

Terrence Higgins Trust and NHS Greater Glasgow & Clyde HIV testing campaign



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Category - **Behaviour, transmission and prevention**

Background

Recent data shows that 33% of gay, bisexual and other men who have sex with men (GBMSM) in the Greater Glasgow and Clyde (GGC) area have not tested for HIV in the last 12 months; while 50% of high-risk GBMSM are not following guidelines to be tested more frequently (every 3 months)¹.

NHS Greater Glasgow & Clyde commissioned Terrence Higgins Trust to design and run a marketing campaign with aims to incite behaviour change, improve knowledge and encourage frequency of HIV testing.

Method

The campaign marketing focused on paid social media. Adverts directed GBMSM to a local sexual health service website where they could find out more information and book a test online.

The campaign was split into three phases:

- Phase 1** – creative testing of copy, characters and call-to-action
- Phase 2** – focus on behaviour change; benefits to testing, testing options and frequency of testing
- Phase 3** – focus on barriers to testing; stigma, fear of testing or results, denial of risk, ambivalence.

Out of home advertising was used as a secondary marketing channel. Bus stop adverts were placed in 80+ sites across Glasgow in Phase 1 and 2.

A 'When to Test' tool was created and hosted on the local sexual health service website. This tool asked men various questions about their testing habits and sex life, providing them with guidelines on how often they should test for HIV.



Results

To date, paid social activity for the campaign has:

- generated 2,018,910 digital impressions
- created a reach of 339,340
- provided GBMSM with 30 opportunities to view the campaign
- encouraged over 16,000 GBMSM to visit the campaign website, spending an average of 2.5 minutes on the webpage.

The public had more than 520,000 opportunities to view out of home advertising.

When the campaign commenced, non-urgent testing had been unavailable for 17 months due to COVID-19. Non-urgent testing was reintroduced coinciding with the campaign but at lower capacity and utilising different appointment models than pre-COVID. This makes comparison of testing uptake during the campaign with pre-COVID benchmarks unviable. However, during the campaign 2,161 GBMSM attended Sandyford sexual health services with 919 opting for "test only" appointments. 254 men were first time attenders at services.

Conclusion

Paid social advertising for this campaign was a success, with an overall click-through-rate of 10%, showing engagement of GBMSM with the adverts. An average time on the local sexual health service webpage of 2.5 minutes shows that GBMSM are engaging with web content and messaging.

During out of home advertising, traffic to the website increased significantly. This tells us that the adverts resonated well with GBMSM.



The HIV and sexual health charity for life

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