

HIV PREVENTION ENGLAND

Campaign briefing for clinicians,
general practitioners and other
primary care professionals

Dear Colleague,
It is nearly that time of year again:

NATIONAL HIV TESTING WEEK.

Now in its fifth year, **National HIV Testing Week** (NHTW) is an important national event which increases the opportunities for people to get tested for HIV and learn more about the virus. It is mainly directed at the two groups that continue to be disproportionately affected by HIV in England: men who have sex with men (MSM) and black African people. In previous years the event has also had positive effects on the broader community.

The week is co-ordinated by HIV Prevention England (HPE) with support and participation from organisations in the public, statutory and private sectors.

We would like to invite you to, once again, get involved and support this great event.

Why is HIV testing important?

There are approximately 18,100 people in the UK living with HIV who do not know that they have it¹. Since these people are unaware that they are living with HIV, they are not accessing life-saving treatment and care - they also remain the primary source for onward transmission².

Individuals who are most at risk are recommended to test at least once each year³. However, the most recent evidence from large national surveys^{4,5} showed that nearly a quarter of adult MSM (23.6%) and over one third of adult Africans (35%) had never tested.

NATIONAL HIV TESTING WEEK

STARTS 19 NOVEMBER 2016

How it works

This year, **NHTW** starts on 19 November. In the lead-up to, and throughout, **NHTW** we will deliver a targeted, high-profile, national campaign to reach people who do not normally test. We will encourage them to test - whether it's in clinical settings, in primary care, through community-based rapid testing or postal testing.

An extensive outdoor advertising campaign will launch at the beginning of November 2016 in the following areas:

London
Luton
Manchester
Leeds
Birmingham
Newcastle

Brighton & Hove
Tyneside
Sheffield
Bristol
Worthing
Milton Keynes

NHTW provides the perfect opportunity to get those who have never tested to test, and to test annually.

Those who have **never tested**^{4,5}: **MSM - 23.6%; African - 35%**

Those who **do not test annually**^{4,5}: **MSM - 27.1%; African - 39.3%**

Social media imagery and video content will also be used extensively on Facebook, Twitter, YouTube and other digital platforms to promote testing.

Different organisations typically get involved by:

- raising HIV awareness, online or face-to-face
- promoting testing services
- organising activities and events in local communities.

As a clinician or other primary care professional, you are central to the campaign's success and have an incredibly important role to play in promoting local testing events and ensuring that access to testing is available to all during NHTW.

Highlights from NHTW 2015

Last year the campaign met with resounding success: there were more than 300 organisations involved in raising awareness, organising activities in their local communities and promoting testing services. More than 45,000 people engaged with us on social media and we received more than 12,000 orders for HIV postal testing kits.

Key Statistics⁶

750,000

Number of free resources ordered and distributed across England.

12,161

Number of postal testing kits ordered.

49,921

Number of people engaging on Facebook and Twitter.

304,929

Number of NHTW video views.



YouTube support:

A total of 31 famous creators provided support, including uploading 15 videos which garnered over 106,928 views.

Celebrity support:

Last year 47 celebrities supported the event by posting photographs or messages on social media including **Stephen Fry**, **Graham Norton** and **Dr Christian Jessen**.

Great, I'm on board. How can I support the campaign?

We encourage you to do whatever is best for your local area and communities. It can be as simple as using the NHTW logo, displaying our free posters or using the other free resources in your area. It might extend to organising local testing events in clinics and as a part of outreach in community settings. See the To-Do List and Case Study below for examples on how you could get involved.

Register your event

NHTW welcomes the participation of any groups or organisations working in HIV prevention with MSM or Africans. You can register your testing event at www.aidsmap.com/nhtw and it will appear on the 'Test Finder' on the It Starts With Me website: www.startswithme.org.uk

Order free resources

Free National HIV Testing Week 2016 resources will be available to order from mid-October from the HPE resources portal. For more information, email: hperesources@tht.org.uk

Branding

There is space on leaflets and some posters for local branding and information. HPE may also provide artwork with additional organisational branding for regional placement. For more information email: hperesources@tht.org.uk

Cost and quantities

All items are free, but the quantities of some items may be limited. Requests for reasonable quantities will be met. Materials are funded only for distribution within England and content is aimed at Africans and MSM.

- Show your organisation's support by 'Liking' the NHTW Facebook page ([facebook.com/NationalHIVTestingWeek](https://www.facebook.com/NationalHIVTestingWeek)) and tweeting about testing using **#hivtestweek**
- Tell us about your local plans – we would love to hear from you: email: chamut.kifetew@ttht.org.uk

TO-DO LIST

- ✓ Download the NHTW logo and order free resources (see above) for use in your services during **National HIV Testing Week**.
- ✓ Co-ordinate any outreach activities with your Local Authority and other community groups.
- ✓ Organise local testing events in clinics and as a part of outreach in community settings.
- ✓ Invite your local MP, mayor or other public figures to test or pledge their support.
- ✓ Organise local publicity to raise awareness and explain the benefits of testing.
- ✓ Work with general NHS colleagues and community organisations that support key populations to promote testing and increase uptake during **National HIV Testing Week**.
- ✓ Promote the 'When to Test' and 'Test Finder' tool (www.startswithme.org.uk).
- ✓ Organise an event to promote understanding of the importance of HIV testing with your colleagues.

CASE STUDY

Mid Cheshire Hospitals NHS Foundation Trust is located in an HIV low prevalence area and offers rapid HIV testing and postal testing kits within a venue for MSM. This is a sauna popular with men from across north west England which is close to two motorways. Many are in long-term relationships with women. Around half of service users have never taken an HIV test.

The service is therefore designed for older MSM who do not access other testing centres or general practice. It aims to reduce late diagnosed HIV – a Public Health Framework Outcomes measure. The nurse-led sessions are held fortnightly in a private room on the premises. During **National HIV Testing Week**, they engaged with the national campaign by raising awareness of the service via local radio and press to encourage people to test.

Dr Martyn Wood says that recent improvements now make outreach rapid HIV testing possible. Lead Nurse Moira Grobicki says that the clinics are popular – there is usually a queue with some men visiting especially on the day they take place. Customers appreciate the clinic's anonymity and convenience. For customers attending at other times, postal testing kits are offered for posting back to the GUM.

¹ National Infection Service, Public Health England (2015). HIV in the United Kingdom. Available from: www.gov.uk/government/uploads/system/uploads/attachment_data/file/514404/HARS_slides_2015_webversion_v2.pptx

² HIV Prevention England (2016). Undiagnosed HIV infection. Available from: www.hivpreventionengland.org.uk/wp-content/uploads/2016/04/HPE_briefing_undiagnosed_hiv_infection.pdf

³ Public Health England (2015). HIV in the UK: Situation report 2015, Incidence, prevalence and prevention. Available from: www.gov.uk/government/uploads/system/uploads/attachment_data/file/477702/HIV_in_the_UK_2015_report.pdf

⁴ Hickson, F., Reid, D., Hammond, G., & Weatherburn, P. (2016). State of Play: Findings from the England Gay men's Sex Survey 2014. Available from: <http://sigmaresearch.org.uk/files/GMSS-2014-State-of-Play.pdf>

⁵ Bourne, A., Reid, D. and Weatherburn, P. (2014). African Health and Sex Survey 2013-2014: headline findings. Available from: <http://sigmaresearch.org.uk/files/report2014c.pdf>

⁶ HPE campaign monitoring data

The HIV and sexual health charity for life

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

HIV Prevention England is the Government-funded national HIV prevention programme for England.

To find out more about our work visit: hivpreventionengland.org.uk



Public Health
England