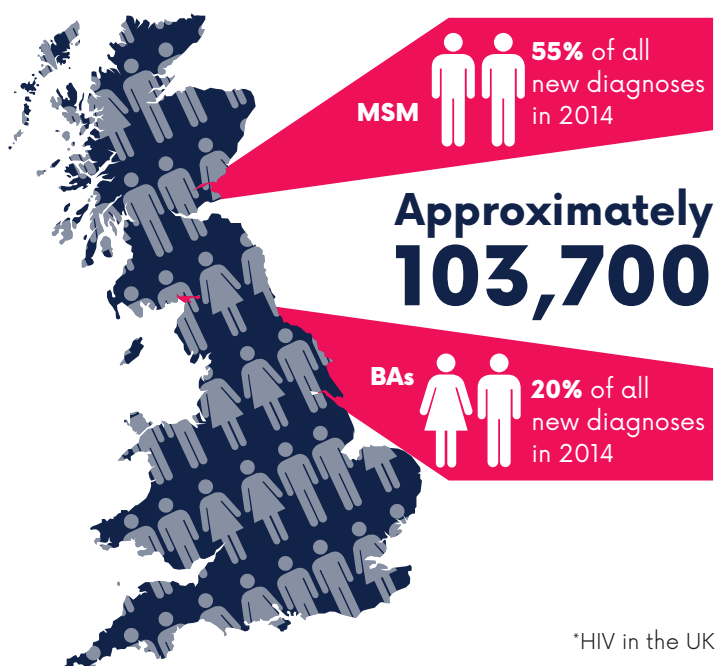


The next phase of the **IT STARTS WITH ME** HIV prevention campaign starts **20 September 2016**.

## BACKGROUND

Approximately 103,700 people are living with HIV in the UK according to Public Health England. Men who have sex with men (MSM) are estimated to make up around 1% of the general population, yet they account for an estimated 43% of those living with HIV in the UK and 55% of all new diagnoses in 2014. Black Africans (BAs) make up 2% of the UK population, yet they accounted for 20% of diagnoses in 2014.



Public Health England (2015)\* has shown that:

- Overall, numbers of people living with HIV in the UK continue to increase while the number of undiagnosed cases remains high.
- Rates of MSM testing for HIV have greatly increased, but rates of ongoing HIV transmission in MSM remain high.
- Late diagnosis remains a significant issue among heterosexuals, particularly for BAs (51% of late diagnoses are among BAs).

Since its launch in 2013, the **IT STARTS WITH ME** campaign has used social marketing, local engagement and policy work to successfully increase HIV prevention knowledge, improve attitudes and significantly encourage uptake of protective behaviours. These include testing and condom use in the two most at-risk community groups: MSM and BAs.

At the end of 2015, TNS Global conducted an evaluation survey on **IT STARTS WITH ME** and **National HIV Testing Week**. It found that the campaign:

- was highly recognised
- succeeded in significantly improving HIV-related knowledge and attitudes
- helped individuals to realise how quick and easy HIV testing is
- promoted normalisation of testing
- prompted people to take steps to get tested
- encouraged individuals to use condoms during sex.

\*HIV in the UK – Situation Report 2015: Incidence, Prevalence and Prevention

The survey revealed that there is a need to improve the uptake of messages on the accessibility and acceptability of testing. It also found that a significant number of target individuals do not see HIV as a relevant issue for them and are unwilling to take personal responsibility for testing and prevention. You can read the full report here: [www.tns-bmrb.co.uk/sites/tns-bmrb/files/ISWM-Evaluation-Report.pdf](http://www.tns-bmrb.co.uk/sites/tns-bmrb/files/ISWM-Evaluation-Report.pdf)

## CAMPAIGN DEVELOPMENT

HIV Prevention England (HPE) has used the findings from TNS Global's evaluation to inform 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.

Building on the last campaign, HPE hopes to drive more action to help people understand the 'IT' in **IT STARTS WITH ME** and make the actions being sought clearer. The campaign also aims to increase more targeted local delivery interventions and reduce fragmentation across the different channels to have a clear, consistent and even more successful campaign.

This campaign is produced by Terrence Higgins Trust for **HIV PREVENTION ENGLAND**

## AUDIENCE TESTING

In order 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.

## CAMPAIGN OBJECTIVES

The objectives of the social marketing activity are as follows:

### Primary:

- Increase HIV testing to reduce the numbers of undiagnosed people and late diagnoses.
- Promote 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.

## KEY ELEMENTS OF THE CAMPAIGN

The refreshed campaign champions strong individuals who are playing their part to stop HIV by doing something: whether someone is HIV positive, negative or making the decision to test for the first time. They are doing something and have embraced the **IT STARTS WITH ME** spirit.

### VIDEO

The TNS-Global report found that video was one of the most successful aspects of the previous campaign activity. Building on that, this new phase will begin with four videos which tell the personal stories of inspirational individuals doing their part to stop HIV. Additional videos will be produced regularly to tell more people's stories.

### ADVERTISING

Posters and other photographic adverts with strong messages and showing the 'real people' who are in the campaign will appear in outdoor, print and digital media.

Outdoor advertising will appear in key sites including Greater London, Greater Manchester, Liverpool, Brighton, Birmingham, Leicester, Leeds, Blackpool, Newcastle and Sheffield.

Print advertising will appear in a number of publications that target MSM and BA populations including:

#### MSM

Attitude  
Boyz  
GT  
Pride magazine  
Gscene  
Midlands Zone  
OX

#### BA

Africa Telegraph  
Testify  
The Voice  
Vox Africa  
Nigerian Watch

The campaign will be promoted extensively via social media including Facebook, Twitter and YouTube.

### RESOURCES

The website contains useful and interactive digital tools to support community members' decisions relating to HIV testing and condom use.

Free printed and digital HIV prevention leaflets, fliers, posters and other promotional materials are also available to all organisations engaged in HIV prevention including clinics, GP surgeries, statutory services, colleges, universities and third sector/community organisations.

You can order resources from 5 September from: [www.hivpreventionengland.org.uk/order-resources](http://www.hivpreventionengland.org.uk/order-resources)

## CAMPAIGN LAUNCH DATE

The launch date is scheduled for **20 September 2016**.

## FUTURE DATES

- **National HIV Testing Week** starts on 19 November 2016.
- A national condom promotion event starts on 11 February 2017 (TBC).

## HOW CAN I GET INVOLVED?

All organisations engaged in HIV prevention can order free **IT STARTS WITH ME** resources to support their work.

Find out more at:  
[www.hivpreventionengland.org.uk/  
order-resources](http://www.hivpreventionengland.org.uk/order-resources)

There will also be many opportunities throughout the year to contribute to the Programme and benefit from learning and development events, including a national conference in 2017. To keep up to date with what is happening subscribe to the HPE e-bulletin at [www.hivpreventionengland.org.uk/about](http://www.hivpreventionengland.org.uk/about)

## CONTACT

For more information about the campaign or the HPE Programme email: [hpe@tht.org.uk](mailto:hpe@tht.org.uk)

### The HIV and sexual health charity for life

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