

HIV Prevention England

What's Next?

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Outline of presentation

- Brief overview of the previous campaign
- Highlights of what was delivered, achieved and learned
- What's next?

HIV Prevention England 2012 - 2016

- National HIV prevention programme in England funded by PHE
- Partnership of 37 organisations
- Co-ordinated programme of social marketing, online and local engagement and influencing, and policy work.
- Targeting black Africans and men who have sex with men (MSM)
- From 1 April 2015- innovation fund and postal testing

The Campaign



With testing, treatment and condoms together

WE CAN STOP HIV

I get my condoms cheaper online.

Condoms come in all shapes and sizes. To find the best ones for you and to get great deals, go to

StartsWithMe.org.uk

startswithme @startswith_me

IT STARTS WITH ME

TERRENCE HIGGINS TRUST



WE CAN STOP HIV

Treatment can stop HIV being passed on. But thousands have HIV and don't know it.

Testing makes sense for me

Together testing, treatment and condoms can stop HIV. Order your free postal HIV test or find where to test:

StartsWithMe.org.uk

startswithmeuk @startswith_me

IT STARTS WITH ME

TERRENCE HIGGINS TRUST



NATIONAL HIV TESTING WEEK 22-30 SEPTEMBER 2014

I'm testing

Get tested and join the thousands of people making a difference. Order a free postal test or find where to test at:

StartsWithMe.org.uk

startswithme @startswith_me #IamTesting

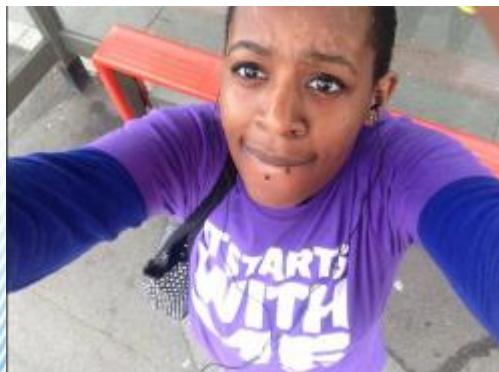
IT STARTS WITH ME

TERRENCE HIGGINS TRUST

Real People



People in the community



Resources



This has been replicated in 4 European countries



HIV Testing

HIV Testing



+

29,354 people tested via
postal testing



=



45,536
people tested
for HIV

+

615
people diagnosed
with HIV (estimated)



Local Delivery HIV Testing

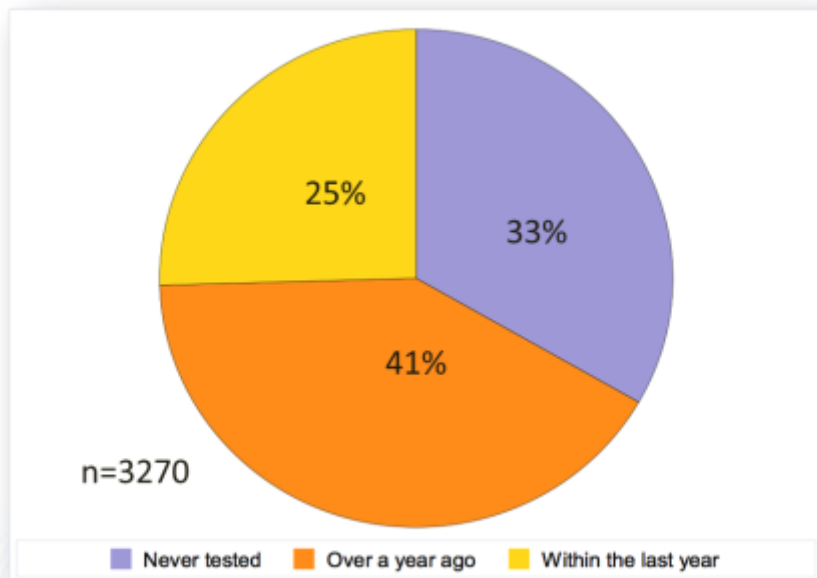


Last year:
Overall positivity rate: 1.2%
Slightly higher for Africans at 1.3%

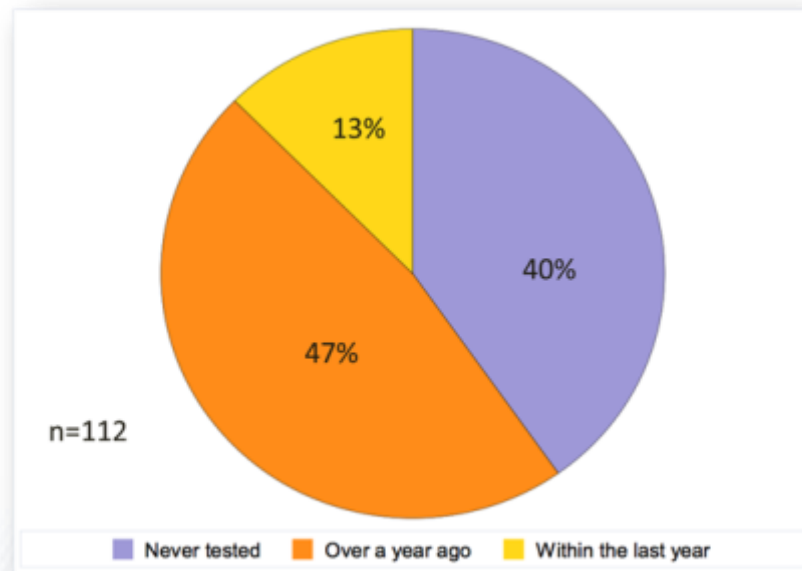


Postal Test: Testing History

MSM



Black African



National HIV Testing Week



Coleen stepped forwards for this



HIV testing week is
21-30 November 2015

Testing for HIV is **free** **quick** **confidential**

World AIDS Day 1st December



See Leicestersexualhealth.nhs.uk
for events during the week



HIV PREVENTION ENGLAND



National HIV Testing Week

- 363 organisations took part in 2015
- Diverse range of organisations including: LA, GUM, community organisations, GPs surgeries, hospitals, faith groups, private health care
- Influencer engagement: Faith leaders, celebrities, media owners
- Over 14,000 postal test orders in Q3 of 2015



Condoms

IT STARTS WITH ME It Starts with Me
19 September 2015 · 🌐

2% of the 500 gay men we asked said that they had used two condoms in the past for extra protection but this actually massively increases the chance of condom failure. Experiment with different condoms today and find the perfect fit for you: <http://bit.ly/1MmmHJ6> #CondomWeek



15,914 people have completed an online condom quiz and recieved condom pack

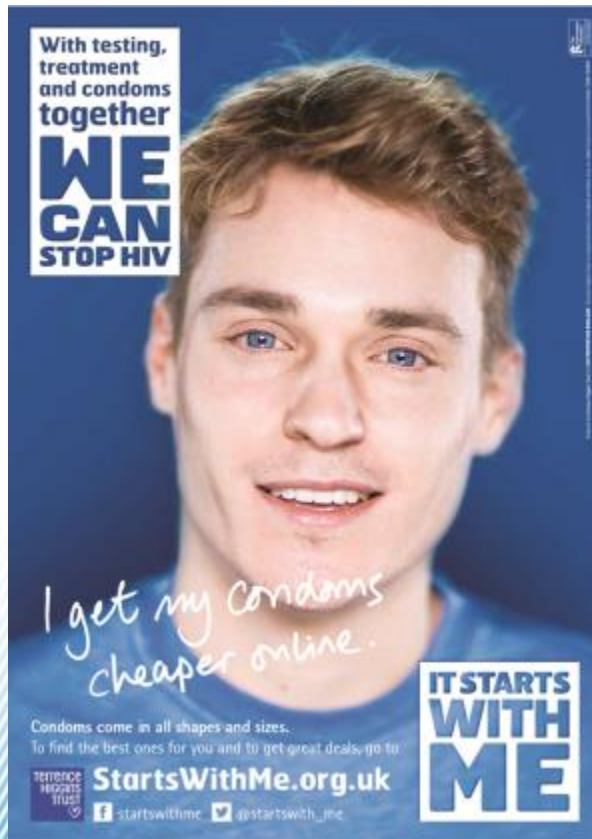
IT STARTS WITH ME It Starts With Me UK
25 February · 🌐

Have you tried this out yet?



Condoms

Example of different messages, same look



With testing, treatment and condoms together
WE CAN STOP HIV

I get my condoms cheaper online.

Condoms come in all shapes and sizes.
To find the best ones for you and to get great deals, go to
StartsWithMe.org.uk
f startswithme @startswith_me

IT STARTS WITH ME



With testing, treatment and condoms together
WE CAN STOP HIV

For me using condoms is about responsibility.

Condoms come in all shapes and sizes.
To find the best ones for you and to get great deals, go to
StartsWithMe.org.uk
f startswithme

IT STARTS WITH ME

Reaching people through local delivery



Online Reach and Engagement

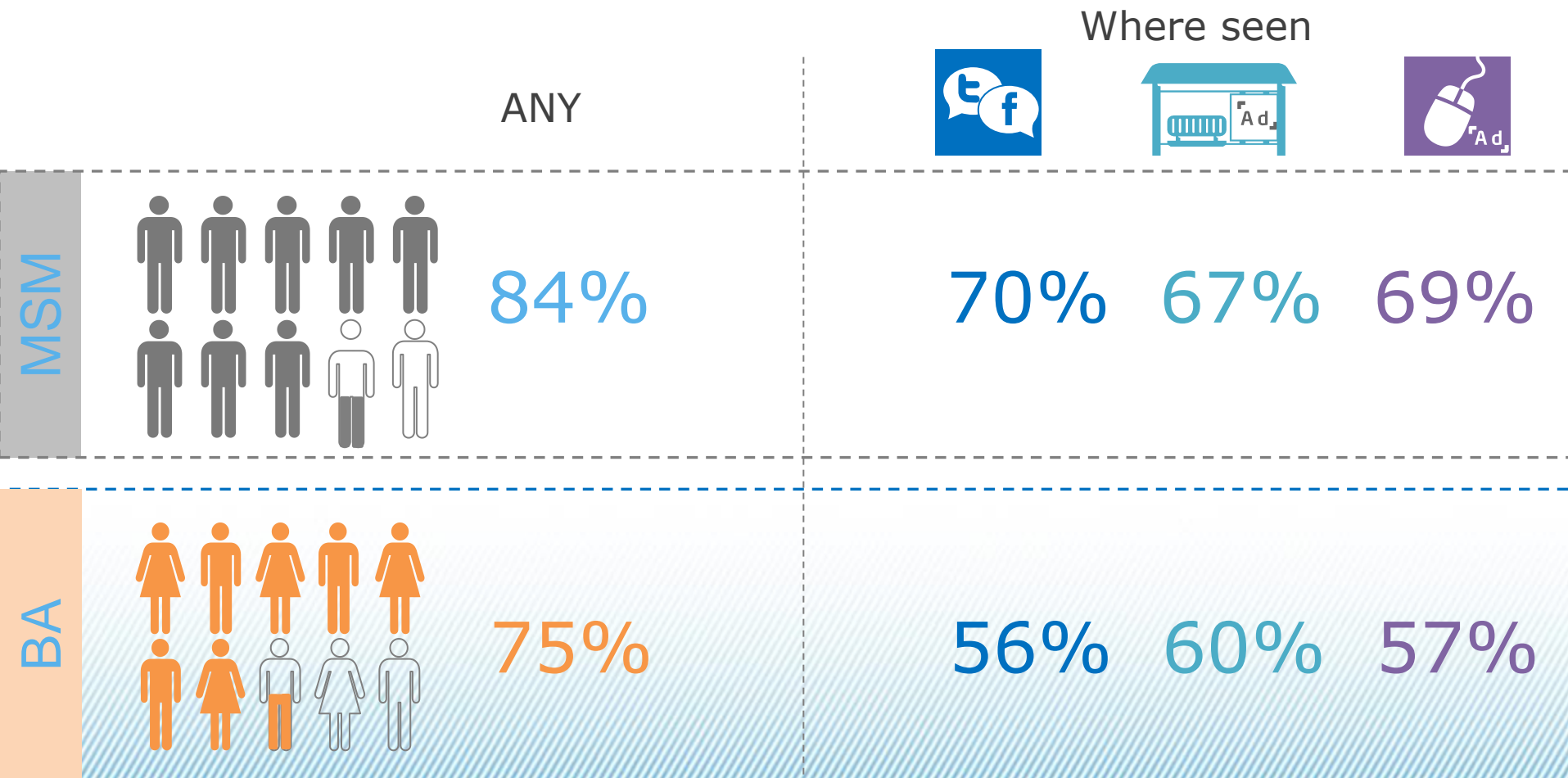


58,492

connected via social media
(Facebook, Twitter, Tumblr)



CAMPAIGN: Recognition was not led by any particular medium, with similar proportions recognising publicity/ads from social media, out-of-home media, and online advertising



Source: Q26 Have you seen any of these ads or something similar , on a poster or in a newspaper or magazine? Q27 Have you seen any of these ads or something similar online? Q28 Have you seen posts about this campaign on social media?(1,379 (MSM) , 362 (BA))

YouTube Support



- 31 YouTube creators provided social media support during testing week 2015
- 23 photos were posted to Instagram earning over 10,000 likes
- 15 of them uploaded videos totalling over 100,000 views
- 28 of them tweeted out their support using the hashtags
- 26 provided photos for press and social media use

Community Responses



Zamafuze Lumka Ngcobo What is it with your ad campaign. It's always people of colour, if not LGBTQ. This is a serious issue. You're advocating a problematic narrative.

Like · Reply · Message · 6 · 1 May at 15:11 · Edited



Jimmy Norman Why does it show two men? Hiv is prevalent in heterosexual couples just as much as it is in gay couples. This just reinforces the negative stereotype

Like · Reply · 13 · 22 March at 15:49



Joyce Mhwandagara This advert is racist why is it only black people used for the advert.

Like · Reply · Message · 37 · 17 November 2015 at 21:54

[↩ View previous replies](#)



Jay-marlon Sesay Keep going for test you'll find what you're looking for. 😂

Like · Reply · Message · 29 November 2015 at 15:41



Shingie Samaz Finally.....a white dude on this advert

Like · Reply · Message · 6 · 19 November 2015 at 20:07



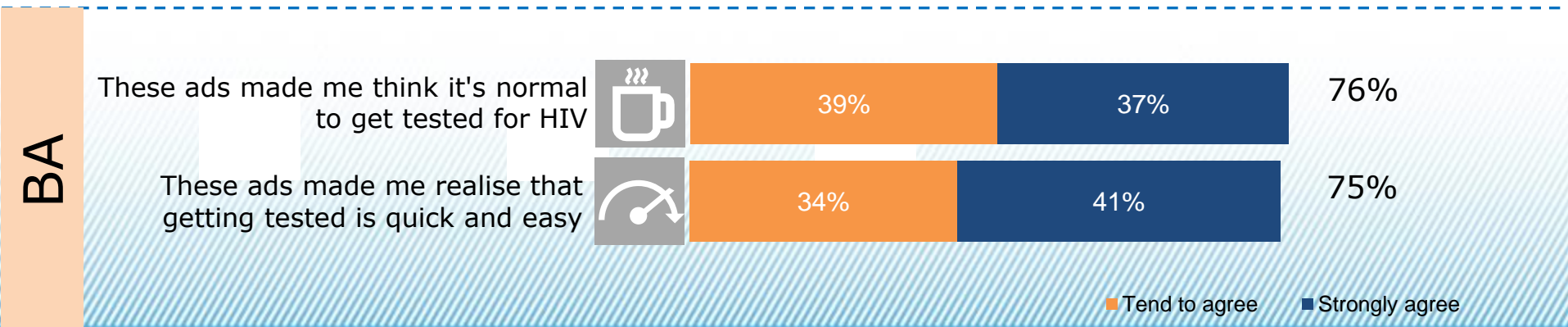
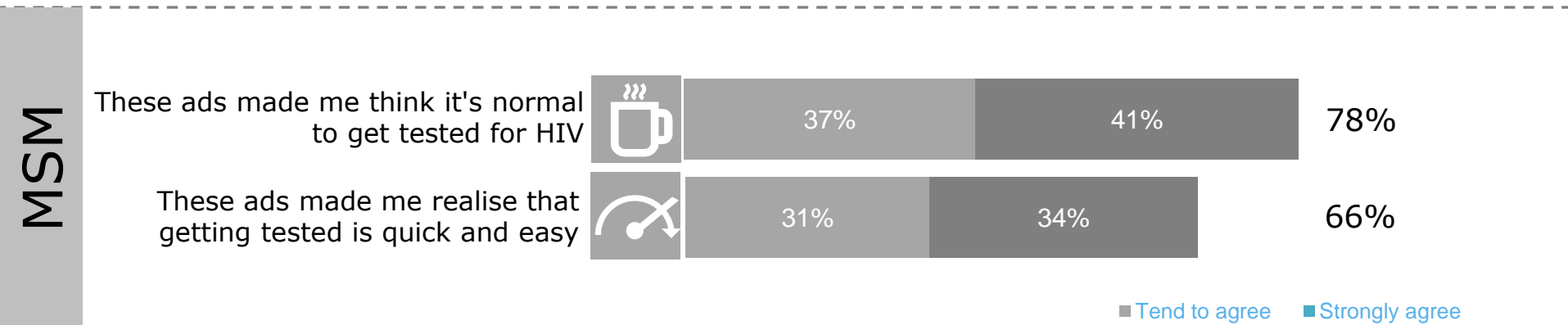
Yuri Nater Stop using attractive gay guys to advertise hiv testing kits it homophobic



Robert Smith Not all gays have HIV!!!!!! Stop thinking the worst of us!

Like · Reply · 1 · 23 March at 03:00

REAPPRAISAL: Three quarters picked up on the message of acceptability and accessibility of testing when prompted. (despite low spontaneous awareness)



Source: Q31 Here are some things people have said about these ads that you have just seen or heard. How much do you agree or disagree with each one? 1,379 (MSM) , 362 (BA)

Though those not aware of the campaign were significantly less knowledgeable or confident in these matters than those who were



Knowledge amongst those not aware of campaign

MSM	<ul style="list-style-type: none">• Confidence in ability to get a test: 84% (vs. 92%)<ul style="list-style-type: none">• Know where to get tested: 77% (vs. 88%)• Know that HIV medication more effective if disease caught early: 72% (vs. 84%)
BA	<ul style="list-style-type: none">• Confidence in ability to get a test: 84% (vs. 93%)<ul style="list-style-type: none">• Know where to get tested: 67% (vs. 85%)• Know that HIV medication more effective if disease caught early: 67% (vs. 84%)

Thank you