

Empowering Communities through Partnerships with Industry: Collaborating to achieve the 2030 goals

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Objectives to today's session

- Explore successful Industry (Gilead)-community partnerships in HIV prevention & care and how to strengthen collaboration to achieve the 2030 HIV goals.



All campaigns discussed are funded and developed by Gilead Sciences

HIV Find Your Four

- Stigma, discrimination and health inequalities continue to act as barriers to accessing prevention, treatment and care for HIV.¹
- There are also challenges that effect the long-term health and quality of life of those aging with HIV.²
- To tackle these challenges, in 2021, Gilead funded and developed Find Your Four, with support from the HIV community, to help empower people to access the best possible care.

THREE THINGS TO KNOW about HIV

FACT 1
"HIV is an infection that affects your immune system and puts you at risk of everyday infections, and rare infections."
*Vanessa Apea
Sexual health and HIV doctor*

FACT 2
"HIV is a manageable, long-term condition. And with treatment, you can live a long and healthy life."
*Vanessa Apea
Sexual health and HIV doctor*

FACT 3
U=U
(Undetectable = Untransmittable)
"When you are living with HIV and taking effective treatment, your viral level is extremely low and you cannot pass the virus on."
*Vanessa Apea
Sexual health and HIV doctor*

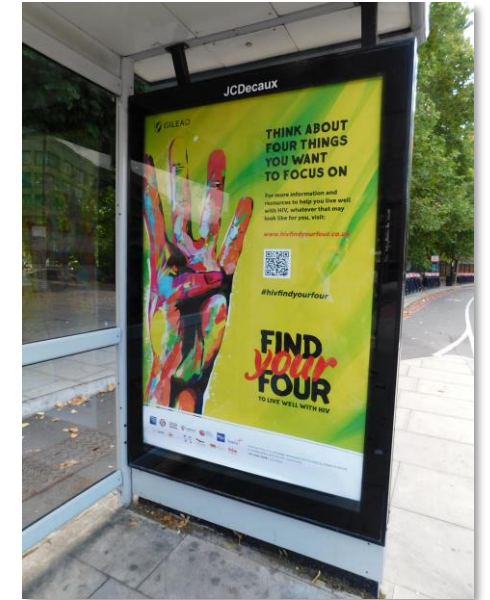
UBUNTU
and thriving with HIV

1. https://www.unaids.org/sites/default/files/media_asset/07-hiv-human-rights-factsheet-stigma-discrimination_en.pdf Last accessed Sept 2024

2. <https://www.aidsmap.com/about-hiv/myths-and-realities-about-ageing-hiv> Last accessed Sept 2024

Working with community organisations and healthcare professionals

- **Listening Phase:** to ensure content is accurate, appropriate and effective
 - Survey through community organisations with expert input from healthcare professionals and community organisations
- **Content Phase:** to develop culturally appropriate content
 - Campaign Ambassadors and content creators representing all communities
- **Launch Phase:** to empower people to engage with their broader health
 - *Endorsed and supported by 17 community organisations. Since the launch of Find Your Four in 2021 there have been over 40,000 visits to the campaign website.*
- **Embed Phase:** to reach people living with HIV through every touchpoint of the patient journey
 - A multi-channel approach to reach everyone (e.g. resources, events, social and email campaign)



www.hivfindyourfour.co.uk



Scan to visit the Find Your Four website

Find Your Four is a campaign developed and funded by Gilead Sciences, in collaboration with the HIV community

HIV PREVENTION ENGLAND CONFERENCE 2024

Partnering with the HIV community organisations

- On 4th July 2024, Gilead Sciences hosted its second **HIV Collective Meeting** with **26** community group representatives
- The community-led meeting reflected on 2023, set 2025 priorities, and **how to end new HIV transmissions** in the UK
- Key **issues and solutions** related to the **prevention pillars** of the Government's HIV Action Plan³ were highlighted, including:
 - Integrate HIV testing and prevention into general sexual health discussions.
 - Strengthen collaboration across sectors to enhance HIV prevention messaging.
 - Promote positive stories of living with HIV, highlighting U=U
 - Align national policies with local needs to ensure fair access to HIV services.



3. <https://www.gov.uk/government/publications/towards-zero-the-hiv-action-plan-for-england-2022-to-2025> last accessed September 2024

What's next

Continue engaging with the HIV Community to build partnerships that address challenges for those at risk or living with HIV