

**IT
STARTS
WITH
ME**

HIV PREVENTION ENGLAND

Campaign Briefing: I'M READY FOR A HOT SUMMER

The next phase of the **It Starts With Me** campaign will focus on raising awareness of good sexual health and wellbeing as England continues to emerge out of lockdown. Activities for the campaign will start on **Thursday 6 May 2021**.

As England comes out of the latest lockdown people are keen to return to the things they find pleasure in: socialising, going out and, of course, enjoying sex.

It is important to remind people how to have sex safely, how they can protect themselves and their sexual partners from HIV, STIs and unplanned pregnancy, and to encourage them to think about the sex they want to enjoy this summer.

We know after last year's first lockdown that 5% of people found a new sexual partner during lockdown, and 4% found a new condomless sex partner. Furthermore, 83% of people reported physical sexual behaviours (vaginal, oral and/or anal sex) since the start of the lockdown period, increasing to 90% in people who only had casual partners¹.

HIV Prevention England will target campaign promotion towards the programme's key audiences, gay and bisexual men (GBM) and people of Black African ethnicity. The featured models are largely from these communities.

The campaign will provide information and messaging which have broad appeal, and flexibility to adapt to meet your local sexual health needs and priorities.



The Campaign

The campaign will remind people of the importance of looking after all aspects of their sexual wellbeing with a positive, fresh and summer-themed creative, it will:

- Remind people how to protect themselves from HIV, STIs and unwanted pregnancy
- Prepare people to be sexually active again and encourage them to think about the type of sex they want to enjoy.

Campaign promotion will begin on Thursday 6 May 2021 across digital and social media, press coverage and through influencer engagement. Increased digital activity will coincide with key dates connected to England's emergence out of lockdown; Monday 17 May and Monday 21 June 2021.

Key messages

- As lockdown eases, don't forget to keep your sex life pleasurable and healthy, find out how to look after your sexual health this summer.
- As you get ready for summer it is important to stay happy and healthy, protect yourself from HIV and STIs this summer.

The campaign will provide information on maintaining good sexual wellbeing and preventing HIV and STIs during the promotion period.



CAMPAIGN PROMOTION AND RESOURCES

From Thursday 6 May 2021:

Download the campaign social media pack: hivpreventionengland.org.uk

Download and print your physical resources from the portal: hperesources.org.uk

Share our social media assets and key campaign messages through your communications channels. Sign-post people to www.startswithme.org.uk or your local services.

Please email hpe@tht.org.uk for more information or support.

¹ National Survey of Sexual Attitudes and Lifestyles, (2020), Natsal-COVID study preliminary findings, Available at: https://youtu.be/mbLMO_pkNw8
Accessed: 12.04.2021