

The London HIV Prevention Programme (LHPP)

Robbie Currie – LHPP Lead Commissioner



What is the LHPP?

A collaborative health initiative of all London Boroughs with the primary objective of reducing the incidence of HIV in the capital.

How do you contribute to reducing HIV?



Social marketing awareness campaign



Sexual Health Promotion Service



2021 Do It London campaign

Key Info

Launch: Sep – Dec '21

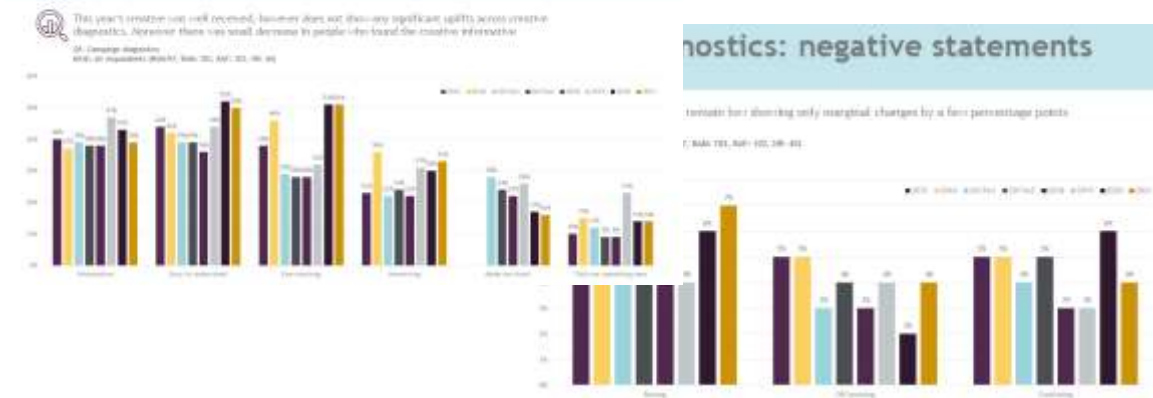
Campaign Message: FOUR SURE ways to prevent HIV

Target Audience: GBMSM, Heterosexual Black African Male + Female, All Londoners

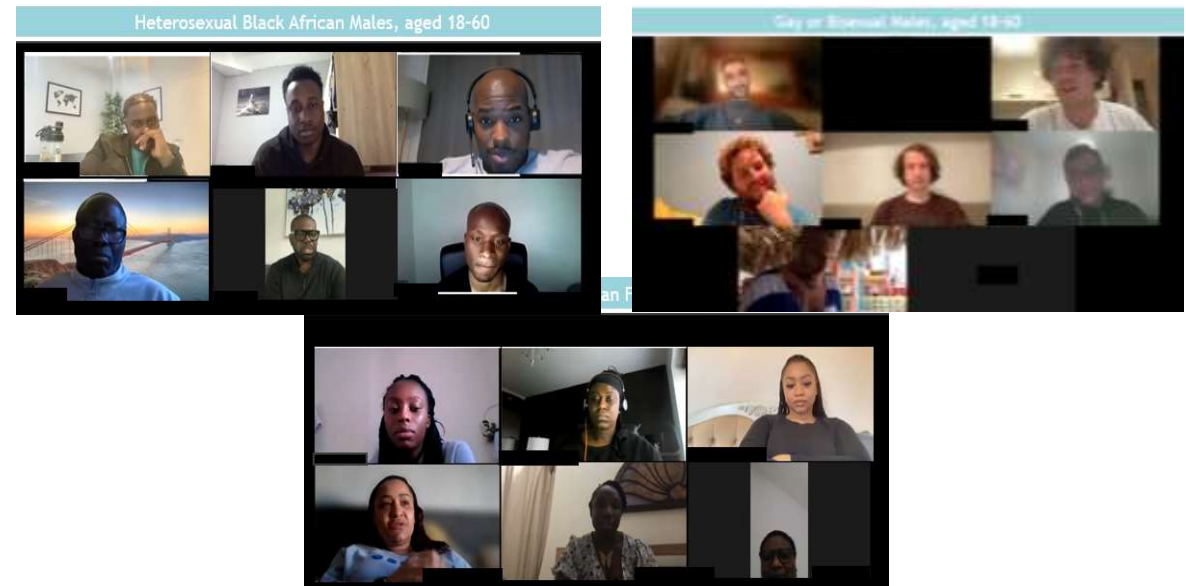
Audience insight work was undertaken which informed the campaign:

1. Qualitative Feedback from the 2020 Campaign Evaluation

Creative diagnostics: positive statements continued



2. Virtual focus groups with target populations



Findings from the 2020 campaign evaluation

The evaluation of the campaign included quantitative data (reach, placement and frequency of channels) and qualitative feedback (awareness, creative diagnostics, and claimed future behaviour change).

Campaign associations

Did the Do it London campaign make you think about condom use?/HIV testing?/PrEP? BASE: all respondents (MSM:104, BAM: 107, BAF: 103, NR: 54)



**66% Condom use
vs 52% in 2019**

66% MSMs
73% Black African males
68% Black African females
48% Nat Rep

Improvement in condom use message reception, particularly amongst Black African groups. Condom use continues to be the key take out message for these audiences



**54% PrEP
vs 47% in 2019**

68% MSMs
59% Black African males
40% Black African females
37% Nat Rep

PrEP messaging has improved across all target groups in this wave, continuing the upward trend from 2019



**57% HIV testing
vs 54% in 2019**

65% MSMs
65% Black African males
49% Black African females
43% Nat Rep

HIV messaging has shown a slight decline amongst Black African females, despite an improvement in overall message reception

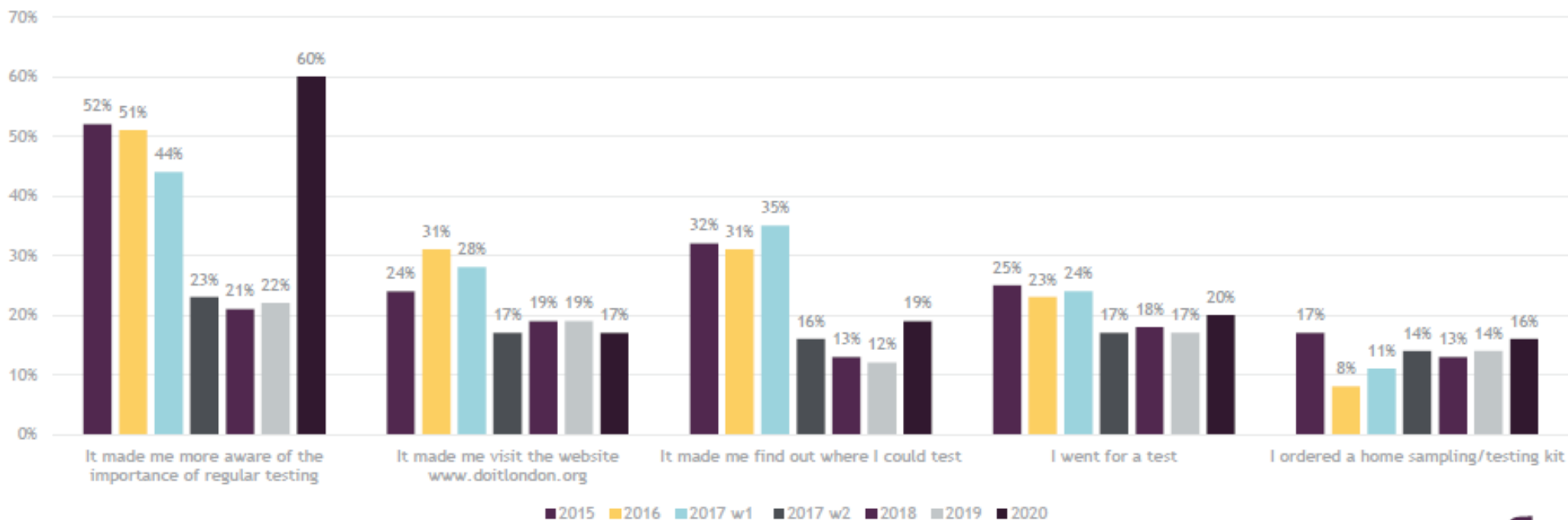
Findings from the 2020 campaign evaluation

Claimed behaviour: HIV prevention



This wave saw a return to historic levels of awareness of the importance of HIV testing, posting a large uplift compared with the previous 3 years. This might seem anomalous at first glance, but it is reassuring to see that there was also a meaningful uplift in those who also found out where to get tested.

BASE: those whose HIV prevention behaviour influenced by the campaign (MSM:38, BAM: 50, BAF: 31, NR: 9)



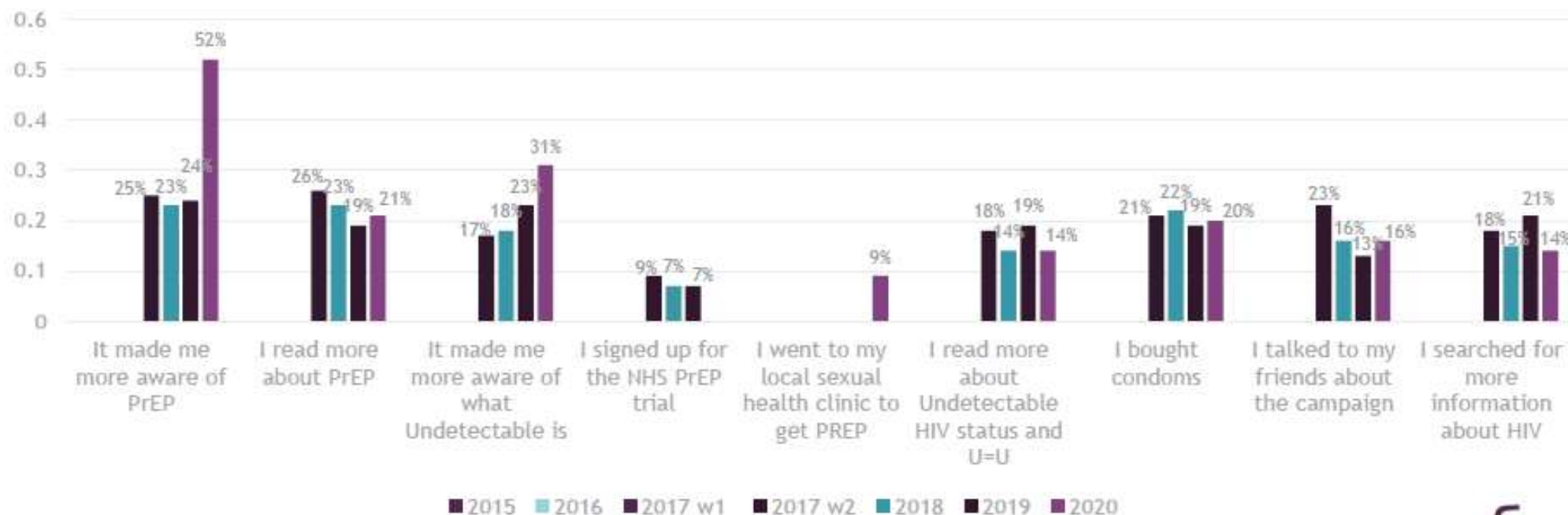
Findings from the 2020 campaign evaluation

Claimed behaviour: PrEP/U=U



Awareness of Undetectable continued to increase in this wave, alongside significant uplifts in PrEP awareness. Claimed behaviours remained relatively stable between this wave and the previous wave in 2019.

BASE: those whose HIV prevention behaviour influenced by the campaign (MSM:38, BAM: 50, BAF: 31, NR: 9)



Findings from the focus groups

- **Method:** 3x1 hour (virtual) focus groups with target audiences (GBMSM + BAM + BAF)
- **Objective:** To gauge behaviours and attitudes towards sex, sexual health, and HIV.
To further test past creative and better understand HIV prevention imagery which resonates.



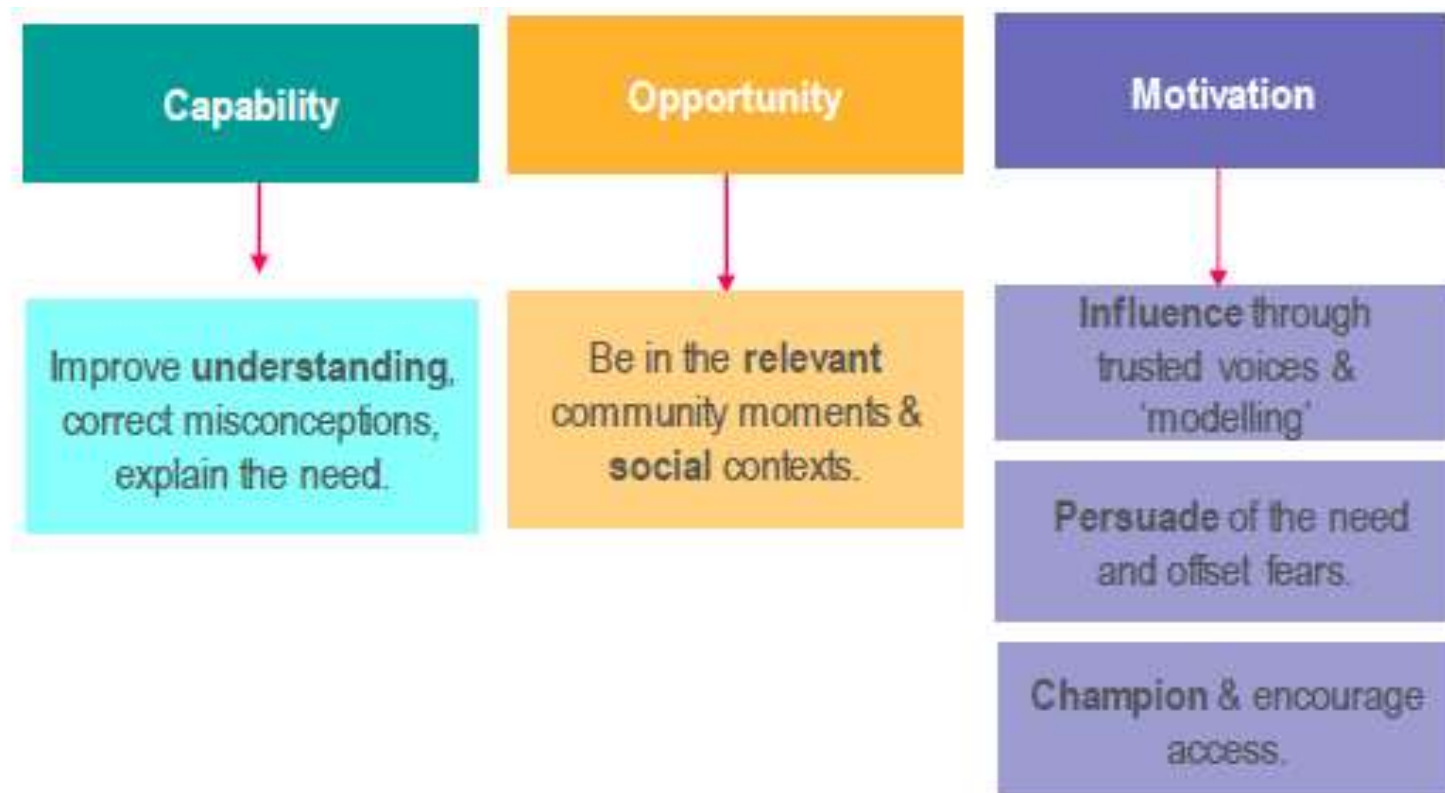
Findings from the focus groups

	Gay or Bisexual Males, aged 18–60	Heterosexual Black African Females, aged 18-60	Heterosexual Black African Males, aged 18–60
1. Testing	<ul style="list-style-type: none"> High awareness While discussing overall STI prevention, some participants reported to use condoms alongside testing to prevent infections 	<ul style="list-style-type: none"> High awareness Some saw regular testing as effective Strong understanding of how to access (online or at SH clinic) 	<ul style="list-style-type: none"> Testing was well understood but not uniformly practiced Testing is provided by Sexual Health Clinics
2. Condoms	<ul style="list-style-type: none"> All participants understood effectiveness of condoms and reported regular usage (At some point). Mixed understanding of need to use alongside PrEP 	<ul style="list-style-type: none"> High awareness of use and access Perceptions are mixed - for some condoms are effective, for others are not 100% effective as not used in all sexual activities (e.g. oral sex) 	<ul style="list-style-type: none"> Awareness that condoms are effective in preventing STIs and HIV All participants know where to get condoms
3. PrEP	<ul style="list-style-type: none"> Strong awareness of PrEP Some stigma associated with it, e.g. 'slut shaming'. Access pathways (NHS) well known 	<ul style="list-style-type: none"> Mixed awareness, few participants were informed but worked in healthcare Effectiveness was mixed; questioned by some due to personal responsibility to follow the dosing regime 	<ul style="list-style-type: none"> PrEP is considered an effective HIV prevention method by participants who are aware of it Not viewed as relevant to this audience
4. U=U	<ul style="list-style-type: none"> Concern was expressed that not everyone is aware of U=U, even among people that are on PrEP U=U is helping change negative perception of HIV 	<ul style="list-style-type: none"> Only one participant was aware of U=U Was welcomed by the group as ground breaking and big change is tackling HIV related stigma 	<ul style="list-style-type: none"> Overall awareness was low; not seen as hugely relevant for them One participant questioned what undetectable meant and whether U=U and testing are methods of HIV prevention

COM-B behaviour change model

What is the COM-B model?

To drive behaviour change three areas need to be addressed: Capability + Opportunity + Motivation.



We identified a need for a more human element within the paid comms, trusted voices with authority that audiences can relate to in a much more emotive tone

COM-B behaviour change model

Our prior insight revealed:

Capability:

- Relatively strong awareness of methods
- PrEP + U=U less than Testing + Condoms
- Varied by audience and method

Opportunity:

- Few barriers to accessing methods
- 'Physical', environment, barriers to methods not raised
- Condoms and Testing easily accessible
- Some social environments restricted accessibility

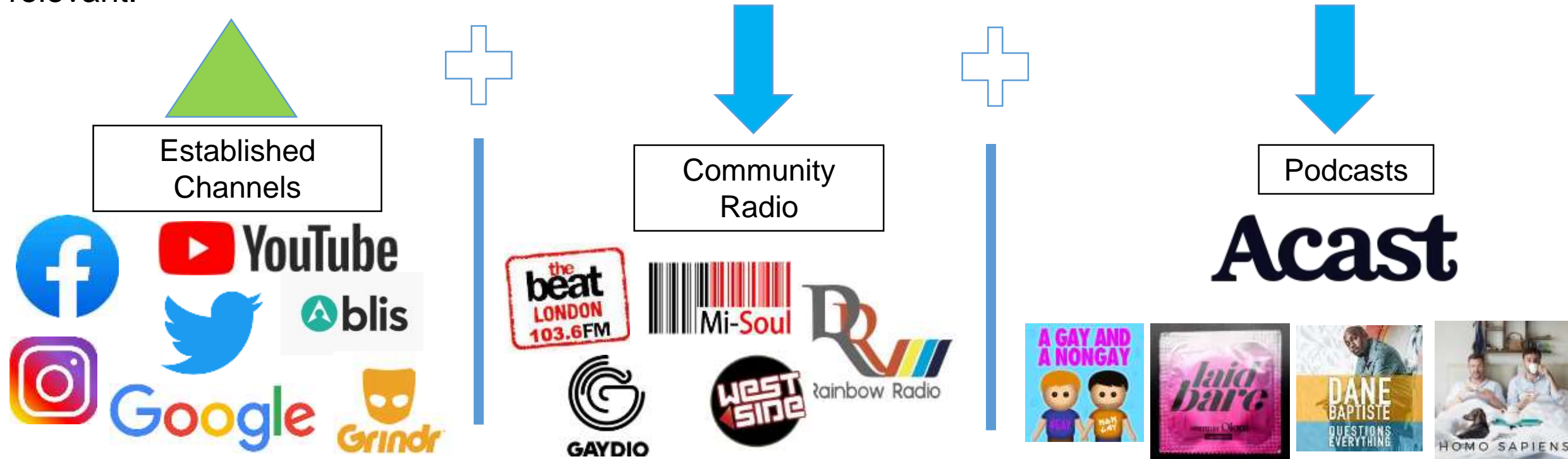
Motivation:

- Taboos and misconceptions were prominent
- Relevancy of messaging issue for BA groups
- Social stigma of going SH clinics existed

Motivation is a barrier, now what?

We worked closely with our Media Buying agency to identify channels which helped tackle *motivation*.

This included utilizing channels which are already trusted by the communities we were trying to reach. Channels which reflect the values of our audiences in a way which was organic and relevant.



Campaign Outcomes – review of channels addressing *motivation*

Community Radio

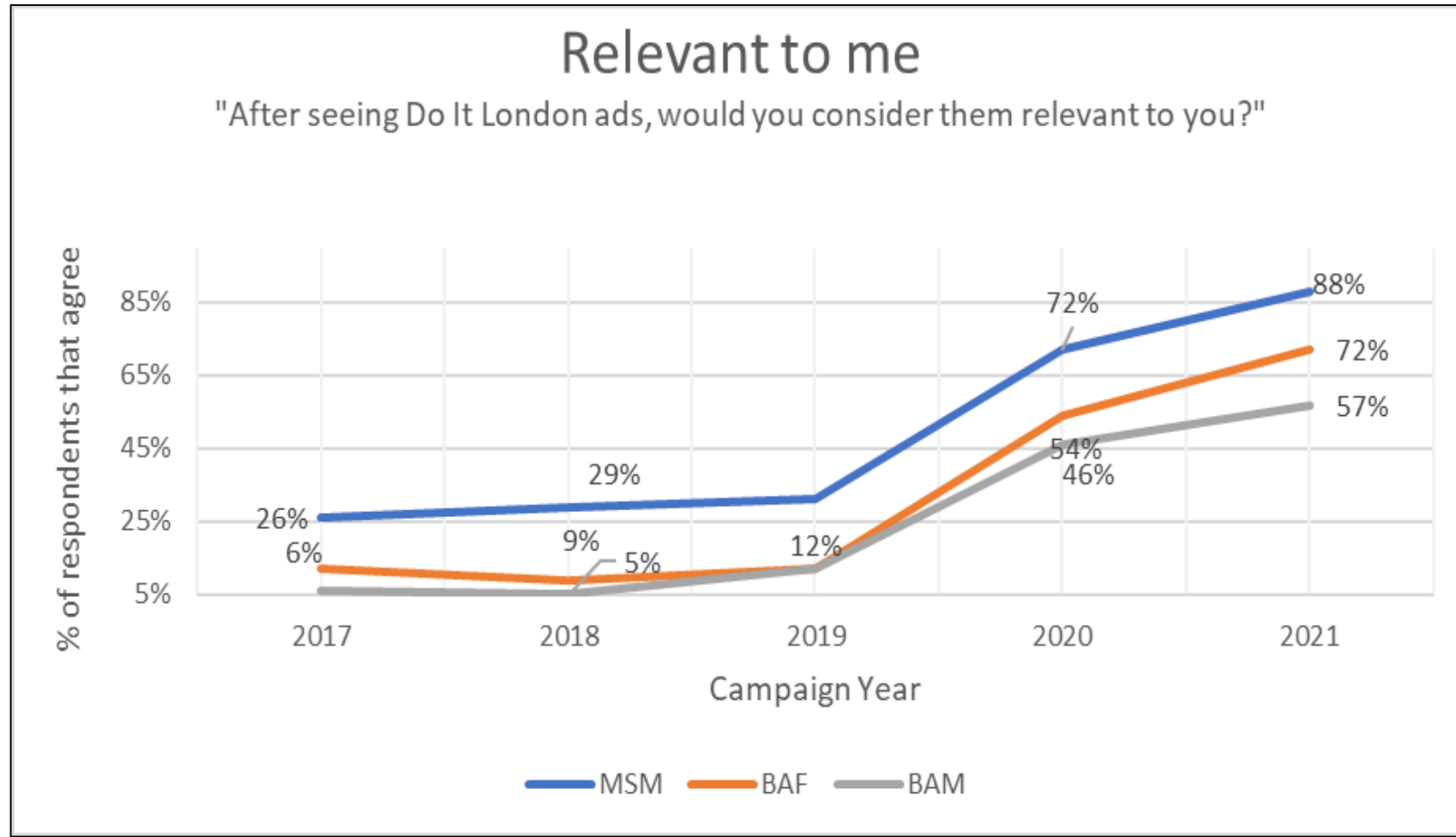
Station	Audience	Format	Planned Plays	Delivered Plays	Added Value
Gaydio	MSM	30 spot ads	1,016	916	-
The Beat	Black African		300	458	+53%
Westside Radio			296	296	-
Rainbow Radio			290	368	+27%
Mi-Soul			291	291	-
The Beat		Live Reads	161	428	+166%
Westside Radio	150		150	-	
Mi-Soul	175		230	+32%	
Rainbow Radio	150		240	+37%	

Campaign Outcomes – review of channels addressing *motivation*

Podcasts

Podcasts	Audience	Format	Planned Impressions	Delivered Impressions	Added Value
A Gay and a Non-Gay	MSM	4x host read, 2min adverts explaining each method of prevention	22,400	29,846	+33%
Homo Sapiens	MSM		45,600	65,448	+44%
Dane Baptiste	Black African		19,680	26,466	+34%
Laid Bare	Black African		36,000	42,462	+18%
Homo Sapiens	MSM	Sponsored Story	34,200	49,796	+46%
Laid Bare	Black African		27,000	28,703	+6%

Campaign Outcomes – qualitative feedback



- Relevancy of messaging a big challenge
- Strong increase in 2020 – linked to Covid-10 pandemic
- Continued increase in 2021

Campaign Outcomes – qualitative feedback

Campaign associations

Q11. Key messages - condom use | Q10. Key messages - HIV testing | Q12. Key messages - PrEP | BASE: all respondents (MSM:97, BAM: 103, BAF: 102)



67% Condom use
vs 66% in 2020

82% MSMs
77% Black African males
63% Black African females
48% Nat Rep

Improvement in condom use message reception, particularly amongst MSMs and Black African groups. Condom use continues to be the key take out message for these audiences alongside HIV testing



60% PrEP
vs 54% in 2020

78% MSMs
69% Black African males
48% Black African females
43% Nat Rep

PrEP messaging has improved significantly across all targets



66% HIV testing
vs 57% in 2020

78% MSMs
75% Black African males
62% Black African females
49% Nat Rep

HIV messaging has shown a significant increase across all audiences reaching similar levels of salience to condom use

- Awareness of all method higher than previous years
- Varied by audience

Other Key Campaign Performance Indicators

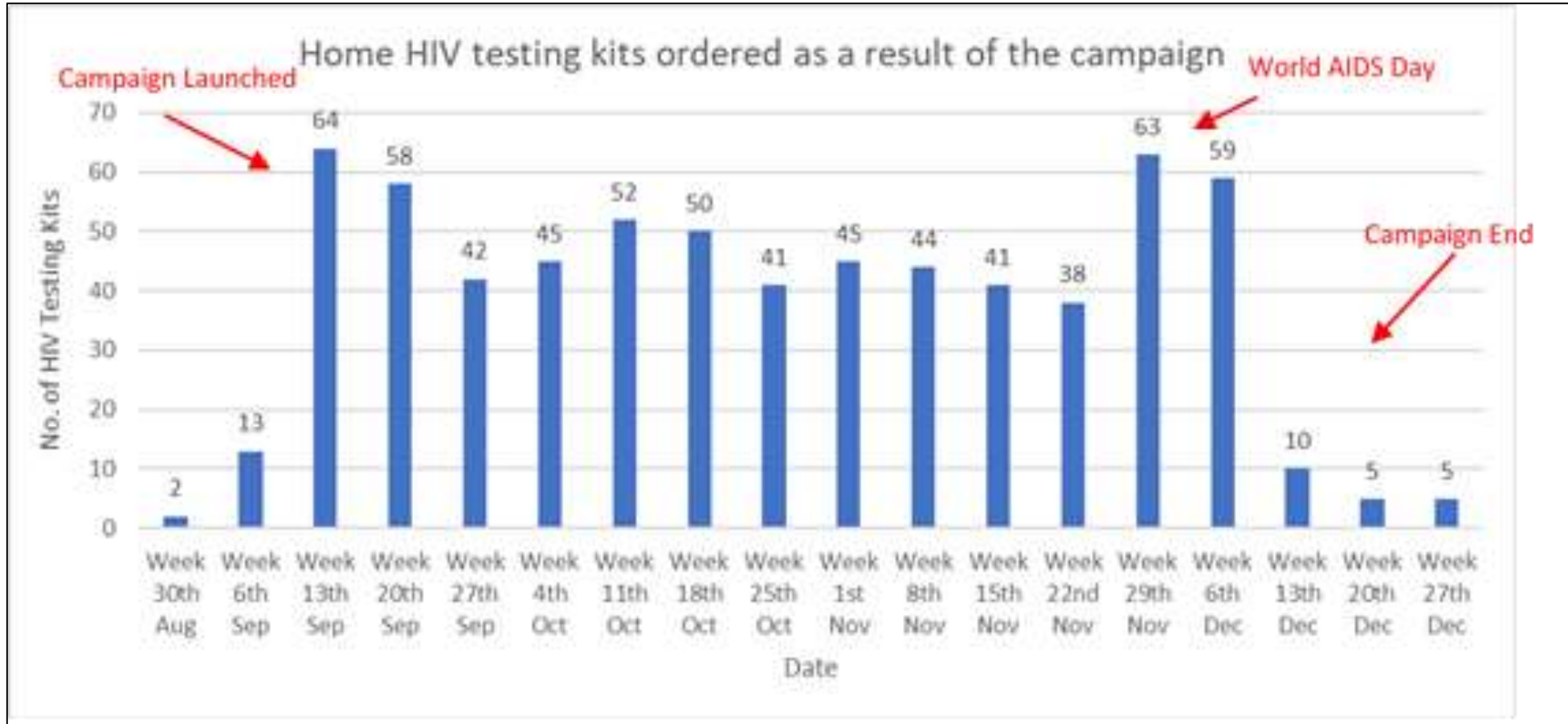
www.doitlondon.org website views



- Total page views: 80,560
- Unique page views: 38,885

Other Key Campaign Performance Indicators

Home HIV testing kits



- Total ordered: 657 (21% increase from 2020)
- Average per week: 44 (1,000% increase from when offline)

Questions?