



HIV PREVENTION ENGLAND

Get ready for a hot summer

The summer 2024 phase of the **It Starts With Me** campaign focuses on raising awareness on the prevention of sexually transmitted infections (STIs) and HIV.

The campaign, using the tagline '**Get ready for a hot summer**', is delivered through print, digital platforms and face-to-face outreach.

The target audiences for the campaign are people from the key target populations for the HIV Prevention England programme¹ as they are also disproportionately affected by STIs,

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

Activities will take place between July and September 2024.

WHY DO WE NEED THIS CAMPAIGN?

Reducing the likelihood of people getting STIs and HIV remains a key public health priority across England. It is essential that people are equipped with the knowledge and means to prevent STIs as they can negatively impact people's sexual and reproductive health and wellbeing.

Data from UKHSA's latest report² on STIs in England shows that diagnoses continue to rise year on year overall. In 2023,

- **STIs increased by 4.7% since 2022.**
- **Gonorrhoea diagnoses increased by 7.5% since 2022.**
- **Infectious syphilis diagnoses increased 9.4% since 2022.**
- **Chlamydia diagnoses were stable but there was 2.1% drop in tests since 2022.**



GET READY
FOR A HOT SUMMER

Amongst the campaign target populations, the report shows,

- There were increases in STI diagnoses amongst GBMSM between 2022 and 2023; gonorrhoea increased 9.4%, chlamydia increased by 8.2% and infectious syphilis increased 7.3%.
- There were increases in STI diagnoses amongst people of Black African ethnicity between 2022 and 2023; gonorrhoea increased 18.7%, chlamydia increased by 9.6% and infectious syphilis increased 15.6%.

Data from the latest HIV surveillance report shows that there is an urgent need to improve access to and uptake of PrEP in women and particularly women of Black African ethnicity³.

CAMPAIGN ACTIVITIES

The campaign features a range of models from the target communities, and the creative has a warm palette matched with a summer energy. The messages prompt people to look after their sexual health this summer while also providing practical steps on how to do it.

The campaign will:

- provide information and advice on how people can protect themselves and their sexual partners from STIs and HIV
- offer free condom sample packs online and at events
- provide an online condom quiz to help people choose a type of condom that is a better fit and could give them the best experience of use
- promote short videos in which clinicians answer FAQs about different STIs, covering symptoms, testing and diagnosis, and treatment.

The campaign will be promoted via print, digital platforms and social media, face-to-face outreach, press coverage, and through influencer engagement.

KEY MESSAGES

The main takeaway messages from this campaign will be,

- Condoms can help prevent sexually transmitted infections.
- People can improve their experience of using condoms by choosing the right size, material or texture to suit their needs.
- Testing is important in the diagnosis of STIs and HIV.
- PrEP is a pill that can prevent someone from getting HIV.

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

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GET INVOLVED WITH OUR FREE RESOURCES

- From July 2024, you can order free campaign promotion resources, or download our campaign assets from: hperesources.org.uk. Resources include,
 - posters with a range of models in a number of sizes
 - free leaflets covering HIV information and prevention, PrEP and PEP, syphilis, gonorrhoea, chlamydia, and shigella.
- You can also print your own DIY posters with clinic information and there will also be limited supporting merchandise available on request.
- Download the campaign social media pack which includes social media posts you can use on your own platforms, along with suggested messaging across popular platforms such as Facebook, Instagram and X: <https://trello.com/b/qZLnT-VU6/2024-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 or your local services.

Email hpe@tht.org.uk for more information or support.

Make sure you are signed up to our newsletter to keep up to date with everything HPE.

¹ The primary audiences for the programme are gay, bisexual men and other men who have sex with men (GBMSM), heterosexuals of Black African ethnicity and people from other populations in whom evidence demonstrates higher or emerging burden of HIV prevalence.

² Sexually transmitted infections and screening for chlamydia in England: 2023 report, <https://www.gov.uk/government/statistics/sexually-transmitted-infections-stis-annual-data-tables/sexually-transmitted-infections-and-screening-for-chlamydia-in-england-2023-report#concluding-comments>

³ HIV testing, PrEP, new HIV diagnoses and care outcomes for people accessing HIV services: 2023 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-2023-report#conclusion>