

Meeting Report: HPE Steering Committee

Meeting date: 22 February 2018
Location: Friends House, London

Present:

Committee Members

Julie Billett (JB) - Director of Public Health, London HIV Prevention Programme
Jeff French (JF) - CEO, Strategic Social Marketing
Ian Green (IG) - Chief Executive, Terrence Higgins Trust
Charles Kwaku-Odoi (CKO) - Trustee & Lead Minister, Command Prayer Centre, Manchester

Committee guests

Luis Guerra (LG) - National Programme Manager, Public Health England
Dominic Edwardes (DE) - Executive Director of Digital and Marketing, Terrence Higgins Trust
Takudzwa Mukiwa (TM) - Acting Head of Health Improvement Programmes, Terrence Higgins Trust
Chamut Kifetew (CK) - HPE Project Manager, Terrence Higgins Trust
Caroline Barker (CB) - Marketing Manager, Terrence Higgins Trust

1. Apologies for absence

Kat Smithson - Policy and Campaigns Manager, National AIDS Trust
Rob Cookson - Deputy Chief Executive, LGBT Foundation
Philippa Matthews - Royal College of GPs Fellow
Paul Ogden - Senior Adviser - Public Health, Local Government Association
Ann Sullivan - HIV Consultant, British Association of Sexual Health and HIV
Denis Onyango - Head of Programmes, Africa Advocacy Foundation
Francis Adu-Boachie - Reverend Prebendary, Church of England
Chris Lovitt - Tower Hamlets Public Health Department
Liz Rodrigo - Leicester City Council

2. Minutes of the last meeting

The minutes of the last meeting were agreed as true and accurate and signed off by the committee members present.

3. Matters arising

Staff changes

DE to have more strategic responsibility, TM to be acting head of health promotion programmes and CK will be THT project manager for the national programme.

Recruitment will be undertaken to fill the vacant roles: head of health promotion programmes and sector leadership and development officer.

LG added that there were staff changes at PHE, he had been away on secondment for the past six months but has now returned. Since then he has had multiple meetings with the HPE team and is up to date. TM is the main contact point with PHE.

IG also mentioned that if there is any need, that he is in contact with Anthony Nardone at PHE as well.

Media planning

CB gave a presentation going through HPE media planning, in response to concerns raised by HPESC members last year.

She went through the HPE programme objectives, media channels used (digital, print and outdoor/owned, earned and bought); the approach taken to planning and buying out of home media; the partnerships we have cultivated with different local authorities, and evaluation feedback. CB asked for input from the committee on how to best work with commissioners regarding:

- access to council managed media spaces
- responding to requests from lower, yet still high, prevalence areas (2-5 per 1,000)
- how to encourage local authorities to become HPE partners
- other suggestions to improve engagement.

JF recommended that we partner with dating apps or ask them to be sponsors rather than buying media space from them. He suggested we put more efforts into getting them to co-own and support the campaigns. Not only for dating apps, but he also suggested we may want to partner with corporations which we already have some relationship with.

TM and DE also mentioned some partnership is ongoing with dating apps, and CB mentioned that we do currently get good deals when buying including free editorial space in magazines where we have bought ad space in gay media, for example. However, it was agreed that it is worth being more proactive/strategic in engaging corporations, like TFL, Tesco, ITV creative, LGBT media and press and other media channels.

ACTION: CB to share slides and information briefing about HPE social marketing and media buying plan

4. Governance

IG updated the members present about membership issues. Lord Guy Black, a very active member of the APPG is happy to be a part of the HPESC as the parliamentary representative and will attend subsequent meetings. Conversations have been had with Philippa Matthews who has decided to take a step back from the HPESC due to her other commitments and difficulties attending meetings. Conversations with Rebecca Hall, a clinical fellow of the RCGP

in HIV and sexual health have also take place and Rebecca is happy to attend future meetings of the HPESC to provide a critical GP input into the national programme.

IG raised the concern that there have been a number of members who have not attended several meetings in a row, and proposed that membership is kept under ongoing review. The committee members present had no objections to this.

It was discussed and agreed that members could send deputies if they were unable to make a meeting, and just needed to notify THT's HPE management team in advance, so that papers could be circulated to the right people, and ensure that the person deputising was well briefed.

ACTION: IG to amend ToRs to reflect that deputies can attend on behalf of members in the event that they are unable to attend.

5. Operations

5.1 Progress reports

CK and TM presented slides summarising the social campaign activity, sector development and system leadership work and local activity which took place over the 2017/18 programme year.

The summer It Starts With Me campaign, 'We Started Something' was celebratory and looked at the 'big picture' of HIV prevention in the UK and what had been achieved so far. TM acknowledged that it was exciting and bold, and raised awareness of what has been achieved. However it had too broad of a call to action. He suggested that it would have been better to have targeted single messages to key groups and tie them all together under the broad umbrella of combination prevention. In that way, the call to action is clear and specific. DE and IG agreed with this.

LG noted that the reactivity rate of local activity in 17/18 is very significant and needs to be shared as a success story – while still bearing in mind the information we need more on – in terms of how cost effective it is compared to clinical services, whether individuals testing in community settings who get a reactive result are frequent testers or first time testers, etc. TM mentioned that THT local community services and other HPE partners are expected to collect this information routinely. IG and LG raised the concern that local partners are collecting the right level of data from the individuals in the community and raised the possibility of providing a data collection template if necessary.

DE and TM told the committee that THT is currently in talks with Salesforce to form a partnership which LAPs may be able to be part of and use it to collect data.

From 7 November 2017 to 11 January 2018, HPE promoted self-sampling kits from the national self-sampling programme. However, people did not order as many kits as expected. TM stated that he believed this was due to the increase in options available to people, namely for self-testing. TM is in contact with BioSure, SH24 and the SELPHIE project who may have provided increased tests during that period.

DE believes it highlights the need to make clear to target audiences the difference in offers between a self-test and a self-sampling test during promotion.

ACTION: TM to share with the HPESC the number of tests provided by other providers during NHTW period, given data being made available by commercial providers.

ACTION: CK to share with HPESC the HPE programme LAP testing activity data in depth for 2017/18.

ACTION: CK to provide data collection template for LAPs to use for HPE local activity.

5.2 Monitoring and evaluation

HPE risk register

The members went through the HPE risk register. IG suggested that the group should take more time during committee meetings to take an in-depth look at specific items on the risk register and assess the risk level and mitigating actions.

KPIs and progress report

The members went through the KPIs for quarters 1 to 3, 2017-18. By the end of Q3, 21 out of 27 KPIs were in the green (over 90% target achieved); 3 were rated amber (65% or more of target achieved), and 3 were rated red (less than 65% of target achieved). TM explained that some of the digital activity was lower than expected in Q3 because the ads were directed more on promoting the PHE self-sampling programme, rather than directing people to other It Starts With Me digital tools such as the risk assessment tool. We are currently looking at that issue and considering making the promotion of the other tools at other times of the year, during other campaign phases and as a part of 'always on' activity.

LG noted that the KPIs are going to be updated to reflect changes in the current context, defining new ones and updating old ones ahead of the next HPESC meeting.

IG and JF commented that the KPIs are too detailed and process-oriented for the HPESC. The recommendation was made and agreed that the KPIs brought to the committee focus on the key impact KPIs rather than the process indicators.

ACTION: LG to share updated KPIs to committee members at the next meeting

Financial report and budget

The year to date spend was on budget, with the programme expected to break even at the end of the programme year. Due to activity over summer and National HIV Testing Week periods, there was however limited funding for additional activity for quarter 4, so this quarter would focus on maximising existing resources.

LG questioned what the reason for this was and what the plans to mitigate it would be for the upcoming programme year

In the 2017-18 year, budgets were too broad and it was very difficult to determine how much spend was available for a given type of activity, and how much had already been committed elsewhere. TM explained that for 2018-19 there are plans to separate budget lines and keep a closer, realistic track of actual spend across specific budget lines and prevent a similar situation.

IG stated that the role of the HPESC is to ensure that the appropriate budget plans are in place for the programme, and TM and DE assured the members that was currently being developed.

PHE evaluation surveys

The HPE team met with Kantar, the independent evaluators of the programme campaigns ahead of the HPESC meeting to discuss initial findings from 2017-18 campaigns. The findings overall are positive, with the campaign imagery and messaging being recognized and accepted across all target groups. The recognition among black Africans surveyed via Instagram was lower than expected, but this was attributed to Instagram being a new platform being used (the recognition among black Africans on Facebook was similar as the previous year).

LG gave an update about the independent ResearchWorks stakeholder evaluation also conducted for the 2016-17 year. The summary report is now available and LG recommended that in the interest of transparency the briefing should be put on the HPE website for stakeholders to access. DE and LG discussed that a significant portion of the feedback from the stakeholder evaluation was about general, system-wide concerns and was not targeted towards the specific activities of HPE.

JF pointed out that HPE needs to share and publish HPE activities and outcomes, and that this may go towards ensuring stakeholders are up to date and attribute to HPE what HPE is responsible for.

LG also queried the team that whether any conference abstracts or other significant publication submissions were shared with the HPESC before submission. He raised the concern that as a contract holder, he had in the past attended events and found out HPE had a poster or presentation which he was unaware of. He recommended that both PHE and the HPESC should be made aware in advance of any submissions being made, to enable both to support HPE in the ways they can. CK acknowledged that this was a significant oversight and would be rectified going forward.

JF also suggested that the team could submit an abstract to the European Social Marketing Conference in September 2018. He also invited HPE to submit a brief case study to be part of his upcoming book.

IG also recognized that the programme campaigns have been recognized by the international sector and agreed that further promotion of the programme outcomes would be good

ACTION: CK to upload the ResearchWorks evaluation summary report on the HPE website and circulate to the HPESC members.

ACTION: HPE team to update PHE and HPESC of all future conference and other research submissions in advance.

5.3 Forward planning

TM gave an update about plans for 2018-19, including the focus of each campaign period: Spring campaign would be active from April – May and focus on Treatment as Prevention; Summer campaign would be active from June – August and focus on Combination Prevention; National HIV Testing Week in November focusing on testing; and finally Condom Week in February. Always on' activity takes place throughout the year as well.

The aim is for It Starts With Me and National HIV Testing Week to be clearer and more targeted in messaging and for all the campaign phases to have a similar look and feel, as in the past they were a bit too different.

6. Strategy

6.1 GP and Primary care engagement

CK gave an update on the status of the GP engagement strategy. She explained how the development had taken a significant amount of time due to having a very broad scope. CK developed the strategy according to input from a range of GPs and the HPESC. However, GPs consulted expressed experiencing many gaps within the existing system and many of the actions they wanted are beyond HPE's scope to deliver.

There is a need to limit the scope based on HPE capacity and resources. HPE is a 'top up' programme meant to enhance the existing system, rather than bearing responsibility to transform HIV testing and prevention in primary care services. CK recognized that the HPE strategy had to add true value to the system in terms of increasing GP involvement in HIV testing and prevention, while being a manageable portion of work in relation to other HPE areas of responsibility.

CK proposed that Rebecca Hall and Michael Brady, THT Medical Director and HIV consultant, are approached to provide the final input into the strategy and ensure that it is appropriate in adding targeted value. CK also proposed that the GP strategy should be pushed to be delivered over the 2018-19 year in order to have a more tangible outcome.

JB explained that she shared the draft with the ADPH and although there was limited feedback, broad support for the strategy and proposed actions. The ADPH members want to ensure guidelines are referenced within the document, and also feedback about need to seek pharmacy engagement. Some high prevalence local areas have already done a lot of work with GPs to increase HIV prevention and testing in primary care settings and JB recommended that the HPE team get in contact with them to share learnings.

The group agreed that there was a need to limit the scope to a manageable level in line with resources and capacity, and agree that the best approach would be to focus on a few specific activities to focus on and still have a significant impact.

6.2 Faith leaders and faith communities engagement

CK gave an update about plans to develop a faith strategy to ensure meaningful involvement between faith communities and the HPE programme. She outlined initial ideas, which included focusing on stigma, involving faith leaders, especially CKO and FAB in the development and delivery of the strategy, and building on past and parallel faith-based projects to ensure no duplication of work occurs.

CKO commented that he was happy that this would be a priority for the programme, and stated that there is a strong need to bring faith communities up to speed on the new HIV prevention information and address outdated ideas which are prevalent and lead to stigma, discrimination and a reluctance to access prevention methods.

The group agreed that this was a good priority and that it should be developed as soon as possible.

ACTION: CK to organise a meeting or teleconference with CKO and FAB to provide input into the strategy.

7. System Intelligence

7.1 System update

JB gave an update about London and the London HIV Prevention Programme. London is now one of the fast-track cities, which is an initiative aiming to cut rates of new HIV infection in the capital and eliminate discrimination and stigma associated with HIV. The Mayor has committed to work with partners to achieve this in London. The next step is to do a needs/gap analysis to determine the areas of focus for the initiative, and how London partners can make the most of existing structures to achieve the initiative's goals.

IG also gave an update on European fast-track cities and raised the consideration that HPE and the HIV sector in London/UK needs to think about what our role in the fast-track cities initiative is, what opportunities exist and how to improve what we are currently providing to achieve the initiative goals.

LG added that the London-based PHE innovation fund projects are being delivered with a mind to ensure they are in line with fast-track cities, and that efforts need to be made to make sure there is as much alignment as possible across different prevention projects to achieve the desired prevention outcomes.

JB also gave an update about the latest phase of the Do It London social marketing campaign, 'Do It Your Way' which focused on combination prevention. They are excited to have won the annual Local Government Council 'campaign of the year' award in January 2018. They The next big campaign phase is planned for summer/autumn 2018 and JB suggested that it would be a good idea to have discussions about the forthcoming Do It London/HPE campaigns closer to the time to ensure complementary activity.

ACTION: CK to invite lead of London prevention programme, Paul Steinberg, to the next HPESC meeting to update the committee about the programme and how to improve concordance with the national HPE programme

8. For information

A local activation partner (LAP) meeting was held on 21 February 2018. Each organisation had the opportunity to review HPE programme activity over the past year and share successes, challenges and lessons learnt for the future.

IG attended the meeting on behalf of the HPESC and invited questions from the local partners. They raised the concern that HPE 'top up' funding for local activity was being seen by some local service commissioners as a replacement for regular, ongoing services, when it is insufficient and only suitable as a 'top-up'. They raised concern that this would affect local partners to deliver community-based services at all in the future in their areas and that this is something to bear in mind for 2018-19.

Other questions and concerns raised by various LAPs include the possibility of:

- Changing the date of National HIV Testing Week to earlier in the year
- Having more funding for local activity work
- Having more funding to incorporate other areas of sexual health in local activity work

LG responded that if broader sexual health becomes a necessary component then efforts would be made to include it, but that the programme is a targeted HIV prevention programme with limited resources.

LAPs also wish that the learnings from the PHE innovation fund projects of previous years are widely disseminated and shared, and that themselves and others in the sector have the opportunity to learn from them.

IG reflected that it was beneficial being there on behalf of the HPESC and believed it would be important for a member to attend future meetings to hear from LAPs directly and vice versa.

9. Any other business

CK updated the members on a PrEP seminar to be held in Greater Manchester on Wednesday 14 March 2018. The event sought to inform and provide a space for discussion between stakeholders about PrEP.

TM and IG also updated the members about THT plans to launch a free HIV self testing service for gay and bi men, trans women and black Africans for up to six months, starting in May.

LG asked how the THT self-test project would conflict with other projects or schemes. IG explained that so far there were no conflicts but that this would be considered going ahead, and every effort made to ensure synergy with existing services.

10. Dates of next meeting

- 2pm – 5pm, Thursday 14 June 2018, Friends House, London
- 2pm – 5pm, Thursday 11 October 2018, London, venue TBC