



HIV PREVENTION ENGLAND

Combination Prevention: We have the tools to stop HIV

The **It Starts With Me** Summer Campaign on Combination Prevention starts on Wednesday 19 June 2019.

Thanks to a combination of prevention methods, the UK has now met the UNAIDS 90-90-90 targets¹.

In 2017:

92% of people estimated to be living with HIV were diagnosed

98% of people diagnosed were receiving antiretroviral treatment

97% of people on treatment were virally suppressed.

However, 43% of people in England were diagnosed late in 2017, after the virus has began to damage the immune system. In addition, new diagnoses are declining at a much slower rate outside London. And despite having excellent treatment outcomes, people living with HIV are more likely to have poor mental health leading to worse quality of life.

We need to continue to promote combination prevention measures in targeted ways to address these inequalities, and end HIV in the UK.

THE IT STARTS WITH ME SUMMER CAMPAIGN

This summer we will be raising awareness of the different methods people can use to prevent HIV. People can use one or more tools which suit their needs based on their HIV status, current relationship, the type of sex they are having, their finances and lifestyle.

Our target audiences include gay and bisexual men, black Africans and other people from communities affected by HIV.

The campaign sees the return of last year's bright, fun and summery creative. It will feature individuals who are playing their part in stopping HIV by

using at least one of the prevention methods:

- HIV testing
- treatment as prevention
- condoms
- pre-exposure prophylaxis (PrEP)



The community models featured will appear on digital adverts, posters and videos and share their personal stories in a series of blogs.

Produced by **Terrence Higgins Trust** for **HIV PREVENTION ENGLAND**.

Activities

The campaign will be promoted via targeted digital promotion activities, print advertising and media and PR. HIV Prevention England (HPE) will also engage with key communities at LGBT+ prides, African festivals and other events across England.

We will also support the delivery of face-to-face interventions and community tests by our Local Activation Partners and at a number of key events across the summer period.

1 Public Health England (2018). Progress towards ending the HIV epidemic in the United Kingdom 2018 report. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/759408/HIV_annual_report_2018.pdf

2 Terrence Higgins Trust (2018). Using digital interventions to address barriers to condom use among high-risk groups in England. HIV Medicine, Volume 19, Supplement 2, April 2018. <https://www.bhiva.org/file/jhWlaZopMPYnm/AbstractBook2018.pdf>

Amplify your local HIV prevention work with FREE resources

Free printed and digital HIV prevention leaflets, posters and other promotional materials are available to all organisations engaged in HIV prevention. These include clinics, GP surgeries, statutory services, colleges, universities and third sector/community organisations.

You can order resources from
Wednesday 5 June 2019 at
hivpreventionengland.org.uk/order-resources



HIV PREVENTION TOOL

Testing

Testing reduces the number of people undiagnosed with HIV and allows them to access treatment.

Awareness of the necessity, simplicity and ease of HIV testing should be promoted in all settings: clinical, primary care, community-based and testing at home.

Treatment

Expanded testing combined with prompt initiation of HIV treatment has been the biggest driver to reducing new diagnoses in England. People on effective treatment cannot pass on HIV to their sexual partners. Sharing this message combats HIV-related stigma and in turn reduces barriers to testing.

Condoms

Condoms remain a cornerstone in the prevention of HIV, sexually transmitted infections (STIs) and unwanted pregnancy.

Our own research has found that only 14% of people are satisfied with the condoms they are using and that ignorance about different condom types persists².

HIV pre-exposure prophylaxis (PrEP)

PrEP is highly effective in preventing the sexual transmission of HIV. Whilst not readily available for everyone in England the PrEP Impact trial has provided PrEP for more than 11,000 people since its initiation in 2017.

It is important that people who could benefit from PrEP are educated about the options available to them.

WHAT CAN YOU DO?

- Promote existing testing services in your area using the **It Starts With Me Where to test tool**
- Provide additional tests in different settings to meet your local needs
- Enforce the current NICE testing guidelines: **<https://www.nice.org.uk/guidance/qs157>**

- Promote the benefits of treatment for people living with HIV and their sexual partners
- Promote treatment adherence and encourage early initiation of treatment
- Share these NAM factsheets on the impact of an undetectable viral load on HIV transmission with your service users:
For people living with HIV
For HIV-negative people

- Promote free and low-cost condom schemes among key communities
- Encourage consistent use of appropriate condoms using the **It Starts With Me Condom Quiz**
- Review and apply national guidelines from NICE: **<https://www.nice.org.uk/guidance/ng6>**

- Inform people who may benefit from PrEP about how they can access it
- Review training materials on PrEP from **I Want PrEP Now (IWPN)**, **PrEPster** and **HPE**
- Share information about PrEP with auxiliary networks outside the sexual health and HIV sector.

GET INVOLVED WITH HIV PREVENTION ENGLAND AND STAY IN TOUCH

There will be many opportunities throughout the year to contribute to the HPE programme and benefit from all we have to offer.

- Keep up to date with news and training opportunities by subscribing to our e-bulletin at **www.hivpreventionengland.org.uk/**
- Promote your current and recent projects through our website: write a blog or share your good practice publications.
- For more information about the summer campaign or the programme more generally, email **hpe@tht.org.uk**



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