



EYES OPEN CAMPAIGN REPORT

2021-2022

Our Funders:

Arnold Clark Community Fund
The Joicey Trust
The Rothley Trust
Northumberland Freemasons
The William Leech Charity
Sellafield Snowball Charity
Cumbria Community Foundation
The Hadfield Trust
The Finn Family Fund

Eyes Open Steering Group:

Newcastle: staff from the NHS and Newcastle City Council
North Tyneside: staff from the NHS
Northumberland: staff from the NHS
Blue Sky Trust: charity for people living with HIV in the
North East & Cumbria
Cumbria: staff from the NHS
Together We Can Fundraising Ltd in Cumbria: staff living with HIV

In total 14 committee members
30% of people on the committee are living with HIV

Our Aims:

To guide the delivery of educational initiatives
To develop community events to raise awareness
in the general population
To work with individuals, voluntary organisations,
and statutory authorities to raise awareness,
increase understanding
and reduce onward transmission

I have been volunteering
to breakdown stigma

I now know much more about HIV,
thank you for educating me

Our Volunteers:

In total, we had 66 volunteers:
29 in the North East
37 in Cumbria

We delivered over 400 hours
of volunteering time



HIV DATA

In England, an estimated 96,200 people were living with HIV in 2019, including an estimated 5,900 with an undiagnosed HIV infection, equivalent to 6% of the total, 94% of these people were diagnosed, and therefore know that they have HIV



98% of people diagnosed with HIV in the UK are on treatment, and 97% of those on treatment are virally suppressed which means they can't pass the virus on, meaning we have met the UNAIDS 90-90-90 target for 3 years in a row

It is estimated, 1 in 16 people living with HIV in the UK do not know that they have the virus

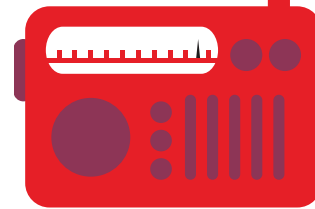


U=U CAMPAIGN

If a person adheres to HIV medication, the virus in the blood reduces to undetectable levels. We can now say with complete confidence that people, living with HIV and on effective treatment, can no longer pass on HIV to others, even when sex is unprotected, this is called U=U which stands for Undetectable = Untransmittable.

We launched our U=U Campaign on the 20th October 2021

We had adverts on Pride, CFM & Metro Radio reaching a total of 1,915,000 people! We also spoke on various radio stations reaching a further 10,000 people!



Nathaniel Hall from It's A Sin, who is also living with HIV, backed our campaign with lots of educational videos which went live on Vimeo and on our social media platforms which was then shared by our Steering Group, volunteers and other people in the community including Bauer Media Group, reaching 198,762 people (that we have been able to account for) please click on the links below to view our videos!



<https://vimeo.com/632990341/2d95b52b8f> U=U

<https://vimeo.com/632989121/48028c727d> PrEP

<https://vimeo.com/632987939/9112fe0c45> PEP:PEPSE

<https://vimeo.com/630869478/06cd25ea92> HIV Does not Discriminate

<https://vimeo.com/632985671/ad98960431> How is HIV Diagnosed

<https://vimeo.com/632990975/d738b7c154> What are the Causes of HIV

<https://vimeo.com/632992182/5f670d5a6a> What are the Symptoms of HIV

<https://vimeo.com/632993059/73c8784daa> What is HIV

<https://vimeo.com/632996447/686c655fa8> #LetsNailHIVStigma

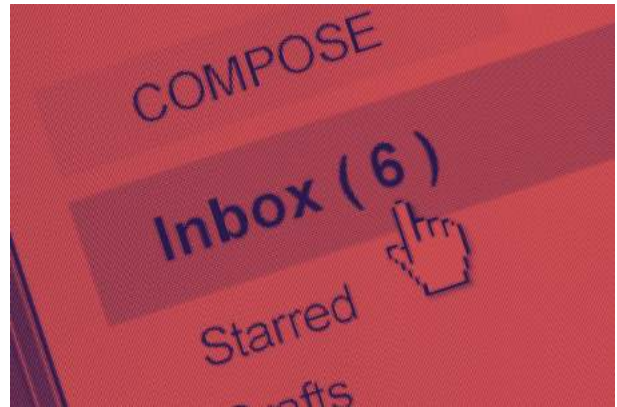
Julieanne, from our Steering Group & volunteer in Cumbria went live on social media to tell people she was living with HIV to educate people about U=U, reaching over 3,000 people on social media





We had our campaign materials on screensavers in many health organisations and businesses, reaching 10,000 people!

We circulated our U=U info to friends, family, colleagues and other contacts, sending over 15,000 emails!



Online & face to face, we spoke to over 12,000 people about U=U!



We spoke to:

Other health care professionals
Local Councils
Collages, Schools & Universities including
Freshers & SHAG week
Womens Services
LGBTQ Services
Army barracks/Soldiers
Pharmacists

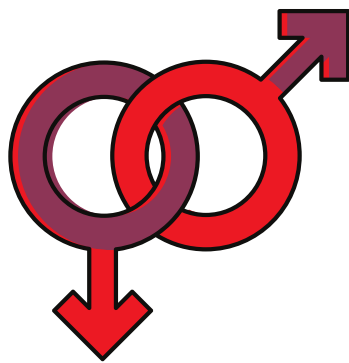
Plus others!



We got a write up in the High Life North Magazine, reaching 5,000 people, click on the link to read the article:

<https://www.highlifenorth.com/2021/10/20/heres-what-we-all-need-to-know-about-hiv/>

We attended Cumbria Pride and had a stall, we also spoke on stage about U=U which was live on air with CFM Radio all day to 40,000 people!



We commissioned U=U pin badges which we sold to support the campaign, to date we have sold over 1,000!



Other pictures!



World Aids Day 2021

Following on from our U=U Campaign, on the 1st December 2021, it was World Aids Day and we launched our "Let's Nail HIV" Campaign to break down stigma!

We asked people in the the community to paint a red finger nail and to post on social media as a point to open up discussions around HIV

#LetsNailHIVStigma

We collated pictures from the community with their painted finger nails and used these on all our social media platforms reaching 20,000 people! #LetsNailHIVStigma

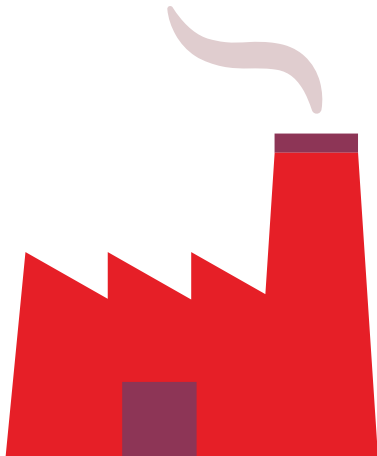


In Cumbria, local officials attended the NHS official World Aids Day breakfast with public health England commissioner for Cumbria to talk about HIV in the region! This was reported on CFM reaching 65,000 people!

NHS



Sellafield Energy's Amphitheatre talk about HIV and Eyes Open took place chatting about U=U at the launch of Rainbow Stripes Awards Cumbria, reaching 60 people!



Sellafield Ltd

EDI Officer for Carlisle United football Club bought U=U badges for senior board members to wear at the Rainbow Laces Charity Tournament, reaching 3,000 people!



HIV Testing Week 2022

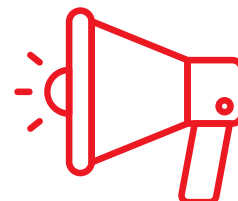
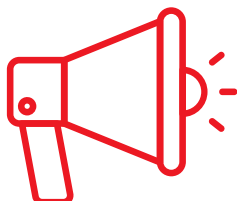
Week commencing 7th February 2022 it was HIV testing week and we continued with our campaign to spread the message to ask people to test for HIV in the North East and Cumbria, again we used our social media platforms reaching 20,000 people!

This directly supports the ambitions of the Department of Health and Social Care policy, 'Towards Zero - An action plan towards ending HIV transmission, AIDS and HIV-related deaths in England - 2022 to 2025', by ensuring that partners across the health system and beyond maintain and intensify partnership working around 4 core themes – prevent, test, treat and retain - <https://www.gov.uk/government/publications/towards-zero-the-hiv-action-plan-for-england-2022-to-2025/towards-zero-an-action-plan-towards-ending-hiv-transmission-aids-and-hiv-related-deaths-in-england-2022-to-2025#fn:2>



Julianne from our Steering Group & volunteer along with Mr Matt Phillips from the North Cumbria Integrated Care NHS FT - Sexual Health services were interviewed for Border TV for the North East & Cumbria talking about HIV and why it is important to be tested, click on the link to see the interview, reaching 100,000 people!

<https://www.itv.com/news/border/2022-02-10/if-youre-sexually-active-get-tested-for-hiv-cumbrian-woman-urges>



Our outcomes:

Raised awareness of HIV in the community
Decreased stigma and discrimination associated with HIV
Increased confidence and support to people living with HIV
so then could make a difference

Brought a whole community together: people from the local
community, people living with HIV, volunteers and
individuals in the North East and Cumbria region

We also supported the Government campaign to end all new
HIV transmissions by 2030 - <https://www.tht.org.uk/news/uk-government-commit-ending-new-hiv-transmissions-england-2030> through HIV testing week

Overall we reached 2,416,000 people!

Steering Group & volunteer outcomes:

Increased confidence and self-esteem
Reduced self-stigma associated with living
with HIV - impacting on mental health and
overall health and wellbeing
Reduced isolation and that feeling of being
accepted in the community
Increased purpose in life to educate

We would like to thank everyone that has been involved with our campaigns, thank you to our funders, our Steering Group, volunteers, supporters and people in the community, in total, we have reached over 2,416,000 people

I didn't realise that if you are on effective treatment, that you can no longer pass on HIV, everyone should know this message! U=U!

After seeing your information, I have booked myself in for a HIV test, totally terrified, but its better to know so I can live a healthy life and so I can also protect my partner

Thank you for coming to talk to us at College today, I have learnt so much about HIV and I now have the info I need to tell others to get tested!



Contact Us

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@EyesOpenHIV



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