

# NATIONAL HIV TESTING WEEK

17-23 NOVEMBER 2018

## HIV PREVENTION ENGLAND

**Campaign briefing for Sexual Health Commissioners, Directors of Public Health and other local decision makers**

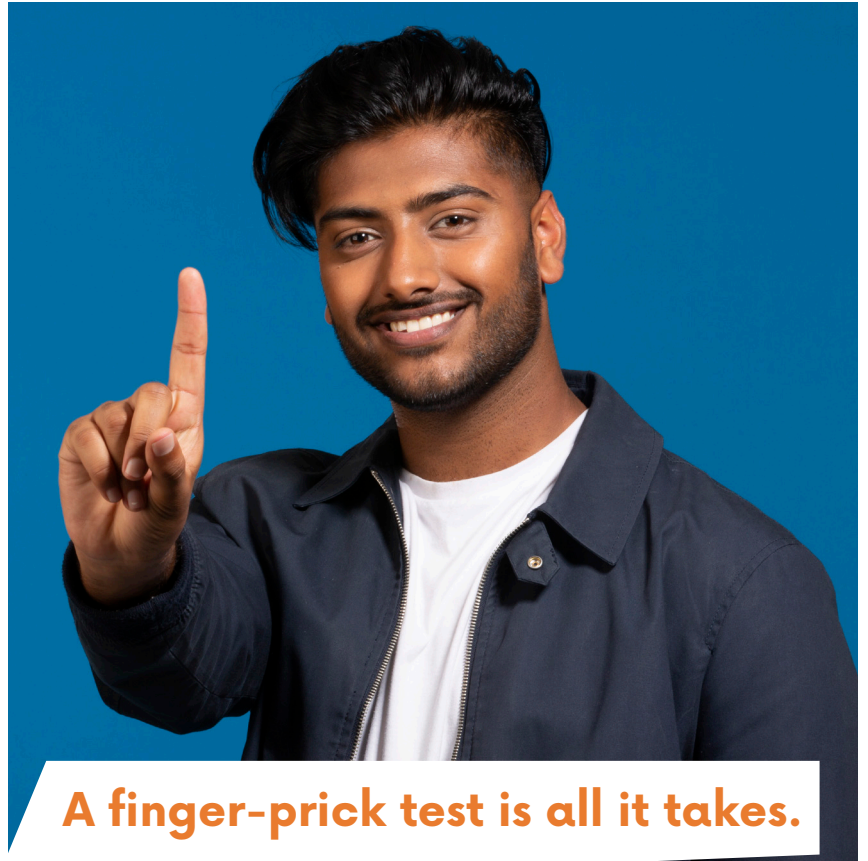
### NATIONAL HIV TESTING WEEK 2018

**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.

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.

- Local Authority leaders play an important role in the health of their local communities and populations.
- You are best placed to provide support to locally commissioned clinical and support services.



**A finger-prick test is all it takes.**

### CASE STUDY

#### Working with Croydon Council to deliver a localised campaign

In 2017, we worked closely with several local authorities to deliver campaign advertising with bespoke sign-posting, including Croydon Council.

We worked in partnership with them to ensure that the campaign creative met local needs.

- All advertising was co-badged with Croydon Council and NHS Croydon Clinical Commissioning Group.
- Croydon's website was given **National HIV Testing Week** branding and a local clinic finder tool updated to highlight the additional testing venues, which were also added to the clinic finder on the **It Starts With Me** website.
- Additional outdoor advertising was placed on the local tram network, paid for by the borough.

This localised campaign raised awareness of HIV, promoted testing and resulted in hundreds of additional HIV tests.

# 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<sup>1,2</sup>.



**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%<sup>2</sup>.

## ✓ 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 are undiagnosed. However, there is concern over limited implementation and lack of commissioning in some settings<sup>3</sup>.

## ✓ 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.

## 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.

## 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 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 in community settings.
- ✓ If you are in a high or very high prevalence area, arrange for opportunistic HIV testing in your primary care facilities, including blood tests and new patient registrations. In all prevalence areas, encourage HIV tests for patients presenting with indicator conditions. For more information, visit [www.opttest.eu/planningguide](http://www.opttest.eu/planningguide)
- ✓ Invite your local MP, mayor or other public figures to test or pledge their support.
- ✓ Promote the 'When to Test', 'Test Finder' and 'Which Test' tools available on the [www.startswithme.org.uk](http://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, including educational and health bodies, as well as Social Services and other groups, to take part in **National HIV Testing Week 2018**. They can do this by promoting the digital information and services on the [www.startswithme.org.uk](http://www.startswithme.org.uk) website through their own social media channels.
- ✓ 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](http://www.gov.uk/government/collections/hiv-surveillance-data-and-management)  
[www.nice.org.uk/guidance/ng60](http://www.nice.org.uk/guidance/ng60)  
[www.bhiva.org/guidelines.aspx](http://www.bhiva.org/guidelines.aspx)

**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](http://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](mailto:hpe@tht.org.uk) for help facilitating National HIV Testing Week 2018 events or for more information or support.**





## Measuring the success of National HIV Testing Week 2017

Last year, clinics and organisations got involved in **National HIV Testing Week** in a number of ways, including providing additional testing and promotion of services online, in clinics and community settings.

Kantar Public undertook an external evaluation of the campaign in December 2017, and they found that nearly 90% the gay and bisexual men target audience recognised the campaign; while 75% of the black African men and women target audience recognised the campaign.

We also evaluated sector participation and found that:

- Over 1,000 unique orders were made for information and promotional resources from the HIV Prevention England resources portal.
- There were nearly 400,000 interactions on social media and 18,855 people visited the **It Starts With Me** website around the campaign period.
- 81% of organisations said **National HIV Testing Week 2017** helped them increase awareness of HIV testing and HIV issues among the community.
- Overall, 93% of them agreed that they would support **National HIV Testing Week** in 2018.

### 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](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/610237/HIV_testing_in_England_2016_Report.pdf)

2 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>

3 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](http://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](http://hivpreventionengland.org.uk)



Public Health  
England

### The HIV and sexual health charity for life

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