



Do It London Campaign: Let's End New HIV Infections in London – Together

The London HIV Prevention Programme (LHPP) is London's citywide commitment to ending new HIV infections by 2030. At the heart of this work is the public-facing campaign: Do It London.

We speak directly to Londoners—on their phones, in their feeds, and in their neighbourhoods—about the four proven ways to prevent HIV: test regularly, use condoms, take PrEP and know that Undetectable = Untransmittable.

Our campaign has been updated for 2025 in a process shaped by Londoners, for Londoners. People have inputted through surveys, focus groups and feedback sessions, and real Londoners feature throughout the campaign and across the website.

Links:

Campaign website: <https://www.doitlondon.org>

Below, you can access suggested social media copy and assets (including localised options for each borough and City of London):

Key Messages

- HIV can affect anyone – and it's on all of us to prevent it.
- Together, we can end new HIV transmissions by 2030.
- There are four proven ways to prevent HIV: Test regularly. Use condoms. Take PrEP. Know that Undetectable = Untransmissible (U=U).

Why share our message?

Our programme is funded by your constituents, and we want to make sure they get their money's worth in HIV prevention information. By partnering with Do It London, you can help normalise HIV prevention, signpost your community to free tools and testing, and show your commitment to the health of your borough.

Together, we can make HIV prevention part of everyday life—and help London reach zero new transmissions by 2030.

Quote for Media Use

"I'm proud that Do It London continues to serve all Londoners—loudly, proudly and with purpose. This campaign is about more than awareness. It's about action. It's about making sure every person in every borough knows how to protect themselves and others. And it's about ending new HIV transmissions in



London by 2030. We can do this—but only if we do it together.”

— Marc Thompson, Lead Commissioner, London HIV Prevention Programme

Social posts – Suggested copy



(or use local variant)

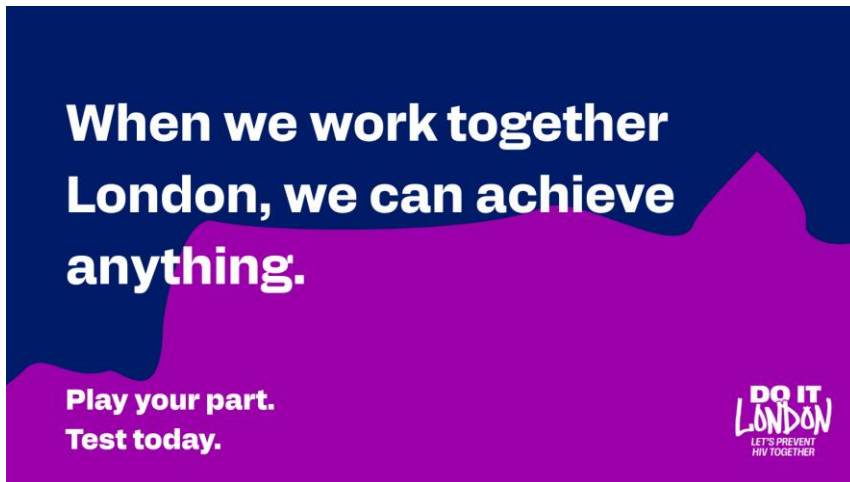
Instagram When we work together [borough], we can achieve anything. Together with Do It London, we're working hard to end new HIV transmissions by 2030. This is a moment for pride, for progress, and for people. Let's keep going—together.

Find out how you can play your part with @doitldn

#LondonTogether



Twitter / Bluesky:



Together, [borough] can help end new HIV transmissions by 2030. Pride. Progress. People. Let's keep going—together.

Learn more @doitldn #LondonTogether

We have prepared localised versions of these graphics for each of London's boroughs. If you would like to have different versions sent to you please email CClemence@lambeth.gov.uk