

HIV Prevention England Steering Committee Meeting Report

The HIV Prevention England Steering Committee (HPESC) met on 11 October 2018 at BMA House, London.

Key topics covered included:

- HPE Local activity partners – changes in local commissioning options
- Summer 2018 campaign results
- Review of the risk register, KPIs and financial report
- Notice of forthcoming Kantar Public Independent Evaluation
- National HIV Testing Week 2018 campaign activities
- Update of HPE stakeholder engagement strategies
- System updates

Meeting Information

Participants present

Members

LB	Leanne Bobb	Sexual Health Commissioner and Rep: English Sexual Health and HIV Commissioners Network
GB	Lord Guy Black	Vice Chair of the APPG on HIV and AIDS, Member of the House of Lords
ASu	Ann Sullivan	Consultant Physician in HIV and Genito-urinary Medicine, Fellow and Trustee for BASHH
IG	Ian Green	Chief Executive, Terrence Higgins Trust (THT) (Chair)
RH	Rebecca Hall	GP
KS	Kat Smithson	Director of Policy and Campaigns, NAT
RJ	Rusi Jaspal (New)	Chair in Psychology & Sexual Health, Associate Director of Research, De Montfort University
JC	Jake Chambers (New)	UK-CAB Rep

Guests

DE	Dominic Edwardes	Executive Director of Digital and Marketing, THT
LL	Louise Logan	???, Public Health England
ASp	Alex Sparrowhawk	HPE Programme Officer, THT
TM	Takudzwa Mukiwa	Head of Social Marketing Programmes, THT

Apologies

PO	Paul Ogden	Senior Adviser - Public Health, LGA
FAB	Francis Adu-Boachie	Reverend Prebendary, Church of England
JB	Julie Billett	Director of Public Health, and Rep: London HIV Prevention Programme
RC	Rob Cookson	Deputy Chief Executive, LGBT Foundation
JF	Jeff French	CEO, Strategic Social Marketing
CKO	Charles Kwaku-Odoi	Trustee & Lead Minister, Command Prayer Centre
DO	Denis Onyango	Head of Programmes, Africa Advocacy Foundation
LR	Liz Rodrigo	Sexual Health Commissioner, Leicester City Council

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

Over the summer period five of the programmes Local Activation Partners (LAPs) have closed. Conversations are continuing with local commissioners regarding locally commissioned services taking over these roles. Some other organisations are vulnerable and have been unable to commit to local activity due to lack of resource to do so.

IG relayed points made at previous HPESC that THT is the locally commissioned service and is likely to deliver the campaign in Luton. Discussions are on-going in Hertfordshire where HertsAID merged with THT as the new contract provides support services only.

KS advised NAT were alerted to support service closures and cuts but had been unaware of the issue with the commissioning of prevention services. Suggestion was made we ask how commissioners are meeting the NICE HIV testing guidelines if there is no community organisation testing provision.

Streamlining work processes with other local HIV campaigns and programmes

A decision was made at the previous HPESC to arrange a formal operational meeting with the London HIV Prevention Programme (LHPP) to be held every six months. Both programmes are meeting shortly. It is hoped that a shared framework of principles will be developed from this meeting.

Actions

- Provide an update on changes to LAPs once agreements have been finalised with commissioners in affected areas.
- HPE to arrange meeting with NAT to talk about issues regarding the increase in cuts to HIV prevention commissioning for community testing.
- Provide an update on actions from previous HPESC following meeting with LHPP.

Operations

Q2 Progress Report and Summer 2018 campaign results

The Summer Campaign was held in Q2 and run from 18 June to 30 August 2018. It focused on promoting the combination prevention approach to reducing new HIV diagnoses.

As with the Spring Campaign we refreshed the community model imagery from 2017, with a distinct 'summer' creative. All the community models used were individuals from key communities, living with HIV. The messaging was: "I'm Stopping HIV".

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 condoms, PrEP, HIV testing and treatment.

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

At seven LGBT+ Pride and African cultural events over the summer period we invited people to have their photo taken in front of a 'green screen' which was branded with the campaign messaging. Whilst people queued for their free photos interventions were delivered about the different ways to stop HIV. The images were sharable on all social media platforms.

One issue was capacity to deliver this activity in different places across England. If events were held where no LAP is commissioned to deliver HIV prevention it was particularly difficult.

IG reaffirmed that campaign activity should be inclusive of all target groups, including event resource allocation and participation.

RJ offered to share their evaluation tool. An evaluation of the success of the green screen exercise is underway.

Summer campaign results

There were 15.6 million digital impressions, 2.7m opportunities to see via print, 72,715 unique website users and 33,493 uses of the website tools during the campaign.

To date 6,558 face-to-face interventions have been reported and 892 tests performed. HPESC members asked what targets these were set against. It was clarified that the interventions are not a conversion to testing but two separate activities.

RJ asked how effective the campaign was at engaging underserved groups including trans people and BAME MSM. TM explained we have information from Kantar reports but numbers responding groups such as BAME MSM are low, the majority of engagement is via online interventions. DE advised we had listened to stakeholders and tailored campaign imagery for specific publications such as 'raunchier' magazines targeted at gay men.

GP Engagement Strategy

The HPE GP Engagement Strategy was launched in August 2018. Asp attended the RCGP Annual Conference in early October. HPE are working with RH to think about what possible activity to deliver next year as it was felt an exhibition stand did not add the best value. Two events for GPs and primary care professionals are planned for the end of October in London and Manchester, focusing on PrEP and HIV testing.

ASu raised an issue with GPs and Sexual Orientation Monitoring and whether primary care systems have the capacity to do so. This issue raised concerns with some HPESC members following the issues with NHS Digital and the Home Office last year regarding the sharing of immigration data. RH advised GPs also require training in conversations with patients about aspects of their lives including sexual orientation.

Actions

- RJ to share the 'HIV knowledge' scale he has developed to measure the success of face-to-face interventions.
- TM to ensure Quarterly Progress Reports include LAP deliverable targets as well as actual results and share the targets from the Summer 2018 Campaign.
- ASp to share GP Engagement Strategy with new members.
- HPE to engage with NHS England regarding clarification on data collection of sexuality in GP and primary care settings.

Monitoring and evaluation

Risk register

The risk register was reviewed.

Engaging stakeholders (OR3) is still rated an amber risk. HPESC members agreed open and regular dialogue was needed and questioned if more could be done to mitigate this risk. LL advised that during a meeting between PHE and HPE comms channels were discussed which would help to keep commissioners updated with campaign activities.

Responsiveness to need (S1) continues to be amber. HPESC agreed the programme must be responsive to changes in epidemiology. ASu questioned response to issues such as the outbreaks of PWID in Glasgow and Birmingham.

KPIs

The KPIs were also reviewed, work is still underway for HPESC to monitor 'five key' indicators than all the programmes KPIs.

Two red KIPs (video views and press and media coverage) should move into green following NHTW when the majority of activity supports them is undertaken.

There was also an issue with condom suppliers during the summer period. This will be rectified before Condom Week in February 2019.

ASu questioned KPI002 and HPE response to recent Syphilis outbreaks. HPE provide generic resource for Syphilis but this is not targeted towards any specific audience. Members discussed concerns reaching non-defining gay and bisexual men.

Financial reports

The report was reviewed. IG advised negotiations are on-going with PHE regarding contract extension.

Kantar Public Independent Evaluation

PHE commissioned Kantar to independently evaluate the campaign. The report is due to be published shortly.

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

- HPE to share final Q2 LAP results once received and calculated.
- RJ to share research which input into the Sholay Love project.

Financial reports

- Documents to be circulated to HPESC

Kantar Public Report

- Kantar Public Independent Evaluation to be shared with HPESC once published.

Forward Planning

National HIV Testing Week 2018

The “Give HIV the finger” strapline returns for a second year with updated creative and new colour palette to avoid fatigue. Early findings from the upcoming Kantar Public report advised to support the campaign with key messages, especially that testing is free and anyone in England can access it. Despite wider competition in community and home testing services this year the campaign has a target of 25,000 self-sampling test kit orders. It was also confirmed the nation-wide self-sampling initiative will run into early January as it has previously.

Standard campaign activities will include digital, outdoor and print advertising and promotion via social media. HPE are liaising with YouTubers and other influencers to promote the campaign. LAPs are commissioned to perform XXX tests over the period and XXX face-to-face interventions.

JC asked why SW England wasn't covered by the outdoor advertising activity. HPE have tried to target as many high prevalence areas within the budget they have and ensure there is a balance of activity in areas of high MSM and BA populations, the target audiences for testing week.

ASu asked if the self-sampling service would deliver tests to people outside the target audiences. LL advised that some commissioners have opened up the scheme to broader demographics.

LB questioned whether additional advertising activity is reported back to HPE to be included in their KPIs. TM advised LAs such as Redbridge have previously provided us with this information.

Actions

- HPE to liaise with GB/ APPG to ascertain how we can promote NHTW in Parliament.

Strategy

Faith leader and communities engagement strategy

The faith engagement strategy is under development. Meetings have been contacted with Faith Leaders and organisations working with people of faith. A draft strategy will be ready in the coming weeks and shared with members of HPESC for comment.

Actions

- AS to share draft strategy with HPESC members.

System Intelligence

Fast Track Cities

The Fast Track Cities (FTCs) initiative is now in Brighton, London and the Mayor of Greater Manchester,

Andy Burnham recently announced the area would also be joining the programme. Other cities in England including Liverpool, Birmingham and Bristol are making preparations or expressed interest in doing so.

FTCs give a focus on HIV prevention and HPE need to decide how to engage with the programme and what added value our expertise can provide the initiative.

KS suggested HPE share their best practice, the knowledge of LAPs and their local ???.

Actions

- HPE to make contact with key people and existing community representation with FTCs and offer our own services or that of LAPs delivering local prevention activities.

Any other business

None

Next meeting

The next meeting will be on 21 February 2019, Venue TBC, London.

Actions

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