

National HIV Prevention Programme Contract Management 2017-2018 Q3 Progress Report

This is a progress report covering the Q3 period of 2017-18 (1 July 2017 – 30 September 2017).

1. Governance

1.1. HPE Steering Committee (HPESC)

The HPESC met on 13 October at Friends House, London.

In brief the committee discussed and were updated on,

- Membership
- Spring prevention phase feedback
- HPE conference
- Plans for National HIV Testing Week 2017
- HPE risk register
- KPIs
- Financial report and budget
- GP and Primary care engagement
- Prester materials on HPE resources portal

2. Campaign

Q3 is the busiest quarter with the delivery of National HIV Testing Week.

In the lead up to the week, which ran from Saturday 18 to Friday 24 November, campaign briefings were written and distributed with specific briefings written for Commissioners, Clinicians, Faith Leaders, Local Authorities and professionals working in community-based organisations. Press releases and press templates were sent out including,

- 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 2017 in the following areas:

London, Brighton, Manchester, Newcastle, Norwich, Luton, Milton Keynes, Liverpool, Blackpool,

Birmingham and Nottingham. There was also limited outdoor in Slough, Reading, Corby and Stevenage in response to requests from local sexual health commissioners.

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

New campaign developments and resources available for NHTW included:

- More diversity in the campaign
- Editable testing event posters in different community languages
- Foam finger merchandise which was a popular community engagement tool at various events and settings.

HRH Prince Harry was a noteworthy supporter of the campaign in 2017, and generated a massive amount of awareness and publicity by visiting the THT National HIV Testing Week pop-up shop and handing out free testing kits to members of the public.

Local Activation

30 local activation partners were funded to deliver face to face one-to-ones and point-of care tests in outreach settings in Q3.

They reported delivering 5,226 one-to-ones (3,068 Men who have sex with Men (MSM) and 2,158 black African (BA)) and 1, 636 HIV tests (958 MSM and 6,78 BA).

There were 14 reactive results (8 MSM and 5 BA) identified in the following regions: London, Midlands and East of England, and the South East.

3. Systems Leadership and Sector Development

3.1. Stakeholder communications

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

November's edition covered,

- Order National HIV Testing Week resources
- Trans-inclusive National HIV Testing Week: Information webinar
- Free promotion of sector National HIV Testing Week events via ISWM website
- Tips from professionals for National HIV Testing Week
- Other news and updates from the sector

National HIV Testing Week special edition covered,

- Prince Harry launches National HIV Testing Week Pop-up Testing Shop
- Public Health England publishes new HIV data
- Social media pack available
- Register your National HIV Testing Week events
- HIV postal testing kits are now available across England
- Other news and updates from the sector

December's edition covered,

- Highlights from National HIV Testing Week
- Trans-inclusive National HIV Testing Week: webinar presentation and information briefing published
- National HIV Testing Week Survey
- Other news and updates from the sector

Blogs on the hivpreventionengland.org.uk website continued in this quarter and included blogs on,

- Get ready for National HIV Testing Week
- Kantar Public publishing the It Starts With Me campaign report 2016
- Social media pack for National HIV Testing Week
- Register and promote National HIV Testing Week events
- Free HIV postal test kits are now available across England to eligible individuals
- Trans-inclusive National HIV Testing Week webinar
- GMI partnership launches National HIV Testing Week in London with large-scale rapid workplace HIV testing
- New briefing on Trans people and HIV Testing
- National HIV Testing Week Round Up

Monitoring and Evaluation

3.2. 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 this quarter.

3.3. Reports

Over this quarter, Kantar Public collected survey data for the evaluation survey of ISWM 2017.