BHIVA British HIV Association

2024 Spring Conference

Mon 29th April – Wed 1st May
Birmingham, UK

Desi POV (point of view): a digital campaign to increase HIV knowledge and awareness in the South Asian community

Hasan Mirza [1], Taslima Rashid [2], Muhammad Junejo [1], Talac Mahmud [3], Ellen Dwyer [1]

1 Chelsea & Westminster Hospital NHS Foundation Trust, London

2 Homerton Healthcare NHS Foundation Trust, London

3 Hiyos Practice, London

Conflict of Interest

Funding for this project was received via Gilead Sciences Europe Ltd. grants scheme

Speakers are required by the Federation of the Royal Colleges of Physicians to disclose conflicts of interest at the beginning of their presentation, with sufficient time for the information to be read by the audience. They should disclose financial relationships with manufacturers of any commercial product and/or providers of commercial services used on or produced for patients relating to the 36 months prior to the event. These include speaker fees, research grants, fees for other educational activities such as training of health professionals and consultation fees. Where a speaker owns shares or stocks directly in a company producing products or services for healthcare this should also be declared.

Background

- South Asians (SA) are the largest non-white ethnic group in the UK, comprising 6.9% of the population[1]
- SA historically show poor engagement with services (SHS)[2] and HIV diagnoses are increasing amongst this group in the UK [3]
- There is an absence of targeted campaigns serving SAs who have limited awareness of HIV in comparison to other ethnic groups [4]

- Aim: to create culturally sensitive multi-language videos on HIV/sexual health topics, and assess the impact of these on knowledge and perceptions



CW+

GILEAD

1 Office for National Statistics (ONS) 'Ethnic group, England and Wales: Census 2021'. 2021
2 Tariq S, Edwards SG, Nalabanda A, et al. Sexual health services for South Asians in London, UK: a case–control study. International Journal of STD & AIDS. 2007;18(8):563-564
3 UK Health Security Agency 'Official Statistics - HIV testing, PrEP, new HIV diagnoses and care outcomes for people accessing HIV services: 2023 report'. 2023
4 Fast-Track Cities London 'HIV: Public knowledge and attitudes'. 2021

Background

Desi

A person of Indian, Pakistani, or Bangladeshi birth or descent

POV = point of view

Desi POV is a unique collaboration between HIV clinicians, primary care providers and a digital marketing team



A campaign *for* South Asians created *by* South Asians

Methods

- Scoping work carried out via NW London GP practice using an anonymised, online survey from a majority SA cohort
- Findings were used to create video content about HIV in English plus four key SA languages (Urdu, Punjabi, Bengali & Tamil)
- Media distributed across YouTube and Instagram utilising paid advertisements and SA social media influencers
- Online surveys were completed by SAs to assess HIV knowledge pre and post-video intervention



CW+

GILEAD

Results

- Baseline scoping survey conducted via GP practice
- n = 1581 respondents, 57% Indian/Pakistani/Bangladeshi, 26% white, 4% Black
- Median age group 35-44, 48% female, 76% heterosexual
- 7.5% of SAs report ever having a SHS compared to 24% respondents of other ethnicities
- Top 3 reasons for not testing: having one partner (75%) and no symptoms (72%) and worries about being seen (62%)
- GP testing was the preferred method for SHS amongst SAs (49%)
- Preference for testing via SHS was lower in SA (24%) vs white (37%) respondents

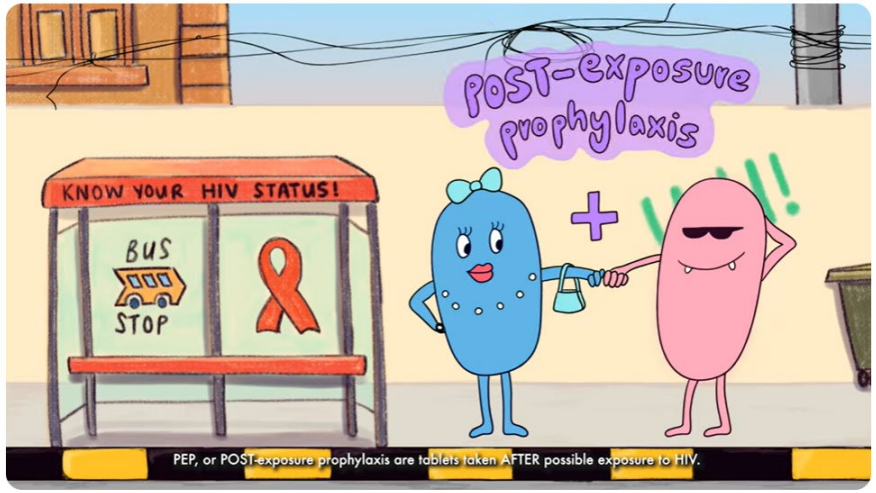


CW+

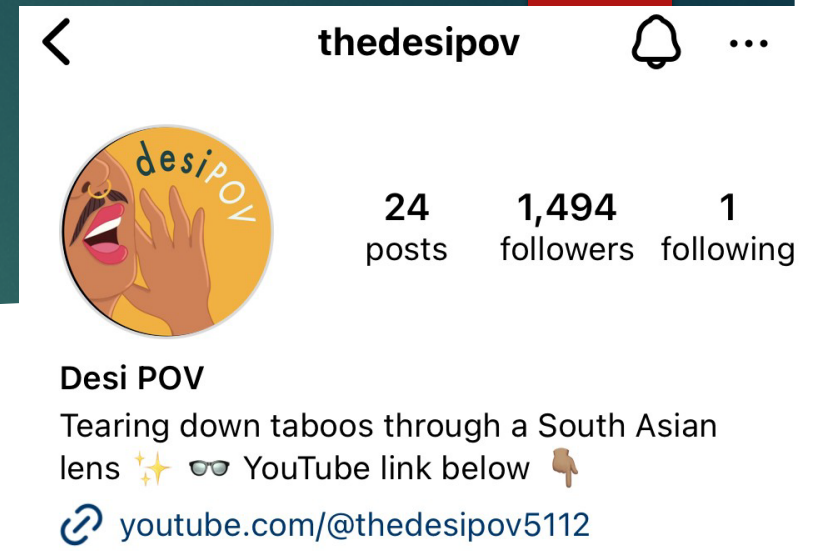
GILEAD

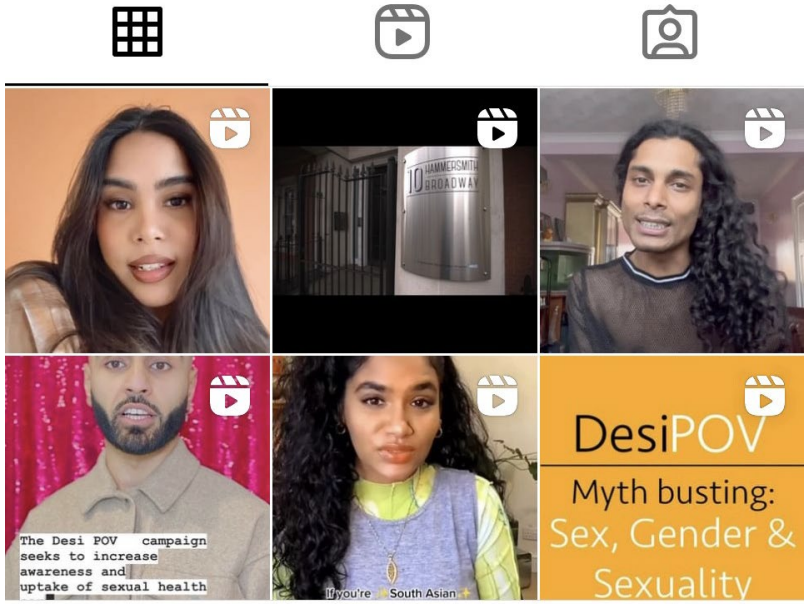
Digital campaign

Launched across Instagram and Youtube utilising paid advertisements and promotion by SA social media influencers









3.5m

Users reached

Number of people the campaign reached total across all platforms

Video views:

98,000

HIV specific views:

15,768

Number of times video content was viewed across all platforms

1725

Followers on social media channels

Results

- Survey pre and post-video intervention advertised via social media and word of mouth
- n = 65 responses
- Median age group 35-44, 60% female, 74% heterosexual
- 95% of SAs surveyed found the video informative and easy to understand
- 88% (57/65) felt the topic was presented sensitively
- 66% (43/65) reported an improvement in their HIV knowledge after watching the video



Further work

- Further work is required to reach SAs not using social media which could be achieved by GP or community organisation partnerships
- HCP training in cultural competence and the need for testing in this cohort may improve HIV testing and reduce late diagnoses
- Continued rollout of opt-out ED testing across the UK will help capture SAs not accessing SHS
- Creating videos within other specialities / different languages



CW+

GILEAD

Conclusion

- We present a novel HIV/sexual health campaign targeting SAs in the UK and beyond
- The high engagement received indicates a need for information and tailored messaging within this community
- The multi-language videos are a legacy resource which can be utilised by HCPs across the UK
- To achieve the national target of ending HIV transmission by 2030, focus must shift towards traditionally underserved communities



CW+

GILEAD

Acknowledgements

- Project co-founders: Dr Taslima Rashid & Dr Monty Junejo
- GP partner: Dr Talac Mahmud and colleagues, Hiyos Practice
- Dr Ellen Dwyer, service lead Sexual Health Hounslow
- CW+ charity
- Kulsum Ebrahim – video animator
- SA social media influencers
- Anatomy digital marketing team
- Gilead Sciences – project funding



CW+

GILEAD