



Greater Manchester. A Fast Track City.

SUMMARY OF ACTIVITIES TO DATE (APRIL 2022)



HIV: Let's sort this together.♥

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY

Background

Greater Manchester (GM) became a **Fast-Track City (FTC)** in 2018 and began its first phase of a programme to 'end new transmissions of HIV within a generation' (HIVE) - a scaled-up response to HIV as a key element of the city region's 'living well' agenda, which has been delivered through a system-wide programme of work.



This leaflet summarises our work and achievements to date in reducing HIV stigma and HIV transmission in Greater Manchester and progress towards zero new transmissions of HIV by 2030.



HIVE has a strong focus on prevention drawing on the strengths and expertise of our voluntary, community and social enterprise (VCSE) organisations, in particular the **PaSH** (Passionate About Sexual Health) partnership of BHA for Equality, George House Trust and LGBT Foundation working with ethnic minority and lesbian, gay, bisexual and trans communities. This is combined with clinical and commissioning input from the Sexual Health Network, to extend the reach of GM sexual health and HIV services



Approaches were rapidly revised in response to coronavirus pandemic restrictions, which meant no in-person interventions could be provided. Digital alternatives supplemented increased targeted activities through supportive clinical and community sector relationships to ensure services remained available to key priority groups during a time of rapid service changes.



An independent evaluation led by Manchester Metropolitan University is due to be published in 2022.

HIV : Let's sort this together

A peer-led GM-wide campaign and **website (www.sorthiv.org.uk)** to address HIV stigma, encourage and support people to test for HIV, use effective prevention methods and, if they are HIV positive, to manage their HIV with medication. Produced by the **PaSH Partnership**, the inclusive and diverse **HIV: Let's Sort This Together** campaign reached widely across the population and into priority communities, leading to 24,500 unique website visitors. The campaign won a Northern Marketing award and was shortlisted for the prestigious national Health Service Journal awards.

Our communities say it:

Creates **connection** and **conversation**

Is able to **engage people** in sexual health

Combines **HIV prevention & management**

- ♥ **25 +** real people fronted the campaign
- ♥ **6.9 million+** digital advertising impressions
- ♥ #SortHIV over **4.5million** impressions
- ♥ **24,500** unique visitors to website
- ♥ **0.63%** click through rate on google display ads
- ♥ **1,947** took the Safer Sex Quiz



PaSH Interventions

Investment in the existing 10 Local Authority funded GM-wide sexual health and HIV prevention and support programme, enabled additional capacity to deliver targeted interventions at the 'universal plus' level. The key focus was on increasing testing and combination prevention for residents who might be living with undiagnosed HIV but have not been reached by or engaged with sexual health services

Prior to the coronavirus pandemic a 33% increase in prevention interventions were delivered.

During the pandemic, almost 14,000 people engaged with the adapted digitally offered interventions, rising to 35,000 by the end of September 2022.

The PaSH provision of interventions showed great resilience once translated to digital provision. Not a direct comparison to face to face support, but when structured one to ones were delivered online, they **increased by 69.9% from the 2018 baseline figure.**

Alternative covid activity for brief one-to-ones saw an increase of 55% (compared to the pre-pandemic baseline) by the end of September 2022.

The number of loose condoms and lube dispatched really bounced back by the conclusion of the programme, from July to September 2021 52,825 loose condoms and lube were dispatched - **an increase of 16% on pre-pandemic figures.**



Community Testing

Scaled- up PaSH interventions built on and extended community relationships, presence, reach and support; and the campaign enabled HIV combination prevention conversations.

The PaSH partner's provision of point-of-care testing (POCT) for HIV developed and adapted their testing offer during the period (with clinical governance provider The Northern Contraception, Sexual Health and HIV service at Manchester Foundation Trust). Covid19 adversely affected the reach of this provision being dependent on face-to-face interaction, but the range of testing opportunities expanded.

Community testing delivered a 42% increase in the number of residents accessing HIV community testing prior to the pandemic.

As well as POCT for HIV, dried blood spot tests for HIV, hepatitis B and C and syphilis are offered in the community. Ideal for large events, where the results are given a few days later by the clinical provider.

Telephone, email, click and collect as well as online ordering of test kits via the campaign website of test kits were adaptive offers, and community assets, such as barbers, helped get the messages out there.

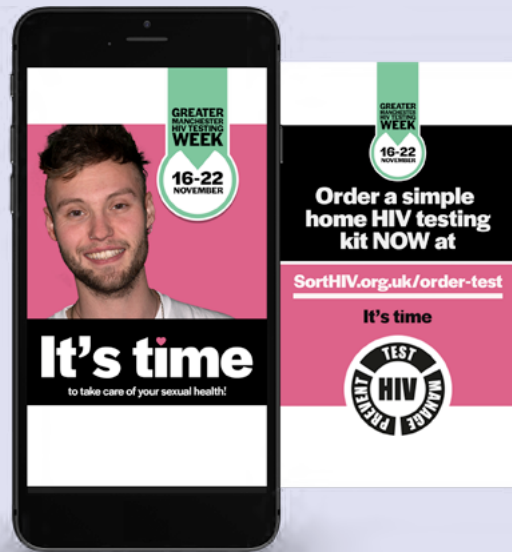


National HIV self-sampling scheme

The national HIV self sampling service provided by SH:24 is centrally funded during HIV Testing week. Through HIVE we increased funding to make the service available to residents of all 10 GM Boroughs all year round and to scale up the number of tests. Activity was driven by the PaSH partnership promotion of National HIV Testing Week and year round campaigning.

The tests are ordered online for home delivery via freetesting.hiv and completed tests are then returned by post. The individual is contacted with results and signposted to clinics for confirmation of a 'reactive' result.

Since October 2019, there was a significant increase in people testing for HIV at home – of over 10,000 test kits ordered by GM residents through the national system, more than two thirds were from people who had never previously tested or been taking part in testing for under a year.



Intensive Support service for people living with HIV

A key part of HIV combination prevention includes the successful treatment for people living with HIV. With effective treatment, undetectable levels of HIV can be reached which equals untransmittable through sex U=U.

George House Trust employs 2 Intensive Support workers to provide a concentrated level of non-medical support to PLWHIV and with other complex life factors which impact negatively on clinical engagement and adherence such as alcohol or drug misuse, poor mental health or homelessness.

Working closely with, and taking referrals from, clinical HIV multi-disciplinary teams since the project inception, the service has achieved:

96% improvement in clinical attendance

78% attainment of viral suppression

75% improvement in general well-being

PLUS a reducing risk in hospital admission



Primary Care HIV awareness featuring Positive Speakers

The aim of this element was to improve the uptake of testing in Primary Care, increase awareness of indicator conditions and update Primary Care staff, both clinical and non-clinical, with the lived experience of living with HIV, the impact of stigma on accessing healthcare and U=U.

90% of the small project budget for Primary Care HIV awareness went on funding involvement and leadership of George House Trust Positive Speaker programme.

Working closely with clinicians, clinical nurse specialist and Manchester CCG GP HIV Champion

a training and awareness approach was pulled together.

The coronavirus pandemic put on hold the face-to-face practice centred approach that had been started in Manchester and Rochdale and we went GM wide with a digital approach.

4 (plus 2 pilot) webinars were provided in 2020/21 with an additional PrEP information webinar, and a podcast episode on Primary Care Knowledge Boost resulting in 3,800 downloads.

One thing that has 'stayed with me' since the session is...

It is no longer a death sentence

Practical approach

Everyone needs to be tested and that it should be offered as routine screening, the same as you do say for an HbA1c

No viral load, no risk of transmission

Patience

More knowledge about HIV

Good cover of testing

Understand who should be tested

Efficacy of modern treatment



Addressing HIV stigma in healthcare

During the HIVe programme delivery period, with emerging evidence from Barts hospital* in London and in discussion with other UK and Ireland Fast Track Cities, addressing stigma within healthcare was identified as a priority area.

Co-production of an e-learning module with Manchester Foundation Trust, George House Trust and Dibby Theatre has resulted in a mandatory training HIV Related Stigma module for the hospital trust's patient facing staff from April 2022.

The module complements the Trust's newly developed HIV Awareness module for clinical staff, and features real people living with HIV reflecting

on both adverse and life affirming encounters in health care settings.

As more people living with HIV access non-specialised healthcare, training on HIV and sexual health should be mandatory for the entire healthcare workforce to address HIV stigma and improve knowledge of indicator conditions

www.hivcommission.org.uk

This is the first mandatory training module to address HIV related stigma and there is wide interest locally and nationally.

We hope to work with London FTC to adapt this for other settings e.g. social care/ education.

* [Measuring health care HIV knowledge within our NHS Trust](#) Shongwe M, Baulita N, Spellman E, Menin J, Dhairyawan R. Barts Health NHS Trust, London.

Opt-Out HIV and hepatitis C testing in Emergency Departments

The GM localities of Manchester and Salford are among 16 areas in England with diagnosed HIV prevalence above 5 per 1000 adults, which is the UK definition of extremely high prevalence.

We achieved our long-held ambition to start routine, opt-out testing for HIV and hepatitis C in Emergency Departments (EDs) at Manchester University NHS Foundation Trust (MFT), offering testing to all those who are having blood tests in the ED for any reason from 1st December 2021, at the first site Manchester Royal Infirmary.

Phased in line with expanding lab capacity, Wythenshawe Hospital implemented in March 2022, with North Manchester General Hospital poised to roll-out in the next few months followed by Salford Royal Hospital.

We have made new diagnoses of hepatitis C and HIV in people attending ED, allowing them to start effective treatment and have re-engaged those disengaged from care who can then restart treatment, reducing morbidity, mortality and risk of onward transmission.

The programme has been well-received by staff, patients and people living with HIV and hepatitis C.

The NHS England (NHSE) Hepatitis C Elimination project, funding hepatitis C testing at these EDs, and investment from the trust, enabled this project to start. From April 2022, NHS England is providing a £20 million fund for 3 years of this work in the 16 local authorities with extremely high HIV prevalence. A GM approach enables us to further integrate care and support pathways that have already been established across acute, primary care and voluntary sector providers.

We work with national programmes to ensure progress towards elimination of hepatitis C and ending new transmissions of HIV, with our pathways and data collection helping to shape ED testing programmes across the UK.

In Summary

We have exceeded our initial Fast Track City targets of 90% of all people living with HIV being diagnosed, 90% of people diagnosed being on treatment, and 90% of those being treated having reduced the virus to levels which prevent HIV being passed on.

We have seen a 43% reduction in new UK first diagnosis of HIV for those aged

15 and over in Greater Manchester between 2017 and 2020.

We are hoping that later this year, we will have confirmation of attaining the joint United Nations Programme on HIV/AIDS (UNAIDS) accelerated targets of 95% in each of these key areas.

Next steps

As a Fast Track City we are now working towards achieving the HIV Action Plan interim target of 8% reduction of HIV transmissions between 2019 and 2025 and zero transmissions by 2030.

The HIVE programme received a further 18 months funding from end of Sept 2022 by the GMHSCP and NHS have funded 3-years of opt-out HIV testing in Salford and Manchester.

- ♥ Evaluation report 2022
- ♥ Sustaining the same level of investment in the existing programme activities
- ♥ The HIV Action plan interim target of 80% reduction in HIV transmissions between 2019 and 2025 and Zero transmissions by 2030.

Resource development and dissemination, for example:

- ♥ HIV/STI resource for people with learning difficulties
- ♥ HIV/syphilis for Trans people
- ♥ For parents living with HIV with adult children that are untested
- ♥ Contraception Guide for BAME Women
- ♥ Adapt stigma e-module for other health and social care settings, and partnership with London to develop public facing digital training
- ♥ Employers resource
- ♥ Embedding HIVE successes, with the FTC political support, to achieve transformation of GM HIV, sexual and reproductive health system
- ♥ Prioritising prevention of HIV transmission, reducing health and social inequalities and living well with a long-term condition.

Useful links

GM Fast Track City clinical lead blogpost

<https://bit.ly/37k50kf>

UK Fast Track Cities

<https://fasttrackcities.london/uk-fast-track-cities/>

HIV Commission

www.hivcommission.org.uk

HIV Action Plan (England)

<https://bit.ly/3jikCm1>

Sorthiv Campaign materials

[HIV: Let's Sort This Together | Trello](#)

Sorthiv website

www.sorthiv.org.uk

60 second videos of sorthiv test:manage:prevent

<https://bit.ly/3r2uLb1>

Sorthiv #whatwillyoudo WAD21

<https://bit.ly/38l8Kxt>

George House Trust HIV Language guide

<https://bit.ly/3DORcWs>

Dibby Theatre's HIV + Me

www.dibbytheatre.org/hiv-and-me

PrEP awareness for GPs session

recording <https://bit.ly/3j7Nlop>

HIV podcast episode Primary Care Knowledge Boost

<https://www.pckb.org/e/hiv-in-primary-care/>

The PaSH Partnership

www.gmpash.org.uk

National HIV self-sampling scheme

<https://freetesting.hiv>

Digital PaSH content examples:

Speakeasy

<https://bit.ly/3j7HDZ7>

'What we talkin' podcast

<https://bit.ly/3xgtfWq>

The Tip

<https://bit.ly/3DM4UJu>

Our partners



Passionate about Sexual Health across Greater Manchester



THE SEXUAL HEALTH NETWORK



HIV: Let's sort this together.

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