

HPE / PHE contract update meeting

Q2 Report

This is a progress report covering the second quarter of 2016-17 (1 July 2016 – 30 September 2016) for HIV Prevention England.

1. Governance

1.1. HPE Steering Committee (HPESC)

The HPESC is a multi-disciplinary stakeholder advisory group for the HIV Prevention England Programme. It's role is to provide guidance on the strategy and delivery of the programme as well as provide oversight to ensure transparency and accountability. To ensure the needs, as well as the expertise, of key stakeholder groups are feeding into the programme at the highest level.

The committee will meet three times throughout the year and had its inaugural meeting on 29 July 2016, where it discussed the regional allocation of funding for local activation, ,

Current membership consists of:

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| • Ian Green. Terrence Higgins Trust | Contract holder |
| • Rob Cookson. LGBT Foundation | HIV community organisation |
| • Clement Musonda. The Rain Trust | HIV community organisation |
| • Ann Sullivan. BASHH | HIV / sexual health clinicians |
| • Philippa Matthews. HIV Lead – Royal College of GPs | Primary care |
| • Jackie Routeledge. Lancashire | Commissioners |
| • Julie Billet. Camden & Islington Public Health | pan-London HIV prevention programme |
| • Andrew Furber. President of Association of DPHs | Directors of Public Health |
| • Kat Smithson. NAT | Structural |
| • Paul Ogden. Local Government Association | Policy |
| • Jeff French. CEO, Social Strategic Marketing | Social marketing expert |
| • Mike Freer. MP for Finchley and Golders Green | Parliamentary representative |

Other colleagues from Terrence Higgins Trust and Public Health England also attend the meeting as observers.

Minutes of the meetings will be hosted on a designated section of the HPE website and the next meetings are scheduled for 14 October and 6 February.

It has been agreed that membership will be extended to include two committee members from MSM and Black African community organisations, and to include a member from faith groups.

2. Campaign

2.1. Campaign development

Throughout Q2 PD3 finalised work on refreshing the imagery of *It Starts With Me*. The framing narrative, new logo and design creatives were user tested and model shoots and videos were created.

A briefing on the new look campaign was distributed throughout the programme's various channels in August and the refreshed campaign was officially launched on Tuesday 20 September.

2.2. Digital & Marketing

Throughout Q2 the digital team redesigned the programme's audience facing website startswithme.org.uk. As well as refreshed imagery and updated information, the site also includes re-worked online tools and went live in conjunction with the refreshed campaign on 20 September. The new site no longer filters people based on being either gay or Black African and this seems to

Engagement on social media is much higher and there appears to be more positive support about the refreshed 'sentiment' of the campaign. Having a wider mix of people include in the imagery seems to work very well.

3. Local Activation

Applications from organisations wanting to become an HPE Local Activation Partner (LAP) were submitted in August. Twenty-seven applications were received comprising a total of 37 organisations. The selection panel, made up of Cary James as well as Kat Smithson from NAT and Brian Cooper from NAM, met at the end of August to assess the applications' experience and expertise in delivering the specified activity to the two key target groups.

Successful LAPs have been asked to join the framework to deliver interventions and to the target groups that the panel approved them for. However entering into the framework agreement is not a guarantee that activity will be purchased.

Framework agreements were sent out to the successful LAPs in September and signed agreements are currently being returned. Discussions will commence in Q3 to agree activity and funding covering NHTW.

4. Stakeholder Leadership

4.1. Sector Leadership Meeting and training

A sector leadership event was delivered on Tuesday 20 September. The morning session covered using social media for campaigns and included what makes a good social media post, simple and effective engagement and targeting. The afternoon session included a programme

and governance overview, campaign introduction, resources and resource ordering (including the new resource portal), digital and social media plans.

4.2. Stakeholder communications

Blogs on the refreshed hivpreventionengland.org.uk website continued in Q2 and included:

- LAP applications
- TNS Global evaluation report
- The launch of the refreshed campaign
- The stories behind two of the campaign models

Monthly e-bulletins continued to go out to stakeholders including information on the campaign developments and HPE news.

5. Monitoring and Evaluation

Continued progress was made towards achieving many of HPEs Key Performance Indicators (KPIs) in Q2 although much of the activity is weighted towards delivery which takes place to support NHTW in Q3.

Please see attached worksheet which shows the status of the KPIs at the end of Q2.

There are still some outstanding reports due from Sigma for the 2012–2016 HPE period.

- Three year programme evaluation summary report.
- Evaluation report on the effectiveness of one-to-one interventions.
- Two more papers on social media
- Three year NHTW summary report

It has been agreed that the HPE website will have a dedicated page where monitoring and evaluation reports from the duration of the programme will be hosted.