

NATIONAL HIV TESTING WEEK

17-23 NOVEMBER 2018

HIV PREVENTION ENGLAND

Campaign briefing for Clinicians

NATIONAL HIV TESTING WEEK 2018

National HIV Testing Week is a campaign to promote regular testing among the most-affected population groups. It seeks to reduce the rates of undiagnosed people and those diagnosed late – after the virus has begun to negatively affect their immune system.

Every year, organisations run campaign events, provide extra testing opportunities, and promote HIV testing and prevention services with our support. This year, **National HIV Testing Week** starts on **Saturday 17 November 2018**.

Why you should get involved

- You have an important opportunity to prevent late diagnosis and link those who are diagnosed into care at an early stage. On average, 40% of people are diagnosed late each year, and clinical reviews show many could have been diagnosed sooner^{1,2}.
- Your support is vital as a key provider of testing, treatment and support for people affected by HIV.



A finger-prick test is all it takes.

From 17 October 2018
order information resources:
<http://hperesource.nflex.co.uk>

KEY MESSAGES

This year's campaign slogan is '**Give HIV the finger: a finger-prick test is all it takes**', a continuation of last year's successful creative. While the slogan is focused on the ease of testing, the campaign is an opportunity for partners to promote three key messages:

- Testing is necessary to diagnose HIV and prevent onward transmission.
- Testing is easy and accessible in the UK.
- People can rest assured that, if diagnosed with HIV, they can access free treatment and support.

RATIONALE FOR NATIONAL HIV TESTING WEEK

Testing, along with other prevention tools, is working. But there are still challenges which remain. We need to build upon this exciting progress in order to succeed in stopping HIV in the UK.

✓ HIV testing is crucial.

- It identifies those who are undiagnosed, avoids late diagnoses, and enables people to start effective treatment immediately, preventing potential illness, and protecting their sexual partners from HIV infection^{1,3}.



In total, 1 in 8 people do not know that they have HIV.

Early diagnosis = normal life expectancy.

Late diagnosis leads to a tenfold increase of death within one year.

Those who are undiagnosed spend an average of three to five years unaware they have the virus.

✓ HIV testing is working, but more needs to be done.

- Despite improvements in overall testing rates, the average proportion of people diagnosed at a late stage of infection has remained persistently high over the past five years at close to 40%².

✓ There are many testing options available.

- HIV testing in the UK is freely available to everyone in a range of options to suit individual needs. This could be at their local clinic, a community-based testing event or in the privacy of their own home. Most commonly, testing can be carried out via a finger-prick test or a clinical blood test.

✓ HIV testing is cost-effective.

- Diagnosing HIV early is cost-effective. It significantly reduces the costs of inpatient admission and treatment and also averts onward transmission.

✓ Increasing HIV testing is widely recommended.

- National HIV testing guidance recommends the expansion of HIV testing across clinical and community settings in the UK to identify people who may have undiagnosed HIV. However, there is concern over limited implementation and lack of commissioning in some settings⁴.

✓ National HIV Testing Week puts a spotlight on HIV testing.

- More than any other time of the year, National HIV Testing Week magnifies HIV testing and prevention services; driving up the opportunities to increase HIV testing and raise awareness of HIV issues.

✓ National HIV Testing Week complements local services.

- The different elements of National HIV Testing Week work to complement and amplify existing local services; with the ultimate goal of getting individuals from most-affected groups who would otherwise never test to do so.

CAMPAIGN PROMOTION

Outdoor Advertising

An extensive outdoor advertising campaign will launch at the beginning of November 2018 in major areas of high prevalence.

Digital and Social Media

The campaign will be promoted nationwide via targeted digital advertising and social media activities. Digital platforms will include dating apps and websites relevant to people from most-affected groups.

The campaign will also be extensively promoted on social media using content that includes videos, personal stories, blogs, articles, news stories, etc.

The hashtag for this year's campaign is **#HIVTestWeek**.

Resources, merchandise and social media pack

Free, high-quality and award-winning resources are available to support sector professionals amplify the campaign.

These resources include customisable posters, pocket-size leaflets and promotional merchandise.

We are also designing a social media pack for you to promote via your own social media channels and networks.

Press Coverage

News and personal stories will be shared via targeted national and local press. The focus will be on sharing real stories of real people, individuals from most-affected groups talking about their testing experiences and encouraging others to do the same.

Influencer Engagement

Various influencers and celebrities will also support **National HIV Testing Week 2018** to increase the reach of the campaign, by creating and sharing photo and video content on social media with messages on testing.



Great, I'm on board.

How can I support the campaign?

We encourage you to do whatever is best for your local area and community. Consider the list of actions below.

TO DO LIST

- ✓ Order and use **National HIV Testing Week 2018** branded posters and resources.
- ✓ Organise local testing events in clinics and as part of outreach in community settings.
- ✓ Are you based in a higher prevalence area?
- ✓ Visit the PHE 'Fingertips' tool to find out the HIV and sexual health needs of your area:
<http://fingertips.phe.org.uk/profile/sexualhealth/>
- ✓ Arrange for opportunistic HIV testing in your primary care facility, including blood tests and new patient registrations.
- ✓ In all prevalence areas, offer an HIV test for patients presenting with indicator conditions. For help on how to set this up, visit www.opttest.eu/planningguide
- ✓ Promote the 'When to Test', 'Test Finder' and 'Which Test' tools available on the www.startswithme.org.uk website.
- ✓ Share, repost and retweet **National HIV Testing Week 2018** social media content to all public networks, and use the social media pack on our website to customise your posts. The Twitter and Facebook handle for **National HIV Testing Week 2018** is **#HIVTestWeek**.
- ✓ Invite your partner organisations to take part in **National HIV Testing Week 2018**. They can do this by linking with local HIV and sexual health services or promoting the digital information and services on the www.startswithme.org.uk website through their own social media channels.
- ✓ Complete the free, two-hour Royal College of General Practitioners (RCGP) Sexual Health in Primary Care online course. It includes normalising testing for sexually transmitted infections (STIs) and overcoming barriers to discussing HIV and sexual health:
<http://elearning.rcgp.org.uk/course/info.php?popup=0&id=179>
- ✓ Visit the PHE, NICE and BHIVA websites for the most up-to-date national data and best practice recommendations for HIV testing and prevention:
www.gov.uk/government/collections/hiv-surveillance-data-and-management
www.nice.org.uk/guidance/ng60
www.bhiva.org/guidelines.aspx
- ✓ Invite your local MP, mayor or other public figures to test or pledge their support.

From 17 October 2018 order information resources:
<http://hperesource.nflex.co.uk>

Download the National HIV Testing Week social media pack:
www.hivpreventionengland.org.uk

We would love to hear from you about your National HIV Testing Week 2018 plans and get feedback about the campaign.

Please email hpe@tht.org.uk for help facilitating National HIV Testing Week 2018 events or for more information or support.

CASE STUDY

Brighton Health and Wellbeing Centre (Sexual Health Programme Board, Brighton & Hove) Electronic blood test HIV test prompt initiative

'For **National HIV Testing Week 2016**, we introduced an alert on the electronic blood test request form that clinicians use when ordering blood tests. This was designed to prompt them to request an HIV test when ordering blood tests for a patient.

The initiative was supported with funding from our local Public Health department, who paid for all HIV tests requested in higher-risk groups. The coding for these tests was built into the request form. The initiative was supplemented by an awareness campaign leading up to, and during, **National HIV Testing Week 2016**, explaining what the alert was and how to use it. The initiative ran over **National HIV Testing Week 2016** and the alert was used by 37 GP practices across Brighton and Hove.

The initiative was a partnership between us, the Lead Commissioner for Sexual Health and HIV, the Director of Public Health, a local consultant in HIV/GUM, and the local laboratory.

In terms of impact, it significantly raised awareness. Anecdotally, clinicians were impressed with the fact that such an alert could be added and it was a point of discussion. They were also impressed that something so streamlined was built into the request system and didn't create any extra work for them.

A medical student from Brighton and Sussex Medical School collected HIV test data before, during, and after the intervention. Three months prior to **National HIV Testing Week 2016**, an average of 36 tests per week were performed across 37 GP practices. During **National HIV Testing Week 2016**, this increased to 96 tests (for the week), a three-fold increase. There was one new diagnosis as a result of the extra testing.

In terms of longer-term impact, during the three months after **National HIV Testing Week 2016**, an average of 41 tests per week were performed, although the statistical significance of the increase was not measured. We learnt lessons locally about barriers faced during the preparation and roll-out, and hope to make the intervention even better this year.

Our top tip for other clinics wanting to do something similar is to start early, keep it simple, go for maximum impact, and get key stakeholders like public health and the lab on board at an early stage. Don't give up.'

References:

1 Public Health England (PHE), 2017. HIV Testing in the UK Report 2016. Available from:

www.gov.uk/government/uploads/system/uploads/attachment_data/file/610237/HIV_testing_in_England_2016_Report.pdf

2 Dorward, J., Chinnaraj, A., Garrett, N., Apea, V. and Leber, W., 2012. Opportunities for earlier diagnosis of HIV in general practice. *Sex Transm Infect*, 88(7), pp.524-524.

3 PHE, 2018. Trends in new HIV diagnoses and people receiving HIV-related care in the United Kingdom: data to the end of December 2017. Available from: <https://www.gov.uk/government/statistics/hiv-annual-data-tables>

4 National Institute of Health and Care Excellence, 2016. HIV testing: increasing uptake among people who may have undiagnosed HIV. Available from: www.nice.org.uk/guidance/ng60

This campaign is produced by Terrence Higgins Trust for **HIV PREVENTION ENGLAND**

HIV Prevention England is the Government-funded national HIV prevention programme for England.

To find out more about our work visit: hivpreventionengland.org.uk



Public Health
England

The HIV and sexual health charity for life

Website: www.tht.org.uk | THT Direct: 0808 802 1221

Registered office: 314-320 Gray's Inn Road, London WC1X 8DP

Tel: 020 7812 1600 | Email: info@tht.org.uk

© Terrence Higgins Trust, September 2018. Terrence Higgins Trust is a registered charity in England and Wales (reg. no. 288527) and in Scotland (SC039986). Company reg.no. 1778149. A company limited by guarantee.

