

NATIONAL HIV TESTING WEEK

7-13 FEBRUARY 2022

HIV PREVENTION ENGLAND

National HIV Testing Week starts
on Monday 7 February 2022

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

This year, the campaign returns with the successful creative **'GIVE HIV THE FINGER: a finger-prick test is all it takes.'**

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

Key Campaign Messages for National HIV Testing Week 2022

- Testing for HIV is quick and 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.
- If you have HIV, finding out means you can start treatment, stay healthy and avoid passing the virus on to anyone else.
- There are many ways to test – at a sexual health clinic, your GP, through HIV and sexual health charities or by ordering a test online.
- Anyone diagnosed with HIV in the UK can access free treatment and support.

CAMPAIGN PROMOTION AND RESOURCES

National HIV Testing Week (NHTW) campaign promotion begins **17 January 2022** across multi-channels including outdoor advertising, digital and social media, and press coverage and influencer engagement. People will be able to order a test from this date from the national HIV self-sampling service, the costs for which will be covered by the Department of Health and Social Care (DHSC) for the period of the campaign.



Dr Ranj Singh
from ITV's
This Morning

Digital and physical information resources and merchandise to help you promote NHTW locally is available on the HIV Prevention England Resources Portal.

From January 2022:

- Order information resources and merchandise: hperesources.org.uk
- Download the National HIV Testing Week 2022 social media pack: hivpreventionengland.org.uk
- Don't forget to share our social media assets and your local events using **#HIVTestingWeek**

TO DO LIST

NATIONAL
HIV
TESTING
WEEK
7-13 FEBRUARY 2022



- ✓ Order and use **National HIV Testing Week 2022** branded resources and merchandise.
- ✓ Download and use the **National HIV Testing Week 2022** social media pack.
- ✓ Organise outreach initiatives and events to promote HIV testing in your local area.
- ✓ 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.
- ✓ 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 2022**.
- ✓ Equip yourself with knowledge of HIV and sexual health needs of your area by visiting 'Fingertips' Sexual and Reproductive Health Profile: fingertips.phe.org.uk/profile/sexualhealth/
- ✓ **National HIV Testing Week** provides the perfect opportunity to update colleagues' knowledge of the most recent national data and best practice recommendations for HIV testing and prevention:
 - **UKHSA:** gov.uk/government/collections/hiv-surveillance-data-and-management
 - **NICE:** nice.org.uk/guidance/ng60
 - **BHIVA:** bhiva.org/HIV-testing-guidelines

Why National HIV Testing Week 2022 is important

The number of people diagnosed with HIV fell by a third between 2019 and 2020, but there is still work to do:

- 1 in 20 people with HIV are unaware they have it, increasing the risk of passing HIV on to sexual partners.
- In 2020, 42% of people first diagnosed in England were diagnosed late. This correlates to poorer long-term health outcomes; in 2019, people diagnosed late had more than a sevenfold increased risk of death within a year of diagnosis.
- The number of people testing for HIV in sexual health clinics decreased by 30% in 2020. It is important to remind people at risk of HIV the importance of regular testing and the options available.

Why you should get involved

- Local Authority leaders and sexual health services play an important role in the health of their local communities and populations, and community-based organisations are experienced and well-placed to promote testing, reaching people who might not attend traditional healthcare settings.
- You are able to promote the national HIV self-sampling service to your local communities, provided by DHSC during the campaign period.
- You have an important opportunity to prevent late diagnosis and link those who are diagnosed into care at an early stage.
- You may also play a vital role in supporting people who receive an HIV diagnosis, and help ensure they are signposted to clinical, peer support or advocacy services.

We would love to hear from you about your **National HIV Testing Week 2022** plans. Please email hpe@tht.org.uk for help facilitating events or for more information or support.

1 UK Health Security Agency (UKHSA), HIV testing, new HIV diagnoses, outcomes and quality of care for people accessing HIV services: 2021 report. Available from: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1037215/hiv-2021-report.pdf

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

Website: www.tht.org.uk | THT Direct: 0808 802 1221

Registered office: 439 Caledonian Road, London, N7 9BG

Tel: 020 7812 1600 | Email: info@tht.org.uk

© Terrence Higgins Trust, January 2021. Terrence Higgins Trust is a registered charity in England and Wales (reg. no. 288527) and in Scotland (SC039986). Company reg. no. 1778149. A company limited by guarantee.

**Better
Health**

**Let's
do this**

**terrence
HIGGINS
TRUST**
♥