

HIV PREVENTION ENGLAND

**NATIONAL
HIV
TESTING
WEEK**

10-16 FEB 2025

**National HIV Testing Week starts
Monday 10 February 2025**

National HIV Testing Week is an annual event 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.

The week is promoted by the I Test campaign, which features various sub messages that explore people's different reasons for testing and a diverse range of models to appeal to different audiences. This campaign runs across outdoor advertising, targeted broadcast, digital and social media, and press and PR.

HIV Prevention England partners will be performing outreach and HIV tests across the country as well.

Free HIV test kits are available online via **www.freetesting.hiv**

National HIV Testing Week is funded by the Department of Health and Social Care (DHSC) and delivered by Terrence Higgins Trust, as part of HIV Prevention England.

WHY IS NATIONAL HIV TESTING WEEK IMPORTANT?

National HIV Testing Week 2025 is an important opportunity for us to get back on track to end new HIV cases by 2030 in England. We won't be able to end new HIV transmissions without increasing testing and reaching people who do not currently test for HIV.

I TEST.

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



An estimated 4,700 people are currently living with undiagnosed HIV in England, including an estimated 1,600 GBMSM, 600 Black African heterosexual men and 1,000 Black African heterosexual women.

Testing rates for HIV in sexual health services are still below 2019 levels, particularly among heterosexuals. While testing has increased among GBMSM, there are continuing health inequities including for those outside of London and for younger men. Amongst Black African heterosexuals, late diagnoses remain high and trends in new diagnoses suggest ongoing transmission.

By co-ordinating our efforts around this week as community organisations, local authorities, clinicians, sexual health services, and other partners, we can create something greater than the sum of its parts – and have a long-lasting impact on HIV testing across the country.

CAMPAIGN MESSAGE AND CALL TO ACTION

The main call to action for the campaign is to order a free HIV test from www.freetesting.hiv or to get tested any other way preferable.

The messages from the campaign will seek to ensure people know that:

- People can live with HIV for a long time without any symptoms, testing is the only way to know your HIV status.
- Testing for HIV is quick and free, confidential and easy.
- 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, via 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.

WE'RE HERE TO SUPPORT YOU

We would love to hear from you about your National HIV Testing Week 2025 plans. Please email hpe@tht.org.uk for more information or support.

¹<https://www.gov.uk/government/publications/hiv-monitoring-and-evaluation-framework/hiv-action-plan-monitoring-and-evaluation-framework#theme-2-reduce-the-number-of-people-living-with-undiagnosed-hiv>

²<https://www.gov.uk/government/statistics/hiv-annual-data-tables/hiv-testing-prep-new-hiv-diagnoses-and-care-outcomes-for-people-accessing-hiv-services-2024-report#summary-of-main-messages>



ITEST.

HIV testing is quick, confidential and free.

HOW YOU CAN HELP

- ✓ Promote National HIV Testing Week 2025 using our pack of key messages, assets, and copy on social media and with your networks. <https://trello.com/b/6kPvOPvh/national-hiv-testing-week-2025>
- ✓ Get ready for National HIV Testing Week 2025 by ordering branded resources and merchandise from hperesources.org.uk
- ✓ Organise outreach initiatives and events to promote HIV testing in your local area.
- ✓ 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, social services and other groups, to take part in National HIV Testing Week 2025.
- ✓ 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