

## **WE STARTED SOMETHING: IT STARTS WITH ME SUMMER CAMPAIGN**

This summer, the **It Starts With Me** campaign will celebrate the progress which we have made in stopping HIV in the UK, while encouraging everyone to continue to play their part.

### **We are:**

- ✓ **testing more**
- ✓ **staying protected by using condoms and Pre-exposure prophylaxis (PrEP).**
- ✓ **starting HIV treatment sooner**
- ✓ **experiencing a reduction in overall and late diagnoses**

**As a result, HIV rates are starting to fall. We all made this happen and it's only the beginning.**

**'Get tested. Stay protected. Together, we are stopping HIV.'**

**T**he summer campaign will be a celebration of what we have achieved through the actions of individuals who are testing more, using condoms and taking PrEP. We will also celebrate the actions of people living with HIV in starting medication sooner and taking it as directed.

Emerging evidence suggests that the combination of these factors is starting to affect HIV rates in some clinics.

Great progress has been made and there is still a lot more to be done. The campaign messaging and visuals will focus on where we are and how we will continue to stop HIV.

## **WHAT HAS STARTED?**

### **TESTING**

Recent years have seen a significant increase in HIV testing.

In total 1.91 million tests were carried out in primary care and other facilities -including sexual health clinics and general practices - in 2015, compared to 1.6 million tests in 2012<sup>1</sup>. This reflects a 16.9% increase in testing in these settings.

### **EARLY INITIATION OF TREATMENT**

Individuals are testing more and starting treatment earlier. A number of clinical trials, especially the START trial, have shown that early initiation of treatment has a substantial clinical benefit. In the START trial, commencing

treatment at a CD4 count above 500 led to a 53% reduction in the risk of developing serious HIV complications<sup>2</sup>.

The proportion of adults starting antiretroviral treatment (ART) with a CD4 count >350 has increased from 34% in 2010 to 66% in 2015. Median days from diagnosis to ART initiation have also reduced from 530 in 2010 to 144 in 2015. Among gay and bisexual men specifically, the proportion starting ART with a CD4>350 reached 75% in 2015. Median days from diagnosis to ART initiation have also reduced from 594 in 2010 to 158 in 2015<sup>3</sup>.

## DIAGNOSES

### LATE DIAGNOSES

Over the years, late diagnoses have reduced for all exposure groups, ethnicities and across all geographical regions.

For men having sex with men, late diagnosis decreased from 36% in 2011 to 30% in 2015. For heterosexual women, rates decreased from 56% in 2011 to 48% in 2015, whereas heterosexual men experienced a 12% decrease from 66% in 2011 to 54% in 2015. Heterosexual men are the most affected overall by late diagnosis.

Black Africans experienced a reduction of 12% in late diagnosis rates between 2011 and 2015 - however, they also continue to be one of the most affected groups by late diagnosis, with an overall late diagnosis rate of 52%.

Geographically, London has experienced the largest decline in late diagnoses, from 47% in 2011 to 32% in 2015 - while the north of England experienced a marginal 4% decrease<sup>4</sup>.

### NEW DIAGNOSES

Overall new diagnoses have also reduced from 2010, albeit slightly: from 5,812 in 2010 to 5,512 in 2015<sup>5</sup>.

Between September - December 2016, five large London sexual health clinics experienced a substantial fall in new HIV diagnoses in men who have sex with men compared to the previous year. There were also similar, smaller declines in other clinics in other London clinics and elsewhere in England.

The fall in new diagnoses correlates with increases in population HIV testing, early initiation of antiretroviral therapy and PrEP use, and strongly imply that combination prevention is having a massive impact in reducing HIV transmission in England<sup>6</sup>.

## KEY ELEMENTS OF THE CAMPAIGN

The summer phase of It Starts With Me will include new posters, leaflets and promotional items including T-shirts, stickers and other items ideal for LGBT+ Prides, community festivals and other events, as well as traditional outreach settings.

The campaign will also include significant social media, video and online activity.

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## ORDER RESOURCES

Free printed and digital HIV and sexually transmitted infection (STI) prevention leaflets, posters and other promotional materials are available to all organisations in England engaged in HIV prevention including clinics, GP surgeries, statutory services, colleges, universities and community organisations.

## START DATE

The summer phase of It Starts With Me will preview at London Pride on Saturday 8 July 2017 with a nationwide launch on Friday 14 July. New resources will be available from Friday 23 June 2017.

## WHAT IS AVAILABLE?

- Customizable posters.
- Leaflets - designed to easily fit into someone's pocket or wallet, covering topics on combination prevention, testing, treatment and condoms.
- Merchandise - includes a range T-shirts, condom packs, stickers and display stands to promote the campaign.
- STIs - in addition to HIV resources, there are also leaflets on gonorrhoea and syphilis as well as posters and leaflets on hepatitis A.
- Mambo - the healthier lifestyle magazine for Africans, addressing issues around HIV and sexual health.

This briefing was produced by HIV Prevention England.

<sup>1</sup> Public Health England (PHE) Annual reports 2012-2016; Health Protection BBV Reports 2013- 2016. Available from: <https://www.gov.uk/government/collections/hiv-surveillance-data-and-management>

<sup>2</sup> Brown et al (PHE), 2017. Delays in starting HIV treatment as prevention: ART initiation in the United Kingdom. Available from: [http://hiveurope.eu/Portals/0/Conference%202017/Posters/PO3\\_01.pdf](http://hiveurope.eu/Portals/0/Conference%202017/Posters/PO3_01.pdf)

<sup>3</sup> NAM, 2015. START trial finds that early treatment improves outcomes for people with HIV. Available from: <http://www.aidsmap.com/START-trial-finds-that-early-treatment-improves-outcomes-for-people-with-HIV/page/2972157/>

<sup>4</sup> PHE annual data tables: National HIV surveillance data tables, Table 7. Available from: <https://www.gov.uk/government/statistics/hiv-annual-data-tables>

<sup>5</sup> PHE annual data tables: county and PHE region HIV data tables. Available from: <https://www.gov.uk/government/statistics/hiv-annual-data-tables>

<sup>6</sup> Delpech, V. (PHE) 2017. Towards elimination of HIV in the most affected communities living in the United Kingdom. [Conference presentation]

## The HIV and sexual health charity for life

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