

HIV Prevention England Steering Committee Meeting Report

The HIV Prevention England Steering Committee (HPESC) met on 14 June 2018 at Friends House, London.

Key topics covered included:

- HPE Local activity partners – changes in local commissioning options
- Spring 2018 campaign results
- Summer 2018 campaign activities
- Streamlining work processes related to other local HIV campaigns and programmes
- Membership update
- Review of the risk register, KPIs and financial report
- Update of HPE stakeholder engagement strategies
- System updates

Meeting Information

Participants present

Members

FAB	Francis Adu-Boachie	Reverend Prebendary, Church of England Director of Public Health, and Rep: London HIV Prevention Programme
JB	Julie Billett	Sexual Health Commissioner and Rep: English Sexual Health and HIV Commissioners Network
LB	Leanne Bobb (New)	Deputy Chief Executive, LGBT Foundation
RC	Rob Cookson	CEO, Strategic Social Marketing
JF	Jeff French	Chief Executive, Terrence Higgins Trust (THT)
IG	Ian Green	GP and Clinical Fellow for the RCGP
RH	Rebecca Hall	Trustee & Lead Minister, Command Prayer Centre
CKO	Charles Kwaku-Odoi	Head of Programmes, Africa Advocacy Foundation
DO	Denis Onyango	Sexual Health Commissioner, Leicester City Council
LR	Liz Rodrigo	

Guests

CB	Caroline Barker	Marketing Manager, Terrence Higgins Trust
DE	Dominic Edwardes	Executive Director of Digital and Marketing, THT
CG	Cheryl Gowar	NAT representative, on behalf of Kat Smithson
LG	Luis Guerra	National Programme Manager, Public Health England
IH	Ian Howley	CEO, GMFA/HERO
CK	Chamut Kifetew	HPE Project Manager, THT
TM	Takudzwa Mukiwa	Head of Social Marketing Programmes, THT

Apologies

PO	Paul Ogden	Senior Adviser - Public Health, LGA
GB	Lord Guy Black	Vice Chair of the APPG on HIV and AIDS, Member of the House of Lords
AS	Ann Sullivan	Consultant Physician in HIV and Genito-urinary Medicine, Fellow and Trustee for BASHH

Minutes of last meeting

The minutes of the last meeting were agreed as a true and accurate record.

Matters arising

Local activity partners: changes in local commissioning options

Members discussed the situation of HPE local activation partners (LAPs). Due to changes in commissioning, some are having difficulty operating, weighing up their ability to continue; merging with other organisations to be more sustainable etc. Embrace Life Luton will close at the end of July 2018, leaving a gap in Luton. Herts Aid, a LAP in Hertfordshire, has decided to merge with THT.

Members agreed that HPE should communicate with local commissioners to ensure that HPE works with the locally commissioned service, whoever this may be. This may be valuable in situations where the locally funded service changes from one year to another, and ensures the ability of HPE local activity to be delivered well in that area. HPE should also capture and highlight to the sector and decision-makers the information about the challenges LAPs may be experiencing, including local contract pressures.

Summer 2018 campaign activities

The HPE summer 2018 campaign focuses on combination prevention, using targeted messaging promoting the different tools people have to stop HIV. It uses the same framework of the ISWM summer campaign of 2017 (which took a celebratory tone – “We Started Something” – referring to the drop in new diagnoses due to a combination prevention approach). What was missing in 2017 was having clear calls to action, which has been addressed this year.

The campaign builds on Kantar evaluation findings which highlighted that the visuals of the NHTW 2017 campaign were very strong. The messaging for summer is “I’m stopping HIV. I (use condoms/test regularly/I’m on treatment/I take PrEP)”. The campaign runs from June to the end of August 2018.

IG updated the committee that the London HIV Prevention Programme (LHPP) had flagged some concerns around summer campaign duplication between their summer campaign and HPE’s own.

Members had a discussion around the campaign visuals, the choice to omit outdoor advertising elements, campaign evaluation plans, and how to address LHPP concerns.

Regarding outdoor, last year HPE had outdoor but it is so expensive that it is difficult to get an impactful level of scale. What is more, we recognised that Summer is a key period for Do it London’s summer campaign outdoor activity. Instead, we determined to focus out of home advertising during NHTW 2018.

Regarding evaluation, Kantar Public have proposed to have a modified ‘pre’ campaign survey in September. It will both ‘look back’ at the HPE spring and summer ISWM campaigns and provide a ‘pre’ survey for NHTW 2018.

Members had a discussion on strategies to avoid any future impressions of duplication of effort/across platforms.

Streamlining work processes with other local HIV campaigns and programmes

Members agreed that LHPP and HPE needed to work better together. Although to date HPE had approached LHPP informally to meet and communications had been exchanged, this informal approach

has proved to be of limited effectiveness.

IG recommended that a formal operational meeting between HPE and LHPP to be held every six months and other regional or local campaigns on HIV prevention. This would enable avoiding duplication where possible. Looking at the year overall and sharing plans equivalently would ensure that ultimately the key messages of HIV prevention and testing would get to key communities.

JB and the other committee members agreed that this would be a sound proposal. JB further recommended having a shared framework of principles outlining how we want to work together; as well as mechanisms for operationalization.

Other members commented that any duplication may be minor when considered at the scale at which it may occur. Members highlighted that having a national campaign has many benefits that local campaigns do not – due to the range, consistency and quality of resources provided. They are particularly beneficial and cost effective in areas out of London which do not have a similar campaign to LHPP.

There is also need to recognize and elucidate the ways the programme provides complementary activity/resources and messaging across areas, rather than framing it in terms of duplication.

Actions

- Contact commissioners and organisations of affected areas and arrange to work with primary commissioned service where possible.
- Set up a formal operational meeting between HPE and LHPP to be held every six months and other regional or local campaigns on HIV prevention
- Develop a shared framework of principles outlining how to work together/alongside other campaigns; as well as mechanisms for operationalization.

Governance

ToRs

Members accepted the proposed amendments to the ToRs.

Membership

It was identified that there are gaps in the membership: namely, an academic representative with a focus on HIV/Sexual Health research and a community representative of someone living with HIV.

Professor Rusi Jaspal, Professor of Psychology and Sexual Health at De Montfort University, has a wealth of knowledge and research experience in HIV and sexual health. He was put forward as an academic to invite to join, and no members objected.

Members agreed that the best approach to recruit a community representative would be through UK-CAB.

Actions

- Invitation made to Rusi Jaspal to join HPESC
- Work with UK-CAB to recruit appropriate community representative

Operations

Spring 2018 campaign results

The Spring Campaign was held in Q1 and run from 17 April to 31 May 2018. It focused on promoting the impact of HIV medication on prevention.

The community model imagery from 2017 was refreshed, with a new look and feel. All the community models used were individuals from key communities, living with HIV. The messaging was: "I can't pass on HIV. People of effective HIV treatment cannot pass on the virus. "

Activity was mainly digital. It included social media and web promotion of the It Starts With Me website, tools, and videos, including key information about treatment as prevention.

We provided new posters and social media template packs for HIV sector professionals to use.

We also held an information webinar on the campaign topic on May 21.

Spring campaign results

Nearly 500,000 people were reached online, and there were more than 4.2 million opportunities to see via print media. In terms of engagement, there were 19,2015 campaign landing page views, and 82,565 engagement actions undertaken (clicks, video views, comments, shares etc). This engagement led to 6,321 conversions (individuals who used a tool or referral made).

There were 16 professionals who participated in the 'I can't pass on HIV ' webinar, including three people from out of the UK (Austria, Greece and United States).

Summer 2018 campaign activities

The HPE summer 2018 campaign focuses on the different tools available to stop HIV, using targeted messaging to promote the key messages. It uses the same framework of the ISWM summer campaign of 2017 (which took a celebratory tone – "We Started Something" – referring to the drop in new diagnoses due to a combination prevention approach). What was missing in 2017 was having clear calls to action, which has been addressed this year.

The campaign builds on Kantar evaluation findings which highlighted that the visuals of the NHTW 2017 campaign were very strong. The messaging for summer is "I'm stopping HIV. I (use condoms/test regularly/I'm on treatment/I take PrEP)". The campaign runs from June to the end of August 2018.

Actions

None

Monitoring and evaluation

Risk register

The risk register was reviewed.

Engaging stakeholders (OR3) was rated an amber risk and members discussed whether the approach to reaching local authority stakeholders was appropriate and could be modified. One suggestion was to change methods of reach, to address the political aspects of engagement, by approaching the LGA to cascade information to local authorities and using London Councils to do the same in London. Another suggestion was to split the risk between London and the rest of England.

Planning timetables (OR5) was also amber due to tight timelines of programme activities, but members agreed that this should be changed to green as mitigating systems are firmly in place to prevent missed deadlines.

Responsiveness to need (S1) continues to be amber as there is little surveillance data of who non-MSM and BA communities are, despite 60% of new heterosexual infections being in non-BA populations.

KPIs

The KPIs were also reviewed, and members stated that there needs to be a shift - from the committee reviewing a multitude of process indicators, towards overseeing the strategic impact, outcome and output indicators of the programme.

PHE are currently reviewing the KPIs for 2018-19. The final list will be available for the HPESC to look at and highlight the most important indicators to discuss in future HPESC meetings (although the full KPI list would be available to members who wish to see it for reference).

HPESC members agreed that JF would look at the final list of KPIs and make some suggestions re a 'dashboard' summary of key impact indicators.

Financial reports

The programme broke even for 2017-18 and the 2018-19 budget has been set. The documents will be circulated following the meeting.

Actions

Risk register

- HPESC commissioners and DPHs to identify risks specific to London and specific to out-of-London; and to propose alternative mitigating actions (OR3)
- OR5 to be changed to green

KPIs

- HPESC members to review full 2018-19 KPI list and highlight key indicators (top 5)
- JF to produce recommendations re: a KPI 'dashboard' summarising key impact indicators.

Financial reports

- Documents to be circulated to HPESC

Stakeholder engagement strategies

GP engagement strategy

By the time of the meeting, the GP engagement strategy was nearly finalized. After the meeting members would have two weeks to give a final sign off to the document.

Faith leader/communities engagement strategy

The faith engagement strategy will be developed once the GP strategy is completed. Members discussed the appropriate approach and suggested:

- top-down approach with big churches
- bottom-up approach with informal churches and likely necessity of 'offline' face-to-face engagement activities

Members also had helpful resources and offered to share these to support the development of the faith strategy.

Actions

- GP strategy to be finalised and launched.
- AS to liaise with HPESC members to provide input into faith strategy.

System Intelligence

THT online self-test programme

The THT online self-test project was launched in May 2018 and aims to provide about 1,000 tests per week to MSM and BA in the UK. So far, the project is on track and has witnessed good uptake from both MSM and BA communities, although BA cost more to reach and MSM are more likely to share test outcomes with THT once prompted. By 14 June 2018, 6 out of 1,850 test results reported were reactive (0.32%).

Detailed analysis (by geography and demographic profile) once the project ends would be helpful to the sector and to commissioners. Suggestion was made to share initial results to commissioners via the English Sexual Health Commissioners forum.

HPE support of the European HIV sector

HPE supports the European HIV sector in a number of ways, especially through the support of European Testing Week (ETW) each year. THT also sits on the European Civil Society Forum (CSF). Bearing in mind different country contexts, CSF members are keen to learn from THT/HPE projects and suggestions have been made to explore future opportunities to share learnings.

Fast track cities

The London fast track cities initiative is progressing and over summer, a gap analysis is underway to determine the focus of the initiative. Another update will be provided at the next HPESC meeting.

London HIV Prevention Programme and Do it London summer 2018 campaign

Funding for the London HIV Prevention Programme ends in March 2019, so efforts are underway to get current local authorities to collaborate and extend funding. Summer Do It London Campaign will run from 2 July 2018 until November 2018. There will be particular bursts of activity during Pride and the end of Summer. The campaign will include out-of-home activity and messaging will focus on combination prevention, tying in with the previous 'Do it Your Way' campaign.

GMFA 'Me. Him. Us.' campaign

IH from GMFA gave a presentation on their recent campaign: 'Me. Him. Us.' (MHU) The campaign was designed to address a gap of representation and involvement of BME men in HIV testing and sexual health media campaigns. It was developed following in-depth research and drew from other successful campaigns, including It Starts With Me. It was well received among the community and sector and GMFA are currently seeking funding to continue to run it.

Members discussed how to reinforce MHU and increase its impact, and made several suggestions, including

- linking the national self-sampling service to the MHU campaign (LG)
- linking councils out of London with GMFA who may wish to amplify MHU in their areas/among key communities (especially emerging most at risk populations (EMARPs)) (LR, LG)
- offering a mechanism for organisations who wish to purchase campaign posters/resources to do so.
- addressing the faith aspect which may be a good community to include going forward (FAB, CKO)
- identifying ways that HPE can support MHU going forward (IG, DE, TM, CK).

Actions

- Initial THT self-test project results to be shared with the English Sexual Health Commissioners Forum
- Update on London fast-track cities initiative to be given at next HPESC meeting
- HPESC members to liaise with GMFA to reinforce impact of MHU campaign according to members' areas of interest

Any other business

Showcasing the impact of HPE

HPE Spring 2018 campaign has been held up as an example of good practice and innovation in HIV prevention and will be discussed in presentations given at IAS 2018.

At the time of the June HPESC meeting, a submission to present about the impact of the HPE programme

at the 2018 European Social Marketing Conference had been made.

Locally, nomination for the 2018 BMA patient awards for ISWM resources was made. They have been shortlisted for some awards, and the outcome will be announced in September.

Actions

None

Next meeting

The next meeting will be on 11 October 2018 at BMA House, London.

Actions

- All members to please RSVP or forward to a suitable deputy.