

# Let's Stop HIV

HIV Prevention Programme Targeting  
Latin Americans In London

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# Let's Stop HIV

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Delivered by NAZ

Evaluated by De Montfort University



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## Background

- **Latin Americans constitute the fastest growing community in London. Estimated 113,765 in London alone (186,500 in UK).**
- **In 2013, HIV prevalence in London was 30% higher among Latin Americans than in the general population.**
- **1 in 8 MSM diagnosed with HIV in 2011 were born in Latin America.**
- **In addition Brazilian born MSM's have the 2<sup>nd</sup> highest proportion of new HIV diagnoses (7%) in London and 56% were infected in the UK.**

# Aims & Objectives

**Raise awareness about HIV and promote testing within Latin American communities in 5 London boroughs**

- **Deliver 30 HIV awareness-raising events**
- **Provide 600 Rapid HIV tests**
- **Link 200 individuals into GUM services**

# Methodology

**TRAIN  
TEACH  
TEST  
REFER**



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## Data collection

- **Number of HIV tests conducted and people reached through outreach.**
- **Quantitative surveys examining HIV knowledge.**
- **Semi-structured interviews with key informants from partner organisations and HIV physicians.**
- **Case studies with service users.**

# Results

- **562 point-of-care HIV 19 reactives (3.38%)**
- **2056 engaged through outreach**
- **1525 individuals attended presentations**
- **150000 reached via press and media**
- **28000 condoms distributed**
- **9200 HIV-related leaflets disseminated**
- **223 individuals took part in the survey**
- **Medium to high levels of HIV knowledge exhibited in individuals exposed to the intervention**

# Conclusion

**The growing population of Latin Americans in London coupled with the high HIV prevalence in this community highlights the need for specific interventions tailored to this group.**

**‘Lets Stop HIV’ is the only evidence based HIV prevention programme targeting Latin American communities and has shown to be effective in encouraging HIV testing.**



## Challenges and learning points

- **Influencing and engaging community organisations is always challenging.**
- **High engagement levels due to a strong appetite for community investment.**
- **The currency your workforce holds in the community.**
- **Robust evidence provides a strong rational for your business case.**

**Thanks**

**Public Health England**

**Partner Organisations**

**De Montfort University Leicester**

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# Thanks

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