

# NATIONAL HIV TESTING WEEK

16-22 NOVEMBER 2019

## HIV PREVENTION ENGLAND

### Campaign briefing for HIV, Sexual Health and other community-based organisations

**National HIV Testing Week** is a campaign to promote regular testing among the most-affected population groups in England. This helps to reduce the number of people living with undiagnosed HIV and those diagnosed late.

This year, the campaign will feature celebrities and influencers promoting 'Give HIV the finger: a finger-prick test is all it takes', a continuation of the successful creative that we have run for the last two years.

We are inviting organisations to participate by running campaign events, providing extra testing opportunities, and promoting HIV testing and prevention services with our support.

#### Why you should get involved

- Your organisation is experienced and well-placed to provide testing in a variety of venues with flexible hours, reaching those who might not attend traditional healthcare settings.
- There is strong evidence that community testing is a valuable addition to testing in sexual health services, with reactivity rates of 0.4% in 2017<sup>1</sup>.
- You play a vital role in supporting people who receive an HIV diagnosis, and are well-placed to signpost them to clinical, peer support or advocacy services.

<sup>1</sup> Public Health England (PHE), 2019, Trends in new HIV diagnoses and in people receiving HIV-related care in the United Kingdom: data to the end of December 2018. Available from: [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/828284/hpr3119\\_hiv18.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/828284/hpr3119_hiv18.pdf)

Dr Ranj Singh  
ITV's This Morning



**A finger-prick test is all it takes.**

#### Key messages for National HIV Testing Week 2019

- Testing for HIV is easy, all it takes is a finger-prick test.
- People can live with HIV for a long time without any symptoms, testing is the only way to know your HIV status.
- Anyone diagnosed with HIV in the UK can access free treatment and support.
- If you have HIV, finding out means you can start treatment, stay healthy and avoid passing the virus onto anyone else.
- There are more ways than ever to test – in a sexual health service, your GP, through community organisations and via online testing.

## Why National HIV Testing Week is important

The number of people diagnosed with HIV is falling, but there is still work to do:

- 1 in 12 people with HIV are unaware they have it and spend an average of three to five years not knowing, increasing the risk of passing HIV on to sexual partners.
- Late diagnosis rates are still too high – 43% of people were diagnosed late in 2018. This correlates to poorer long-term health outcomes and leads to a tenfold increase of death within one year.

## CAMPAIGN PROMOTION AND RESOURCES

**National HIV Testing Week** campaign promotion begins 1 November 2019 across multi-channels including outdoor advertising, digital and social media, press coverage and influencer engagement.

### From 18 October 2019:

Order information resources and merchandise:  
[hperesources.org.uk](http://hperesources.org.uk)

Download the **National HIV Testing Week** social media pack:  
[www.hivpreventionengland.org.uk](http://www.hivpreventionengland.org.uk)

Don't forget to share our social media assets and your local events using **#HIVTestWeek**.

We would love to hear from you about your National HIV Testing Week 2019 plans. Please email [hpe@tht.org.uk](mailto:hpe@tht.org.uk) for help facilitating events or for more information or support.

This campaign is produced by Terrence Higgins Trust for **HIV PREVENTION ENGLAND**

HIV Prevention England is the Government-funded national HIV prevention programme for England.

To find out more about our work visit: [hivpreventionengland.org.uk](http://hivpreventionengland.org.uk)

### The HIV and sexual health charity for life

Website: [www.tht.org.uk](http://www.tht.org.uk) | THT Direct: 0808 802 1221

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## TO DO LIST

- ✓ Order and use National HIV Testing Week 2019 branded posters and resources.
- ✓ Organise local testing events in clinics and as part of outreach in community settings.
- ✓ Co-ordinate any outreach activities with your Local Authority and other community groups.
- ✓ Organise local publicity to raise awareness and explain the benefits of testing.
- ✓ Invite your local MP, mayor and other public figures and influencers to test or pledge their support.
- ✓ Promote the 'When to Test', 'Test Finder' and 'Which Test' tools available on the [www.startswithme.org.uk](http://www.startswithme.org.uk) website.
- ✓ Invite your partner organisations, including educational and health bodies, as well as Social Services and other groups, to take part in National HIV Testing Week 2019. They can also do this by promoting the digital information and services on the [www.startswithme.org.uk](http://www.startswithme.org.uk) website through their own social media channels.
- ✓ Are you based in a high or very high prevalence area? Visit the PHE 'Fingertips' tool to find out the HIV and sexual health needs of your area:  
<http://fingertips.phe.org.uk/profile/sexualhealth/>
- ✓ Visit the PHE, NICE and BHIVA websites for the most up-to-date national data and best practice recommendations for HIV testing and prevention:
  - <https://www.gov.uk/government/collections/hiv-surveillance-data-and-management>
  - [www.nice.org.uk/guidance/ng60](http://www.nice.org.uk/guidance/ng60)
  - [www.bhiva.org/guidelines.aspx](http://www.bhiva.org/guidelines.aspx)



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England

