

# National HIV Prevention Programme Contract Management 2017-2018 Q2 Progress Report

This is a progress report covering the Q2 quarter of 2017-18 (1 July 2017-30 September 2017).

## **1. Governance**

### **1.1. HPE Steering Committee (HPESC)**

The HPESC did not meet in this quarter.

## **2. Campaign**

### **2.1. Summer campaign: We Started Something (WSS)**

The summer campaign, We Started Something, celebrated the positive impact that HIV prevention efforts have had nationally, while encouraging everyone to continue to play their part.

It previewed at London Pride on Saturday 8 July 2017 with a nationwide launch on Friday 14 July 2017.

New resources were available for partners and the sector to use, as well as a social media pack to help amplify the message.

An outdoor advertising campaign was also delivered in London, Brighton and Manchester.

Social media imagery and video content was used extensively on Facebook, Twitter, YouTube and other digital platforms to promote testing, including a new video which was developed and promoted online.

## **3. Local Activation**

26 local activation partners were funded to deliver face to face one-to-ones and point-of care tests in outreach settings in Q2.

They reported delivering 7,848 one-to-ones (4,920 Men who have sex with Men (MSM) and 2,928 black African (BA)) and 965 HIV tests (466 MSM and 499 BA).

There were 6 reactive results (3 MSM and 3 BA) identified in London and East of England.

There was a meeting held with the local activation partners on 6 September 2017, where the following was discussed:

- PrEP Impact trial update and Q&A
- Impact of PrEP on a local level
- Review of HIV prevention provision across the country
- Campaign development plan and new resources for Q3.

## **4. Systems Leadership and Sector Development**

### **4.1. Stakeholder communications**

Monthly e-bulletins continued to go out to stakeholders. Newsletters are available from <https://www.hivpreventionengland.org.uk/news-and-events/newsletters/>

August's edition covered,

- What the 'We Started Something' message stands for
- Order new print and digital resources to support working with communities
- Other news and updates from the sector.

September's edition covered,

- ISWM wins the BMA patient resource of the year award
- NHTW 2017
- Upcoming webinar on HIV and sexual health issues for Trans people
- HPE is now on Twitter
- Social media highlights from the WSS summer campaign
- Other news and updates from the sector.

Blogs on the [hivpreventionengland.org.uk](http://hivpreventionengland.org.uk) website continued in this quarter and included blogs on,

- 'We Started Something' social media pack

We also created a Twitter account that is sector-facing.

## **Monitoring and Evaluation**

### **4.2. Key Performance Indicators**

Progress continued towards HPEs Key Performance Indicators (KPIs) in this quarter. Please see separate attachment which shows the status of the KPIs at the end of Q2.

### **4.3. Reports**

Kantar Public have reported on their findings from *ISWM 2016*. They are developing the survey for the ISWM 2017 evaluation which will be carried out in Q3 of the programme year.