

Let's get to zero HIV: we have all the tools we need

Webinar: Thursday 11 July 2019, 1pm

Contact: hpe@tht.org.uk

Twitter: [@HIVPreventionEn](https://twitter.com/HIVPreventionEn)

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Objectives

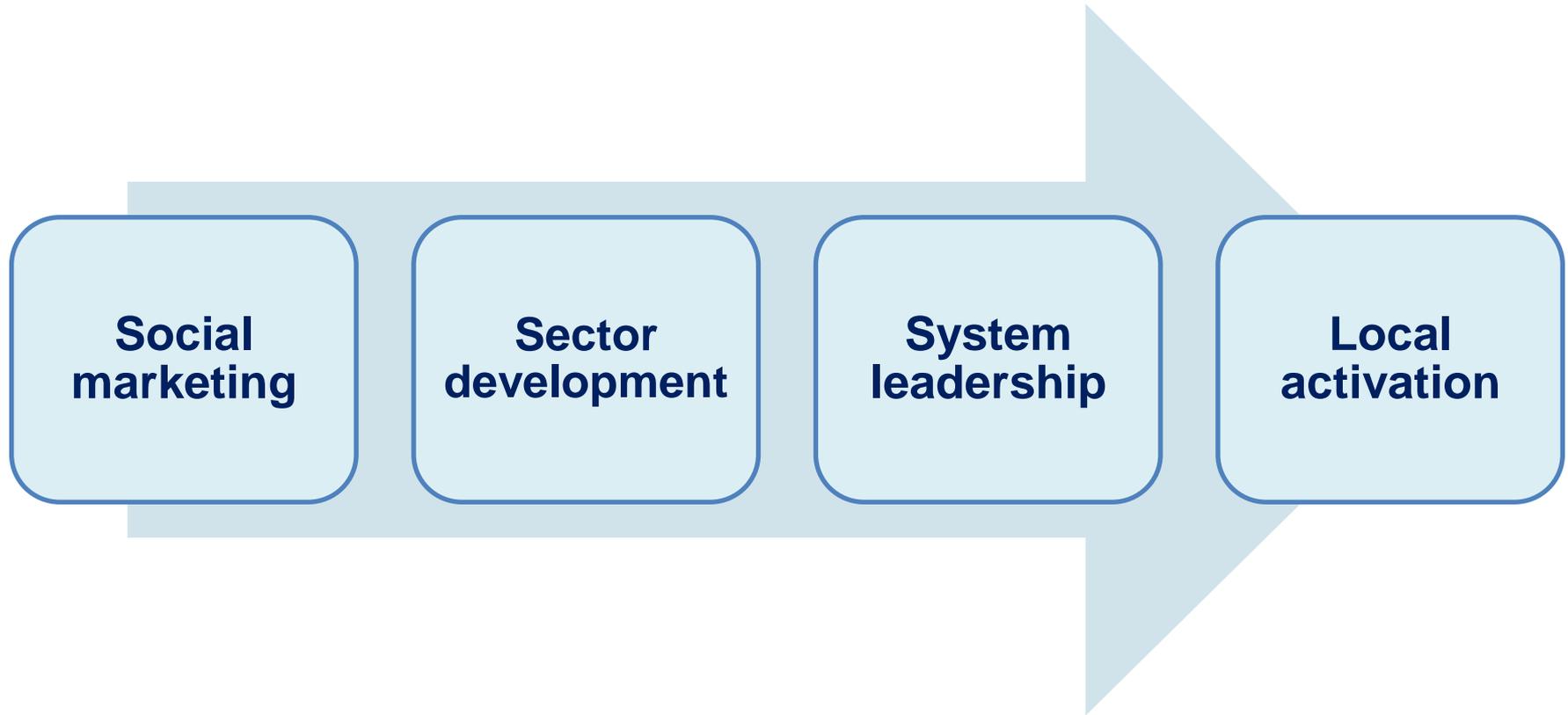
- An overview of combination HIV prevention
- HIV trends in the UK
- Why new HIV diagnoses have declined in the last decade
- Future directions: Where do we go from here?
- Questions

It Starts With Me

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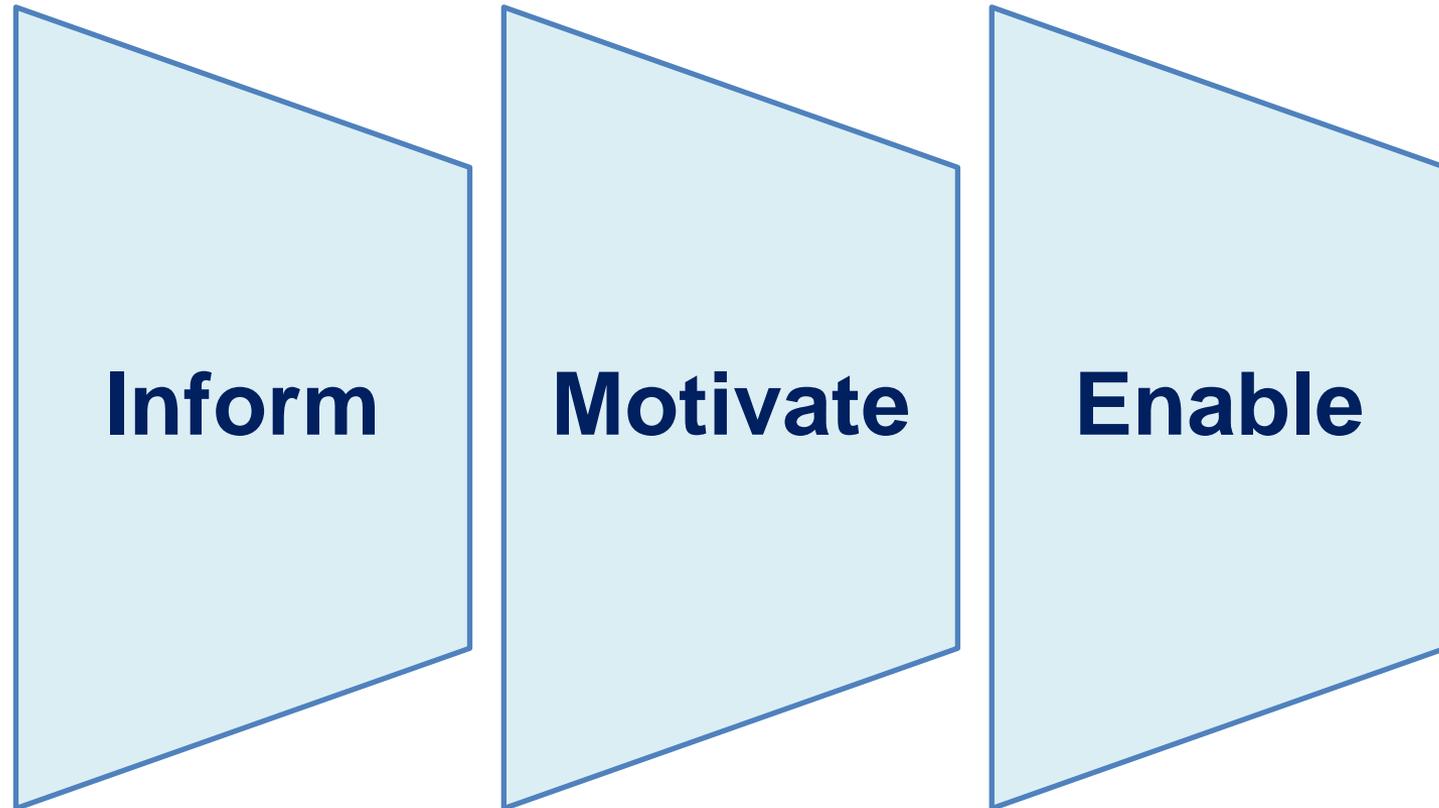
HPE Programme 2016-20



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Programme Strategy



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About the campaigns



- Target the key populations in the UK.
- Social marketing campaign: designed to influence and change behaviours.
- Main promotion via digital advertising through social media channels.
- Also utilises other online advertisement via apps, websites etc. as well as outdoor, print and the media.
- All the campaign models are 'real' people and we user test all our messaging through surveys and feedback.
- NHTW runs each November, ISWM campaign activity is year round, concentrated at key periods e.g. summer

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www.startswithme.org.uk

IT
STARTS
WITH
ME

WHEN TO TEST

WHICH TEST

WHERE TO TEST

CONDOM QUIZ

Info



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Campaign creative

**IT
STARTS
WITH
ME**



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Targeted online promotion

It Starts With Me UK
Sponsored · 🌐

We now have the tools to stop HIV, but it takes each of us to make it happen.

The most common way to get HIV is by having unprotected sex with someone who doesn't know they have it. Here's how you can protect yourself and others from HIV



Testing for HIV [Learn More](#)

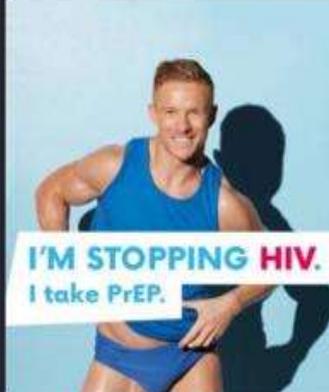
Using condoms

recon

29 Jul 2018

Recon Sponsored Message

Stop HIV Your Way



I'M STOPPING HIV.
I take PrEP.

Condoms, PrEP, testing and treatment are all effective at stopping HIV. Discover the right way for you at [It Starts With Me](#)

It Starts with Me
1 September at 08:24 · 🌐

We have more ways than ever to prevent HIV being passed on, but we all have a role to play.

Find out more about what you can do on our lovely website:
<https://www.startswithme.org.uk>

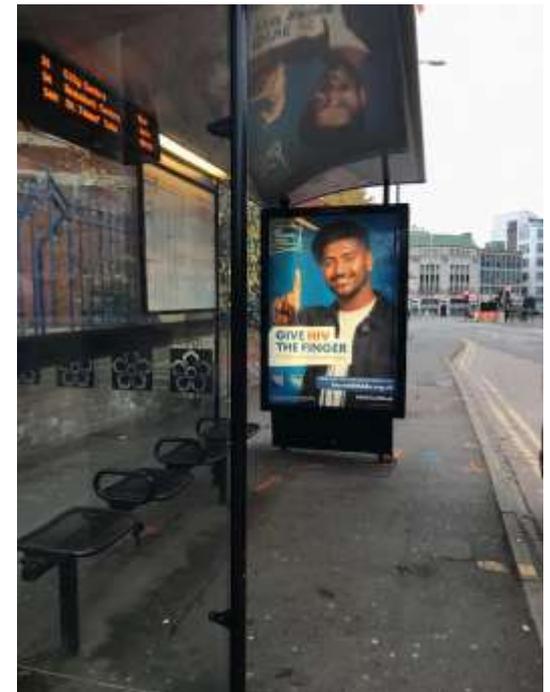


I'm on treatment



Videos

Targeted print and out-of-home



Influencers and the media



Aids and HIV

Prince Harry calls for HIV testing to be seen as completely normal



COMMUNITY

19 NOVEMBER

Courtney Act 'gives HIV the finger' for National HIV Testing Week

By Gay Times



London is leading the way when it comes to tackling HIV, but there is so much more to do if we are to end new infections.

Sadiq Khan
Mayor of London



"Getting tested for HIV must be made to be as normal as going to the dentist for a check-up."



National HIV Testing: 'My First HIV Test Came Back Positive'

Charity Njerenda was diagnosed with HIV 15 years ago. To mark National HIV Testing Week this November, Charity's written about the importance of that diagnosis and why we should all get tested for HIV.

17TH NOV 07:00 AM



Free resources: <http://thtresources.org.uk/>

The screenshot shows the homepage of the StartsWithMe website. At the top, there is a dark blue navigation bar with the text "TERRANCE HIGGINS TRUST", "IT STARTS WITH ME", and "LIVING WITH HIV". To the right of the navigation bar are links for "Admin", "Aids", "Logout", "Account", and "Cart". Below the navigation bar is a search bar with the text "What are you looking for?" and a "Go" button. The main content area features a large banner with the text "IT STARTS WITH ME" and a photo of a man. Below the banner are four columns of content: "Summer Campaign" with a video thumbnail, "See our video channel" with a play button icon, "Printed Materials" with a thumbnail of a poster, and "Merchandise" with a thumbnail of a t-shirt. At the bottom of these columns are two yellow buttons labeled "Summer Campaign" and "I Can't Pass on HIV".



A collection of promotional materials for "Give HIV the Finger" is displayed on a yellow background. It includes four posters featuring different people making the "L" hand gesture, two circular logos with the text "GIVE HIV THE FINGER #HIVTestWeek", a blue hand-shaped sign with the text "GIVE HIV THE FINGER", a blue sign with the text "GIVE HIV THE FINGER A finger-prick test is all it takes.", and a dark blue long-sleeved t-shirt with the text "GIVE HIV THE FINGER A finger-prick test is all it takes." and a small logo.

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Local activation



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Combination Prevention

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Combination Prevention



Condoms

Using condoms correctly and consistently can help protect against HIV, other sexually transmitted infections (STIs) and unplanned pregnancies.

However, research has shown that that not all sexually active people use condoms, including those from groups most affected by HIV:

- 61% indicated they had anal sex without a condom in the last 12 months (State of Play, Findings from the England Gay Men's Sex Survey 2014)
- 11.5% of respondents indicated that they did not always use condoms during sexual intercourse (African Health and Sex Survey 2013-2014)

More recently insights from the Kantar Public *It Starts With Me* 2017 campaign evaluation found that:

- Only 37% of gay and bisexual men reportedly used condoms always or very often.
- Only 26% of the black African people report using condoms always or very often.

Testing

Increasing and efforts to normalise HIV testing since 2012 have been a fundamental cornerstone of HIV prevention efforts in the UK.

There are more ways to test than ever before:

- Sexual health services
- Community testing
- Primary care
- A&E (high prevalence areas)
- Other healthcare settings (e.g. HIV screening during pregnancy)
- At home:
 - Self-sampling (or postal testing)
 - Self-testing

In August 2018 Superdrug became the first high street retailer to sell home test kits, further normalising HIV testing amongst the general public.

Treatment as Prevention (TasP or U=U)

People living with HIV on effective treatment can't pass on the virus to their sexual partners.

Evidence that antiretroviral therapy could prevent onwards transmission has been building for ~20 years, originating from research into vertical transmission.

Public attitudes and knowledge are still out of date with the current medical advancements:

- Only 19% of Brits are aware of this fact
- 48% would feel uncomfortable kissing someone living with HIV
- 38% would feel uncomfortable going on a date with someone who is HIV positive

(THT/YouGov survey of 2,075 British people, July 2019)

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Pre-exposure prophylaxis (PrEP)

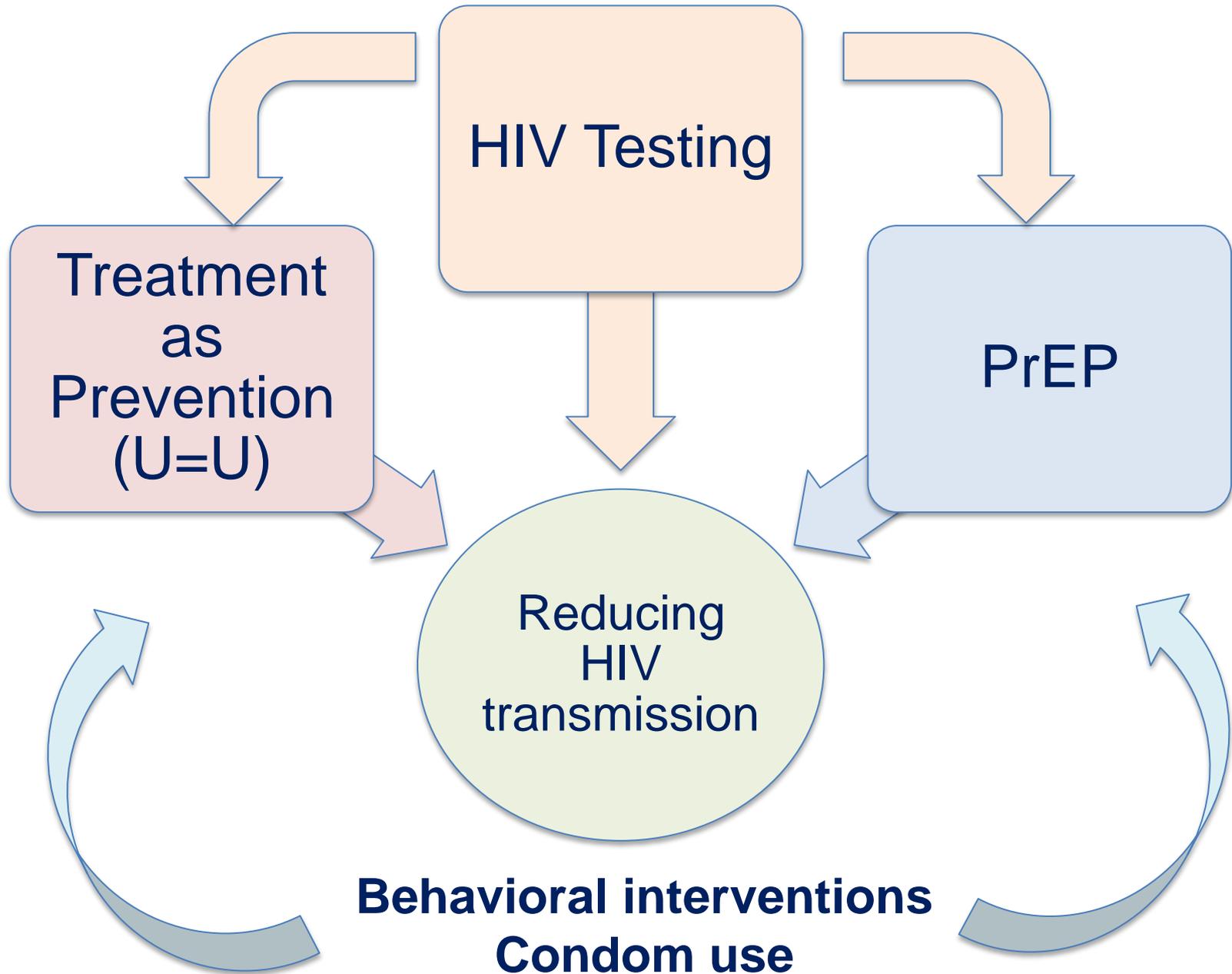
Prophylactic use of antiretroviral therapy to prevent HIV infection by blocking the virus's ability to replicate inside a CD4 cell.

Data from trials including iPREX (2010), PROUD (2014) and iPERGAY (2014) has shown PrEP to be an effective method to prevent HIV transmission.

Currently access to PrEP via the NHS in England is only available via trials, most notably the PrEP Impact trial. This is an implementation trial which has seen high demand, especially amongst gay and bisexual men.

Many people are also purchasing PrEP privately via online pharmacies. It is estimated ~10,000 people have accessed PrEP in this way in the UK.

Combination Prevention



Additional factors to consider

Mental health	Drugs and alcohol	Sexualised drug use (Chemsex)
Sexual and reproductive health	Sexually transmitted infections	Co-infections (HepC/TB etc.)
Pregnancy	Intimate partner violence	Gender identity e.g. Trans health matters

It's not just the tools which matter...

- Structural strengths
 - Universal health care system
 - Human rights and freedoms
- High quality surveillance systems
 - Public Health England HARS
- Responsive health care system
 - Evidence-driven
- Combination prevention approach
 - Access and availability of condoms
 - Access and initiation of treatment
 - Testing technologies and normalisation
 - Access to biomedical prevention tools (e.g. PrEP)
- 30+ years of determined activism!

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HIV trends in the UK

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UNAIDS 90-90-90 targets met

UK meets UN target in drive to end HIV epidemic

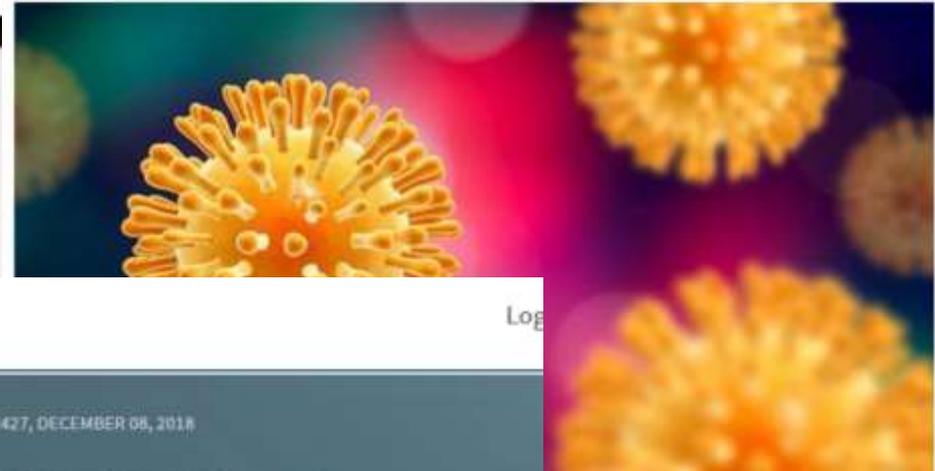
More than 90% of cases are diagnosed, on treatment and virally suppressed, Public Health England says



UK meets global HIV targets as diagnoses keep falling

© 29 November 2018

f t e Share



THE LANCET

Log

WORLD REPORT | VOLUME 392, ISSUE 10163, P2427, DECEMBER 08, 2018

The UK reaches UNAIDS 90-90-90 targets

Tony Kirby

Published: December 08, 2018 · DOI: [https://doi.org/10.1016/S0140-6736\(18\)33117-9](https://doi.org/10.1016/S0140-6736(18)33117-9) · Check for updates

Article Info

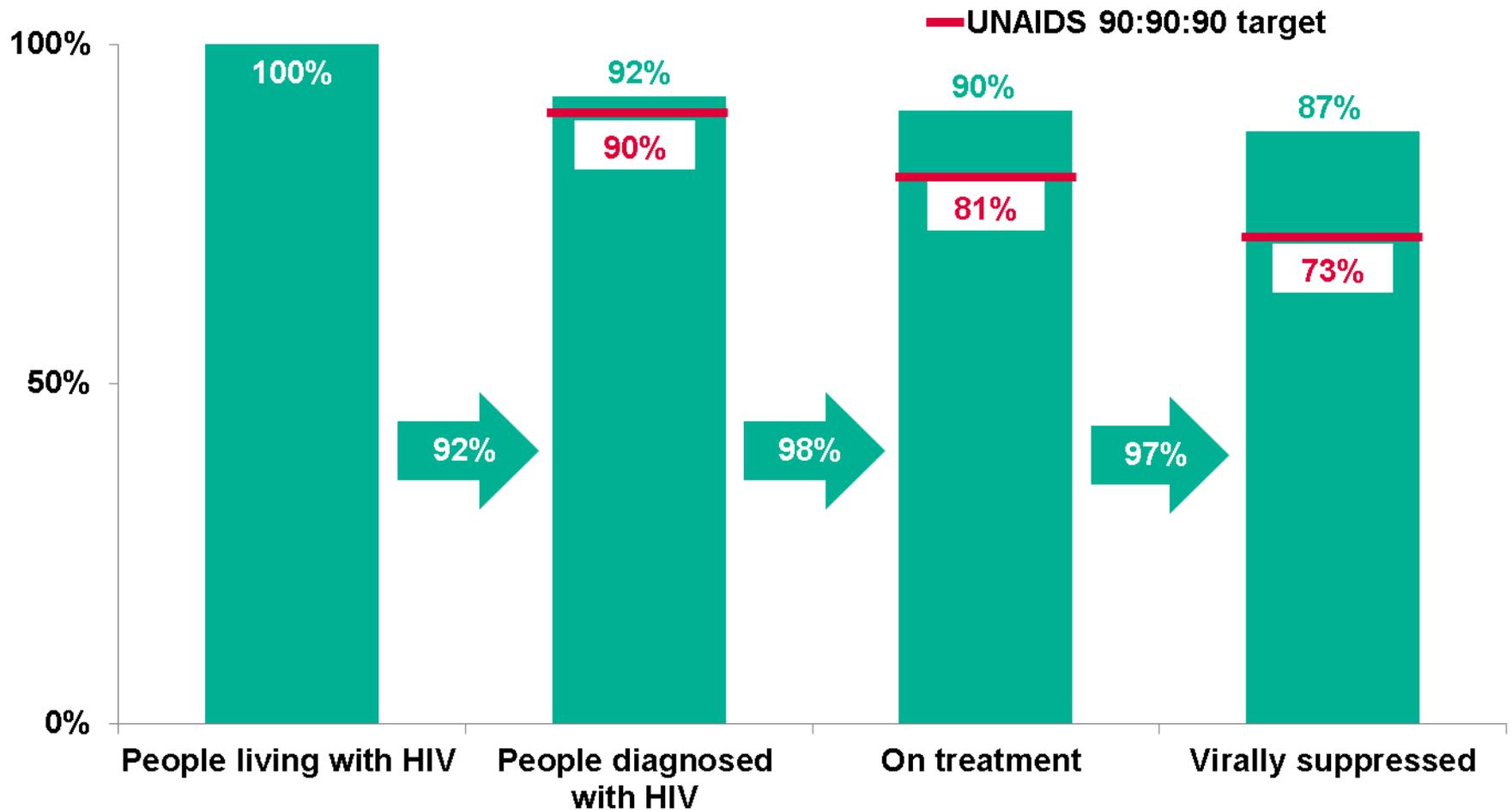
Increased testing and combination prevention efforts mean the UK joins a select list of other countries in achieving the 90-90-90 targets 2 years before the 2020 goal. Tony Kirby reports.

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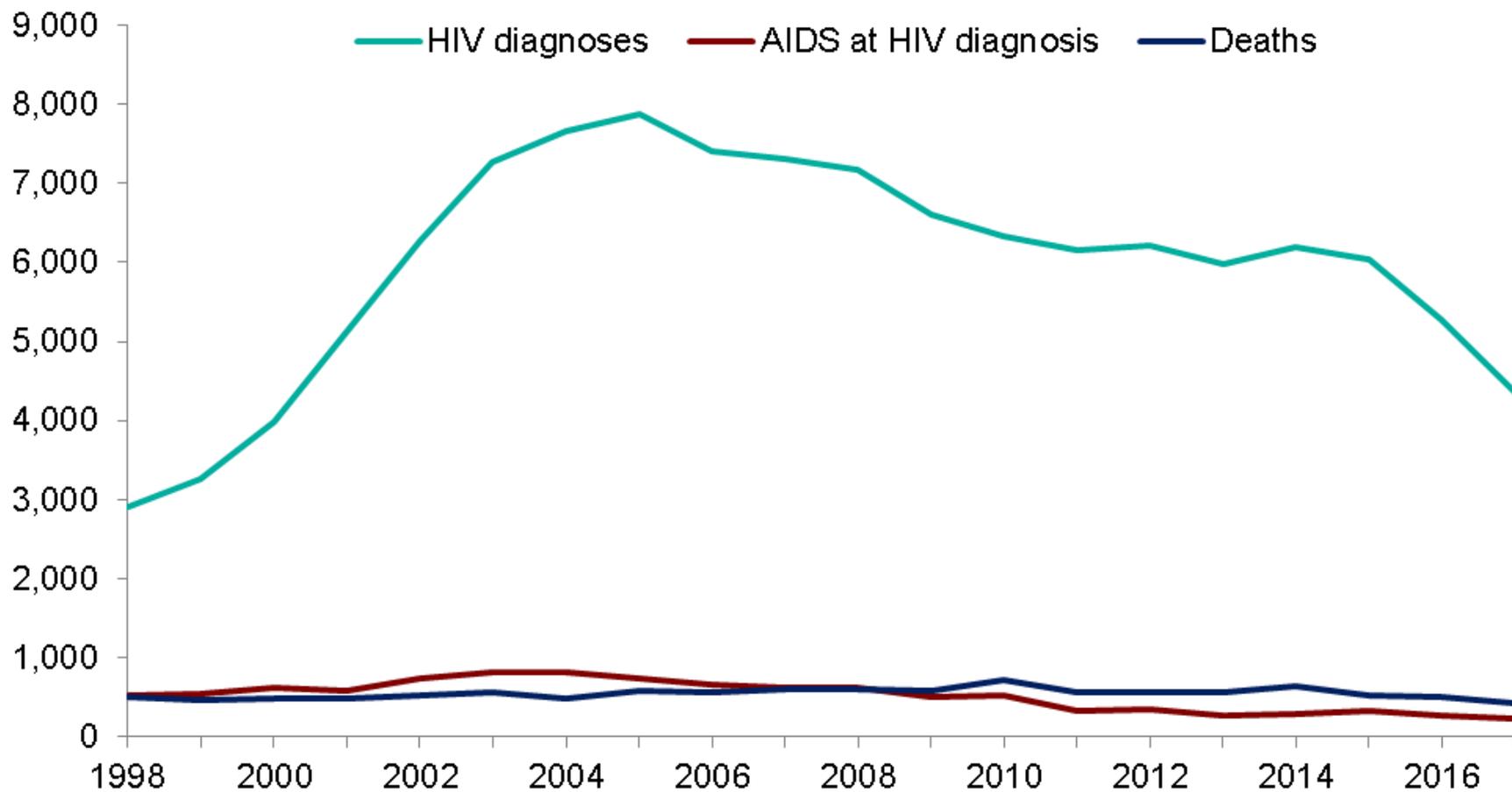


Continuum of HIV care: UK, 2017





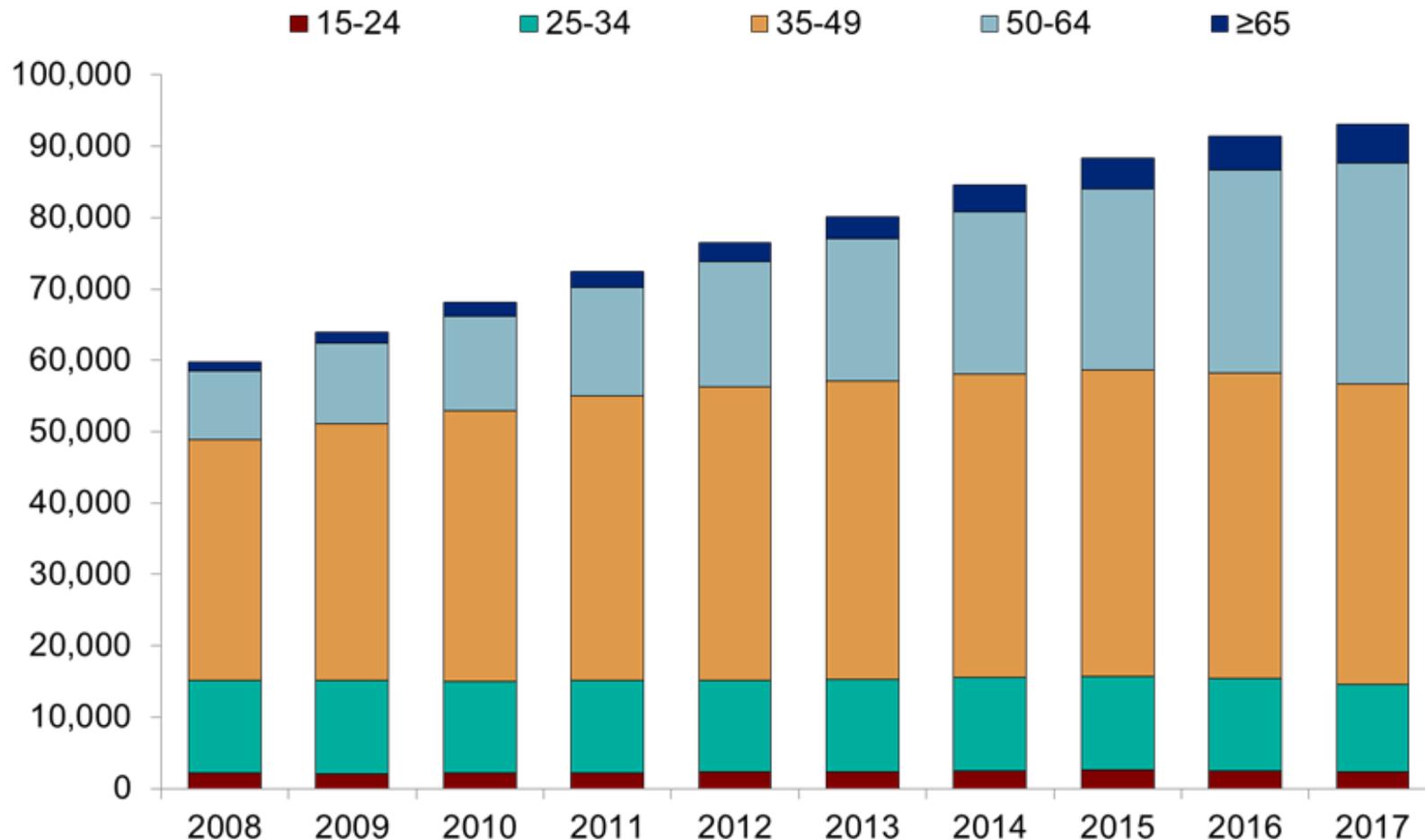
New HIV diagnoses, AIDS at HIV diagnosis* and deaths: UK, 1998 to 2017



*AIDS defining illness within 3 months of an HIV diagnosis

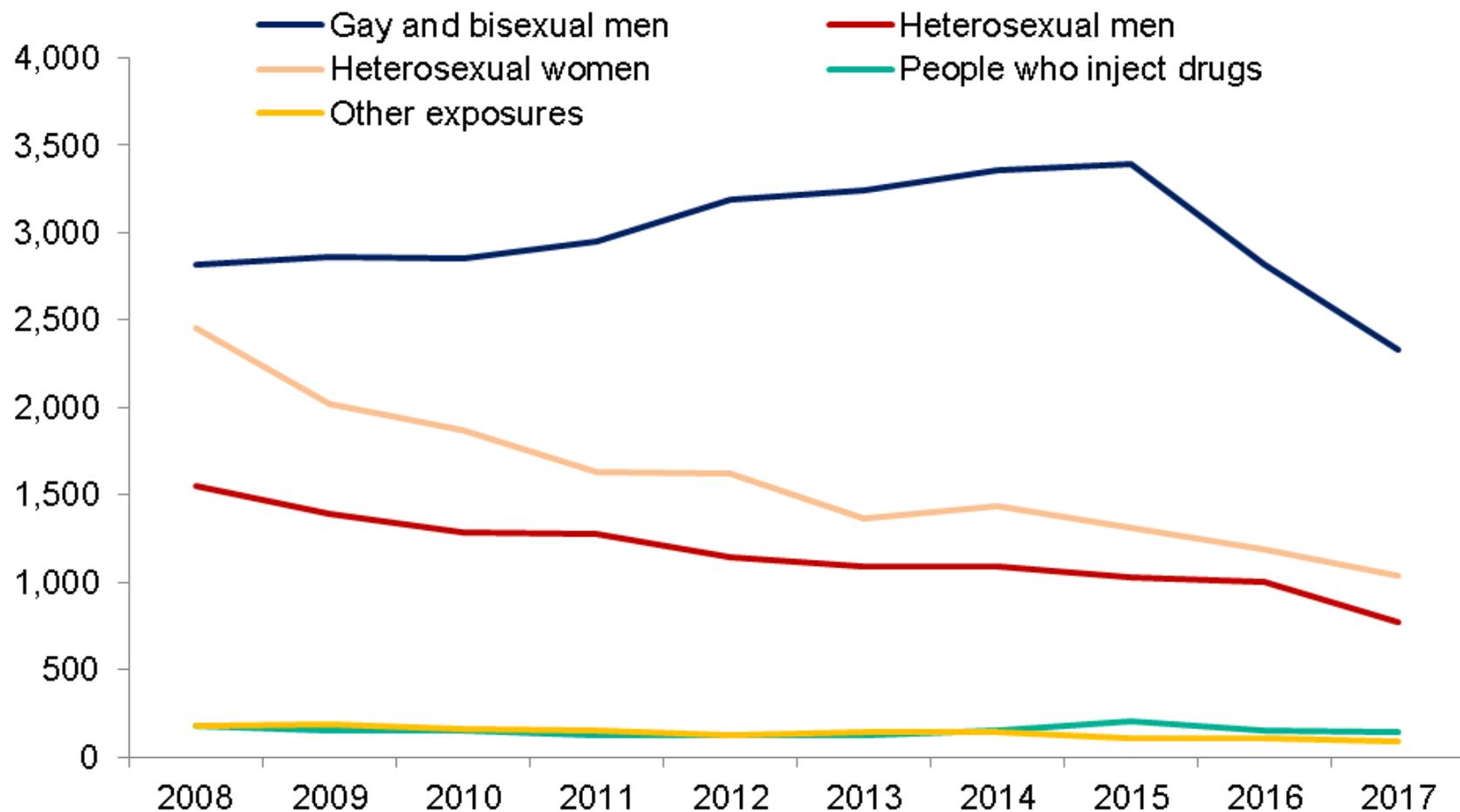


People diagnosed with HIV receiving specialist care by age group: UK, 2008 to 2017





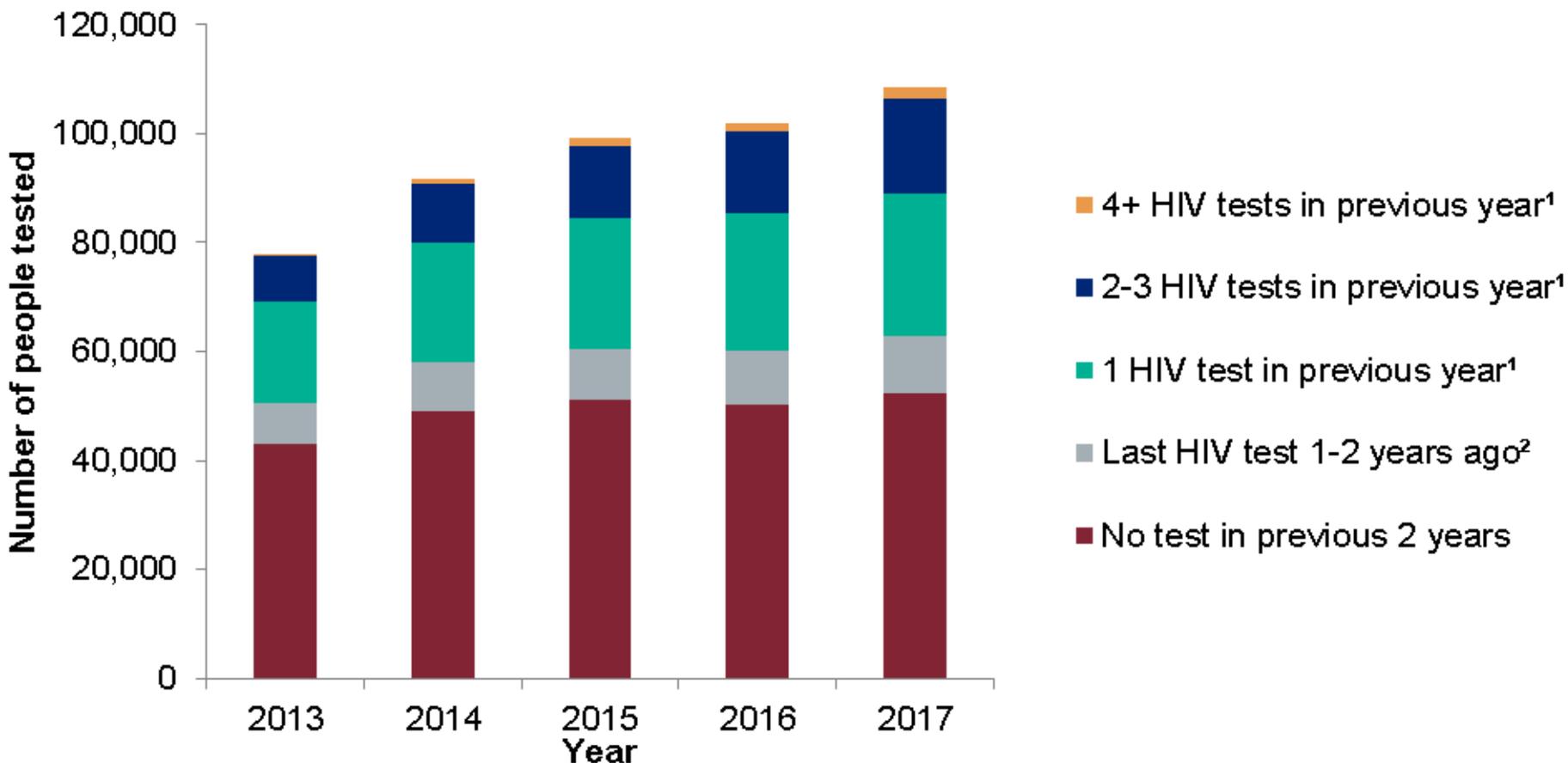
New HIV diagnoses* by exposure group: UK, 2008 to 2017



*Adjusted for missing exposure information



Gay and bisexual men testing for HIV at specialist SHS – previous HIV tests at the same clinic: England, 2013 to 2017

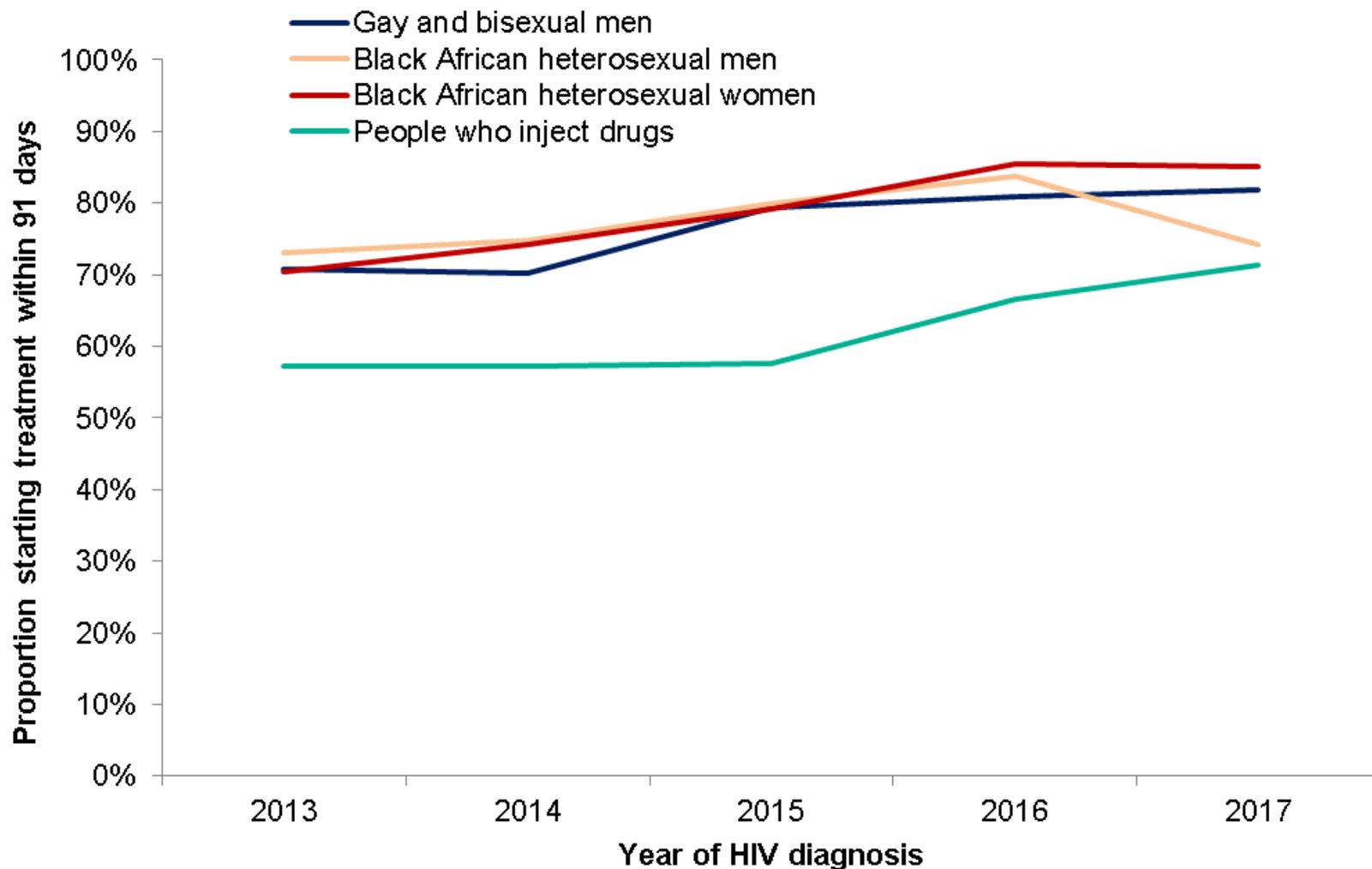


¹ Previous year – 43-365 days previous to the last test in a calendar year or date of new diagnosis

² One to two years ago – at least one test in the 366-730 days and no tests in the 43-365 days previous to the last test in a calendar year or date of new diagnosis

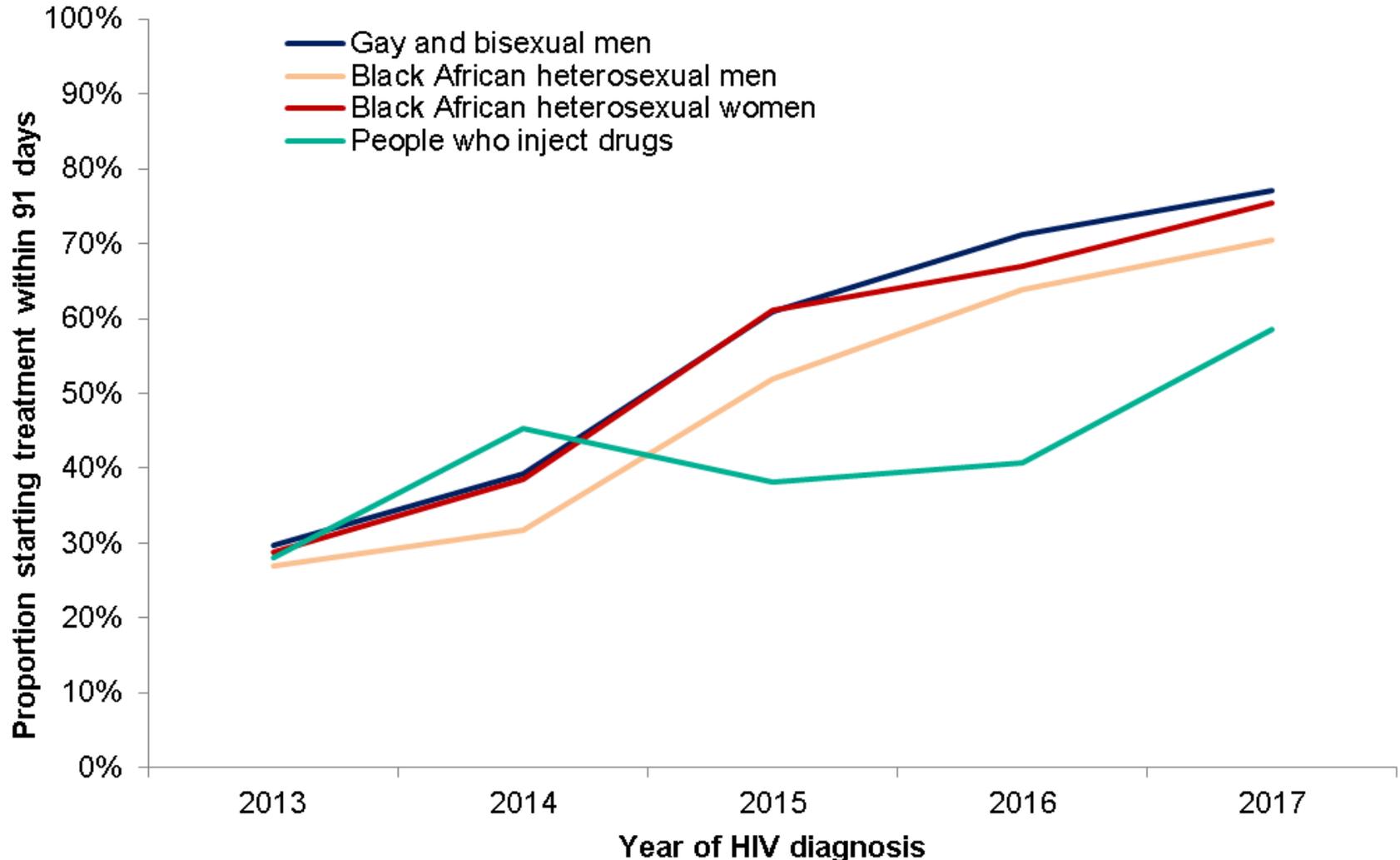


Proportion of people with a CD4 <350 cells/mm³ at diagnosis initiating HIV treatment within 91 days by exposure group: UK, 2013 to 2017





Proportion of people with a CD4 ≥ 350 cells/mm³ at diagnosis initiating HIV treatment within 91 days by exposure group: UK, 2013 to 2017



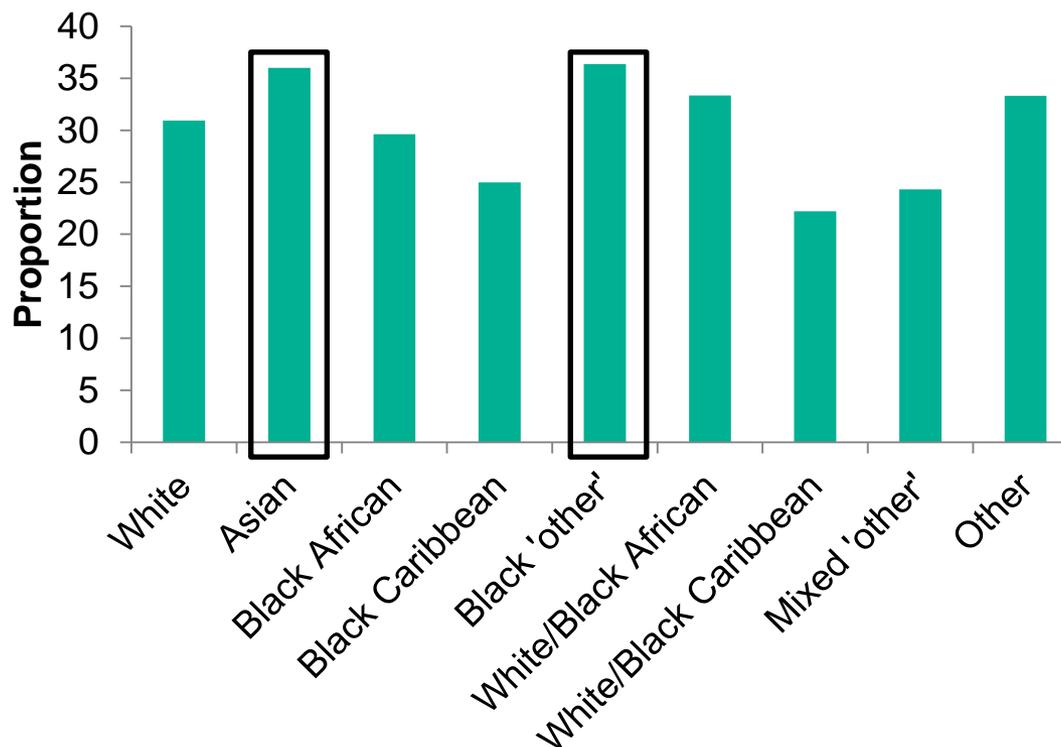
Is it all good news?

Late diagnoses

- Late diagnoses rates have remained stubbornly high at around 40% for the past five years
- In 2017 43% of people were diagnosed late
 - Figure highest in black African men at 69%
 - Gay and bisexual men still make up the largest number of late diagnoses
- PHE has repeated its warning that people diagnosed late face a ten-fold increased risk of short-term mortality.



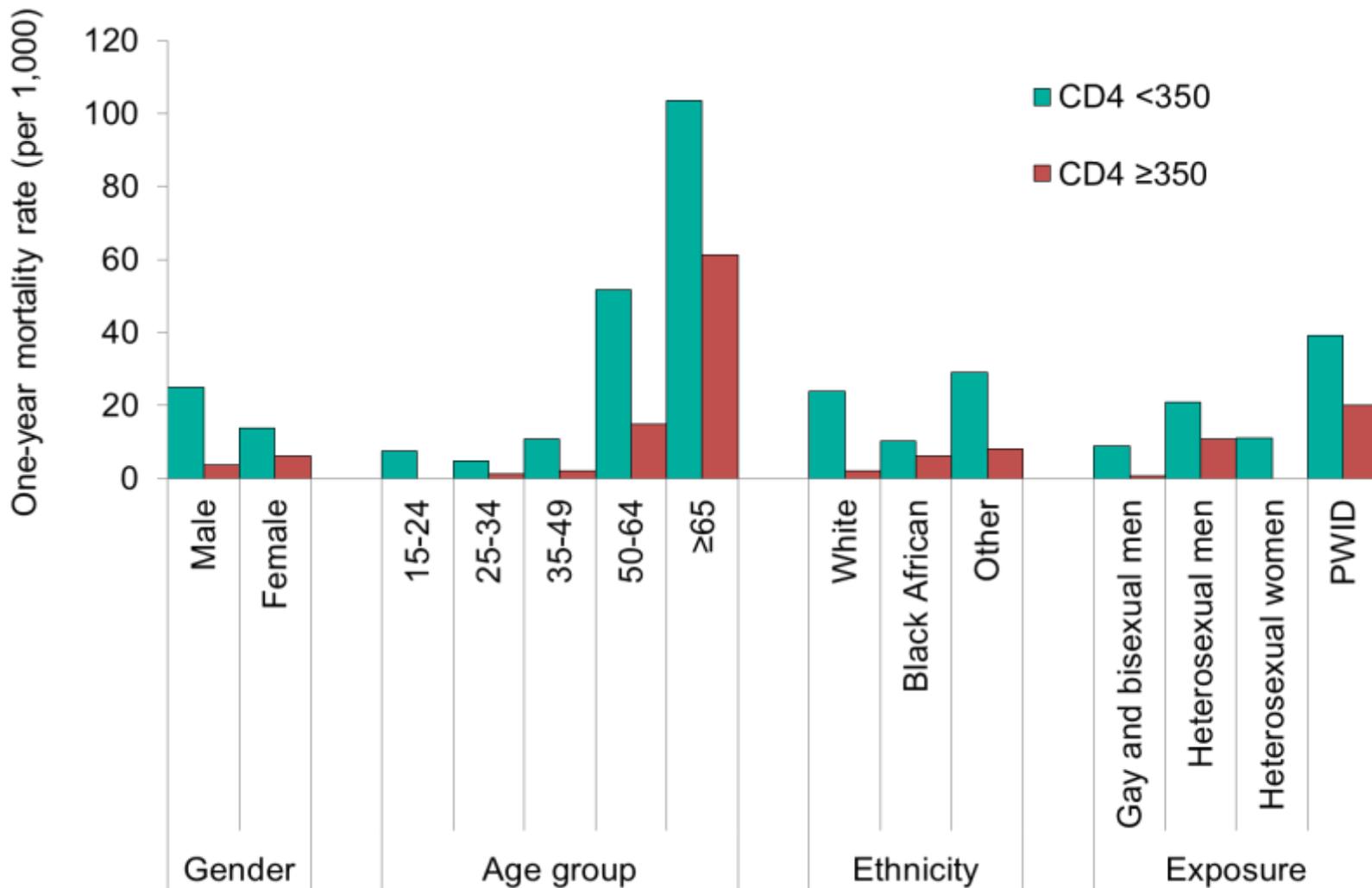
Proportion of gay and bisexual men living with HIV diagnosed late*, by ethnic group, 2017



Black 'other' and Asian gay and bisexual men most likely to be diagnosed late (36%)



One-year mortality (per 1,000) among adults newly diagnosed with HIV by CD4 count at diagnosis: United Kingdom, 2017



BHIVA Audit - 2016

Table 1. Audit data for 773 individuals diagnosed with advanced HIV

Sex	Number (%)	Service use in 2 years pre diagnosis	Number (%)
Male	557 (72.1)	Inpatient admission	136 (17.6)
Female	213 (27.6)	Outpatient attendance	285 (36.9)
Transgender	2 (0.3)	GP attendance	458 (59.2)
Not stated	1 (0.1)	Any of these	547 (70.8)
Mode of acquisition		Place of diagnosis	
MSM	288 (37.3)	In-patient	240 (31)
Heterosexual	430 (55.6)	GUM/HIV service	182 (23.5)
IVDU	16 (2.1)	General practice	117 (15.1)
Other	6 (0.8)	Out-patient (not GUM/HIV)	117 (15.1)
Unknown	33 (4.3)	A&E/admissions unit	34 (4.4)
Migration to UK		Antenatal clinic	21 (2.7)
Non-migrant	378 (48.9)	Home test	12 (1.6)
Arrived >2y before diagnosis	251 (32.5)	Community HIV test service	8 (1.0)
Arrived 1-2y before diagnosis	28 (3.6)	Other	36 (4.7)
Arrived 6m-1y before diagnosis	19 (2.5)	Not stated	6 (0.8)
Arrived <6 months before diagnosis	38 (4.9)	Missed opportunity for diagnosis	
Arrival date not known/reported	35 (4.5)	Documented in record	257 (33.2)
Migration status unknown	24 (3.1)	Not documented but identified at audit	100 (12.9)

MSM = men who have sex with men; IVDU = intravenous drug use; GUM = genitourinary medicine;
A&E = Accident and Emergency

Where do we go from here?

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Key Populations

A priority for prevention efforts in the UK for the past decade has focused on:

- Gay and bisexual men/ men who have sex with men (MSM)
- Black African men and women

Both these groups make up **77%** of all people diagnosed in UK and also **75%** of those still undiagnosed

However, the latest data from PHE indicates the benefits of increasing HIV prevention efforts towards **people born in high prevalence countries**.

Across the HIV sector there has also been an increase in engagement with trans and non-binary people in HIV prevention – but the data we have on this population remains incomplete.

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Condom access and availability

Analysis from 10,348 completions of the *It Starts With Me* condom quiz in 2017 found **only 14% of users were satisfied with the condoms they were using.**

The remaining responses showed that individuals were using condoms that:

- did not provide enough sensitivity (72%)
- that were too tight/too short (41.6%)
- too loose (18.4%)
- or were itchy (a potential sign for latex allergy) (16.8%).

Of 3,246 individuals went on to order the free sample condom pack. The types of condoms ordered matched the responses given in the tool.

The most popular condom packs requested were for:

- extra-sensitivity 'sensations' condoms (49%)
- followed by large (22.9%)
- trim (smaller) (14.7%)
- latex-free (13.2%) condoms.

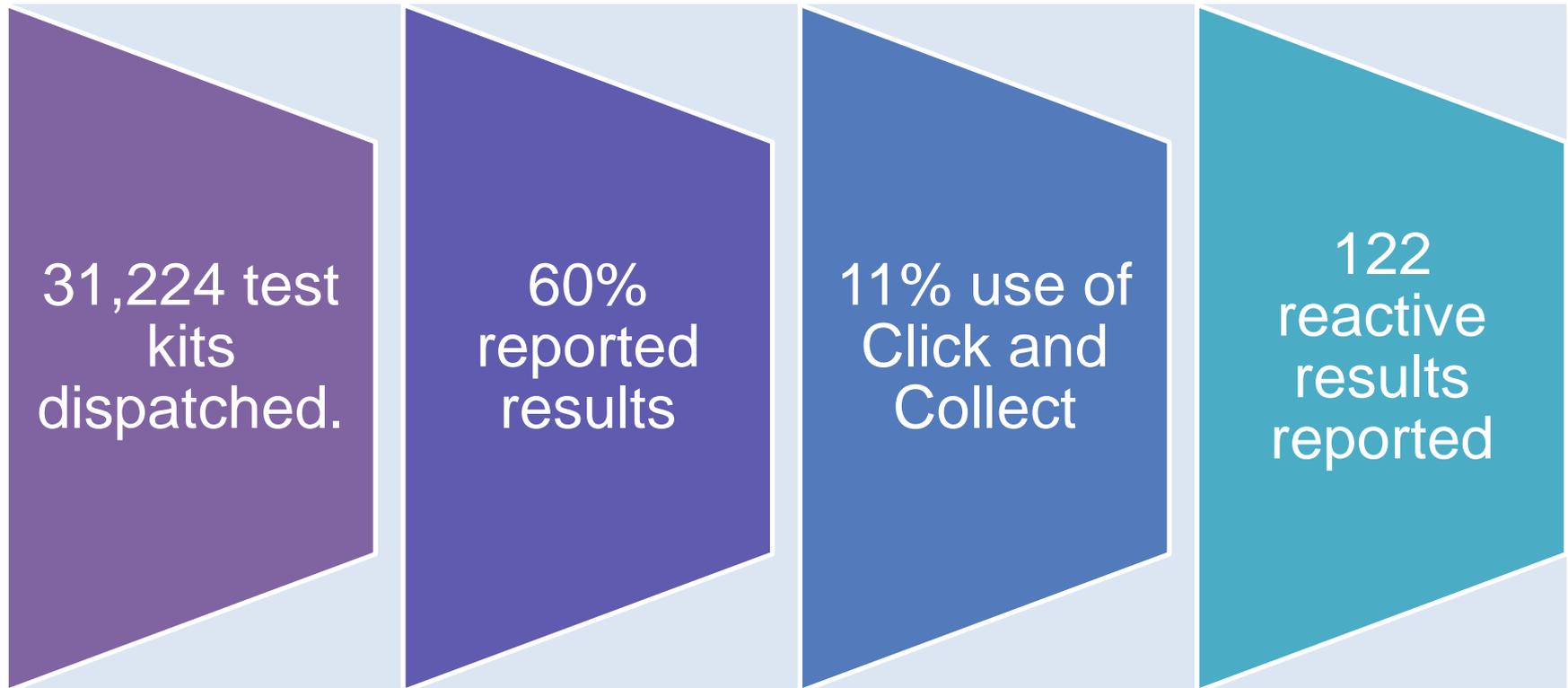
Increasing testing

NICE Guidance – September 2017 (QS157)

- **Statement 1** Young people and adults are offered an HIV test when admitted to hospital or attending an emergency department in areas of extremely high HIV prevalence, or when having a blood test when admitted to hospital or attending an emergency department in areas of high HIV prevalence.
- **Statement 2** Young people and adults in areas of high or extremely high HIV prevalence are offered an HIV test by their GP practice when registering or when having a blood test if they have not had an HIV test in the past 12 months.
- **Statement 3** Young people and adults newly diagnosed with an HIV indicator condition are offered an HIV test.
- **Statement 4** Young people and adults in at-risk groups who test negative for HIV are advised that the test should be repeated at least annually.
- **Statement 5** People who may have been exposed to HIV by a person newly diagnosed with HIV are offered an HIV test.

Increasing testing – self testing

THT have conducted a number of self-test pilots and in 2018 thanks to funding from a legacy were able to initiate a free programme.



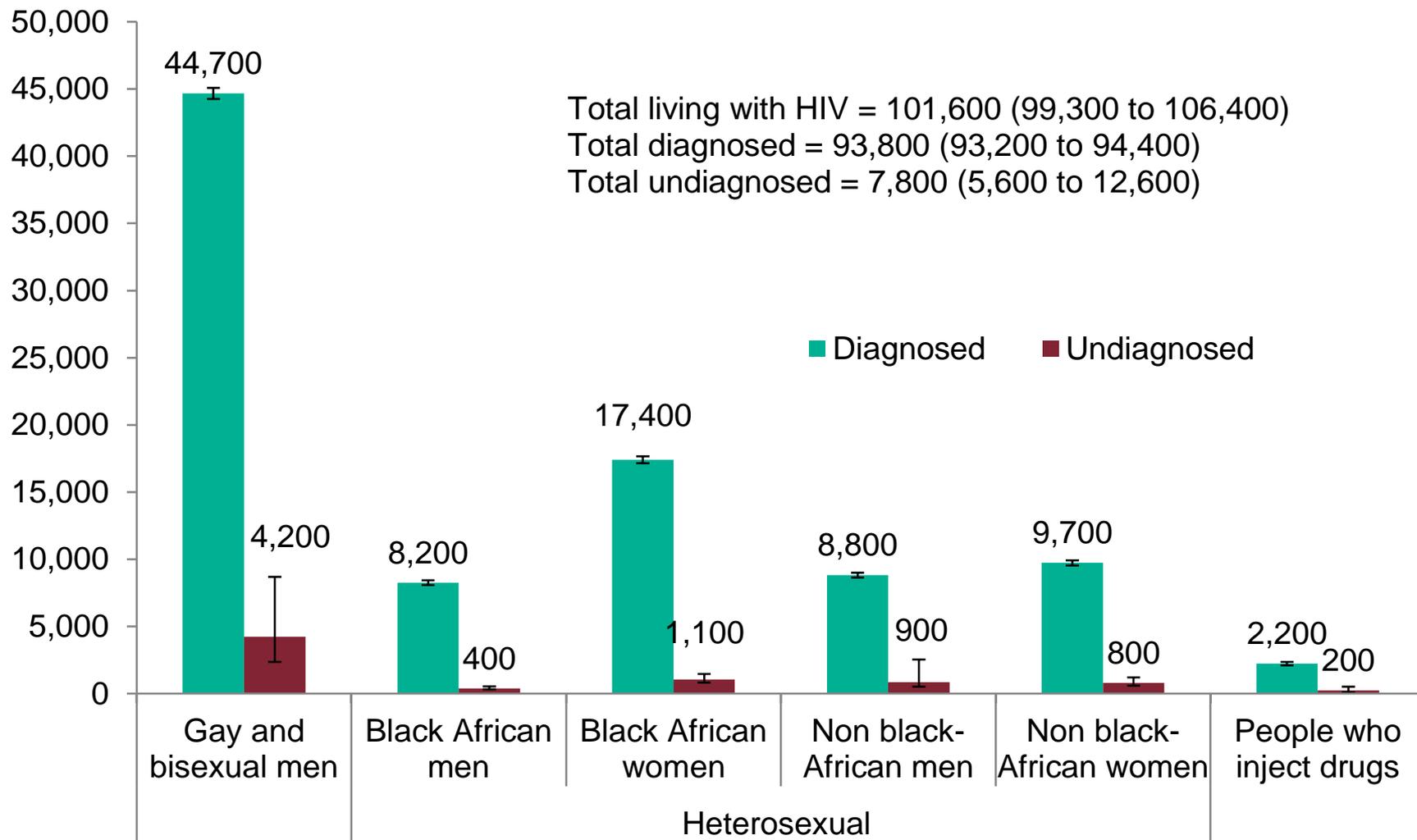
Click and collect service utilised by those who often test less than other groups affected by HIV, in particular heterosexual black African men and Asian and Chinese gay/bisexual men. High uptake also seen in rural areas where clinic access is an issue.

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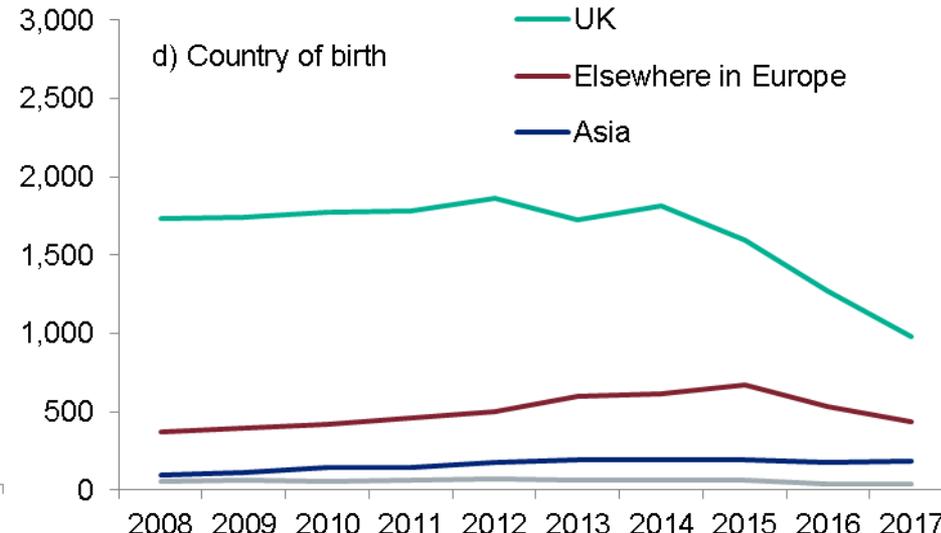
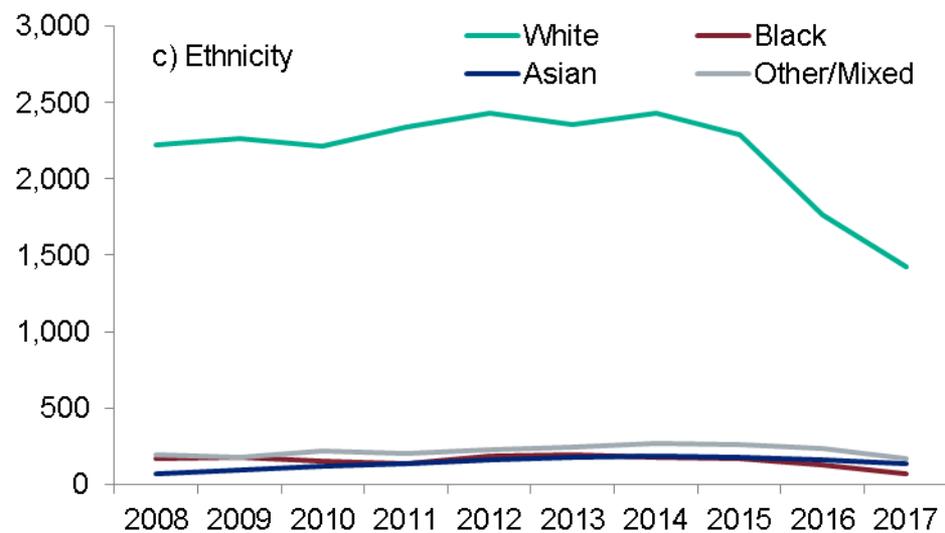
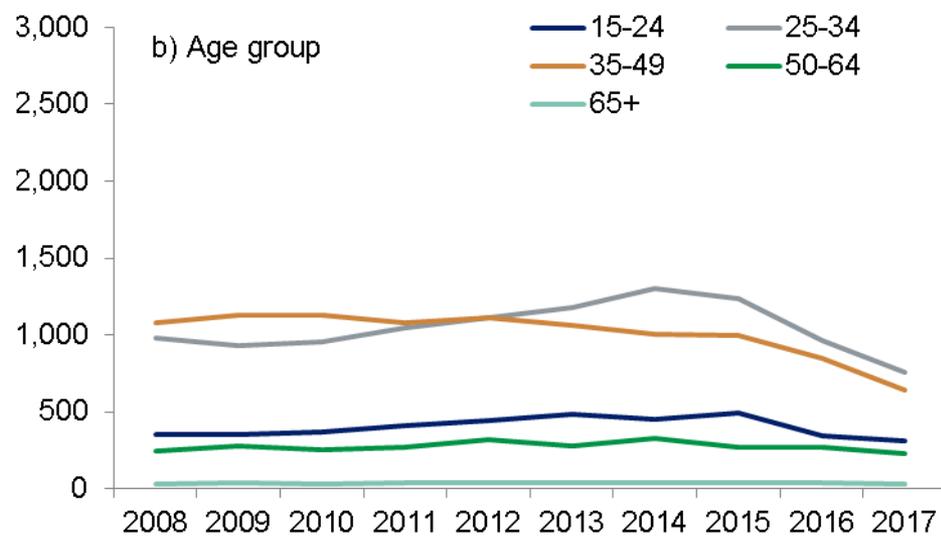
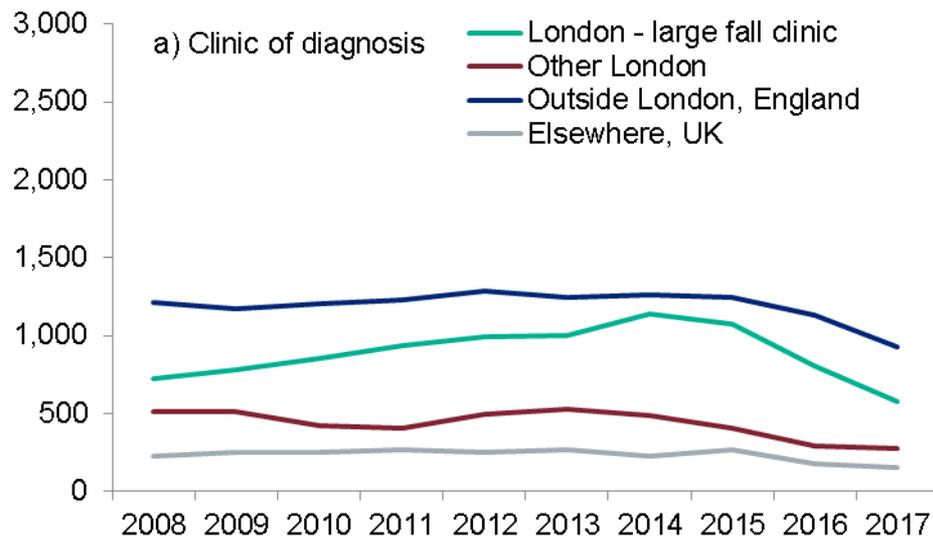
Estimated* number of people living with HIV (diagnosed and undiagnosed) all ages: UK, 2017



*Estimates do not add to totals and subtotals due to rounding.



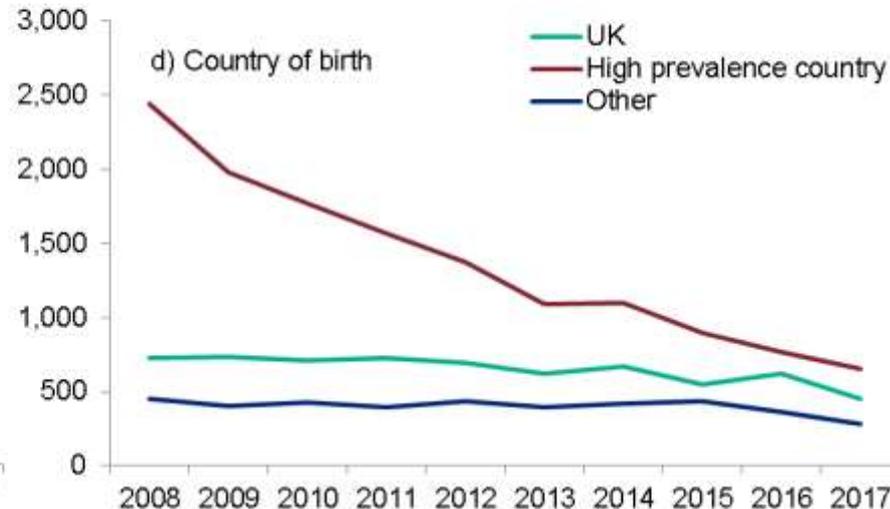
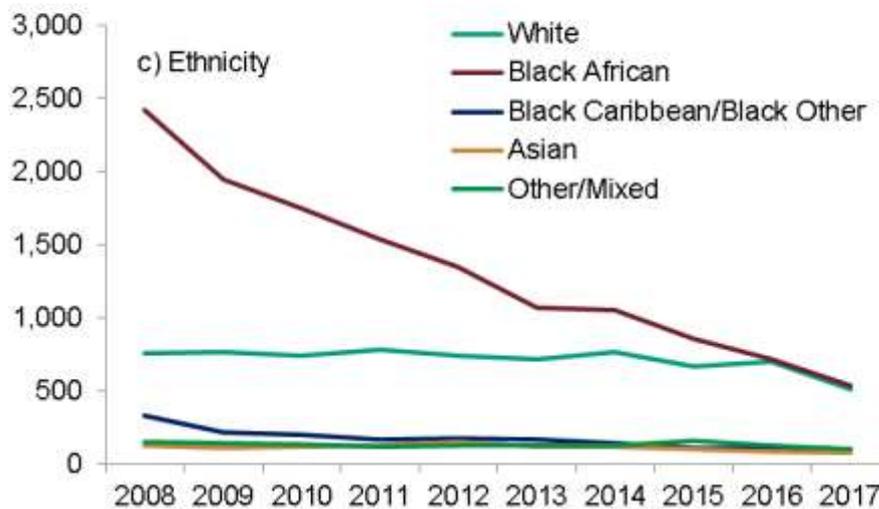
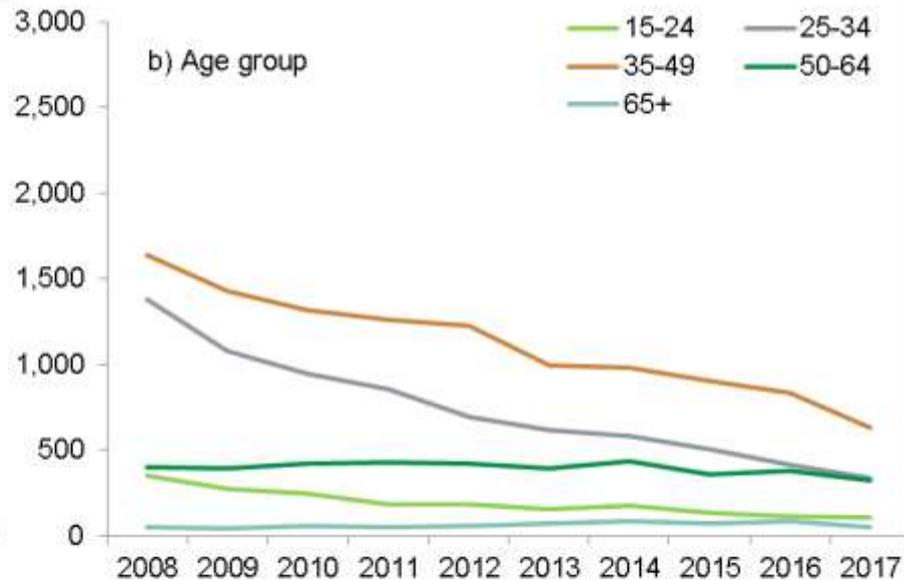
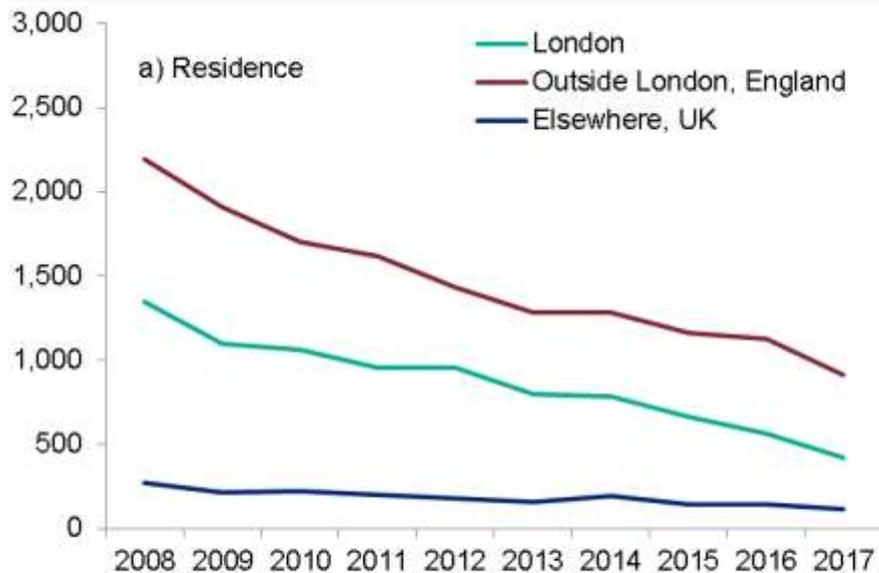
HIV diagnoses* among gay and bisexual men by population characteristics: UK, 2008 to 2017



*Observed data, not adjusted for missing information.



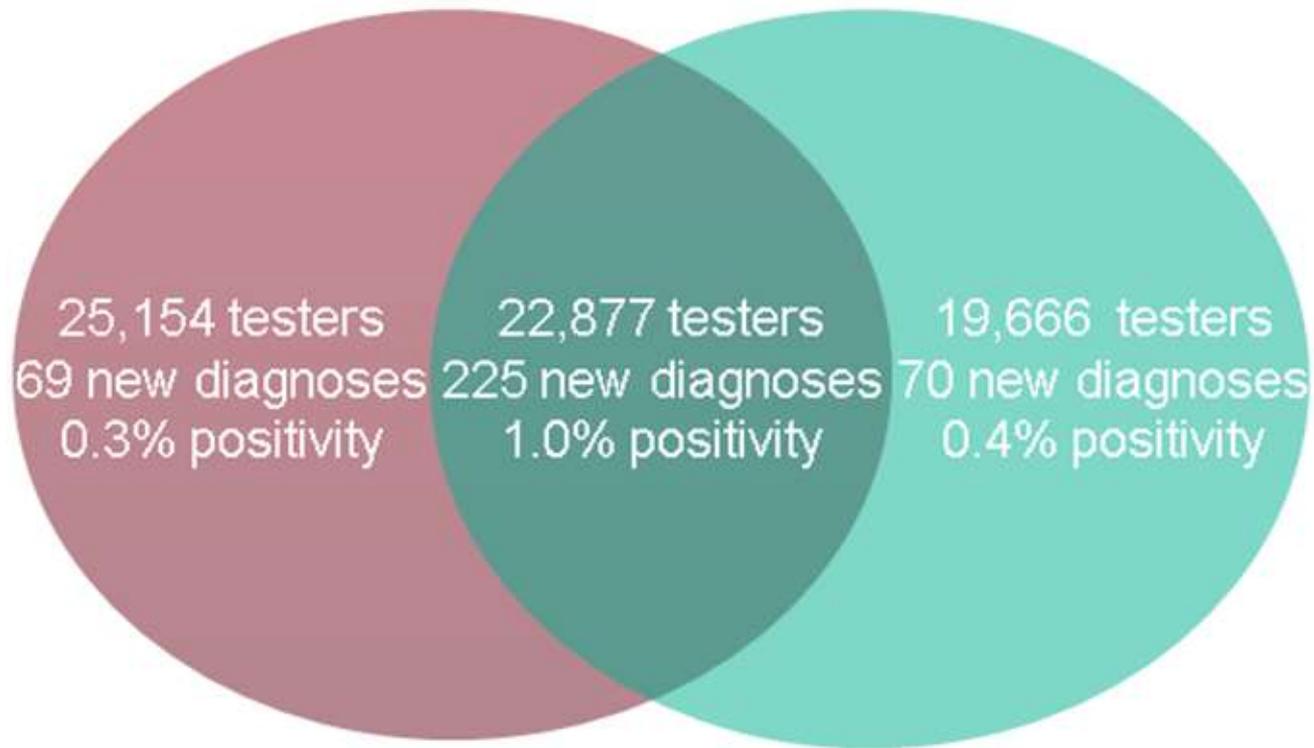
HIV diagnoses* among heterosexual men and women, by population characteristics: UK, 2008 to 2017



*Observed data, not adjusted for missing information.



Tests, new diagnoses and positivity in black Africans and/or born in a high prevalence country heterosexuals attending all SHS: England, 2017



- Black African Heterosexuals, not born in a high prevalence country
- Black African Heterosexuals, born in a high prevalence country
- Heterosexuals born in a high prevalence country, who are not black African

High prevalence countries

Countries where HIV prevalence is greater than 1%, 2017, UNAIDS

Africa

Angola*, Benin, Botswana, Burundi, Cameroon*, Central African Republic, Chad, Cote d'Ivoire*, Democratic Republic of the Congo, Djibouti, Equatorial Guinea, Gabon, the Gambia, Ghana*, Guinea*, Guinea-Bissau, Kenya*, Lesotho, Liberia, Malawi*, Mali, Mozambique, Namibia, Nigeria*, Republic of the Congo*, Rwanda, Sierra Leone*, South Africa*, Swaziland, Togo, Uganda*, United Republic of Tanzania*, Zambia* and Zimbabwe*

South America

Bahamas, Barbados, Belize, Guyana, Haiti, Jamaica*, Panama, Trinidad and Tobago

Europe

Russian Federation*

Asia

Thailand*

*Country of birth where 10 or more people were diagnosed with HIV in the UK in 2017

Increasing knowledge of TasP

Prevention Access Campaign's Undetectable=Untransmittable (U=U) global community now spans more than 850 community partners over 100 different countries.

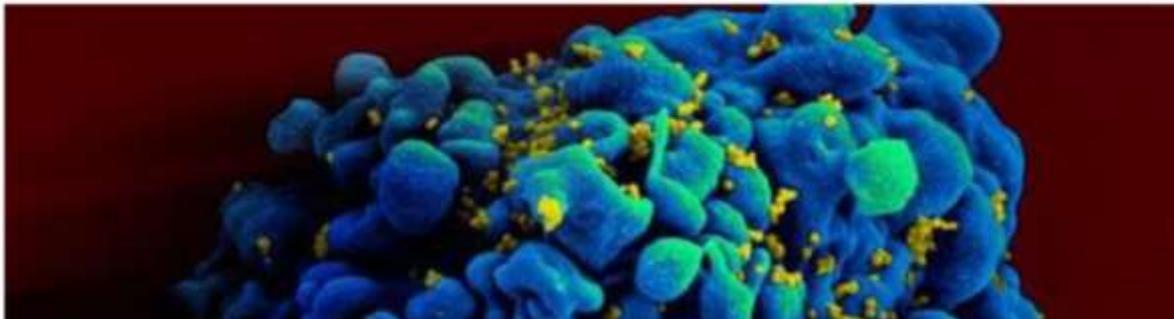
By working with the media around public awareness campaigns we can improve knowledge:

- In 2019 19% of Brits were aware of TasP, two years ago the same question polled just 9%.

End to Aids in sight as huge study finds drugs stop HIV transmission

Paper says risk between male partners is zero if virus fully suppressed by antiretrovirals

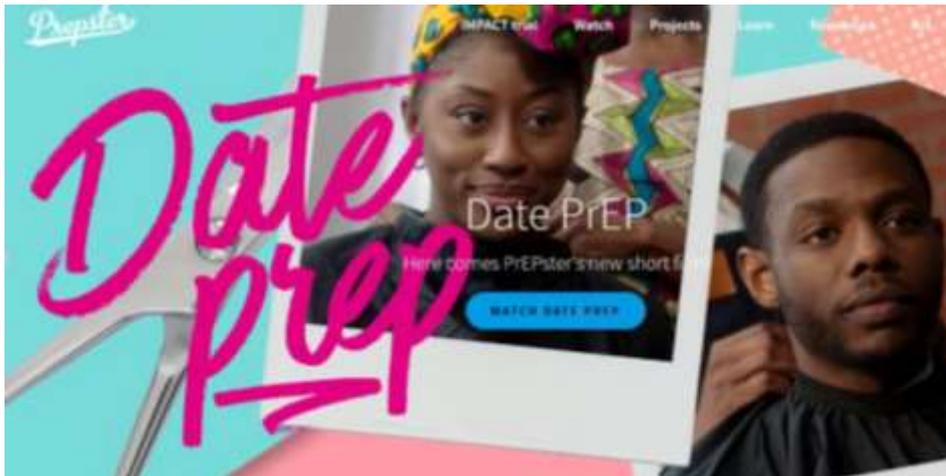
● **Aids and HIV timeline: from Terry Higgins to PrEP**



PrEP Access and Awareness

NHS England have recently announced they would support open ended additional places on the Impact trial where any clinic and council would like them.

The demand for PrEP has largely been from gay and bisexual men. Efforts need to increase to reach other groups affected by HIV about the benefits of PrEP.



PrEP & Prejudice
Do you care about HIV prevention in your community?
Become a PrEP CHAMPION

Public Health England

PrEP is a pill that stops you getting HIV.

We are recruiting PrEP CHAMPIONS who are:

- Committed to help raise awareness and change attitudes towards PrEP
- Self-motivated
- Communication oriented
- From the black African community
- Available maximum of 6 hours a month

You will be rewarded for your time and commitment

A national programme that aims to influence how Black African communities engage in HIV prevention, specifically the use of PrEP (Pre-Exposure Prophylaxis) as a HIV Prevention tool. This project aims to increase PrEP awareness and uptake among heterosexual and MSM Black African communities in England.

FOR MORE INFO PLEASE CONTACT JUDY
judy@hiv.com/ahrcprerip.org
011 2046 424 244

Challenges and opportunities

It's a fantastic achievement to reach the UNAIDS 90-90-90 goals ahead of target.

However, reaching undiagnosed people living with HIV becomes more difficult, both logistically and financially as the numbers get smaller and as we get closer to zero.

There are now a number of different ventures to help reach this goal, as well as HPE and the London HIV Prevention Programme (LHPP/Do it London campaign) there are a growing number of Fast Track Cities across the UK.

Efforts to reach zero HIV must include:

- Upscaling existing testing initiatives, including self-testing and robust implementation of testing guidance and quality standards.
- Ensuring local and national data continues to drive evidence based HIV prevention methods and targeting
- Engaging all communities affected by HIV in the benefits of PrEP
- Ensuring rural and smaller urban areas aren't left behind as FTCs emerge to grapple new HIV transmissions in large urban locations
- Cross-sector co-operation to tackle HIV-related stigma

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Questions?

Webinar: Thursday 11 July 2019, 1pm

Contact: hpe@tht.org.uk

Twitter: [@HIVPreventionEn](https://twitter.com/HIVPreventionEn)

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HIV and STIs in BAME Populations

When:

- Wednesday 24 July 2019, 1pm

Speakers:

- Dr Rageshri Dhairyawan FRCP, Consultant in Sexual Health and HIV Medicine at Barts Health NHS Trust
- PHE STI Surveillance Team

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