

**EYES OPEN
CAMPAIGN
REPORT
2022-2023**



Positive About HIV

EYES OPEN CAMPAIGN REPORT

2022-2023



The Eyes Open Steering Group was established in the North East of England in 2003 as a way of regionally pooling resources to widen and strengthen the impact of work at both local and regional levels regarding HIV, the objectives of Eyes Open are:

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

In 2022-2023 we had the following areas involved with our campaigning:

- ⌘ Northumberland: staff from the NHS sexual health team and the local authority.
- ⌘ North Tyneside: staff from the NHS sexual health team and the local authority.
- ⌘ Newcastle: staff from the NHS sexual health team and the local authority.
- ⌘ Sunderland - NHS sexual health team and the local authority.
- ⌘ Stockton - staff from the local authority.
- ⌘ Durham: staff from the local authority.
- ⌘ Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust staff.
- ⌘ Blue Sky Trust, a registered charity for people living with HIV in the North East and Cumbria region - reg charity number: 1068701 <https://www.blueskytrust.org/>
- ⌘ Cumbria - staff from the NHS sexual health team.

**26% of
the steering
group are
living with
HIV**

**19
Steering
group
members**

Pride Events 2022



We were delighted across the region to take part in the following Pride events:



We provided advice and information about:

U=U
PrEP
HIV Testing
Contraception
STI Testing

We gave out lots of condoms
& provided info to access
support and other services
in the region

Across the
region face to
face and
online, we
reached 24,070
people



PRIDE!

20th October 2022 U=U Day

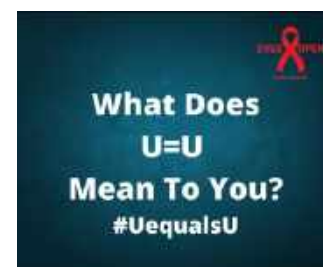


20th October is our official U=U day where we campaign in the community and on line. If a person adheres to HIV medication, the virus in the blood reduces to undetectable levels. We can now say with complete confidence that people living with HIV and on effective treatment, can no longer pass on HIV to others by having unprotected sex. This is called U=U which stands for Undetectable = Untransmittable.

An awareness campaign has been running for a number of years now, but still the message hasn't got to everyone in the community, for more info please visit: <https://www.tht.org.uk/our-work/our-campaigns/cant-pass-it-on>

Across the region we delivered many different things, here is a snap shot:

We delivered an online campaign on social media:



Across the region we delivered a number of events with the following partners:

- 🚫 The NHS Melissa Bus
- 🚫 Home to Work
- 🚫 Calderwood House
- 🚫 Cumbria sexual health
- 🚫 Northumbria University Freshers Fayre
- 🚫 Newcastle College Freshers Fayre
- 🚫 Newcastle Mela
- 🚫 Riverside Community Health Project Community Event
- 🚫 Albemarle Barracks - soldiers and military personnel
- 🚫 Medical Centres & Gyms
- 🚫 Mens Health Week testing event @TheReffBlyth
- 🚫 Freshers Week Northumberland College campus Ashington
- 🚫 Freshers Week Northumberland College campus Kirkley Hall
- 🚫 Northumberland College
- 🚫 Life Skills day at Queen Elizabeth school, Hexham
- 🚫 Tyne Coast College Freshers Week
- 🚫 Phoenix Detached Youth Project with North Tyneside Council
- 🚫 Howdon's Community Centre
- 🚫 Great North Run

**We provided:
PrEP Info
HIV & STI Testing
U=U Info
HIV & Hep C info,
we also gave out
condoms**

We also attended Multi Disciplinary Team Meetings, delivered sexual health, HIV & U=U sessions and C-card sessions to work together to design strategies & training to challenge and tackle stigma & discrimination faced by people living with HIV.

20th October 2022 - U=U Day



Positive About HIV

Friday 21st October
COME AND TALK TO US ABOUT YOUR

SEXUAL HEALTH & WELLBEING

Riverside
Community Health Project
Albion Road,
Newcastle NE4 8SS
Melissa Bus 9:30am-12:30pm
Health Checks 10am-12:30pm

ASDA
Riveway Shopping Park,
Byker, Newcastle NE4 8SP
Melissa Bus 1-4pm
Health Checks 1-4pm

MENOPAISE AWARENESS MONTH

U=U
CONTACT US ON 0191 277 2050
www.uequalsu.co.uk

Anything and everything to do with your sexual health and wellbeing and less risk is a safe and confidential space to talk to us about:

- Mind health check
- Life about menopause
- Pregnancy testing and options support
- HIV info and HIV testing
- Condoms
- Period products

GET ONBOARD
WORLD AIDS DAY EVENT, FRIDAY 2ND DECEMBER, 12-4.30PM
CENTRE FOR LIFE - HERVILE STREET

COME AND MEET THE SEXUAL HEALTH TEAM, COLLECT FREE CONDOMS AND LUBR AND GET A HIV TEST!

TESTING BETWEEN 12-4PM

FREE HIV Testing
Test on the bus or order a postal kit by scanning the QR code.
For more info: 0191 233 1333
Email: info@nhs.uk

www.nhs.uk

EYES OPEN

MELISSA BUS
THURSDAY 27TH OCTOBER 22

Items To Wear Limited
The BBC Building, 17 Hylton Street,
Central Mill, GAZ5 8RH
10am-12pm

GlaxoSmithKline
1 Mill Street, Eglington, GAZ2 2DU
1pm-3pm

businfo@eyesopen.net

#GETONBOARD



Across the region face to face and online, we reached 92,304 people



World Aids Day 2022



World AIDS Day which took place on the 1st December 2022, we did lots again in the community and online raising awareness about HIV and U=U:

As part of our campaign, we organised and attended many places across the region:

- ✂ We organised a Candlelit Vigil & minutes silence in Newcastle Civic Centre
- ✂ North Tyneside Council, local Schools and staff got involved
- ✂ We had the NHS Melissa Bus at Eldon Square & Centre for Life in Newcastle
- ✂ The Freeman, the Royal Victoria Infirmary & Cumbria Sexual Health got involved
- ✂ We attended the Quorum Business Park Christmas Market
- ✂ We visited Bernardo's The BASE
- ✂ We visited the Howdon Hub
- ✂ We visited the Moorbridge Pupil Referral Unit
- ✂ Northumbria Healthcare Trust got involved
- ✂ We visited the NSECH Wellbeing Centre

Across the region face to face and online, we reached 64,332 people



HIV Testing Week - 2023



February the 6th-12th 2023 was HIV testing week, which is a national campaign to encourage people to test, we campaigned face to face and online across the regions and we did a "spot light" of each region of our Steering Groups with info on how and where you could tested.

<https://www.hivpreventionengland.org.uk/campaigns/national-hiv-testing-week/>

We also attended:

- ⓧ Copeland Wellness Warm Hub
- ⓧ Northumbria University SHAG Week - with a Sexy Pub Quiz
- ⓧ CNTW LGBT History Month Event - members of the Steering Group: Q&A HIV & U=U
- ⓧ Northumberland College Health Road Show
- ⓧ NRP Recovery Partnership
- ⓧ Northumberland drug and alcohol recovery program in Blyth
- ⓧ Tyne Housing Whitley Bay

Other services that supported us:

- ⓧ Newcastle Hospitals
- ⓧ NHS Melissa Bus

Across the region face to face and online, we reached 24,200 people

We offered:
HIV testing
DIY HIV testing kits
STI testing



Positive about HIV Art Exhibition Events March 2023



In March 2023, we delivered a series of U=U educational events which included art from professional and over 48 community artists, all living with HIV or connected to someone with HIV, we also had guest speakers and other community activities at the events to engage with our audiences, we also delivered info online.



Newcastle artwork
17th March 2023



Northumbria artwork
18th March 2023



Durham artwork
20th March 2023



Cumbria artwork
21st March 2023

Guest speakers:

Stephen Hart, West End actor and TV and radio presenter (with his own HIV+ radio show). In 2009, Hart created a critically acclaimed off-Broadway show called Shadowed Dreamer, which addressed his living with HIV as a result of a brutal sexual assault four years prior.

<http://www.youtube.com/c/StephenHartHartTalks>



Positive about HIV Art Exhibition Events March 2023



Henry Hate who is living with HIV, is a London based visual artist & tattoo artist works from his tattoo studio Prick in Shoreditch East London est. 2003. He escaped family life and joined the army, but never took to authority. Henry took on a tattoo apprenticeship at Funny Farm Tattoo in Silver Lake Los Angeles, while also working in the adult film industry. His tattoo work is visible on the likes of Amy Winehouse, Alexander McQueen, Boy George, Comedian David Cross, Paul Thompson of Franz Ferdinand, Pete Doherty and Preston of The Ordinary Boys to name just a few.

Henry was commissioned to produce a piece of art around HIV and U=U



<https://www.henryhatefineart.com/>

Also at the events - guest speakers included:

- ⓧ Dr's, Public Health staff and other health professionals from HIV services
- ⓧ People living with HIV

ⓧ Also in attendance were dignitaries: mayor, mayoresses & MP's.

Oral histories: we recorded 5 real life stories about HIV, U=U and stigma which were available at the events to listen to, all from people living with HIV or family and friends of those living with HIV - these were listened to by over 80 people across the region.

**40 volunteers
across the region
many living with
HIV supported
the events**

Positive about HIV Art Exhibition Events March 2023



Pride Radio & Pride Media also ran the campaign on the radio



We also had: pop up and rock choirs, local actors from Whitehaven Theatre Group and the cast from the North East "Rent" plus musicians, DJ's and a Town Cryer.

We also delivered in this month:

- 32 Workshops to community groups and schools**
- Sexual Health and C-card sessions**
- HIV Testing event @Communityfood and friendship group**
- College roadshow with Tyne Coast College & Northumberland College**
- Youth Projects in Schools: 6th form and other educational settings**

The Paske Award was awarded to Peter Darrant for his continued support of Eyes Open and his work in raising awareness of HIV and challenging stigma and discrimination - well done Peter and thank you!

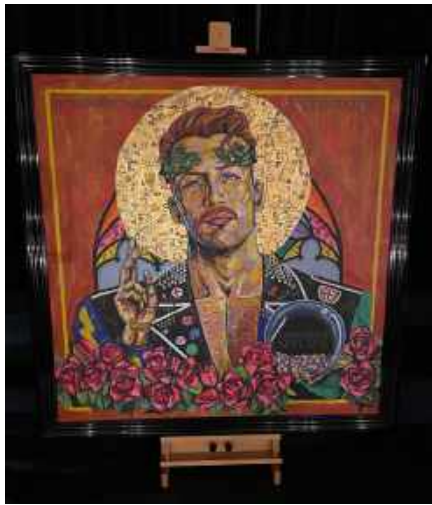


Across the region face to face and online, we reached 1,079,497 people

Positive about HIV Art Exhibition Events March 2023



Positive about HIV The Art Exhibition



Positive about HIV Art Exhibition - Feedback



"I have been living with HIV for 20 years and I was delighted to be a volunteer for this campaign, it was very important for me to be involved, I wanted to share the U=U message and to break down stigma and discrimination. There were around 150 people at Rosehill Theatre and many people that I knew, it was amazing to see so many people come together to discuss this important message and it made me feel that it was ok to have HIV as all the people in the room wanted to change people's knowledge and perception about it. We had so many local artists involved, it was a great event. I am looking forward to whatever Eyes Open are doing next in Cumbria".

"I will remember this day for the rest of my life!"

"Hearing people's individual stories has been so powerful. It is a reminder I am not alone. Everyone has their own story to tell".

The U=U message is so important because it breaks down the stigma of being HIV positive. The event at Rosehill Theatre was such an amazing evening. It was a very happy event with amazing artists exhibiting thought provoking works and guest speakers that really pushed buttons with the audience whilst educating around 150 people. I was really proud to be part of an event that used HIV at its centre but managed to produce so much creativity, discussion, laughter, amusement and entertainment to educate and inform so many people about U=U and what it means to live with HIV in 2023". Thank you, Eyes Open.

"WOW. Honesty can't explain how blown away I was by that night. It was an absolute honour to be invited and I'm so happy I made it".

"I have been a volunteer for Blue Sky Trust in Cumbria for several years now and the reason for becoming a volunteer was because when I was first diagnosed about 8 years ago there were NO support services for HIV positive people in Cumbria. I came into contact with Eyes Open as volunteer for Blue Sky Trust and liked the fact that it is a group of people from Cumbria and the North East involved in educating the public about HIV, reducing stigma, and discrimination. As a person living very well with HIV, thanks to the one tablet of antiretroviral treatment that I take, I thought it was important that I should do something to help Eyes Open with their U=U Campaign.

"Lovely to say a few words at the launch in Newcastle of @EyesOpenHIV 2023 Campaign with fab new work by @HenryHate & great work from local artists living with HIV. So much good work going on in North East to combat ignorance over HIV". (MP Chi Onwurah)

BHIVA Conference 24th-26th April 2023



This year, we were excited to see the BHIVA Conference at Gateshead, as a Steering Group, we were present at the conference for the full three days along with 400 plus delegates from all over the country and representing a range different specialisms:

- ⌘ Clinical and medical professionals**
- ⌘ VCSE sector**
- ⌘ Community members**
- ⌘ HIV activists**

Many of the delegates were people living with HIV and all were affected by HIV in one way or another.

Over the 3 day conference:

- ⌘ 4 members of the Eyes Open Steering Group attended the 3 day event with one making presentations to the conference. Attendees included Jill Hardie (Chair), Glenn Anderson (Volunteer), Stephen Minto (Northumbria NHS) & Mark Ellerby-Hedley (Newcastle NHS)**
- ⌘ We ran a stall promoting U=U message, the work of Eyes Open and the excellent collaborative work that we have undertaken in the North East and Cumbria.**
- ⌘ Displayed the artwork created by Henry Hate for our U=U Campaign Art Exhibition which was photographed by over 100 by delegates, nationwide, promoting our message. The art has featured on multiple social media posts relating to the conference and has been a fabulous tool in promoting the U = U message in a different way.**

**"Thank you to
Eyes Open for
being at the
BHIVA
conference,
partnership at
its best!"**

**In 2022-2023,
in total, we
have reached
1,286,403
people!**

**"Wonderful to
see such an
incredible piece
of art a BHIVA
conference!"**

Positive about HIV
Thank you to our funders



We would like to say a big thank you to funders across our region and nationally, for giving us the funding we need to deliver our campaign in 2022-2023

The Joicey Trust

William
The Leech
Charity

The Rothley Trust



Stella Symons
Charitable Trust



COMMUNITY
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