

**DO IT  
LONDON**  
LET'S PREVENT  
HIV TOGETHER



# Do It London

London HIV Prevention Programme  
Campaign Update

# Aim of rebrand

- Better connect with three key demographics:
  - Gay, bisexual and other men who have sex with men
  - Londoners with Black heritage
  - All Londoners in communities with elevated prevalence of HIV
- Raise awareness of HIV prevention methods
- Contribute to a reduction in HIV transmissions and in HIV stigma





# A campaign for all Londoners

- The brand update was created in ongoing consultation with key audiences
- The updated brand is impactful, fresh, and bold, with colours showcasing the borders of Greater London, symbolising our coverage of the whole city
- We speak with a relatability that makes us feel like we're from down the road
- Our messaging will be accessible and relatable to all Londoners, to normalise HIV and ensure we don't single anyone out, or leave people behind
- We will produce materials that are easily translatable or slightly adapted to allow for cultural nuance and use media targeting to reach our key target groups



○ **How we sound across channels**

We retain the same clear, impactful tone of voice, but flex it dependent on audience and location (GP surgery below, vs advert during Pride on left)





## Preventing HIV

HIV is preventable. That's the message at the heart of Do It London—and the reason we're working to make sure every Londoner knows how to protect themselves and others.

ORDER AN HIV TEST

### The website is now live!

Visit [www.doitlondon.org](http://www.doitlondon.org)

- The updated website is built to be easy to navigate and enable people to easily access prevention options
- We will shortly add automatic translation for increased accessibility, and will continue to add relevant, accessible information about HIV prevention and living with HIV

# Immediate next steps for the campaign

- Engaging key stakeholders to promote the campaign across digital channels with bespoke resources (eg left)
- Pan-London media campaign over July-September to target both mass and key audiences with prevention information
- Visible presence at key community events such as Pride, Black Pride and others to deepen community relationships
- Publication and promotion of Black Heritage communities report

**When we work  
together Hackney,  
we can achieve  
anything.**

**Play your part.  
Test today.**

**DO IT  
LONDON**  
LET'S PREVENT  
HIV TOGETHER

# Longer term for the campaign

- Always-on education campaign, raising awareness of the four prevention methods to key audiences, and HIV stigma reduction to all Londoners
- Specific campaign bursts with our media agency to ensure mass engagement with HIV testing and prevention
- Supporting key stakeholders such as council communications teams to embed HIV prevention regular communications and events, through the provision of relevant resources such as multilingual posters, videos and local activation packs
- Developing deeper relationships with health practitioners including GPs and pharmacies to promote Do It London campaigns
- Developing associations with companies, eg dating apps, and individuals, eg community influencers, who hold trusted relationships with our target communities

# Thank you

For more information, please contact:

[MThompson1@lambeth.gov.uk](mailto:MThompson1@lambeth.gov.uk)

[CClemence@lambeth.gov.uk](mailto:CClemence@lambeth.gov.uk)

[PJohnson1@lambeth.gov.uk](mailto:PJohnson1@lambeth.gov.uk)

**DO IT  
LONDON**  
LET'S PREVENT  
HIV TOGETHER