



Derbyshire Community
Health Services
NHS Foundation Trust

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

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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 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.

Derby City Council

Together we can achieve zero transmissions of HIV by 2030

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www.dchs.nhs.uk

Help the cause Inspire change Vocalise support

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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

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



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Q & As

www.yoursexualhealthmatters.org.uk

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