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

WE CAN STOP HIV
Treatment can stop HIV being passed on. But thousands have HIV and don’t know it.

I get my condoms cheaper online.

Testing makes sense for me.

Together, testing, treatment, and condoms can stop HIV.

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

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

HIV PREVENTION ENGLAND
People in the community
This has been replicated in 4 European countries
HIV Testing

16,182 people tested by local delivery partners + 29,354 people tested via postal testing = 45,536 people tested for HIV

615 people diagnosed with HIV (estimated)

HIV PREVENTION ENGLAND
Local Delivery HIV Testing

Last year:
Overall positivity rate: 1.2%
Slightly higher for Africans at 1.3%
Postal Test: Testing History

**MSM**
- Never tested: 33%
- Over a year ago: 25%
- Within the last year: 41%

n=3270

**Black African**
- Never tested: 40%
- Over a year ago: 13%
- Within the last year: 47%

n=112

HIV PREVENTION ENGLAND
National HIV Testing Week

TIME TO TEST?

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
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 received condom pack

It Starts With Me UK
25 February
Have you tried this out yet?

FITS ME
3 quick questions to find the right condom for you.
NEWSFEEDSMARTAPPS.COM | BY TERENCE HODGINS TRUST

HIV PREVENTION ENGLAND
Condoms

Example of different messages, same look
Reaching people through local delivery
Online Reach and Engagement

932,532 views of HPE videos on YouTube

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.

### Where seen

<table>
<thead>
<tr>
<th>Medium</th>
<th>ANY</th>
<th>MSM</th>
<th>BA</th>
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<tbody>
<tr>
<td>Social Media</td>
<td>70%</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td>Out-of-home</td>
<td>67%</td>
<td>60%</td>
<td>57%</td>
</tr>
<tr>
<td>Online</td>
<td>69%</td>
<td>57%</td>
<td>57%</td>
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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))
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 2015 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 2015 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

Jay-marion 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 😁😁 jails

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

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

Like · Reply · 1 · 23 March 2015 at 03:00

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

Like · Reply · 1 · 23 March 2015 at 03:00
REAPPRAISAL: Three quarters picked up on the message of acceptability and accessibility of testing when prompted. (despite low spontaneous awareness)

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<th>BA</th>
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<tbody>
<tr>
<td>These ads made me think it's normal to get tested for HIV</td>
<td>37%</td>
<td>39%</td>
</tr>
<tr>
<td>These ads made me realise that getting tested is quick and easy</td>
<td>31%</td>
<td>34%</td>
</tr>
</tbody>
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**MSM**
- Tend to agree: 78%
- Strongly agree: 41%

**BA**
- Tend to agree: 76%
- Strongly agree: 41%

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 aware:

Knowledge amongst those not aware of campaign:

- Confidence in ability to get a test: 84% (vs. 92%)
  - Know where to get tested: 77% (vs. 88%)
  - Know that HIV medication more effective if disease caught early: 72% (vs. 84%)

MSM:

- Confidence in ability to get a test: 84% (vs. 93%)
  - Know where to get tested: 67% (vs. 85%)
  - Know that HIV medication more effective if disease caught early: 67% (vs. 84%)

BA:
Thank you