

**Proximity campaign briefing : in the report of the 2003 Gay Men's Sex Survey On the move, 49.8% of men overall responded that they knew no-one living with HIV. When examined by age demographic, 80.9% of those under 20 years of age claimed not to know anyone with HIV / CHAPS, Terrence Higgins Trust.**

### **Contributors**

Terrence Higgins Trust.  
CHAPS (Organization)

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**wellcome  
collection**

Wellcome Collection  
183 Euston Road  
London NW1 2BE UK  
T +44 (0)20 7611 8722  
E [library@wellcomecollection.org](mailto:library@wellcomecollection.org)  
<https://wellcomecollection.org>

## Proximity campaign briefing

In the report of the 2003 Gay Men's Sex Survey *On the move*<sup>1</sup>, 49.8% of men overall responded that they knew no-one living with HIV. When examined by age demographic, 80.9% of those under 20 years of age claimed not to know anyone with HIV.

At first glance, this could optimistically be interpreted as a reduction in HIV prevalence, however, monitoring of new HIV infections indicate that this is not the case. According to the Health Protection Agency<sup>2</sup>, there are now twice as many gay men in the UK living with HIV than there were ten years ago. It remains unlikely, therefore, that nearly half of all gay men surveyed will actually be far enough away from the HIV epidemic to know no-one living with HIV, whether they realise it or not.

The reality is more likely to be that while men living with HIV are reasonably integrated in gay men's social circles in the UK, a range of factors such as a lack of visible symptoms due to successful drug treatments, non-disclosure of status by men with HIV in social and sexual settings and undiagnosed infection mean that gay men with HIV may not be visible to their friends, acquaintances and sexual partners.

This lack of knowledge is informing gay men's sexual risk-taking, making them more likely to perform more risky sexual practices they may not have taken were they more informed of their proximity.

The CHAPS Proximity programme therefore aims to remind men that if they are sexually and socially active, they probably do and will continue to socialise and have sex with men who have HIV, whether they are aware of this or not.

The full page advertisements will be running in selected local press from mid-June for three months. Unfortunately, the nature of the photography used in the mass media executions has made them too difficult to place in major national publications, especially those being sold at high street retailers. There will be three executions, two of which will run throughout England and Wales and another which will be run in London only.

HIV is closer than you think

Remember you feel the number of gay men with HIV has doubled in the last 10 years?

To find out how close you are to HIV, visit [www.hivprotection.org.uk/lon](http://www.hivprotection.org.uk/lon), and up a copy of 'Support' magazine to gay venues or call 020 7320 2222

HIV is closer than you think

Remember you feel the number of gay men with HIV has doubled in the last 10 years?

If you're had sex with this many gay men in London, chances are at least one had HIV\*

To find out how close you are to HIV, visit [www.hivprotection.org.uk/eng](http://www.hivprotection.org.uk/eng), and up a copy of 'Support' magazine to gay venues or call 020 7320 2222

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### Press campaign

The campaign will launch with a broadly-targeted execution clearly stating that the number of gay men with HIV in the UK has doubled in the last ten years. This uses figures from the Health Protection Agency's surveillance data. The imagery may be considered by some to be sexually explicit as it uses a range of imagery of penises, however, this has been necessary so as to emphasise the sexual nature of the subject matter being discussed. This imagery pretested very well with gay men's focus groups.

The second execution will run in London only, explaining to men that one in ten gay men in London have HIV and applying this to their sex lives. The advertisement features ten pictures of men's crotches with the text: 'If you've had sex with this many gay men in London, chances are one of them had HIV'. This execution will be seen in London-based magazines *qx* and *Boyz* as well as in venues across the city. Due to unclear data and the importance of giving clear and accurate statistical information where possible, only the HIV prevalence rate of London proved to be reliable enough to warrant an individual execution.

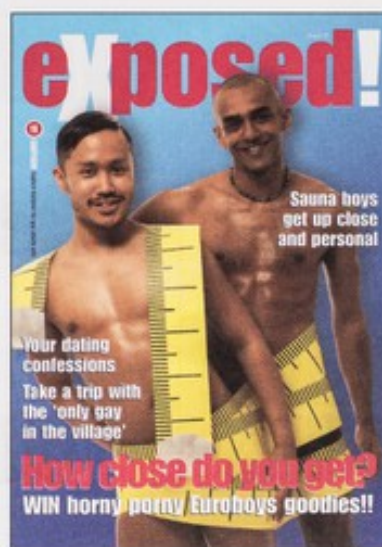
The final advertisement will again appear in local publications throughout England and Wales. It features a single image and will ask men to consider whether they will know the status of their next sexual partner.

### Back-up resources

As always, a range of resources are available for use in direct contact work with gay men to support the programme:

### Posters

The complete range of advertisements will be produced as A4 posters for use in venues, sexual health services and gay community organisations (though the print run of the London execution will be limited). The posters will be double-sided with the same advertisement except using buttock imagery on the reverse. This may prove useful in some settings where the original imagery is considered inappropriate.



Exposed! magazine cover



### Condom packs

A range of condom packs will also be available for those who may distribute condoms and lube in their area. Featuring artwork and messages from the press campaign, they also contain standard detailed information on correct condom use inside. These can be used during direct contact work or for use in your usual condom distribution.

### Magnets

The 'tiled' imagery and messages used in the press campaign will be translated into a kiss-cut sheet of small square magnets which, when disengaged from the holding frame, can be freely arranged on any metal surface, such as a refrigerator. These are designed specifically as a direct contact intervention and as such may have limited health promotion value without discussion from an outreach worker. Therefore it is strongly recommended they not be left in bulk in, for example, bars for collection by the public.

### [www.chapsonline.org.uk/closer](http://www.chapsonline.org.uk/closer)

The CHAPS dedicated website will also feature an extensive microsite which will give prevalence details on men's local areas (where available), will correct misinformation about HIV proximity and will outline the current state of the UK HIV epidemic. There will also be a link to the THT GUM clinic finder.

### eXposed!

The proximity programme will also coincide with the release of *eXposed!* 9, the regular magazine format sexual health resource for gay men. The publication uses its usual mix of photostories, images, quizzes and personal stories to highlight the issues of prevalence and the truth about men's proximity to the HIV epidemic in the UK.

To order any of these resources (available only while stocks last), please contact **James Glavin** at Terrence Higgins Trust, email [james.glavin@tht.org.uk](mailto:james.glavin@tht.org.uk) (a charge may be applicable).

For more information on this programme, please contact **Campbell Parker**, Programme Development Officer at THT, email [campbell.parker@tht.org.uk](mailto:campbell.parker@tht.org.uk)

*National gay men's sex survey - latest result highlights*, four-page insertion highlighting new statistics of interest to gay men from last year's Gay Men's Sex Survey, will be inserted into Boyz magazine the week of 21 June. Including findings on men's perception of their proximity to HIV, this will also be available as a separate publication distributed alongside gay publications in venues. The inserts are available to download as a PDF from [www.chapsonline.org.uk/closer](http://www.chapsonline.org.uk/closer)

<sup>1</sup> D Reid, P Weatherburn, F Hickson, M Stephens, G Hammond (2004) *On the move - findings from the Gay Men's Sex Survey 2003*. London, Sigma Research.

<sup>2</sup> Health Protection Agency (2004)



Proximity knick knack: magnet

## The HIV and sexual health charity for life

Website: [www.tht.org.uk](http://www.tht.org.uk) THT Direct: 0845 12 21 200 Registered office: 314-320 Gray's Inn Road, London WC1X 8DP Tel: 020 7812 1600 Email: [info@tht.org.uk](mailto:info@tht.org.uk)  
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