

NATIONAL HIV TESTING WEEK

16-22 NOVEMBER 2019

HIV PREVENTION ENGLAND

Campaign briefing for Faith Leaders and Communities

Stage and screen actor Lucian Msamati



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

- You play a key role in the lives of many people affected by HIV. You have a unique opportunity to reduce late diagnosis and promote the health and wellbeing of your local community.

- You are a trusted provider of advice and support to your community. Individuals may privately seek advice and support about HIV testing – this campaign can provide you with essential resources to enable you to engage with your communities.

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

Download the **National HIV Testing Week** social media pack:
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 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

The HIV and sexual health charity for life

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TO DO LIST

- ✓ Order and use National HIV Testing Week 2019 branded posters and resources.
- ✓ Contact your local HIV and sexual health service to find and participate in local testing events.
- ✓ Invite your local MP, mayor, or other public figures to test or pledge their support.
- ✓ Promote the 'When to Test', 'Test Finder' and 'Which Test' tools available on the www.startswithme.org.uk website.
- ✓ Invite all your networks and partner organisations to take part in National HIV Testing Week.



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