

HPE / PHE contract update meeting

Q3 Report

This is a progress report covering the third quarter of 2016-17 (1 October 2016 – 31 December 2016) for HIV Prevention England.

1. Governance

1.1. HPE Steering Committee (HPESC)

The HPESC met on the 14 October at Central Hall Westminster.

The minutes from this meeting are attached with this progress report and can also now be viewed on the HPE website <https://www.hivpreventionengland.org.uk/about/governance/>

In brief the committee discussed and were updated on,

- the need for faith representation on the committee
- a replacement for Jackie Routledge commissioners committee place
- the process so far with procuring local activity
- the progress towards the programme's KPIs
- the budget position to date
- the plans for National HIV Testing Week and the rest of the year

2. Campaign

2.1. National HIV Testing Week 2016

Q3 is the busiest quarter with the delivery of NHTW.

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

2.1.1. Results and activity

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

3. Local Activation

Service Level Agreements were sent out and LAPs started delivering activity in Q3, primarily to support NHTW. The aim was to deliver all HPE's 2,400 tests in this quarter and about 50-60 per cent of the 16,000 face-to-face interventions. At the time of this progress report LAPs had reported delivering 2,172 tests (1,315 MSM and 857 BA) and 8,585 face-to-face interventions (5,295 MSM and 3,290 BA).

Of the 1,315 MSM tested, where further information was reported by the LAPs^a, we know that:

- 305 were under 24 (23%)
- 652 were over 35 (50%)
- 378 were BME (29%)
- 501 had tested in the previous 12-months (38%)
- 6 tests were reactive (0.46%)

Of the 857 Black Africans tested, where further information was reported by the LAPs^a, we know that:

- 437 were men (51%), 398 were women (46%)
- 109 men were under 24 (25%) 93 women were under 24 (23%)
- 234 men were over 35 (54%) 214 women were over 35 (54%)
- 97 men had tested in the previous 12-months (22%)
125 women had tested in the previous 12-months (31%)
- 6 male tests were reactive (1.4%) 1 female test was reactive (0.25%)

Of the 5,295 MSM receiving face-to-face interventions, where further information was reported by the LAPs^a, we know that:

- 994 were under 24 (19%)
- 1,721 were over 35 (32%)
- 734 were BME (14%)

Of the 3,290 Black Africans receiving face-to-face interventions, where further information was reported by the LAPs^a, we know that:

- 1,416 were men (43%)
- 1,641 were women (50%)
- 868 were under 24 (26%)
- 1,387 were over 35 (42%)

Many LAPs also reported seeing other at risk groups within the quarter.

- 55 Trans received a one-to-ones
- 20 Trans received a test

4. Stakeholder Leadership

4.1. Stakeholder communications

Blogs on the refreshed hivpreventionengland.org.uk website continued in Q3 and included:

- Social media resources for National HIV Testing Week

Monthly e-bulletins continued to go out to stakeholders. The past 6-months of newsletters will be available on <https://www.hivpreventionengland.org.uk/news-and-events/newsletters/>

October's edition covered

- The launch of the refreshed campaign
- A push on NHTW resources
- An update on the procurement of LAPs

November's edition covered

- What's new for NHTW 2016
- The 'Test Finder' tool and how to register
- A final push on ordering NHTW resources

December's edition covered

- An initial round-up of NHTW highlights and a link the survey
- Information on the PrEP trial starting in 2017
- A brief on celebrity influencers including Rhianna, plus Prince Harry's test for WAD.

5. Monitoring and Evaluation

Progress continued towards HPEs Key Performance Indicators (KPIs) in Q3.

Please see separate enclosure which shows the status of the KPIs at the end of Q3. Monitoring and evaluation reports on HPE, can now all be viewed online at <https://www.hivpreventionengland.org.uk/about/monitoring-and-evaluation/>

There are still some outstanding reports due from Sigma for the 2012-2016 HPE period.

- Three year programme evaluation summary report.
- Evaluation report on the effectiveness of one-to-one interventions.
- Two more papers on social media
- Three year NHTW summary report

^a Not all LAPs monitor and report on additional questions therefore these figures only give an indication of the demographic breakdown of the people seen within LAP interventions