

# HIV Pledge Campaign

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## Derby & Derbyshire Integrated Sexual Health Services

- Integrated Sexual Health Service clinics in 'hubs' and 'spokes'
- Accredited Providers (Derbyshire only) of GPs and pharmacies
- Online: STI & HIV screening, treatment and appointment booking
- Sexual Health Promotion Team
- C-Card Scheme (13 to 24 year olds)
- Outreach and partnership work
- Sub-Contracting of specialist prevention work
- Sexual Health Promotion campaigns, resources and networking events

## The Derby/ Derbyshire picture

- Population of Derbyshire 807,183 and in Derby City 261,400
- Diagnosed HIV prevalence rate per 1,000 at 1.81 in Derby and 0.66 in Derbyshire (Compared to England at 1.67)
- 25% diagnosed at late stage of infection (Compared with England at 43.3%)
- HIV testing coverage in Derby is 56.7% and in Derbyshire 38.8% (England average testing rate at 48.2%)
- We continue to grow our PrEP uptake

(2022 data from Public Health Fingertips and Derbyshire Observatory)



## Our approach

- Why a pledge?
- Who was involved in the co-production and design?
- Who is the campaign aimed at?
- What did we set out to achieve?
- How much did it cost?
- Launch date and rollout of the campaign

## What are others doing?

- HIV Friendly Charter (London):  
<https://www.nat.org.uk/anti-stigma-hiv-charter>
- People First Charter seeks to promote person first HIV & Sexual Health language and help prevent stigma and discrimination for people living with or at risk of HIV:  
<https://peoplefirstcharter.org>

## The HIV Pledge

Together we can achieve zero transmissions of HIV by 2030.

It's time to change the perception of HIV, to increase awareness of this long-term condition and commit to:

- Understanding the importance of why early testing and treatment is good for people's future health
- Improving education and staying up to date with facts about HIV
- Making sure we put our people and patients first. Talk openly and compassionately about prevention, testing, treatment and support
- Finding out about the local sexual health service offer
- Challenging stigma, attitudes, and discrimination
- Raise awareness by participating in/ promoting World Aids Day and national HIV testing week
- Having HIV champions in your organisation (see individual pledge for ideas).

# Examples of the resources available

**NHS**  
Derbyshire Community  
Health Services  
NHS Foundation Trust

**Help · Inspire · Vocalise**  
#pledgeToEndHIV

## I pledge my support to end HIV

**I will...**

- Educate myself and others with up-to-date facts about HIV.
- Talk openly about HIV and have conversations about prevention, testing, treatment and support.
- Normalise testing for everyone.
- Know what our local sexual health service offer is and where or how people can access these services.
- Provide well-informed practical and emotional support for those living with HIV.
- Understand and be clear about the pathway from a reactive test to long-term support.
- Be aware of the barriers to individuals accessing treatment and have the knowledge of how they can access and remain on treatment.
- Challenge stigma, attitudes and discrimination around HIV.

**How can I do this?**

- Use current evidence-based information or training to share current and accurate information about HIV.
- Have conversations about routine testing for HIV in all aspects of health care.
- Be mindful of the language you use around HIV.
- Find out more from the local sexual health service website [www.yoursexualhealthmatters.org.uk](http://www.yoursexualhealthmatters.org.uk) and other partners that work with the service.
- Attend training workshops to better understand the impact of stigma and what can be done to reduce it.

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**your sexual health matters**

Derby City Council

**DERBYSHIRE**  
County Council

**your sexual health matters**

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**Help the cause  
Inspire change  
Vocalise support**

[www.dchs.nhs.uk](http://www.dchs.nhs.uk)



## Making a pledge

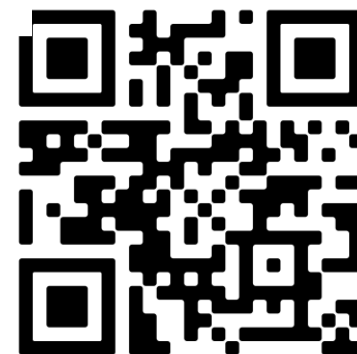
There are a couple of ways that people or organisations can get involved:

- Sign up to the pledge as an organisation or commissioning group
- Sign up as an individual and act as a champion in your organisation or place of work (this includes voluntary sector groups and organisations)

Find out more about the pledge and sign up today

[www.yoursexualhealthmatters.org.uk](http://www.yoursexualhealthmatters.org.uk)

Use the hashtag #PledgeToEndHIV and @yshmderbys to tell us about the great work that you are doing in support of the pledge.





## Our success to date

- 35 organisations and individuals have signed up to the pledge
- Good feedback on the pledge and resources
- Opening up new opportunities of working with others
- Building closer working relationships with our stakeholders
- UKHSA support – and hope to formalise this

## Our learning and reflections

- Don't underestimate the time needed for full participation from stakeholders
- Ensure that any concerns are addressed early in the development but allow opportunities for continued feedback
- We know HIV can be a tricky subject for people working outside of sexual health or related services, so lots of support and perseverance is key
- Personal stories offer the greatest impact
- Ongoing networking
- Adapt and reiterate your plans if you see new opportunities

## What's next for the HIV pledge campaign?

- A few edits based on feedback from our community partners
- Complete the campaign toolkit
- Sharing stories
- Working with large organisations to support their version of the pledge e.g. Derbyshire County Council
- Extend our reach into schools
- Spread the word of the pledge wider and encourage people to adapt it for their area, organisation or teams



Derbyshire Community  
Health Services  
NHS Foundation Trust

## Q & As

[www.yoursexualhealthmatters.org.uk](http://www.yoursexualhealthmatters.org.uk)

### Contact us:

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