The HIV Prevention England programme: what’s next?

Cary James – May 2016
Summary

• Programme objectives
• Campaign evolution
• Sector development
• Structure and governance
• Support for HIV prevention system
• Communication and involvement
• What happens next?
Programme objectives

Primary:
- Increase HIV testing to reduce undiagnosed and late diagnoses
- Promote of condom use as a safer sex strategy

Secondary:
- Promote other evidence-based safer-sex and biomedical HIV prevention interventions
- Raise awareness of the role of sexually transmitted infections (STIs) in the context of HIV acquisition and transmission
- Reduce levels of HIV related stigma within affected communities and more widely
The programme 2016-19

Social marketing
Sector development
System leadership
Local activation
The programme 2016-19

NATIONAL HIV TESTING WEEK

IT STARTS WITH ME

Produced by Terrence Higgins Trust for HIV PREVENTION ENGLAND
Campaign 2016-17

Q1
April - June

Q2
July - September

Q3
October - December

Q4
January - March

Summer campaign

National HIV Testing Week

Condom Event

Always-on activity
Including weeks throughout the year focusing on specific issues like: mental health, alcohol and drugs, sexual health, gender equality and relationships.
Sector development

Needs assessment - to identify areas that require further skills development.

Support and training

Diffusion of innovation -
- An enhanced HPE website and blog
- Monthly newsletters
- Quarterly and annual reports
- Expert seminars
- A national conference

Evaluation and adjustment.
Priority Areas

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 by different organisations.

Condoms

The programme will increase knowledge among decision makers and service providers around the importance of choice in condom provision and identify gaps in access to free condoms in different areas.
Structure and governance

Programme Steering Committee - a multi-disciplinary stakeholder advisory group to provide guidance on the strategy and delivery of the programme as well as provide oversight to ensure transparency and accountability.

Programme Development Meetings – a multi-disciplinary meeting with attendees from the public, statutory, community and commercial sectors. It will at least twice a year to develop programme interventions. First meeting will be in June 2016.

Community Leadership Forum - bi-annual meetings of HIV service providers to coordinate activity, share best practice and provide a forum for training and support.
Programme Steering Committee

Representatives

- 2 x HIV community organisations
- Policy/ structural organisation
- HIV/ sexual health clinicians
- Primary care
- HIV/ sexual health commissioners
- London Programme
- Directors of Public Health
- Social marketing expert
- High level representative
Campaign development meetings

Role
The campaign development group draws together the evidence, experience and expertise from across the system to inform campaign development and design local interventions.

Description
The meetings are a means for stakeholders to feed into the campaign process.
It is a ‘think tank’ for social marketing
A place to discuss strategy, social marketing and messaging
A place to share best practice, expertise and experience
A forum to develop locally delivered interventions

Attendees
Community, public and commercial sectors organisations. Community activists, academics, professional advisors and other interested stakeholders
Support for HIV Prevention system

Printed resources
2012-16 the programme invested over £500k in over 3 Million resources provided to over 300 organisations, local authorities, clinics, GP surgeries and other agencies

Training opportunities
Briefings, reports and fact sheets
Support for local HIV Prevention

Local Activation

- Framework agreement
- In collaboration with Local Authorities and commissioners to complement locally-funded programmes.
- Interventions co-created by the providers and THT as part of Campaign Development Group meetings, so that they are distinct from other commissioned work.
How HPE will communicate

- Stakeholder meeting report
- Enhanced HPE website with dynamic content and blog
- Monthly e-newsletter
- Quarterly and annual progress reports published on the website
- System briefings and information sheets
- Presentations at network meetings etc

How can you be part of the process

- Commissioner involvement in local activation
- Campaign development meetings
- System leadership forums
- Participate in programme/campaign development surveys and feedback
National HIV Testing Week 2016
Starts 19 November

Free It Starts With Me resources available from: www.hivpreventionengland.org.uk/resources
Any questions?

Many thanks
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Group work: How can the HPE programme best support local HIV prevention and the prevention system?

Types of support:

A. Printed materials
B. Training
C. Briefings and fact sheets
D. Local activation

Please answer the following questions for each letter:

1. Did you benefit from this support in the previous programme?
2. What would be most useful in the future?
3. What would not be as useful in the future?
4. Any differences in opinion?

Any other suggestions for how HPE can support the HIV prevention system?