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# TOWARDS ZERO HIV TRANSMISSION

## EVALUATING EFFORTS TO END NEW HIV TRANSMISSION IN GREATER MANCHESTER

At the time of commissioning, levels of HIV in parts of Greater Manchester were higher than the national average.

### A coordinated ambition to end new HIV transmission in Greater Manchester by 2030

Greater Manchester is committed to ending new transmissions of HIV by 2030. To begin working towards this goal **HIVe** was established in 2019.

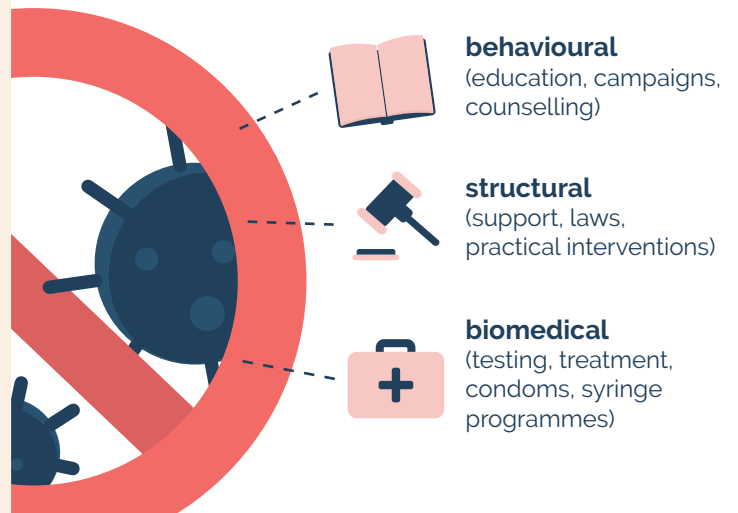
Led by the Greater Manchester Sexual Health Network, HIVe is a collaboration between public health, the voluntary, community or social enterprise (VCSE) sector, primary and secondary care, people living with HIV, and Greater Manchester Integrated Care Partnership.

This cross-sector programme focuses on **prevention, testing and intensive support** for people living with HIV.

#### HIVe (Phase 1) included:

- enhanced HIV prevention and sexual health interventions
- scaled-up HIV testing
- behaviour change campaigns
- education for general practitioners and primary care practitioners
- intensive support for people living with HIV
- work to address stigma and discrimination.

#### Combination HIV prevention integrates a variety of different approaches including:



### Research evaluating the effectiveness of HIVe

Researchers from Manchester Metropolitan University surveyed stakeholders to understand the successes and challenges of HIVe (Phase 1). This evaluation was completed in Spring 2022 when HIVe had been running for two years.

#### Stakeholders included:



third sector project delivery partners



commissioners



clinicians

#### Online qualitative survey:


**41** people invited




**17** participants responded


# Research findings

## ✓ **HIVe successes:**


 galvanised a coordinated **region-wide approach** due to significant investment and political commitment

 encouraged **experimentation** to find out what works best

 facilitated **relationship building** across the sexual health sector

 enabled **scaling up and development** of initiatives to reach more people

 **educated and raised awareness** among the primary care workforce


 led to **successful interventions**, particularly the Intensive Support Service, HIV awareness campaign, HIV testing and primary care education, some of which have been taken up beyond the Greater Manchester area

## ! **HIVe areas for improvement:**

 establishing a **clearer understanding** of service-user and community needs and motivations


 developing **further relationships** more widely across Greater Manchester

 making **free or low-cost** condoms more widely available


 *More consultation with potential users of a scheme like the step-up scheme to see if the model was unappealing or if they thought something else could work better.*


- anonymous respondent


## Recommendations for those looking to run similar programmes

 **Co-produce interventions with service users and communities**, involving people with lived experience at all stages, to ensure buy-in and maximise impact.

 **Facilitate cross-sector partnerships** with appropriate funding and support.

 Consider how to **enable innovation and adaptation**, balancing evidence-based interventions with real time feedback.

 **Invest in and grow successful interventions.** For HIVe these were the Intensive Support Service and expanded HIV testing.

 Explore how to **expand and evaluate primary care engagement.**

Policy brief based on evaluation data as part of a larger programme of work conducted at Manchester Metropolitan University. For further information and findings, please email Dr Natalie Hammond [n.hammond@mmu.ac.uk](mailto:n.hammond@mmu.ac.uk)

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See the infographic version of this policy brief and other materials:



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**Greater Manchester  
Integrated Care Partnership**

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