



HIV PREVENTION ENGLAND

PrEP PROTECTS.

The summer 2025 phase of the **It Starts With Me** campaign focuses on raising awareness of **PrEP** as a method for HIV prevention.

The campaign, using the tagline 'PrEP Protects', will be 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 **July and September 2025.**

WHY DO WE NEED THIS CAMPAIGN?

Reducing the likelihood of people getting HIV remains a key public health priority across England. PrEP is a highly effective drug that if taken before being exposed to HIV can prevent HIV acquisition.

However, data from UKHSA's latest report on PrEP in England show that inequalities in accessing PrEP continue to exist by gender identity, sexual orientation, and ethnicity.¹



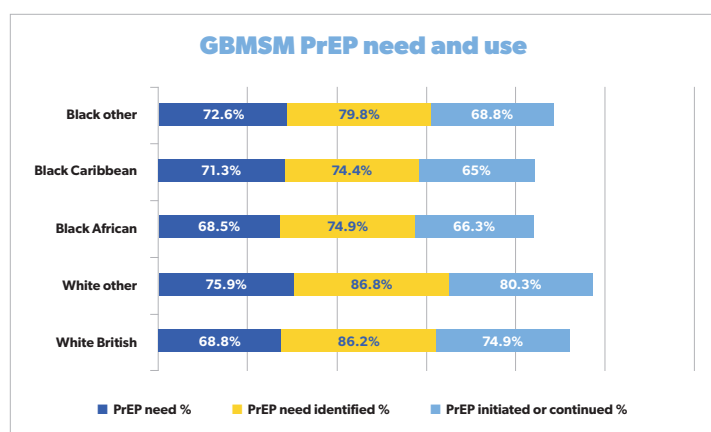
PrEP PROTECTS.

PrEP is a pill that stops me getting HIV.

GBMSM:

Among GBMSM the number of HIV diagnoses first made in England increased by 7% between 2022 and 2023. However, when this data is disaggregated by ethnicity, it shows that the highest increase in new diagnoses is among GBMSM of Black African ethnicity.

PrEP need was highest among GBMSM (70%), and PrEP need was most likely to be identified among GBMSM (85%). However, the data also show that despite new HIV diagnoses increasing among GBMSM of Black African ethnicity, people of Black ethnicity were least likely to have their PrEP need identified and least likely to initiate or continue PrEP.



The PrEP Protects campaign will respond to the trends in the data by raising awareness of PrEP among GBMSM, highlighting how to access it and providing information on the different dosing options. Particular attention will be given to reaching GBMSM of Black ethnicity and other GBMSM who are not aware of or considered PrEP relevant to them.



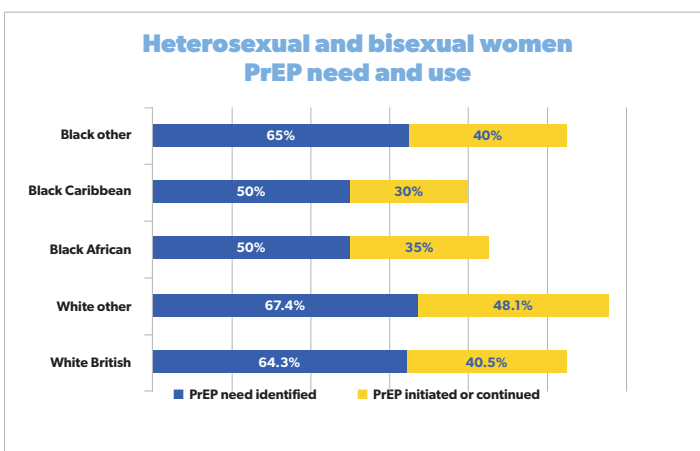
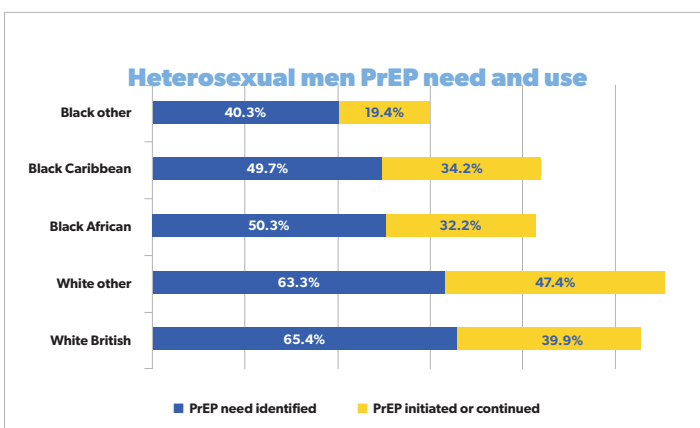
Heterosexual men and heterosexual and bisexual women

Among heterosexual men and bisexual and heterosexual women, the latest data show the number of new HIV diagnoses first made in England rose by 36% and 30% among men and women respectively. However, PrEP need was less likely to be identified among heterosexual men and women (61% and 62% respectively), compared with GBMSM (85%).

Despite a 64% rise in new HIV diagnoses among people of Black African ethnicity¹, PrEP need was least likely to be identified among those of Black ethnicity*.

Research indicates that the barriers to PrEP include low awareness and knowledge about HIV and PrEP, HIV-related stigma, perceived lack of reasons to use PrEP, and missed opportunities to discuss PrEP and HIV prevention in healthcare settings.²

The PrEP Protects campaign will respond to the trends in the data by raising awareness and knowledge of PrEP among heterosexual men and women, in particular those of Black African ethnicity.



* UKHSA have stated this number may be overestimated due to a potential mis-categorisation of people previously diagnosed abroad.

CAMPAIGN ACTIVITIES

The campaign features an informative creative, prompting people to learn more about PrEP and find out whether this is an HIV prevention tool for them.

The campaign will:

- Provide information on what PrEP is, where people can get PrEP, and how to take it
- Direct people to an online journey, which will take users to different pages depending on their existing knowledge of PrEP
- Raise awareness of PrEP through outreach at summer events across England.

The campaign will be promoted via 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:

- PrEP is a medication that can prevent HIV
- PrEP can be taken in different ways that suit an individual's needs
- Testing for HIV is necessary to initiate PrEP
- PrEP is available for free via the NHS for eligible individuals.



GET INVOLVED WITH OUR FREE RESOURCES

- From July 2025, 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 and PrEP information
- It Starts With Me free merchandise.

You can also print your own DIY posters with your clinic or event information.

- 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://bit.ly/prep-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.

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

Please email hpe@tht.org.uk for more information or support.

1 UKHSA (2024) HIV Action Plan monitoring and evaluation framework 2024 report. <https://www.gov.uk/government/publications/hiv-monitoring-and-evaluation-framework/hiv-action-plan-monitoring-and-evaluation-framework-2024-report>

2 UKHSA (2024) HIV prevention barriers and facilitators: findings from qualitative interviews among people diagnosed with HIV, March 2021 to July 2022. <https://www.gov.uk/government/publications/hiv-prevention-barriers-and-facilitators-qualitative-findings/hiv-prevention-barriers-and-facilitators-findings-from-qualitative-interviews-among-people-diagnosed-with-hiv-march-2021-to-july-2022>



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