



HIV PREVENTION ENGLAND

National HIV Testing Week starts Monday 5 February 2024

National HIV Testing Week is a campaign to promote regular testing in England, particularly among groups most affected by HIV, including gay, bisexual and other men who have sex with men (GBMSM) and heterosexuals of Black African ethnicity. Regular testing helps to reduce the number of people living with undiagnosed HIV and those diagnosed late.

This year, the campaign strapline '**I Test.**' returns, which will be featured across all National HIV Testing Week materials. The headline 'I Test.' is followed by various sub messages that explore people's different reasons for testing. This allows for flexibility to respond to different audience needs.

The 'I Test.' campaign was introduced for the first time during National HIV Testing Week 2023. 'I Test.' 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.



**It's the only way to know if I have HIV,
so I can stay in control of my health.**

KEY CAMPAIGN MESSAGES FOR NATIONAL HIV TESTING WEEK 2024

- 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 in January 2024 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 either a self test kit for HIV or a self-sampling kit for HIV and syphilis from the national HIV self-sampling service. The Department of Health and Social Care (DHSC) will cover the costs of the test kits for the period of the campaign.

Digital and physical information resources and merchandise to help you promote NHTW locally are available on the [HIV Prevention England Resources Portal](#).

Available from December 2023

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

Coming soon (January 2024):

- Download the **National HIV Testing Week 2024** social media pack: <https://trello.com/b/FExH2BT7/national-hiv-testing-week-2024>
- Don't forget to share our social media assets and your local events using **#HIVTestingWeek**



HIV testing is quick, confidential and free.

TO DO LIST

- ✓ Order and use **National HIV Testing Week 2024** branded resources and merchandise.
- ✓ Download and use the **National HIV Testing Week 2024** 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 2024**.
- ✓ 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



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confidential and free.**

WHY NATIONAL HIV TESTING WEEK 2024 IS IMPORTANT

To meet the goal of achieving zero new HIV cases in England by 2030, the Government has outlined a set of 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, there were still 13% fewer people tested for HIV in 2022 than in 2019¹.
- In 2022, 44% 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 exposed by injecting drug use, those aged 65 and over, those aged between 50 and 64 years, heterosexual men, and those living outside London².
- HIV treatment coverage is high in England at 98%. 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, particularly for those 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.
- You may also play a vital role in supporting people who receive an HIV diagnosis, and help ensure they are signposted to clinical, peer support or advocacy services.

We would love to hear from you about your **National HIV Testing Week 2024** plans. Please email hpe@ttht.org.uk for help facilitating events or for more information or support.

¹ UK Health Security Agency, HIV testing, PrEP, new HIV diagnoses and care outcomes for people accessing HIV services: 2023 report, 2023. <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#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-2023-report#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-2023-report#hiv-care-outcomes>