

HIV PREVENTION ENGLAND IMPACT 2016-2017

78%

of gay men



79%

of black Africans



recall seeing new **It Starts With Me** adverts or promotion in 2016¹.

83%

of gay men

89%

of black Africans

NATIONAL HIV TESTING WEEK

recall seeing an advert or message about HIV testing around **National HIV Testing Week** 2016².

LOCAL ACTIVATION

15,000+

people engaged by Local Activation Partners.

2,500+

people tested for HIV.



SOCIAL MEDIA



64,000

people followed the campaign via social media

1.16 million

million views of HIV Prevention England campaign videos

NATIONAL HIV TESTING WEEK

320

organisations ordered over **600,000** resources.

20,000+

orders generated for the national Postal Testing Service.



^{1,2} Campaign evaluation, KANTAR PUBLICIS

HIV PREVENTION ENGLAND



342

pieces of media coverage about **It Starts with Me** and **National HIV Testing Week**.