



Ian Howley  
Chief Executive



# Background

- Why did GMFA focus on BME MSM?
  - FS magazine racism survey 2017
    - 850 BME MSM replied
    - Focused on racism on gay scene (apps/venues/etc)
    - Questions on representation within media and health promotion
    - Asked what would BME like to see happen

# Key Findings

- Do you feel that different ethnicities have visibility and are fairly represented in LGBT media (magazines etc)?
  - YES: 15%
  - NO: 71%
  - NOT SURE: 14%
- Do you feel that different ethnicities have visibility and are fairly represented within sexual health / health promotion campaigns?
  - YES: 19%
  - NO: 75%
  - NOT SURE: 6%

# Responses:

“Normally when I see other black gay men in campaigns they are muscular, sexualised and do not look like me” – Black gay male

“I’ve seen lots of black people in HIV campaigns but these ads are for straight African communities. I don’t remember seeing any obvious gay black men” – Black gay male

“I have never seen a middle eastern gay man in a health campaign here in the UK” – Middle Eastern bisexual man

“I’ve seen some Latin men in sexual health campaigns but it’s very rare” – Latin American gay male

“I see lots of Pakistani/Indian gay men in posters for local services but I don’t remember seeing any in national campaigns” – South Asian gay man

# What next

- In April 2017, HERO approached Gilead with our findings.
- In May 2017, Gilead approved funding for a one year BME HIV prevention Programme to be delivered through GMFA.
  - Campaign for Black gay/bi men, by Black gay/bi men
  - focusing on testing and representation
  - Develop role model programme to create more BME health advocates
  - Mainly offline advertising
  - Some online focus
- June 2017 - Call out for BME gay and bisexual men to join focus group
  - Focus group looked at challenges for BME gay/bi men in sexual health
  - Gave feedback from other BME HIV prevention campaigns from around the world.

# What next

- Group focused on positive and negative aspects of current HIV campaigns in the UK including:
  - It Starts with Me
  - National HIV Testing Week
  - Do It London
  - Local campaigns from LGBT Foundation and Yorkshire Mesmac
  - Steering group formed
    - Began with 7 BME gay/bi men
    - Regular meetings and Facebook group

# Me. Him. Us.

- October 2018 - Me. Him. Us created
  - I test for ME (Individual, it's OK to be selfish, know my status)
  - I test for HIM (Looking after a new partner/long term partner, non-judgemental, open minded)
  - I test for US (We need to look after one another, non-BME people don't care, we deserve better)
- December 2017
  - Photo shoot
- February 2018
  - Design completed
  - Testing with over 20 BME gay/bi men
  - Media plan set for March – June 2018

# Me. Him. Us.



I test for:  
**Me. Him. Us.** I test for HIV  
so I know  
where I'm at.

Testing is easy and confidential:  
find out how testing can help our  
community at [www.mehimus.org.uk](http://www.mehimus.org.uk)

All gay and bisexual men should test for HIV at least once a year. Sexually active gay and bisexual men should consider getting tested more often, for example, every 2 to 6 months. Early diagnosis of HIV enables better treatment for you and reduces the risk of transmitting the infection to others.


©2018 Phoenix HERO | Campaign funded by government 2012-15 | © 2018 HERO, The Health Equality and Rights Organisation | Photography by Niklas Truelsen

**GMFA**  
Gay Men's Fertility Association

**HERO**  
The Health Equality and Rights Organisation



# Me. Him. US



I test for:  
**Me.Him.US.** I test for HIV because it looks after both of us.

Testing is easy and confidential: find out how and where you can get tested at [www.mehimus.org.uk](http://www.mehimus.org.uk)

All gay and bisexual men should test for HIV at least once a year. Sexually active gay and bisexual men should consider getting tested more often, for example, every 3 to 6 months. Early diagnosis of HIV enables better treatment for you and reduces the risk of transmitting the infection to others.

GMFA The gay men's health charity

**HERO**  
Health Equality and Rights Organisation

Charity Number: 1076814 | Company limited by guarantee: 2720219 | © 2019 HERO. The Health Equality and Rights Organisation. Photography by Felipe Torres.



I test for:  
**Me.Him.US.** I test for HIV because it looks after both of us.

Testing is easy and confidential: find out how and where you can get tested at [www.mehimus.org.uk](http://www.mehimus.org.uk)

All gay and bisexual men should test for HIV at least once a year. Sexually active gay and bisexual men should consider getting tested more often, for example, every 3 to 6 months. Early diagnosis of HIV enables better treatment for you and reduces the risk of transmitting the infection to others.

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Charity Number: 1076814 | Company limited by guarantee: 2720219 | © 2019 HERO. The Health Equality and Rights Organisation. Photography by Felipe Torres.

# Me. Him. Us.



I test for:  
**Me. Him. Us.**

We test for HIV because we look out for each other.

Testing is easy and confidential: find out how testing can help our community at [www.mehimus.org.uk](http://www.mehimus.org.uk)

All gay and bisexual men should test for HIV at least once a year. Sexually active gay and bisexual men should consider getting tested more often, for example, every 3 to 6 months. Early diagnosis of HIV enables better treatment for you and reduces the risk of transmitting the infection to others.

David Huxton: 198824 | Camera: Felix Lejman: 270732 | © 2018 HERO, The Health Equality and Rights Organisation. Photography by Nihar Trivedi

**GMFA**  
Gay Men's Fertility Association

**HERO**  
Health Equality and Rights Organisation

# Me. Him. Us. Offline Media Plan

- Outdoor advertising
  - Focused on 10 bus shelters in South London
  - Brixton, Denmark Hill, Kennington and Streatham.
- LGBTQ venues
  - Posters sent to all LGBTQ venues in London
  - Gay Saunas and social clubs
- Health settings
  - Posters sent to all GP surgeries in Lambeth
  - Digital and print posters sent to all GUM clinics in London
- Education settings
  - Posters sent to major Universities SU
  - Community colleges with high BME attendance in South West London



# Me. Him. Us. Media Plan



CCTV

# Me. Him. Us. Online Media Plan

- Web
  - Me. Him. Us. Hub on GMFA ([www.mehimus.org.uk](http://www.mehimus.org.uk))
  - Providing info on HIV, STIs, GUM clinics, home HIV testing services, true life stories
- Media
  - Press release sent to both LGBTQ and non-LGBTQ media.
  - QX magazine and FS magazine run special features (online and offline)
- Social media
  - Social media friendly images created
  - All GMFA's social media focused on BME issues
  - Targeted adverts to BME gay/ bi men in the UK
  - Constant social media posts

# Me. Him. Us. Media reaction

**METRO** NEWS... BUT NOT AS YOU KNOW IT  
133.9M SHARES  
HOME NEWS SPORT ENTERTAINMENT LIFESTYLE VIDEO MORE  
SEX FASHION FOOD TRAVEL

## GMFA's new sexual health campaign features black gay couples

Elisea Burti Saturday 17 Mar 2018 9:34 pm



MUST READ



**The list**

1. Model's hair dye plays baseball's legend for an important reason
2. Ivanka Trump's 'Chinese proverb' tweet leaves China baffled
3. This male cat has challenged the definition of masculinity
4. Female TV host fired for inappropriate outfit during live broadcast
5. Politician for homeless men whose belongings were thrown in a lake
6. Republican candidate says diversity is 'crap' and 'un-American'
7. Women recreate female comic book panel to show how ridiculous they are
8. Waltons' kid born her pink after heart video goes viral

**This campaign is changing the way black gay and bisexual men discuss HIV**

UPVOTE

**Photo: GMFA**

GMFA - the gay men's sexual health charity - has launched an innovative campaign aimed at black gay and bisexual men.

**Me, Him, Us**, was developed by Black and Minority Ethnic (BAME) gay and bisexual men for BAME gay and bisexual men. It aims to encourage sexual health testing, but also increase the representation of the minority group in public health campaigns.

The first wave of Me, Him, Us, focuses on the experiences of black gay and

**PinkNews** London  
Share on facebook  
Posters featuring black gay couples launched in London  
Nick Duffy  
17<sup>th</sup> March 2018, 4:55 PM



Photos courtesy GMFA

**GAYTIMES**  
In this section ▾

## This new campaign is aiming to increase HIV testing in black gay men

15:51 15th March 2018 by Sam Damshenas



NEWS

"This campaign speaks to us. The imagery is beautiful and it shows black men being loving,





# Me. Him. Us. First week

- Twitter
  - 257k impressions
  - 22,484 engagements
- Facebook
  - 38,246 impressions
  - 3,727 engagements
- Instagram
  - 107,101 impressions
  - 11,159 engagements
- Tumblr
  - 11,578 impressions
  - 1,859 engagements
- Unsolicited 'blue tick' support:
  - Olly Alexander, MNEK, Sinitta, Stormzy, RuPaul and some RPDR stars.



# Me. Him. Us. Results Up to Sep 2018

- Est Social Reach
  - 1,658,015 (does not include reach of media articles)
- Outdoor advertising (includes LGBTQ venues, GPs, Unis, colleges, clinics)
  - 3,958,158
- Web
  - 64,758 visits to [www.mehimus.org.uk](http://www.mehimus.org.uk)
  - 19,250 clicks to clinic pages on MHU
  - 1120 clicks to PHE, 56 Dean Street and THT home testing services
- Est reach of campaign (Septmeber 2018)
  - 5,616,173
  - 561,617 - 10% overall BME UK population
  - 2,471,116 – 44% BME population Lambeth
  - 850k - 17% (realistic BME audience)



# Me. Him. Us. Results

## Key successes

- A campaign that was 100% created by BME gay/bi men for BME gay/bi men
- Engaged BME gay/bi men in sexual health / Health promotion.
- Increased representation of BME gay/bi men in sexual health (in a non-sexual way)
- MHU went viral with organic support
- 25% increase to GMFA's HIV testing information.
- Engage the wider LGBTQ community in BME LGBTQ health projects.
- GMFA helped establish new BME health advocates
- All agreed targets hit.

# Me. Him. Us. 2019

- Black gay/bi men refresh – London
  - Returning May 2019
  - Outdoor adverts in Hackney
    - Billboards and digital platforms
  - Bigger online campaign
  - Focused on community
  - Aimed in increasing home testing services



# Me. Him. Us. 2019

- NEW South Asian gay/bi men
  - Launching September 2019
  - Outdoor adverts in Tower Hamlets and possible Birmingham
    - Bus Stops
  - Focused on couples
  - Aimed in increasing home testing services

# Me. Him. Us. Challenges

- Funding for Me. Him. Us. ends September 2019
- No long-term funding in sight
  - Relying on grants and foundations
  - Not part of national programme
- Danger of BME gay/bi men becoming disengaged
  - Long gaps in campaigns
  - We can't talk about PrEP
  - Lack of BME Project Manager in HERO
- HERO not in a position to continue self-funding Me. Him. Us.

# Learning's

- Work with your target audience
  - Listen
  - Learn
  - Work together
- Give up power
- Representation matters



Ian Howley

[ian.howley@lgbthero.org.uk](mailto:ian.howley@lgbthero.org.uk)

@ianhowley

