

**IT
STARTS
WITH
ME**

HIV PREVENTION ENGLAND

READY FOR A **HOT** SUMMER?

The next phase of the **It Starts With Me** campaign will focus on raising awareness of HIV and sexually transmitted infections (STIs), alongside HIV and STI prevention strategies. Activities for the campaign will start on **Monday 4 July 2022**.

Summer is the time of year people are planning to go to festivals, pride events and away on holiday. People are going out, socialising and, of course, enjoying sex. The digital-based campaign will remind people how to have sex safely, how they can protect themselves and their sexual partners from HIV and STIs, and to encourage them to think about the sex they want to enjoy this summer.

Numbers of STI diagnoses remain high, with more than 317,000 diagnoses made in England in 2020¹. Some groups among the programme's key target population remain disproportionately affected by STIs more than the general population:

- Gay and bisexual men (GBM) are more likely to be diagnosed with a bacterial STI than other men.
- GBM accounted for 83% of syphilis diagnoses in 2020, and 67% of gonorrhoea.
- GBM living with diagnosed HIV are at least twice more likely to be diagnosed with an acute bacterial STI than those that are HIV-negative or of unknown HIV status.
- The rate of gonorrhoea in people of Black ethnicity is four times that of the general population².
- GBM and heterosexual people of Black African ethnicity account for almost two thirds of people living with undiagnosed HIV in England³.

Produced by **Terrence Higgins Trust** for **HIV PREVENTION ENGLAND**.



SUMMER 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:

- Share advice on how people can protect themselves and their sexual partners from HIV and STIs, and support them to have good sexual health.
- Support outreach and health promotion activities at summer festivals and pride events.
- Promote our online condom quiz, which includes our free condom sample pack offer.

Campaign promotion will begin on Monday 4 July 2022 across digital and social media, press coverage, and through influencer engagement.

Our target audiences are gay and bisexual men (GBM), heterosexuals of Black African ethnicity, and people from other communities affected by HIV.

KEY MESSAGES

- As you get ready for summer, it is important to protect yourself from HIV and STIs.
- Your sex life should be pleasurable and healthy, find out how to look after your sexual health this summer.

The campaign will provide information on maintaining good sexual wellbeing and preventing HIV and STIs during the promotion period, specifically raising awareness that:

- Sex without a condom increases your likelihood of getting an STI.
- You could have an STI without knowing it.
- There is a pill that can prevent you from getting HIV.

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



GET INVOLVED WITH OUR FREE RESOURCES

- Get involved in the campaign, from **Wednesday 15 June 2022**.
- Order physical resources and merchandise, or download our campaign assets from the portal: hperesources.org.uk
- From **Wednesday 15 June 2022**, download the campaign social media pack: hivpreventionengland.org.uk
- Share our social media assets and key campaign messages through your communications channels.
- Sign-post people to startswithme.org.uk or your local services.

1 The UK Health Security Agency (UKHSA, formerly PHE), Sexually transmitted infections and screening for chlamydia in England, 2020, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1015176/STI_NCSP_report_2020.pdf
2 UKHSA, Sexually transmitted infections in England Infographic, 2020, <https://khub.net/documents/135939561/174103919/England+STI+infographic+2020.pdf/e93851ef-b471-a68c-f331-72773bc29221>
3 UKHSA, HIV in England 2021 slideset, 2022, <https://khub.net/documents/135939561/561828170/hiv+in+england+2021+slideset.odp/417d9a19-4e92-1b09-4650-7336e5ebf912>

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