HIV PREVENTION ENGLAND
IMPACT 2016-2017

78%
of gay men
of gay men
recall seeing new
It Starts With Me adverts
or promotion in 2016.

79%
of black Africans
of black Africans
recall seeing an advert
or message about HIV testing

83%
of gay men

89%
of black Africans

NATIONAL HIV TESTING WEEK

1.16 million
million views of HIV
Prevention England
campaign videos

320
organisations
ordered over
600,000
resources.

20,000+
orders generated for
the national Postal
Testing Service.

342
pieces of media coverage
about It Starts with Me and
National HIV Testing Week.

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

It Starts With Me

HIV PREVENTION ENGLAND

KANTAR PUBLIC

Campaign evaluation.