

HIV PREVENTION ENGLAND

Campaign Briefing

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
Leicester

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.

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 part of outreach in community settings. See the To Do List 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 now 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

To download or order free National HIV Testing Week 2016 resources (as well as other items from the It Starts With Me campaign) visit: www.hivpreventionengland.org.uk/resources

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.

TO-DO LIST

- 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@tht.org.uk

- ✓ Download the **NHTW** logo and order free resources to use during **National HIV Testing Week**: www.hivpreventionengland.org.uk/order-resources
- ✓ Organise local testing events in clinics and as a part of outreach in community settings. Register events at www.aidsmap.com/nhtw
- ✓ Co-ordinate any outreach activities with your Local Authority and other community groups.
- ✓ 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.
- ✓ Promote the 'When to Test' and 'Test Finder' tools at www.startswithme.org.uk
- ✓ Share, repost, and retweet **National HIV Testing Week** social media content to all public networks. You can also use the **#HIVtestweek** twitter/Facebook handle.

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