



## October



### Black History Month

Throughout Black History Month BHA staff created a Black History month calendar, collating all the events and information sessions taking place throughout October. The event was a collaboration with all BHA staff and hosted a special Breast Cancer awareness event.

### Instagram Live - Henrietta Lacks



PaSH hosted an informal conversation for the beginning of Black History Month and as a part of the #Intalks series with the HIV-e lead Chantelle on Henerietta Lacks. The session was a bitesize history lesson about Henerietta Lacks and her contribution not only to black history but also to the field of medicine. The session was an interesting take as PaSH was able to investigate broader topics such as black women's consent within the medical field and the mistrust that the black community may have towards the health sector.

The session has had up to 47 views and 3 likes and received comments such as: 'very interesting discussion and read the book its fascinating', 'thank you for hosting such a session, I learned a lot more on how black people have contributed to the medical field.'

### Sexpression

Sexpression reached out to BHA to be part of their annual conference, based on a member of the Sexpression team having seen one of our previous Instagram Live sessions on 'hard to reach populations'. Sexpression offered BHA the opportunity to attend one of two days at their conference. BHA presented a 30 minute presentation on 'Hard to Reach Populations - How hard have you tried to reach', which was viewed by 22- 30 people, the response from the presentation was well received especial credits given to the case studies provided towards the end. Students who attended said they really enjoyed having a different narrative on hard to reach populations.

The Passionate about Sexual Health Partnership (PaSH Partnership) is a collaboration between BHA For Equality, George House Trust and the LGBT Foundation.

The PaSH Partnership delivers a comprehensive programme of interventions to meet the changing needs of people newly diagnosed with HIV, living longer term with HIV or at greatest risk of acquiring HIV.



For information, advice surrounding sexual health email [pash@thebha.org.uk](mailto:pash@thebha.org.uk) and a member of team will give you a call back, between 10 and 4pm, Monday-Friday.

Greater Manchester residents, aged 18+ and from Black, Asian and Minority ethnic (BAME) backgrounds, are able to request FREE Postal condom and lube packs from [thebha.org.uk/condom-request](http://thebha.org.uk/condom-request)

Home self testing HIV kit [thebha.org.uk/home-hiv-test](http://thebha.org.uk/home-hiv-test)



if you need support, advice or information and would like to speak to someone please email [talk@ght.org.uk](mailto:talk@ght.org.uk). Include your message and we will get back to you.



Contact the Sexual Health team [sexualhealth@lgbt.foundation](mailto:sexualhealth@lgbt.foundation) for a non-judgemental sex positive discussion. if you prefer a phone call, send us an email alongside your number and we will arrange a time to call you back.

Our free condom and lube postal scheme and Play Packs can be accessed from: [lgbt.foundation/condoms](http://lgbt.foundation/condoms) and [lgbt.foundation/playpacks](http://lgbt.foundation/playpacks)

## Northern Marketing Awards 2020



On the 3rd November 2020 the ‘HIV: Lets sort this Together’ campaign won the award for Best Health and Beauty Campaign at the Northern Marketing Awards 2020. The campaign encourages Greater Manchester residents to take care of their sexual health and help end all new transmissions of HIV within a generation.

The campaign was a collaboration between the PaSH Partnership and Wirral based social marketing company Hitch Marketing.

The campaign has been praised for its use of local people in the imagery to promote a simple message ‘HIV: Let’s sort this together.’ It aims to inspire everyone to take steps to reduce HIV transmission rates and end all new cases of HIV within a generation. The campaign was driven by insight and research by Hitch Marketing and was co-produced with members of the public to be an inspiring, fun campaign that moves in the opposite direction to previous scaremongering HIV campaigns.

Jim Kemp, who is part of the campaign, said: “As a man living with HIV, I feel that it is important that we start a conversation about HIV and prevention. Talking about it openly is the only way that we can break the stigma that surrounds the topic. This campaign is really a step forward in terms of promoting HIV testing, prevention and management and it is a campaign that I am really excited to be involved with.”

## Virtual Testing sessions

LGBT Foundation is back to running regular testing sessions, but they are now virtual. LGBT people and MSM living in Greater Manchester can now speak to a member of the sexual health team and get a full sexual health screening kit. We continue to offer free postal condoms and lube, and play packs to LGBT people and MSM across Greater Manchester.



## Formula Milk comes to Trafford



George House Trust is delighted to announce that we will be administering a scheme on behalf of Trafford Council to provide free formula milk to mothers living with HIV in the borough. This great news caps off a successful year of expansion for our formula milk service – which now covers 9 out of the 10 Greater Manchester local authorities. We are currently in conversation with the remaining borough.

## November



## Greater Manchester HIV Testing Week Awareness Raising Workshop

On Monday, 16th November, we launched the ‘Greater Manchester HIV Testing Week’ with an Awareness Raising Workshop highlighting the campaign and invited community leaders, charities, barbers and hairdressers, faith leaders, GPs, sexual health clinics and other stakeholders wuth information about how they can support us and play a part in ending HIV within a generation. The workshop was a joint event organised by BHA for Equality with PaSH partners.

The webinar was moderated by India Henry and included:

- HIVe Campaign and How people can support Greater Manchester HIV Testing Week – *Emma Zurowski*
- HIV impact and support available for BAME communities in Greater Manchester – *Elisabete Miranda*
- Advancements in Testing, Treatment & Prevention, and the Impact of COVID-19 on the HIV Landscape – *Patrick Baxter*
- Living with HIV: The Work of the Positive Speakers project – *Paul Fairweather*

The webinar YouTube video link was shared with different stakeholders in Greater Manchester.



# HIV: Let's sort this together.



## Greater Manchester HIV Testing Week - HIV: Let's sort this together

PaSH founded the first Greater Manchester HIV Testing Week to motivate and encourage Greater Manchester residents to order a home HIV test. Throughout the week PaSH aimed to increase the number of people testing for HIV and the number of people who know their HIV status.

The campaign **HIV: Let's sort this together** offers online provision of home HIV tests and promoted the campaign through different posts and videos on social media, events online such as webinars and 'Instagram Live' sessions and mentions in local newspapers and on local radio stations.

The award-winning campaign "HIV: Let's sort this together" focused on testing and encouraging people to know their status.

Materials including information briefings, social media content, waiting room screens, desktop wallpaper, videos and email signatures were produced and shared with different stakeholders in Greater Manchester.

The campaign materials - produced by Hitch Marketing - were engaging, colourful, and appealing.

Check out one of the videos, below  
<https://www.youtube.com/watch?v=cnlxN0kZJnE>

BHA staff members also produced videos with different messages and advice about HIV testing. During the week we were thrilled to launch the online testing offer through the 'sorthiv' and BHA websites ensuring that GM residents could order an HIV test and do the test from the comfort and privacy



of their home - with PaSH team members support if necessary.

LGBT Foundation was also delighted to be involved in the first Greater Manchester HIV Testing Week. National HIV Testing Week has been postponed until February 2021; despite this, PaSH partners utilised the original timeframe for National HIV Testing Week to run an online campaign promoting HIV testing across Greater Manchester. The campaign was big success and reached a big audience with several people clicking, viewing and sharing the information, post, events on social media and Google. For example, on Spotify the audience engagement was high, registering 35000 impressions and 92.66% people listening to the add till the end.

There is an online testing offer through the Sorthiv website where Greater Manchester residents can test from the comfort and privacy of their home:  
<https://sorthiv.org.uk/order-test>

Be sure to check out the 60 second campaign video  
<https://www.youtube.com/watch?v=cnlxN0kZJnE>



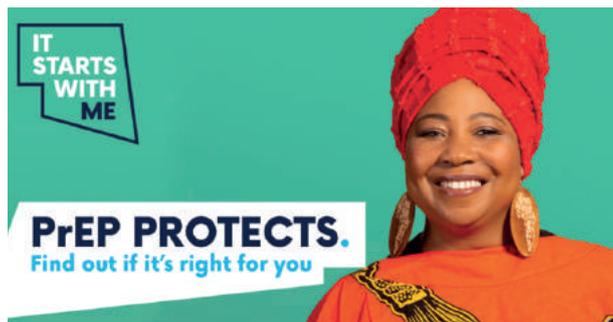
## Crescent Radio Interview



To promote our first Greater Manchester HIV Testing Week, we guest appeared on Crescent Radio "the sound of Islam on the airwaves". Their broadcasts range from religious programming to community packages. Crescent Radio caters for some 19,000 Muslims residing in Rochdale, broadcasting in English and other community languages, with the aim of encouraging members of the local community to engage in the show's programme.

BHA were interviewed by Zahida Warriach on the "Health Matters" show. This show hosts a range of conversations on diverse health and wellbeing related topics. We had a discussion about HIV and AIDS, promoting Greater Manchester HIV Testing Week and our at home HIV testing.





## BHA for Equality joined the campaign 'PrEP Protects'

PaSH supported the HIV Prevention England campaign 'PrEP Protects'. The campaign which started on 19th of October, focused on raising awareness of Pre- Exposure Prophylaxis (PrEP) in Black African communities. PaSH shared on BHA's social media platforms information and key messages about HIV prevention and PrEP.

# December

## WAD Vigil Goes Online

PaSH Partners were proud to bring service users, volunteers and supporters together for our first ever online World AIDS Day Vigil on December 1st where we remembered people lost to HIV, showed our solidarity with people living with HIV around the world and re-committed ourselves to challenging HIV stigma and discrimination. You can watch the full event here: <https://ght.org.uk/vigil>



## The TIP

Heading into 2021, keep an eye out for new releases of 'The Tip', these monthly episodes premier on Instagram Live. Broadcast regularly since March, these candid, off-the-cuff conversations have reached thousands on the online platform. 'The Tip' helps to educate LGBTQIA+ communities on managing their sexual health safely within the context of Coronavirus and beyond. Going forward, the monthly format allows for further exploration of the topics discussed and to open a dialogue within our communities.

## Simon Collins

The topic of HIV remains one that the world has suddenly become complacent about. Many attributes it to the strides the HIV medicine has made over the years, but what remains an issue is the lack of awareness of these medical advances in our communities. PREP, PEP U=U are abbreviations that are still unknown to these communities we work with, and what makes it concerning is the low uptake of PREP we have seen in recent findings. To increase awareness, we brought in Simon Collins, an HIV treatment advocate who encourages people to take an active role in their health, on our Instagram live session. Simon has been living with HIV for over 30 years and started treatment in 1996 with a CD4 count in single figures. The session provided an opportunity for our audience to learn more about HIV treatment, current HIV landscape, future of medicine, vaccine, and the prospect of a cure. The video is available on our BHA page on Instagram.

## BAME Women and access to Sexual Health Services - InTalksWith IG Live

On the 9th of December, we had a talk about BAME women and access to sexual health services with India Henry, where we had an interesting conversation and explored different perspectives about barriers to sexual health services and inclusion. The video is still available to watch over BHA's Instagram page.



## George House Trust Zooms Ahead

Over the past 3 months George House Trust has expanded our range of online events and activities aimed at service users and volunteers. Via Zoom we've hosted fitness and meditation classes, session on looking after our own mental health, LGBT Events, Women's Events, a writer's retreat, a HIV Treatment Update and even a Christmas Party! The feedback from attendees has been encouraging and we're now hard at work programming our 2021 calendar of courses.

