

Meeting Report: HPE Steering Committee

Meeting date: **10 March 2017**
Location: **Terrence Higgins Trust, London**
Present:

Committee Members

- Rob Cookson** - Deputy Chief Executive, LGBT Foundation
Ian Green - Chief Executive, Terrence Higgins Trust (via phone)
Charles Kwaku-Odoi - Command Prayer Centre, Manchester
Chris Lovitt - Tower Hamlets Public Health Department
Denis Onyango - Africa Advocacy Foundation
Liz Rodrigo - Leicester City Council
Kat Smithson - Policy and Campaigns Manager, National AIDS Trust
Ann Sullivan - British Association of Sexual Health and HIV (arrived at 2pm)

Committee guests

- Paul Dobb** - HPE Project Manager, Terrence Higgins Trust
Luis Guerra - National Programme Manager, Public Health England
Cary James - Head of Programmes, Terrence Higgins Trust
Chamut Kifetew - Sector Leadership and Development Officer, Terrence Higgins Trust
Anthony Nardone - Public Health England

1. Apologies for absence

- Julie Billett** - London HIV Prevention Programme
Dominic Edwardes - Executive Director of Digital and Marketing, Terrence Higgins Trust
Mike Freer - Member of Parliament
Jeff French - CEO, Strategic Social Marketing
Philippa Matthews - HIV Lead, Royal College of GPs (arrived at 2pm)
Council
Clement Musonda - Chief Executive, The RAIN Trust
Paul Ogden - Local Government Association

2. Minutes of the last meeting

The minutes of the last meeting were agreed as true and accurate.

3. Matters arising

All action points had been completed.

It was agreed that the quarterly KPI document wouldn't be placed on the HPE website as they only indicated a crude progress to external stakeholders, but an end of year report would be produced and hosted instead along with the annual performance against the programme KPIs.

4. Governance

The committee welcomed several new members. It had previously been agreed to expand the membership to ensure there was a consistent representation at all meetings.

New members included:

- Liz Rodrigo, Leicester City Council
- Chris Lovitt, Tower Hamlets Public Health Department
- Rev. Charles Kwaku-Odoi, Command Prayer Centre, Manchester
- Denis Onyango, Africa Advocacy Foundation

5. Operations

5.1 Progress reports

5.1.1 NHTW performance and feedback

The HPE management team from THT gave a presentation on NHTW 2016, detailing the developments to the NHTW campaign and resources this year and giving an overview of the activity and results from across the week.

In the lead up to the week, which ran from Saturday 19 to Friday 25 November, campaign briefings were written and distributed with specific briefings written for Commissioners, Clinicians, Faith Leaders and Local Authorities. Press releases and press templates were sent out including,

- National HIV stats release – focusing on late diagnosis
- Regional HIV stats releases – focusing on late diagnosis
- Gay press HIV stats release
- TFL work place testing release
- Press release template for local testing events
- Press release template for local MPs testing
- A range of bespoke editorial pitches, features and comment pieces

Posters and other photographic adverts with strong messages and showing the 'real people' who are in the campaign appeared in outdoor, print and digital media.

An extensive outdoor advertising campaign launched at the beginning of November 2016 in the following areas:

London, Luton, Manchester, Leeds, Birmingham, Newcastle, Brighton & Hove, Tyneside
Sheffield, Bristol, Worthing, Milton Keynes

Social media imagery and video content was also used extensively on Facebook, Twitter, YouTube and other digital platforms to promote testing.

New campaign developments and resources available for NHTW included:

- New print resource and online tool: Which Test?
- More diversity in the campaign
- Editable testing event posters in different community languages

Press and media

- 342 articles for National HIV Testing Week
- 30 million opportunities to see coverage
- An advertising value of £424,767

Social media

- 118,239 people engaged with the campaign on social media platforms
- Over 8.5 million people were reached by social media posts
- An additional 1,686 people started following us on social media
- Social media drove over 13,500 people to order a postal testing kit
- National HIV Testing Week videos were viewed a total of 696,962 times

Sector activity

28 organisations listed 211 separate NHTW testing events on the online 'Test Finder' tool

Resources

319 organisations ordered 735,999 items of resources

It was suggested that it might be a useful exercise to map what agencies, where, and which resources are distributed.

5.1.2 Spring prevention

There will be new models and new videos released for Spring including a PrEP user and someone who is undetectable.

There will also be a range of STI resources available which can be used with wider audiences.

It was recognised that any resource around Hepatitis A, should only promote Hep A vaccinations in-line with PHE guidance.

5.2 Forward planning

5.2.1 HPE conference 2017

The conference will be taking place on Thursday 18 May 2017 at Friends House, Euston, London. So far over 100 people have already registered, and it is hoped that over 300 will attend.

5.2.2 PrEP seminar

59 of the 64 places have been filled for this seminar. It was suggested that this is an event which could easily be filled again if run in the North of the country.

5.2.3 Plans for 2017–18 programme

Summer phase will be from June – August with promotions geared towards prides and outdoor events. It was suggested that any campaign elements or dates for delivery aligned with other scheduled health related events throughout the summer, to provide synergy to the messages.

There was also interest in how the regional allocations panned out, and it was agreed that this information could be shared at the next meeting once the 2016–17 delivery levels were better known. Discussion was had to ensure that there was a strategic approach so that Local Activation was provided in

the most at risk areas and that the national campaign reach all high risk areas outside London. It was recognised that the procurement of LAPs had taken this in to account, and also that resources went out to more locations to promote the campaigns than to just LAPs.

It was requested that early communication was had with LAP commissioners so that they were sighted early on proposed activity. All LAP commissioners had already been contacted to outline the plans for purchasing activity across the year, they are contacted again before the start of each purchasing round which requires the LAPs to discuss submissions with their commissioners. All commissioners have been informed that information on signed off activity can be shared with them if they request this, but this will not be an automatic process due to the capacity required to do this in addition to the purchasing. So far only one or two commissioners have requested further detail from HPE direct.

It was recognised that HPE funded work should not be seen as a replacement for local activity, or jeopardise local funding. However the levels of funding for most LAPs would not be sufficient to sustain regular locally delivered interventions.

5.3 Monitoring and evaluation

5.3.1 Risk Register

The latest version of HPE's risk register was circulated, there were no areas where any operational or strategic risks were posing any danger to the programme's deliverables, reputation or engagement.

O1 and O1a, it was suggested that a few of the risks should now be amended as the LAPs have been procured so the risks to the programme alter. The risks are no longer about procuring agencies, but are now more about maintaining a partnership and ensuring the quality of delivery.

ACTION – Amend operational risks regarding the local partnership to more accurately reflect the current type of risk to the programme

O3 – the group asked for further details on the communications strategy, and it was agreed to bring this to the next meeting

ACTION – Bring the sector communications strategy to the next HPESC

5.3.2 KPIs and progress report

The Q2 and Q3 progress reports were circulated for the committee to see along with the current status of the programme's KPIs.

5.3.3 Financial report and budget

The budget and financial position up to Q3 was shared to the committee

5.3.4 PHE evaluation survey

Kantar Public have completed a report on *It Starts With Me* for 2016, results of their findings will be shared in due course.

6. Strategy

6.1 GP and Primary Care engagement

A GP engagement paper was circulated and feedback was requested.

7. System Intelligence

There were no verbal updates

8. For information

The Event report for the expert seminar on testing technologies was shared and can be found along with presentations from the day at hivpreventionengland.org.uk/news-and-events/events/

9. Any other business

There were no A.O.Bs

10. Dates of next meeting

Friday 9 June 2017, Central Hall Westminster, London. 13.00-16.00