

BE SURE KNOW THE FOUR

LONDON **DO IT**
TEST·PROTECT·PREVENT HIV



TESTING



CONDOMS



PrEP



U=U

CAMPAIGN BRIEFING 2023

Do It London, the awareness campaign from the London HIV Prevention Programme (LHPP) has been promoting HIV testing and combination prevention in the capital since 2015.

Do It London's 'Be Sure, Know the Four' campaign will relaunch on 14 November 2023 to continue to promote the four proven ways to prevent HIV: testing, regular condom and PrEP use, and increased knowledge of U=U (Undetectable).

The campaign will run until 14 February 2024.

This briefing is a guide for partners to help support the campaign and spread the 'Be Sure, Know the Four' messages.

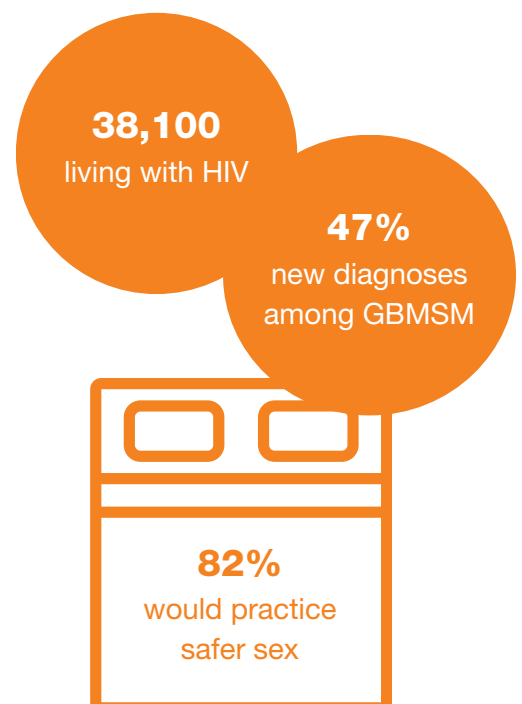
In 2021, an estimated 38,100 people were living with HIV in London and 47% of all new diagnoses were in gay, bisexual and other men who have sex with men (GBMSM)*.

The high rates of HIV seen in London compared to other areas of England is a reminder of the importance of combination prevention.

Last year, the 'Be Sure, Know the Four' multi-channel campaign reached thousands of people in the capital and had millions of impressions online.

392 Londoners (surveyed by research partner, Dynata) who recognised the campaign said they had increased awareness of the four methods of prevention, and 82% of them said they would practice safer sex – an increase of 7% from 2020.

Based on the success of the campaign and the continued public health challenge of HIV, we are continuing with the same campaign this year.



*Source: Annual epidemiological spotlight on HIV in London: 2021 data



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CAMPAIGN PLAN

Objectives

- To raise awareness of combination prevention: testing, condoms, PrEP, and Undetectable
- To increase number of HIV tests taken
- To increase knowledge of PrEP and Undetectable

Channels

- Community Radio
- Digital Audio
- Digital Display
- Paid Search
- Partnerships
- Social
- Out of Home

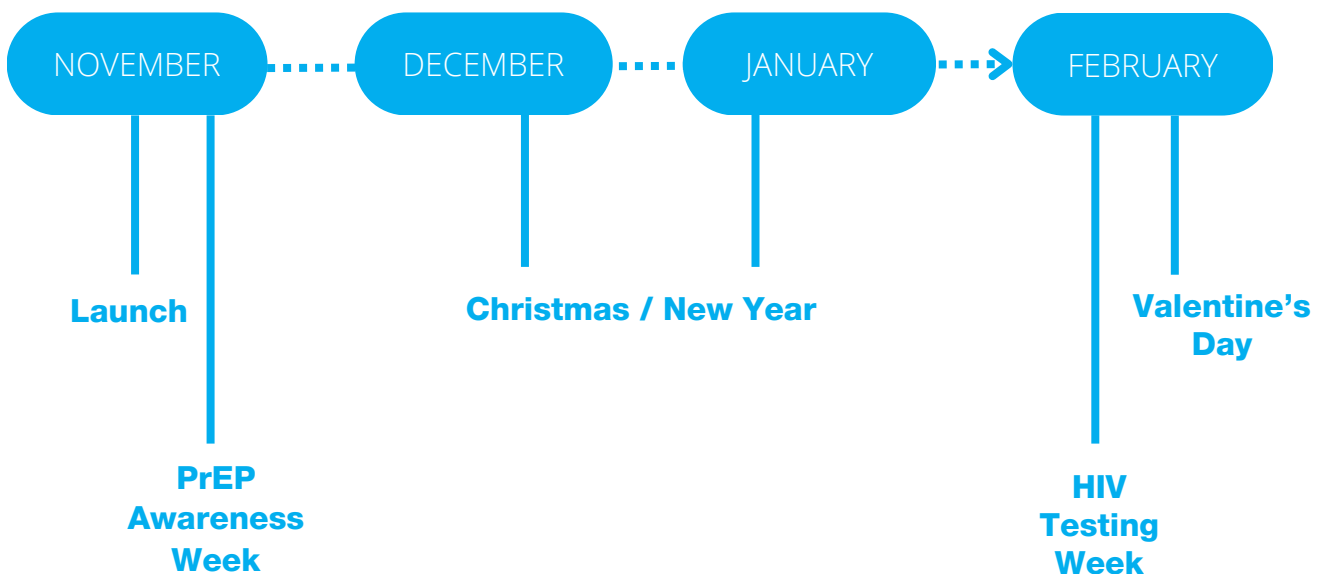
Audience

- 18-65 Londoners
- GBMSM
- Heterosexual black heritage communities

Evaluation

- Reach / Impressions
- Click-through rate
- Post campaign survey

Timeframe: 14 November 2023 - 14 February 2024



This week, we are working with actor Nathaniel Hall from Channel 4's 'It's A Sin' who will share his experience of HIV



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HOW YOU CAN HELP

We are grateful for all your efforts in supporting the Do It London campaigns in previous years. Here's how you can continue to get involved using the resources available. See our Campaign Communications Toolkit for key messages, social media posts and newsletter copy.

USE YOUR SOCIAL CHANNELS

Use our ready-made social media assets to share organic social content on your X (Twitter), Facebook or Instagram

LOOK OUT FOR NATHANIEL'S CONTENT

During PrEP Awareness Week (27 November – 3 December), like and share his content to help widen his reach

MOBILISE SUPPORT FROM YOUR LOCALLY COMMISSIONED SEXUAL HEALTH PROVIDERS

Having relevant, trusted voices circulate the campaign is a low- and effective way of increasing reach

LIKE & SHARE

Follow Do It London's social media channels throughout the campaign and share our posts on your channels

PRINT OUR POSTERS

Print and place our Do It London posters at key community places

SPREAD THE WORD

Include a story about the campaign in your newsletter or web page

For any questions or comments, contact:
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