate it is – especially in the context of recent infection.

This briefing paper, produced by NAM for HIV Prevention England, provides an overview of HIV diagnostic tests for people-planning, commissioning or providing HIV prevention activities in England. www.aidsmap.com/HIV-testing-technologies/page/2928294/

