



**HIV PREVENTION ENGLAND**

**Get ready for a hot summer**

The summer phase of the **It Starts With Me** campaign focuses on raising awareness of why and how to prevent sexually transmitted infections (STIs) including HIV.

The campaign, using the tagline 'Get ready for a hot summer', is delivered through digital platforms and face to face outreach. The target audiences for the campaign are:

- **gay, bisexual and other men who have sex with men (GBMSM)**
- **heterosexuals of Black African ethnicity**
- **people from other communities affected by HIV.**

Activities will take place between June and September 2023.

## **WHY DO WE NEED THIS CAMPAIGN?**

Numbers of STI diagnoses remain high; in 2022, there were 392,453 STIs diagnosed in England, which represents a 24% rise from 2021. There were significant increases in gonorrhoea and infectious syphilis diagnoses. Gonorrhoea diagnoses increased by 50% between 2021 and 2022 and were the highest annual number on record. Infectious syphilis diagnoses increased by 15% between 2021 and 2022 and were the highest on record since 1948<sup>1</sup>. Some groups among the programme's key target population remain disproportionately affected by STIs more than the general population:

- **Diagnoses of STIs among gay, bisexual and other men who have sex with men (GBMSM) increased between 2021 and 2022.**
- **Among GBMSM, gonorrhoea diagnoses increased by 41%, chlamydia diagnoses increased by 25%, and diagnoses of infectious syphilis increased by 13% between 2021 and 2022.**
- **STI diagnoses remained highest in people of Black ethnicity, in particular among people of Black Caribbean ethnicity.**



**GET READY**  
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- The number of GBMSM first diagnosed with HIV in England increased by 3% between 2020 and 2021.
- People of Black African ethnicity are more likely to be diagnosed with HIV at a late stage of infection compared to other ethnicities<sup>2</sup>.

## WHAT DOES THE CAMPAIGN INVOLVE?

The campaign is disseminated in a sex positive way, acknowledging that sex is something to be enjoyed and emphasising that taking prevention measures will enhance that enjoyment. The tagline is a nod to the reality that in summer people are going out, socialising and, of course, enjoying sex and encourages them to take action to take care of their sexual health.

The campaign:

- Shares advice on how people can protect themselves and their sexual partners from HIV and STIs, and support them to have good sexual health
- Supports outreach and health promotion activities at summer festivals and pride events
- Promotes an online condom quiz aimed at improving awareness of how to get the best experience of using condoms
- Offers free condom sample packs online
- Promotes short videos in which clinicians answer FAQs about different STIs, covering symptoms, testing and diagnosis, and treatment.

Campaign promotion is across digital and social media, press coverage, and through influencer engagement.

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



# GET READY

## FOR A HOT SUMMER

## GET INVOLVED WITH OUR FREE RESOURCES

- From July 2023, you can order free physical campaign promotion resources, or download our campaign assets from: [hperesources.org.uk](https://hperesources.org.uk)
- Download the campaign social media pack: <https://trello.com/b/DQnFe4za/hiv-prevention-england-hot-summer>
- Share our social media assets and key campaign messages through your communications channels
- Sign-post people to [startswithme.org.uk](https://startswithme.org.uk) or your local services.

Please email [hpe@tht.org.uk](mailto:hpe@tht.org.uk) for more information or support.

<sup>1</sup> The UK Health Security Agency (UKHSA), Sexually transmitted infections and screening for chlamydia in England: 2022 report, <https://www.gov.uk/government/statistics/sexually-transmitted-infections-stis-annual-data-tables/sexually-transmitted-infections-and-screening-for-chlamydia-in-england-2022-report>

<sup>2</sup> HIV testing, PrEP, new HIV diagnoses, and care outcomes for people accessing HIV services: 2022 report, <https://www.gov.uk/government/statistics/hiv-annual-data-tables/hiv-testing-prep-new-hiv-diagnoses-and-care-outcomes-for-people-accessing-hiv-services-2022-report#new-hiv-diagnoses>