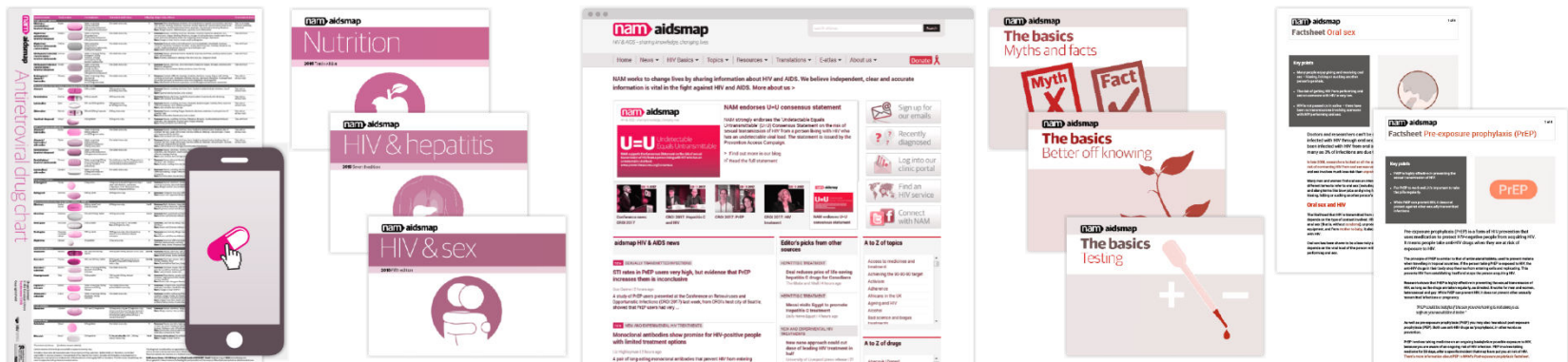


Using social media for social good

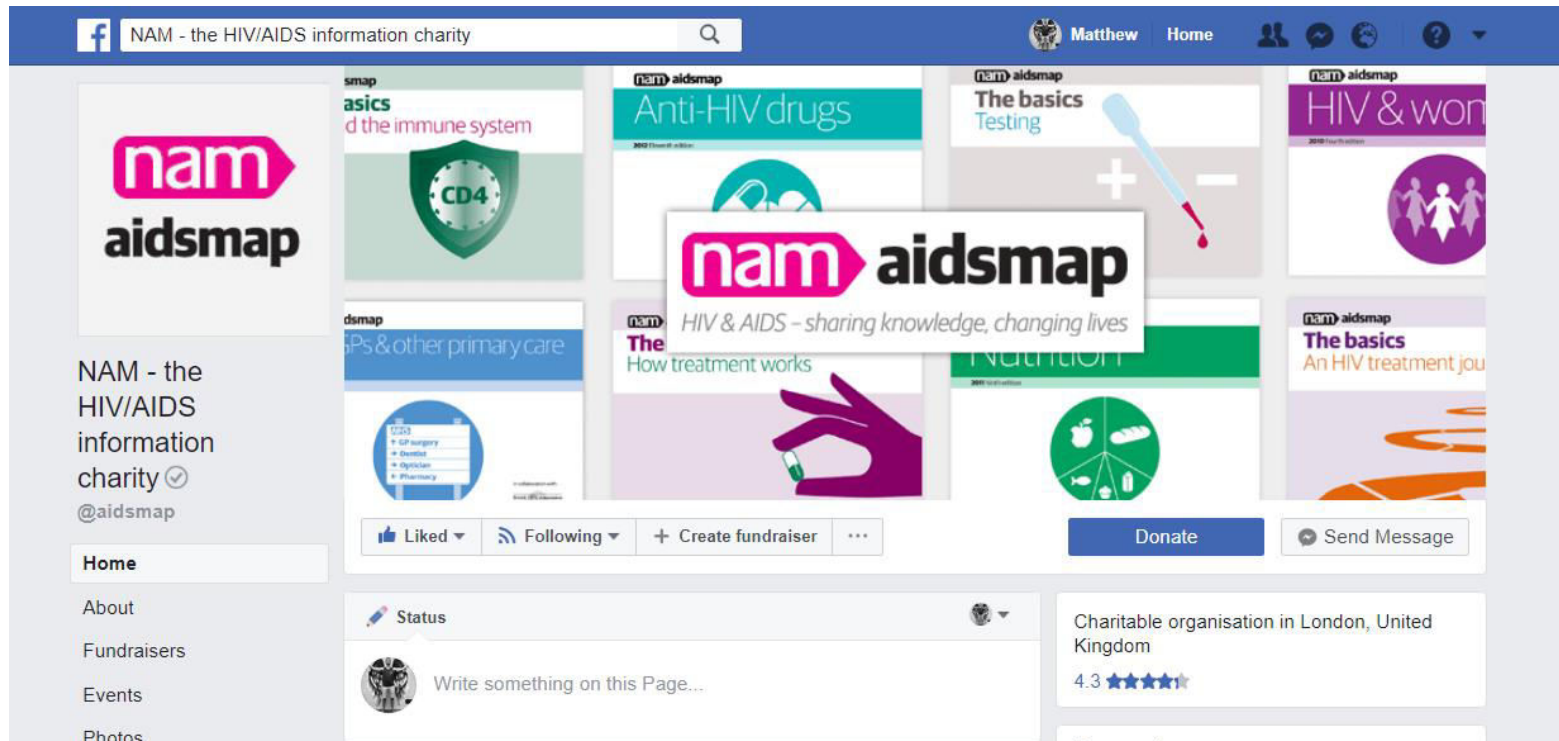
Matthew Hodson

Executive Director, NAM / aidsmap

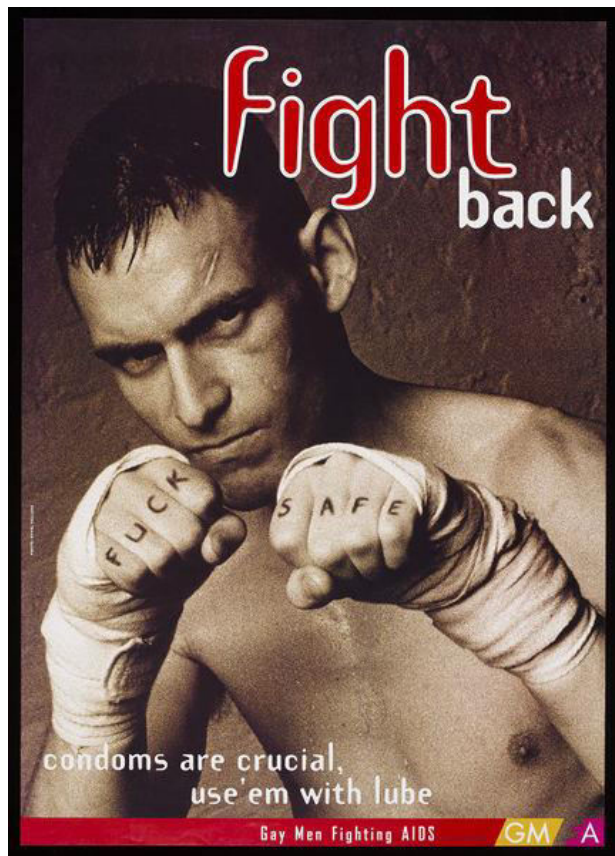




‘Everyone’s on Facebook’



GMFA – the gay men’s health charity

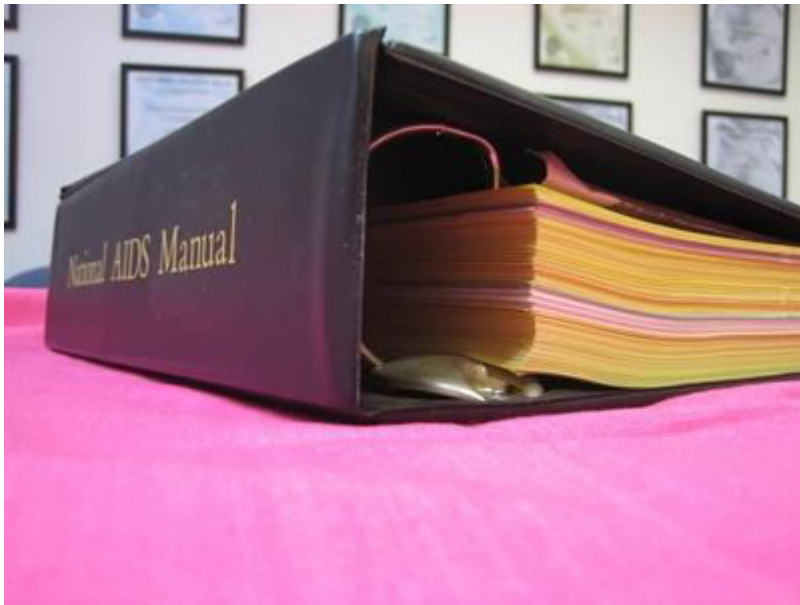


- HIV and sexual health information website for gay men www.gmfa.org.uk
- FS magazine (96k followers on Facebook)
- Groupwork
- Community events
- Support for HIV+ gay / bi men



National AIDS Manual

Our goal is to support people living with HIV to live longer, healthier lives.



We believe information enables people to:

- Take control of their lives and health care
- Understand and adhere to their HIV treatment
- Develop better dialogues with their healthcare staff
- Live longer, healthier and better quality lives.

NAM's strategy 2017-2020



- Reaching greater and more diverse audiences
- Increasing our impact
- Monitoring and evaluating our impact.

Broadening our audience
and increasing our impact

NAM's strategy 2017 - 2020

Key messages:

Challenge HIV stigma

PrEP

Undetectable

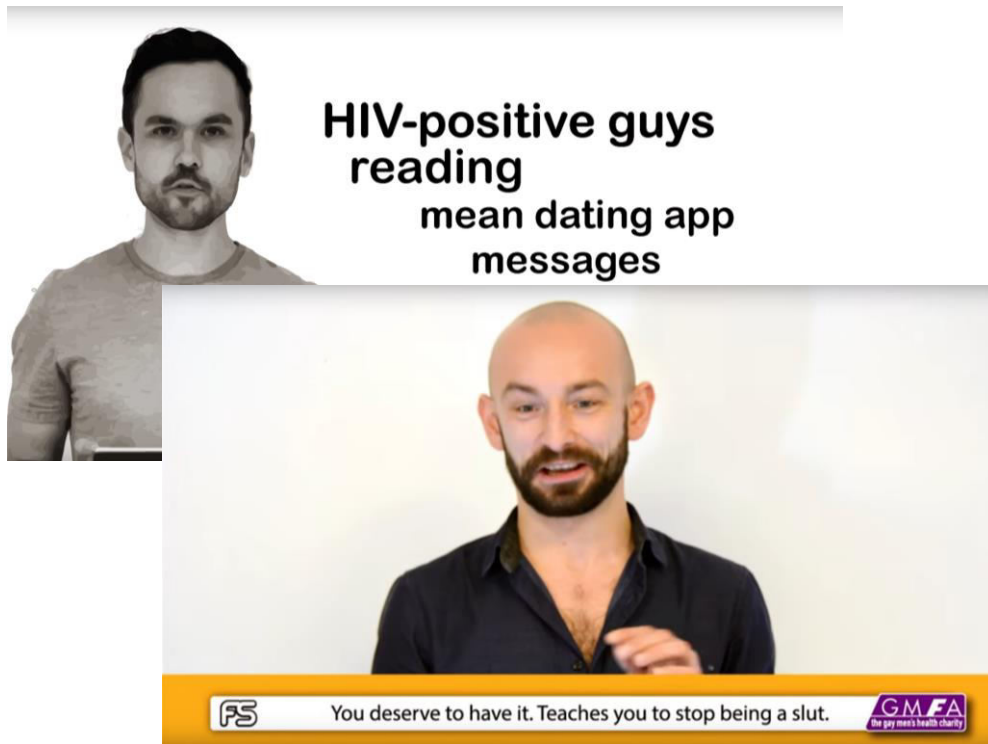
HIV treatment &
life expectancy



The time for debate on the effectiveness of PrEP is over.

"The scientific evidence is clear. Someone whose HIV is undetectable does not pose an infection risk to their sexual partners."

YouTube: HIV+ guys read mean dating app messages



- Video featuring gay men living with HIV reading 'mean dating app messages'
- Developed by GMFA and its magazine FS
- Setting: YouTube / social media
- Extensive coverage in gay and mainstream press

PrEP access

4052 SUPPORTERS SIGN NOW Share f t

Statement on PrEP

from community organisations working on HIV prevention

SIGN

and add your support

Two European studies of pre-exposure prophylaxis (PrEP), PROUD¹ and IPERGAY², reported their results in February 2015. Both studies showed that PrEP was a highly effective method of HIV prevention, reducing new infections by 86%.

Meanwhile, rates of new HIV infections are far too high.³ The NHS urgently needs to make PrEP available.

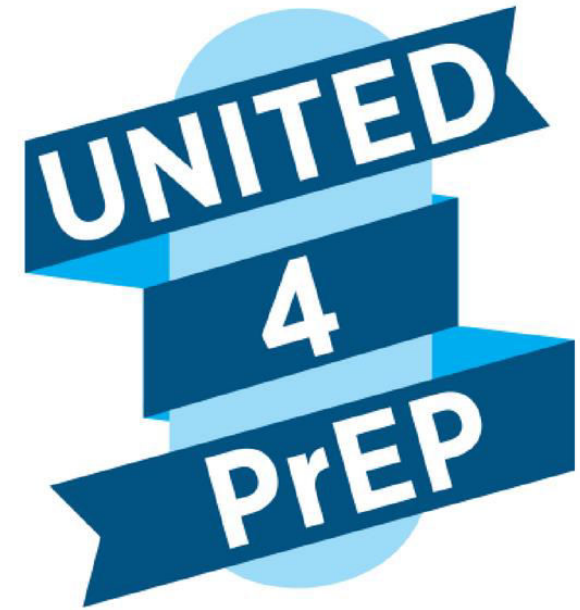
An NHS England process to evaluate PrEP is underway, but any decision to provide PrEP will not be implemented until late 2016 at the earliest. This is too long to wait.

We are calling for earlier access to PrEP. The NHS must speed up its evaluation process and make PrEP available as soon as possible. Interim arrangements should be agreed now to provide PrEP to those at the highest risk of acquiring HIV.

What is PrEP?

PrEP stands for Pre-Exposure Prophylaxis. It involves a person who doesn't have HIV taking a pill containing anti-HIV drugs to reduce their risk of HIV infection. Several studies show that

#United4PrEP



#United4PrEP

#UequalsU

UNDETECTABLE = UNTRANSMITTABLE



Prevention Access Campaign

www.uequalsu.org
#UequalsU

- International campaign to get message out about impact of treatment on prevention
- Utilising social media alongside policy work and lobbying
- Multi-agency
- Settings: facebook, twitter, other digital, events

#UequalsU



Matthew Hodson

@Matthew_Hodson

The knowledge that when HIV is treated effectively we can't pass it on to sexual partners:

- *encourages testing
- *supports adherence
- *improves the lives of people with HIV (& our partners)
- *challenges stigma & fear.

Share the good news - [#UequalsU](#)
[#CantPassItOn](#)



7:10 AM - 30 Apr 2018

89 Retweets 106 Likes



Terrence Higgins Trust, HIVPreventionEngland and It Starts With Me

1 89 106

Be topical

Suggesting HIV can be transmitted by spitting isn't 'exaggerating' a risk, it is fabricating one.
Let's be clear: HIV isn't transmitted by spitting.



Police accused of exaggerating risks of HIV to introduce spit guards

Force plans to issue guards to officers from January, saying people infected with blood-borne viruses use spitting as a weapon

theguardian.com

10:44 AM - 22 Nov 2017

111 Retweets 167 Likes



7 111 167



Add another Tweet

Follow up where helpful

Thread


 **Matthew Hodson**
@Matthew_Hodson

It's shameful that [@ConchitaWurst](#) was forced to disclose her HIV status but I'm grateful that already she is seizing the opportunity to dispel ignorance & fear by affirming that HIV undetectable = untransmittable.

[#UequalsU](#)

 Eurovision winner Conchita Wurst forced to come out...
gaystarnews.com

Thread

 **Matthew Hodson** · 16/04/2018

Major studies examined the impact of HIV treatment on transmission risk.

From 75,000 acts of unprotected sex reported in studies, there were no cases of HIV transmission when someone has achieved viral suppression on treatment (undetectable). [aidsmap.com/NAM-endorses-U...](#)

nam aidsmap
HIV & AIDS - sharing knowledge, changing lives

"When people with HIV are undetectable we are uninfected. This means that pretty much all the fear that HIV-negative people have of those of us living with HIV is just wasted energy."

For information on HIV you can rely on: [www.aidsmap.com](#) #UequalsU

U Undetectable
NAM Publications and Prevention Access

1 13 20

Add something to the story



Matthew Hodson
@Matthew_Hodson



1 in 5 HIV diagnoses in UK are among people aged 50+.
Over 50s are more likely to be diagnosed late, often because of an assumption that we don't have sex any more.
Spoiler alert: We do.



Why aren't older people tested for HIV? Views from...
aidsmap.com

Stand up for what you believe in

Matthew Hodson
@Matthew_Hodson

If we're going to play this game, can we add the word 'straight' to every headline which reports a crime committed by a heterosexual?

Daily Mail MORE STORIES

BREAKING NEWS: Gay fitness instructor is found GUILTY of murdering the 18-month-old daughter he adopted just two weeks before

By Martin Robinson, Uk Chief Reporter For Mailonline
12:22 06 Nov 2017, updated 12:36 06 Nov 2017

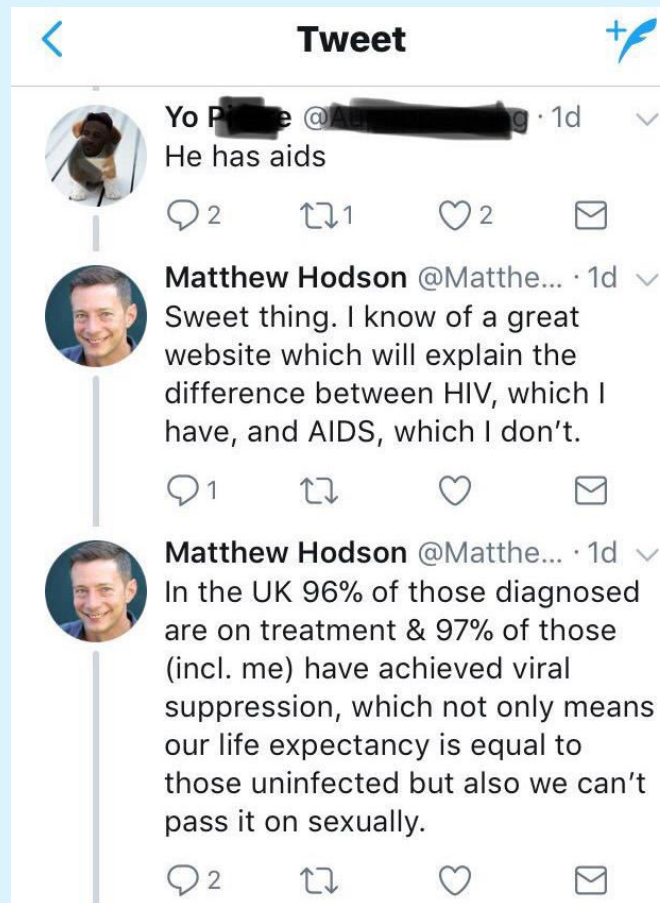
4:18 PM · 6 Nov 2017

5,343 Retweets 14,681 Likes

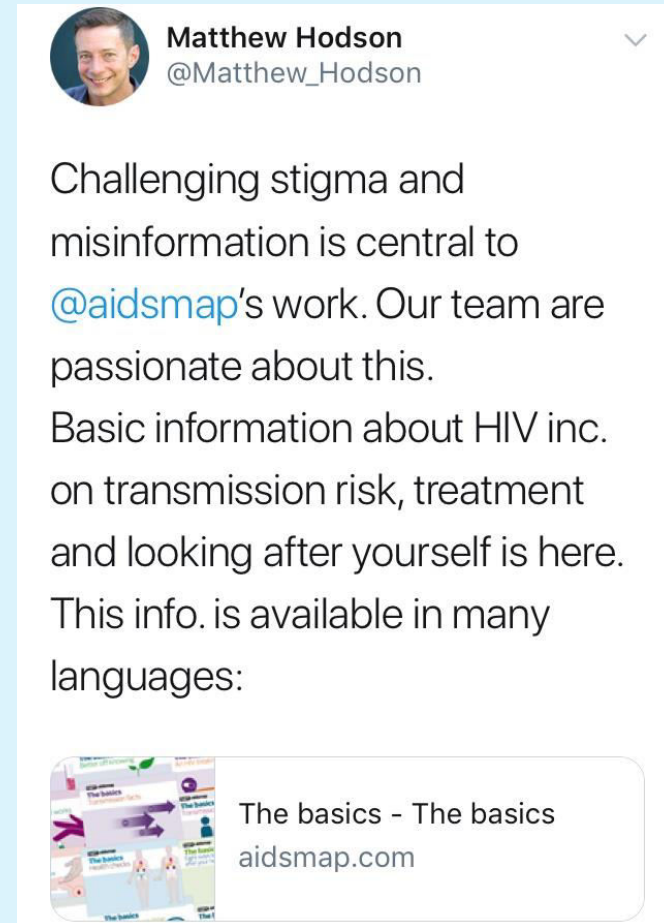
221 5.3K 15K

Add another Tweet

Every opportunity...



Take your passion...



Raise the tone, not the volume



Matthew Hodson @Matth... · 2d ✓

Just to be clear:

HIV is now a manageable condition.

Someone who is diagnosed promptly & has access to drugs has equal life-expectancy (& won't pass HIV on sexually).

Stigma remains a serious challenge.

[#ScienceNotStigma](#)

Andrew Pierce @toryboypier...

Hairdresser who deliberately infected 8 men with HIV given 8 year jail term. He should have got life same as his victims



Make it personal (sometimes)

 **Matthew Hodson**
@Matthew_Hodson

Thanks for all the birthday wishes.
When I was diagnosed w/ [#HIV](#), almost 20 years ago, my hope was to live to 50. Job done.
Treatment works.



12:00 PM - 10 Aug 2017

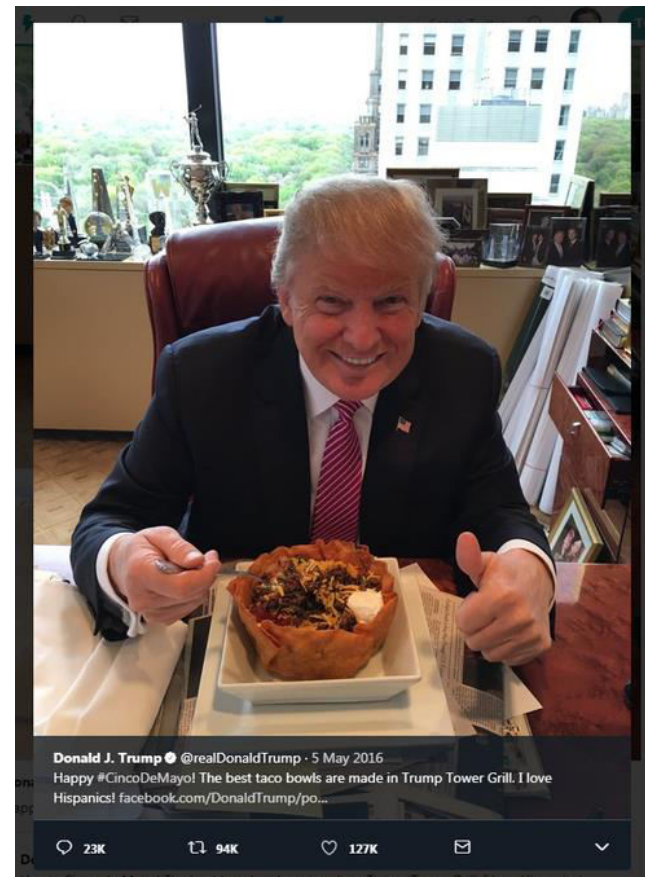
373 Retweets 2,881 Likes



116 373 2.9K

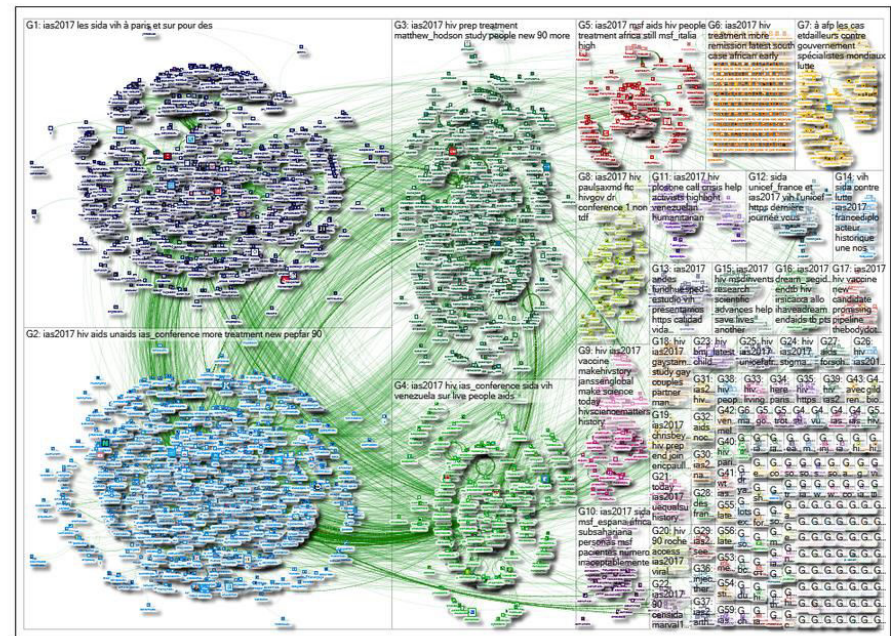
Social media is a powerful weapon

- Open to abuse
- Veracity of sources can be questionable
- Your data may be used against you
- Credibility of information
- Credibility of other users
- Trolling / online bullying
- Potential for emotional harm to individuals
- Loss of control (once the image is out there, it's out there)
- Risk of causing offence
- Risk of misinterpretation / misrepresentation



Social media is a powerful tool

- Can be used to create a movement / community ownership
- Simple messages
- Cheap, fast and easy
- Can cross platforms
- Can be responsive
- Can be individual as well as organisational
- International
- Public



ias2017 Twitter NodeXL SNA Map and Report for Wednesday, 26 July 2017 at 18:14 UTC

Combination communications





HIV & AIDS - sharing knowledge, changing lives

Thank you
T: @Matthew_Hodson