Microbicides for women
Abdool Karim Q, Science 2010

Male circumcision
Auvert B, PloS Med 2005
Gray R, Lancet 2007
Bailey R, Lancet 2007

Treatment of STIs
Grosskurth H, Lancet 2000

Voluntary HIV Counselling Testing
Coates T, Lancet 2000

Male Condoms

Female Condoms

Oral pre-exposure prophylaxis
Grant R, NEJM 2010 (MSM)
Baeten J, 2011 (Couples)
Paxton L, 2011 (Heterosexuals)

Post Exposure prophylaxis (PEP)
Scheckter M, 2002

Treatment for prevention
Donnell D, Lancet 2010
Cohen M, NEJM 2011

Fisher J, JAIDS 2004

Behavioural positive prevention

HIV PREVENTION TOOL-KIT

Female Condoms

Male Condoms

Voluntary HIV Counselling Testing

Behavioural Intervention
- Abstinence
- Be Faithful

Vaccines
New HIV diagnoses among gay men attending sexual health clinics England

Steep fall definition: Clinics with >20% decrease in HIV diagnoses between Oct 2014-Sep 2015 and Oct 2015-Sep 2016, and over 40 diagnoses during this period.
Treatment as Prevention

- **People living with HIV**: 100%
- **People diagnosed with HIV**: 90%
- **On treatment**: 83%
- **Virally suppressed**: 78%

**UK achievement**

**UNAIDS 90:90:90 target**

- 100%
- 87%
- 96%
- 94%

Public Health

England
Proportion of people diagnosed with HIV at a late stage of infection by exposure category: United Kingdom, 2006 - 2015

Late stage of HIV infection: CD4 <350 cells/mm³ within three months of diagnosis.
HIV testing in the population

Increase in general population reporting HIV test (2000 & 2010)
Females: from 9% to 28%:
Males: from 9% to 17%

Sonnenberg P et al/ Lancet 2013
Proportion MSM in gay venues reporting an HIV test, London: 2000-2013

Gay Mens’ Sexual Health Survey: University College London/Public Health England
The modelled impact of increased HIV testing and earlier treatment

Number of new infections per year

<table>
<thead>
<tr>
<th>Test Rate</th>
<th>ART</th>
<th>Test Rate</th>
<th>ART</th>
</tr>
</thead>
<tbody>
<tr>
<td>base</td>
<td>350</td>
<td>base</td>
<td>diag</td>
</tr>
<tr>
<td>+</td>
<td>350</td>
<td>+</td>
<td>diag</td>
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<tr>
<td>++</td>
<td></td>
<td>++</td>
<td></td>
</tr>
</tbody>
</table>

95% CI given for two lines to illustrate uncertainty over mean effect

Phillips et al. PLOS One 2013
Cessation of all condoms in 2000 would have resulted in a 400% increase in incidence.

Phillips et al PLOS One 2013
Self-reported high risk sexual behaviour among MSM by HIV status, 2000-2013

Gay Mens’ Sexual Health Survey:
University College London/Public Health England
HIV PREVENTION ENGLAND

IT STARTS WITH ME

NATIONAL HIV TESTING WEEK
The programme 2016-19

Social marketing
Sector development
System leadership
Local activation
Sector development and System leadership

- **Needs assessment** - to identify areas that require further skills development.

- **Diffusion of news and innovation** -
  - An enhanced HPE website and blog
  - Monthly newsletters

- **Support and training** -
  - Expert seminars
  - Training
  - National conference

- **Evaluation and adjustment** -
  - Stakeholder reports
Support for HIV prevention system: Print and digital resources

Free printed and digital HIV prevention leaflets, fliers, posters and other promotional materials are also available to all organisations engaged in HIV prevention.

Organisations ordering resources: **319**

Resources ordered April to December 2016: **735,999 items**
Online reach and engagement April to December 2016
Total number of people reached: 8,514,819
Total number of people who engaged: 118,239
Pictures from Testing Week 2016
Promotion of National Testing Events

211 separate NHTW testing events registered on the online ‘Test Finder’
Promotion
Working with local authorities to adapt the campaign
## Prompted Recognition

**Recognition of adverts (%)**

<table>
<thead>
<tr>
<th></th>
<th>MSM</th>
<th>BA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2016</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANY</td>
<td>78</td>
<td>79</td>
</tr>
<tr>
<td>Logo</td>
<td>59</td>
<td>54</td>
</tr>
<tr>
<td>Social Media</td>
<td>62</td>
<td>62</td>
</tr>
<tr>
<td>OOH</td>
<td>55</td>
<td>55</td>
</tr>
<tr>
<td>Online</td>
<td>53</td>
<td>65</td>
</tr>
<tr>
<td>Video</td>
<td>31</td>
<td>35</td>
</tr>
</tbody>
</table>

Base: All respondents 2015/2016: MSM (1379/1482), BA (362/313);
Source: Q24. The logo on the previous page is from a health promotion campaign called "It Starts with Me". Have you seen or heard anything about "It Starts with Me"? This includes adverts, information or publicity. Q26. Have you seen any of these ads, or something similar, on a poster or in a newspaper or magazine, in the past couple of months? Q27. Have you seen any of these ads, or something similar, online in the past couple of months? Q47/48. Have you seen this video, or something similar, in the past couple of months? Q28. Have you seen posts about this campaign on social media the past couple of months?
## Spontaneous awareness of any publicity on HIV around September to December 2016 (%)

### MSM

<table>
<thead>
<tr>
<th>Activity</th>
<th>Recalled any activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>57%</td>
</tr>
<tr>
<td>Website</td>
<td>53%</td>
</tr>
<tr>
<td>GUM, STI or sexual health...</td>
<td>32%</td>
</tr>
<tr>
<td>Poster/billboard/bus shelter</td>
<td>24%</td>
</tr>
<tr>
<td>Inside a bus/tube</td>
<td>16%</td>
</tr>
<tr>
<td>Twitter</td>
<td>15%</td>
</tr>
<tr>
<td>Youtube</td>
<td>14%</td>
</tr>
<tr>
<td>Grindr</td>
<td>8%</td>
</tr>
<tr>
<td>Smartphone App</td>
<td>4%</td>
</tr>
</tbody>
</table>

### BA

<table>
<thead>
<tr>
<th>Activity</th>
<th>Recalled any activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>43%</td>
</tr>
<tr>
<td>Website</td>
<td>24%</td>
</tr>
<tr>
<td>GUM, STI or sexual health...</td>
<td>15%</td>
</tr>
<tr>
<td>Poster/billboard/bus shelter</td>
<td>24%</td>
</tr>
<tr>
<td>Inside a bus/tube</td>
<td>21%</td>
</tr>
<tr>
<td>Twitter</td>
<td>8%</td>
</tr>
<tr>
<td>Youtube</td>
<td>8%</td>
</tr>
<tr>
<td>Grindr</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All respondents 2015/2016: MSM (1379/1482), BA (362/313);
Source: Q9. Have you seen, heard or read any adverts, publicity or other types of information in the last couple of months which focused on the subject of HIV testing? Q10. Where did you see, hear or read about HIV testing?
Conclusion

• Effective interventions for HIV prevention available
• Prevention must be delivered in combination
• National programmes to support and add value local activities
• Reducing HIV incidence of HIV in the short-medium term is an achievable goal
Thank you

Acknowledgments:

Colleagues in PHE and HPE