

NATIONAL HIV TESTING WEEK

HIV PREVENTION ENGLAND

National HIV Testing Week starts Monday 6 February 2023

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This year, the campaign returns with a new strapline, 'I Test.', across all National HIV Testing Week materials, replacing 'Give HIV The Finger', which has been in place for the previous five years. The headline 'I Test.' is followed by a line that explores people's different reasons for testing. This allows for flexibility to respond to different audience needs.

The new strapline and campaign approach was developed and adopted following findings and recommendations from evaluations of 'Give HIV The Finger' and audience insights gathered over the summer of 2022. It builds on the concept of the National HIV Prevention Programme's umbrella campaign, 'It Starts With Me' by positioning testing as something normal, desirable, and that we can all take personal responsibility for.

We are inviting organisations to participate by running campaign events, providing testing opportunities and promoting HIV testing, and prevention awareness, with our support.



I TEST.

To be part of the generation
that stops HIV.

KEY CAMPAIGN MESSAGES FOR NATIONAL HIV TESTING WEEK 2023

Testing is a key part in the efforts to stop HIV.

- Testing for HIV is quick, free, confidential and easy.
- People can live with HIV for a long time without any symptoms, testing is the only way to know your HIV status.
- If you have HIV, finding out means you can start treatment, stay healthy and avoid passing the virus onto anyone else.
- There are many ways to test – at a sexual health clinic, your GP, through HIV and sexual health charities, or by ordering a test online.
- Anyone diagnosed with HIV in the UK can access free treatment and support.

CAMPAIGN PROMOTION AND RESOURCES

National HIV Testing Week (NHTW) campaign promotion begins **30 January 2023** across multi-channels including outdoor advertising, targeted broadcast, digital and social media, and press and PR.

The campaign will encourage people from across England to order a self-sampling kit for HIV and syphilis from the national HIV self-sampling service. Additionally, there will be a number of HIV self-testing kits available to order. The Department of Health and Social Care (DHSC) will cover the costs of the self-sampling and self-test kits for the duration of the campaign.

Digital and physical information resources and merchandise to help you promote NHTW locally is available on the HIV Prevention England Resources Portal.

Available 22 December 2022:

- Order new campaign information resources and merchandise: hperesources.org.uk

Coming soon (January 2023):

- Download the **National HIV Testing Week 2023** social media pack: hivpreventionengland.org.uk
- Don't forget to share our social media assets and your local events using **#HIVTestingWeek**



I TEST.

HIV testing is quick, free and fits around my life.

TO DO LIST

- ✓ Order and use **National HIV Testing Week 2023** branded resources and merchandise.
- ✓ Download and use the **National HIV Testing Week 2023** social media pack.
- ✓ Organise outreach initiatives and events to promote HIV testing in your local area.
- ✓ Organise local publicity to raise awareness and explain the benefits of testing.
- ✓ Invite your local MP, mayor and other public figures and influencers to test or pledge their support.
- ✓ Invite your partner organisations, including educational and health bodies, as well as Social Services and other groups, to take part in **National HIV Testing Week 2023**.
- ✓ Equip yourself with knowledge of HIV and sexual health needs of your area by visiting 'Fingertips' Sexual and Reproductive Health Profile: fingertips.phe.org.uk/profile/sexualhealth/
- ✓ **National HIV Testing Week** provides the perfect opportunity to update colleagues' knowledge of the most recent national data and best practice recommendations for HIV testing and prevention:
 - **UKHSA:** gov.uk/government/collections/hiv-surveillance-data-and-management
 - **NICE:** nice.org.uk/guidance/ng60
 - **BHIVA:** bhiva.org/HIV-testing-guidelines



ITEST.

HIV can affect anyone. That's why I test at least once a year.

WHY NATIONAL HIV TESTING WEEK 2023 IS IMPORTANT

To meet the goal of achieving zero new HIV cases in England by 2030, the Government has outlined a set ambitious targets within the **HIV Action Plan**, but to achieve these there is still a lot of work to do:

- Despite a partial recovery in the numbers testing for HIV in England last year, figures are still 20% below those recorded in 2019¹.
- In 2021, 46% of people first diagnosed in England were diagnosed late. This correlates to poorer long-term health outcomes; in those diagnosed late in England the highest mortality rates were amongst those over the age of 50, and in particular over the age of 65².
- HIV treatment coverage is high in England at 99% of those seen in care. To access free treatment and care people need to test so they are aware of their HIV status³. Testing for HIV is also useful for HIV-negative people who are considering interventions such as PrEP (pre-exposure prophylaxis).

WHY YOU SHOULD GET INVOLVED

- Local Authority leaders and sexual health services play an important role in the health of their local communities and populations, and community-based organisations are experienced and well-placed to promote testing, reaching people who might not attend traditional healthcare settings.
- You are able to promote the national HIV self-sampling service to your local communities, provided by DHSC during the campaign period.
- You have an important opportunity to prevent late diagnosis and link those who are diagnosed into care at an early stage.

¹ UK Health Security Agency, HIV testing, PrEP, new HIV diagnoses, and care outcomes for people accessing HIV services: 2022 report, 2022. <https://www.gov.uk/government/statistics/hiv-annual-data-tables/hiv-testing-prep-new-hiv-diagnoses-and-care-outcomes-for-people-accessing-hiv-services-2022-report#hiv-testing-in-sexual-health-services>

² UK Health Security Agency, HIV testing, PrEP, new HIV diagnoses, and care outcomes for people accessing HIV services: 2022 report, 2022. <https://www.gov.uk/government/statistics/hiv-annual-data-tables/hiv-testing-prep-new-hiv-diagnoses-and-care-outcomes-for-people-accessing-hiv-services-2022-report#cd4-count-at-diagnosis-and-late-hiv-diagnoses>

³ UK Health Security Agency, HIV testing, PrEP, new HIV diagnoses, and care outcomes for people accessing HIV services: 2022 report, 2022. <https://www.gov.uk/government/statistics/hiv-annual-data-tables/hiv-testing-prep-new-hiv-diagnoses-and-care-outcomes-for-people-accessing-hiv-services-2022-report#hiv-care-outcomes>