

Can't Pass It On

Dr Michael Brady

Medical Director

Dominic Edwardes

Executive Director of Communications

U=U and Can't Pass It On

Building the evidence

U=U and Can't Pass It On

Building the evidence

- **The evidence, experience and expert opinion to support the U=U and Can't Pass It On message has been increasing over two decades¹**
- **Viral load is the single biggest determinant of HIV transmission risk^{1,2}**
- **The Partner study was the 'tipping point' in our understanding and our approach to messaging²**
- **The results of Partner 2 gives us the confidence to be definitive about the messaging and language around U=U³**

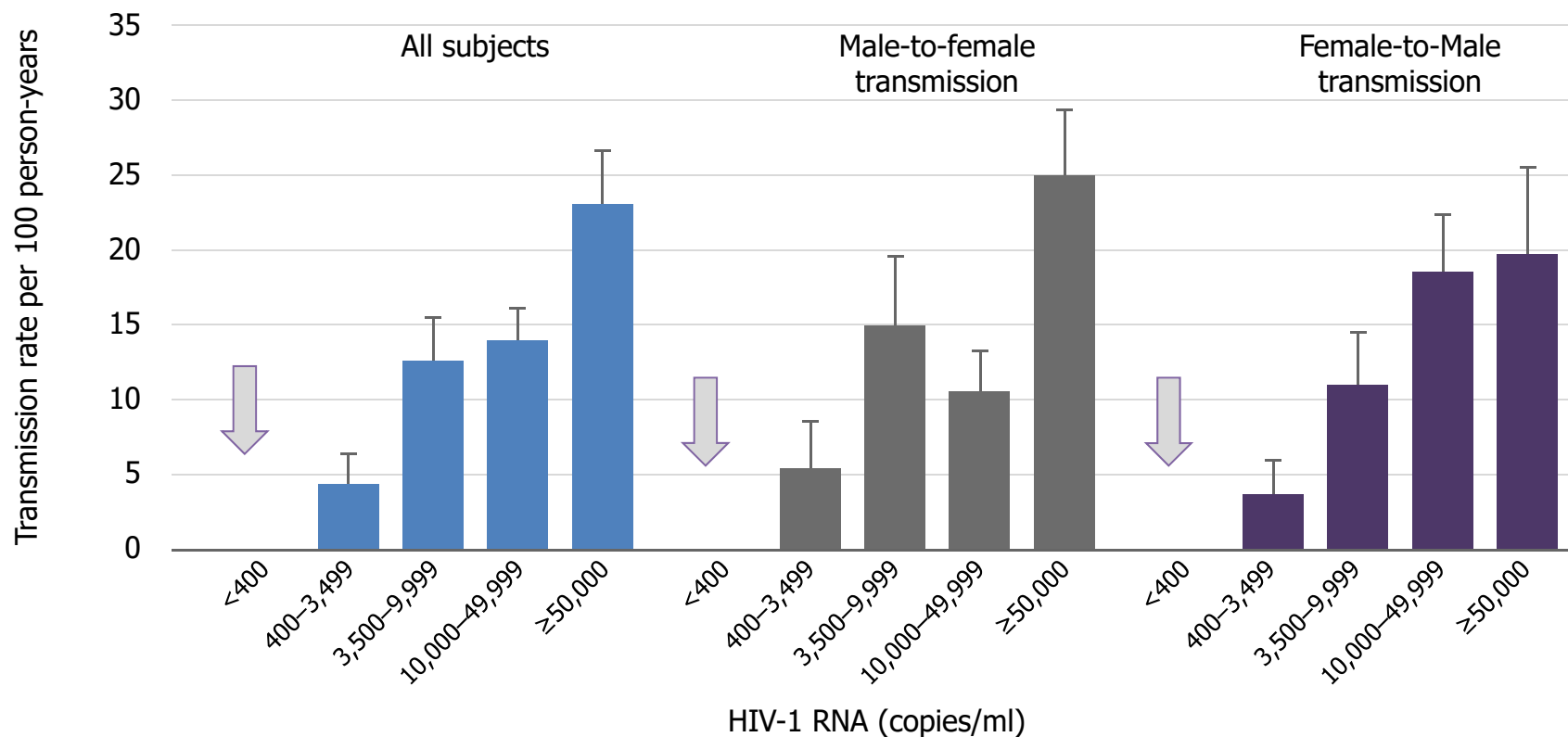
1. U=U taking off in 2017. Editorial Lancet HIV 2017;4(11):e475; 2. Rodger AJ et al. JAMA 2016;316(2):171–81

3. Rodger AJ et al. HIV transmission risk through condomless sex in gay couples with suppressive ART: The PARTNER2 Study extended results in gay men. IAS 2018

U=U and Can't Pass It On

Building the evidence

Rakai study of 415 HIV serodifferent heterosexual couples in Uganda



No cases of transmission to sexual partners observed for patients with VL <1,500 copies/mL

RNA, ribonucleic acid; VL, viral load.

Quinn TC et al. N Engl J Med 2000;342:921-9.

U=U and Can't Pass It On

Building the evidence

HPTN 052: Study design

Stable, healthy, HIV serodifferent, sexually active couples

CD4 count: 350–550 cells/mm³

Randomisation

Immediate ART
CD4 350–550 cells/mm³

Delayed ART
Initiated when CD4 \leq 250 cells/mm³

Primary transmission endpoint

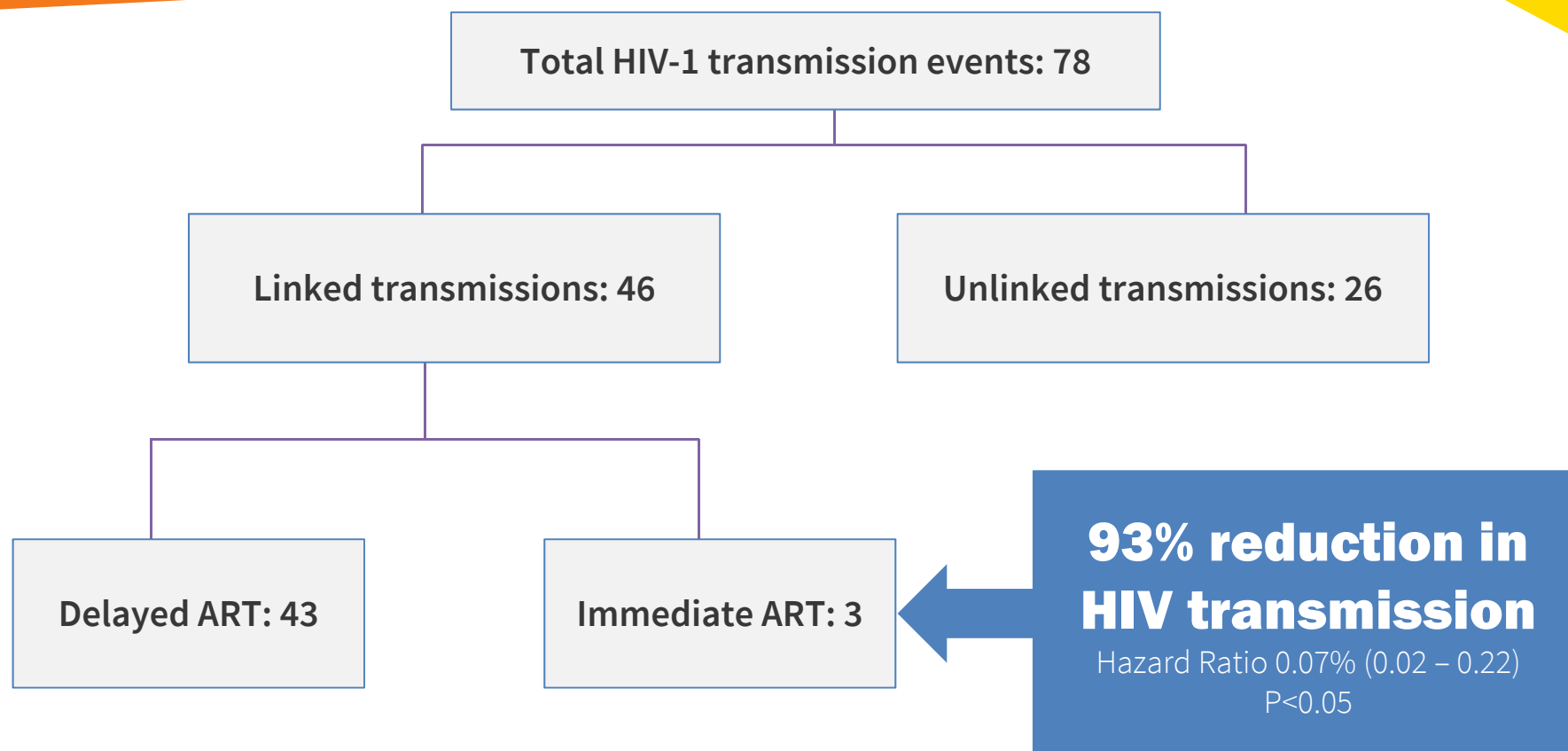
Virologically-linked transmission events

Primary clinical endpoint

WHO stage 4 clinical events, pulmonary tuberculosis, severe bacterial infection and/or death

U=U and Can't Pass It On

Building the evidence



U=U and Can't Pass It On

Building the evidence

Partner Study

Design:

- 888 HIV serodifferent couples (548 heterosexual and 340 MSM)
- HIV-positive partner on ART with a viral load <200 copies/mL
- 75 European clinical sites

Primary aim:

- To study the risk of HIV transmission through anal and vaginal sex in the absence of condom use for people with an undetectable viral load



U=U and Can't Pass It On

Building the evidence

Partner Study: Results

1,238
eligible CYFU

58,000
condomless sex acts

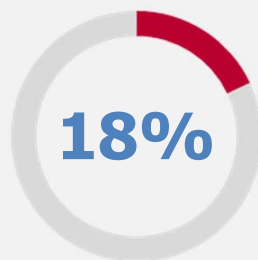
11 of the initially HIV-negative partners became HIV-1 infected



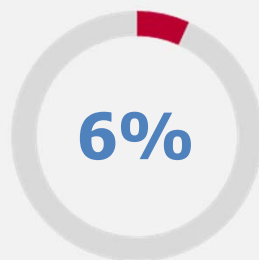
8 (73%)
reported recent condomless
sex with others apart from
their study partner

ZERO

transmissions linked
to their HIV positive
partner



of MSM and



of heterosexuals reported STIs

**Overall
transmission
risk was zero**
(95% CI 0–0.3/100 CYFU)

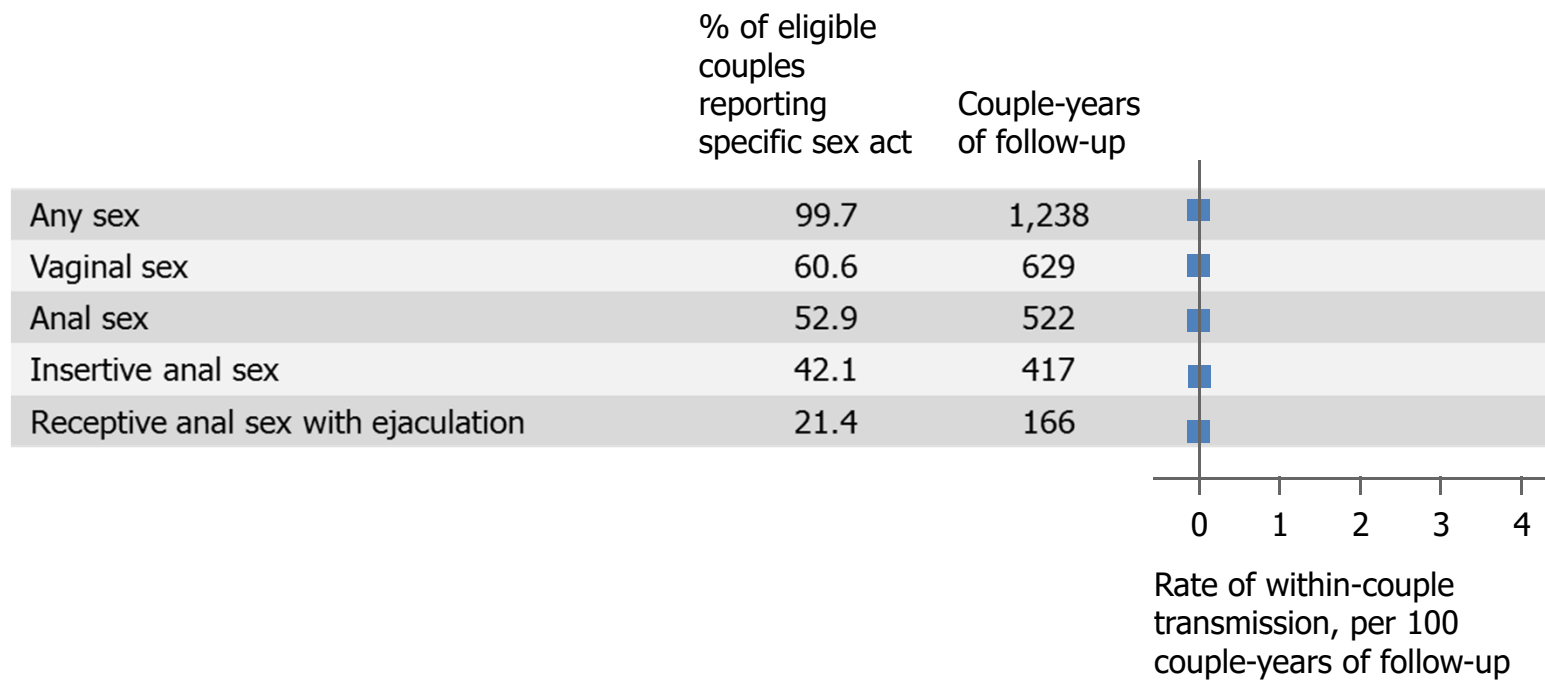
CI, confidence interval; CYFU, couple years of follow-up; MSM, men who have sex with men; STI, sexually transmitted infection.

Rodger AJ et al. JAMA 2016;316(2):171–81.

U=U and Can't Pass It On

Building the evidence

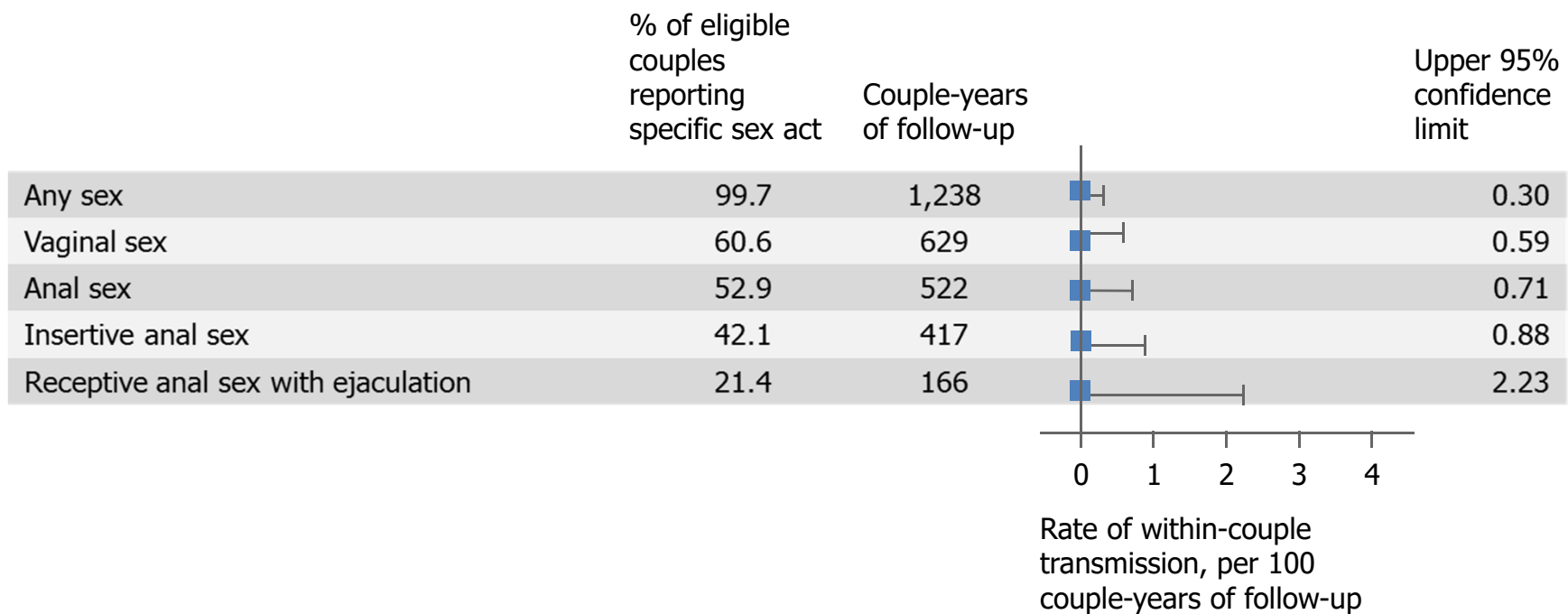
Partner Study: Rate of HIV transmission according to sexual behaviour reported by the HIV- partner (All couples)



U=U and Can't Pass It On

Building the evidence

Partner Study: Rate of HIV transmission according to sexual behaviour reported by the HIV- partner (All couples)



U=U and Can't Pass It On

Building the evidence

Opposites Attract

- 343 serodifferent gay couples¹²
- HIV+ partner undetectable on ART¹²
- 16,889 condomless anal sex acts¹²
- HIV transmissions:¹²
 - None from primary partner
 - 3 from partner outside of study
- Opposites Attract + Partner Studies ≈ **40,000 CLAI acts in MSM^{1,2,3}**
- No HIV transmission despite other STI:
 - Opposites Attract: Participants had STI from 6% of anal sex acts^{1,2}
 - PARTNER: Up to 18% of participants had an STI at some point³



ART, antiretroviral therapy; CLAI, condom-less anal intercourse; MSM, men who have sex with men; STI, sexually transmitted infection.

1. Bavinton B et al. 9th International AIDS Society Conference on HIV Science 2017. Paris, France. Abstract #TUAC0506LB. 2. Aidsmap International study of gay couples reports no transmissions from an HIV-positive partner on treatment. 3. Rodger AJ et al. JAMA 2016;316(2):171–81.

U=U and Can't Pass It On

Building the evidence

Partner 2 Study

Design:

- 972 HIV serodifferent MSM couples
- 783 couples contributed to the analysis
- HIV-positive partner on ART with a viral load <200 copies/mL

Primary aim:

- To follow serodifferent partnerships that have penetrative sex without using condoms where the HIV-positive partner is on ART with a plasma HIV-1 RNA load <200 copies/mL to study risk of HIV transmission through anal sex in the absence of condom use



U=U and Can't Pass It On

Building the evidence

Partner 2 Study: Results

1,596
eligible CYFU

77,000
condomless sex acts

15 of the initially HIV-negative partners became HIV-1 infected



11 (73%)

reported recent condomless sex with others apart from their study partner

ZERO

transmissions linked to their HIV positive partner

18%

of HIV -ve partners and

27%

of HIV +ve partners reported STIs

Overall transmission for MSM in Partner 1 and 2 was zero

(95% CI 0–0.23/100 CYFU)

CI, confidence interval; CYFU, couple years of follow-up; MSM, men who have sex with men; STI, sexually transmitted infection.

Rodger AJ et al. HIV transmission risk through condomless sex in gay couples with suppressive ART: The PARTNER2 Study extended results in gay men. IAS 2018

U=U and Can't Pass It On

Building the evidence

Why is this important?

- Removes the shame and fear of sexual transmission
- Simplifies the possibility for conception
- Tackles HIV stigma
- Encourages people to test, engage in care and to start and stay on treatment
- Provides a strong public health argument for universal access to testing, treatment, and care

Can't Pass It On

2018 campaign

Can't Pass It On

Background

Original
'Can't Pass
It On'
campaign
launched in
summer
2017

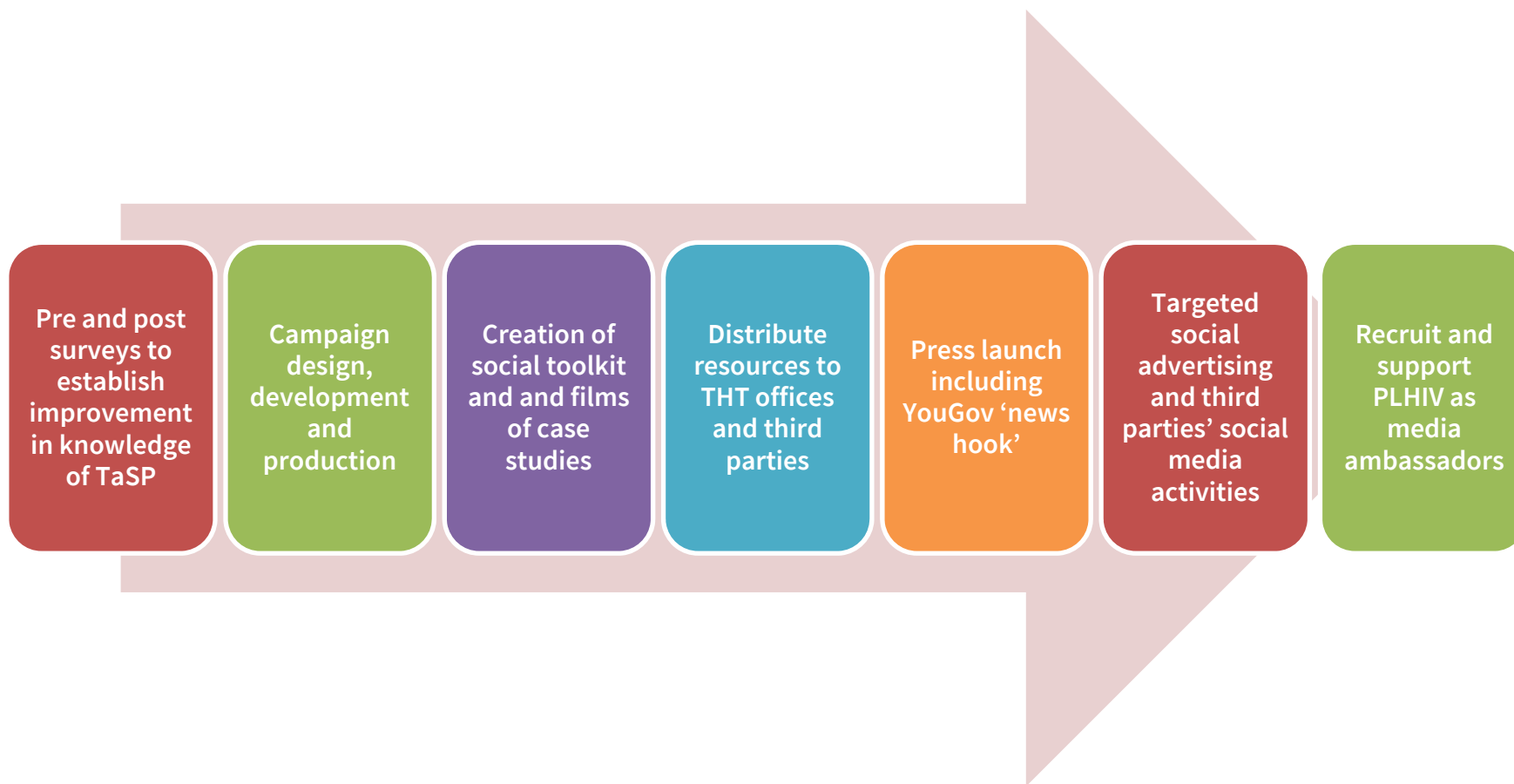
Created for
Pride in
London, the
campaign
was driven
by PR and
social media

Gilead grant



Can't Pass It On

Proposal



Can't Pass It On

Creative

Two shoots –
one for MSM and
one for black
African

Both treatments
were authentic,
using real
people living
with HIV on
effective
treatment –
authenticity is
vital

We wanted the
shots to be
fresh, colourful
and capture the
spark between
both of the
couples

Those involved
also did case
study interviews
with our PR
team, and
shared their
story in the
media (LGBT
and BA sector
news outlets)

Images were
used for outdoor
advertising,
print advertising
and across
social media and
PR

Can't Pass It On

Creative



**CAN'T
PASS
IT ON**


People on effective
HIV treatment **CANNOT**
pass on the virus

FACT

www.tht.org.uk/cantpassiton

Terrence Higgins Trust has been supported by an educational grant from Gilead Sciences Ltd.
Terrence Higgins Trust is a registered charity in England and Wales (reg. no. 28827) and in Scotland (SC029988) (company reg. no. 117854)
Photograph by Sam Dign

Terrence
HIGGINS
TRUST 




**CAN'T
PASS
IT ON**

People on effective
HIV treatment **CANNOT**
pass on the virus

FACT

www.tht.org.uk/cantpassiton

Terrence Higgins Trust has been supported by an educational grant from Gilead Sciences Ltd.
Terrence Higgins Trust is a registered charity in England and Wales (reg. no. 28827) and in Scotland (SC029988) (company reg. no. 117854)
Photograph by Sam Dign

Terrence
HIGGINS
TRUST 

Can't Pass It On

Press

Commissioned
YouGov to research
attitudes toward
dating, sex and
relationships with
PLHIV on effective
treatment

Just one third of
people would
'swipe right' for a
PLHIV on effective
treatment

Only ten per cent
knew that people
on effective
treatment cannot
pass the virus on

Coverage in
national and
regional online,
print and broadcast
media. Hits include
Sky News, Indy100
and Cosmopolitan.
Sector coverage
including Gay Star
News and African
Voice Online

The stats hook
enabled us to
secure a total reach
of over 21 million

Can't Pass It On

Out of home

We secured outdoor advertising across 10 digital 48-sized billboards, one 96-sheet billboard, 20 phone boxes and 68 roadside Wi-Fi kiosks

It was part of a Pride package with Primesight. We paid for two weeks and were then offered a further two weeks free.

Lambeth, Soho, Vauxhall, Tower Hamlets, among other areas

Over five million people will have seen the campaign this way

Can't Pass It On

Out of home



**CAN'T
PASS
IT ON**

Terrence
HIGGINS
TRUST 

People on effective
HIV treatment **CANNOT**
pass on the virus

www.tht.org.uk/cantpassiton
supported by an educational grant from GlaxoSmithKline Ltd.

primesight

Can't Pass It On

Social media - Organic

Since campaign launch, #CantPassItOn has been used almost 3,500 on Twitter

We have also shared it to Instagram, and to have amassed almost 1,000 likes

Total reach of this hashtag, from 6 July - 11 September was over 10 million

On Facebook, our CPIO content has reached over 138,000 unique users

Our own use of the hashtag has had almost 250,000 reach

MPs including Andrew Gwynne, Sharon Hodgson, Lisa Cameron, Peter Grant and Simon Doughty MP all shared the content to their social channels

Can't Pass It On

Social media – Paid for

Phase 1 - Reach 602,753
MSM and BA to tell them
about the campaign

On Google, we secured
over 1million impressions
with 1,168 link clicks

Phase 2 - Reach of 76,304
MSM and BA

Between the two
Facebook ads, we
received over 2,000 clicks
through to learn more
about Can't Pass It On

Can't Pass It On

Resources

Distributed CPIO resources to 22 regional centres

Over 34,000 stickers

1500 badges

3200 wallet leaflets.



FACT

For the past 20 years evidence has been building to show that the likelihood of passing on HIV is linked to the amount of the virus in your body.

People who are on effective HIV treatment can't pass on the virus.

This is a fact proven by scientific research.

If everyone knew this, we could bring an end to stigma around HIV.

The PARTNER study looked at over 58,000 instances of sex without condoms where one partner was HIV positive and one was HIV negative. Results found that where the HIV positive partner was on effective treatment (reducing the amount of the virus to 'undetectable' levels), there were zero cases of HIV transmission.

We can now say that people on effective HIV treatment can't pass on the virus.

Can't Pass It On

Pride and Black Pride



Pride shop event

Marching in the Pride in London Parade

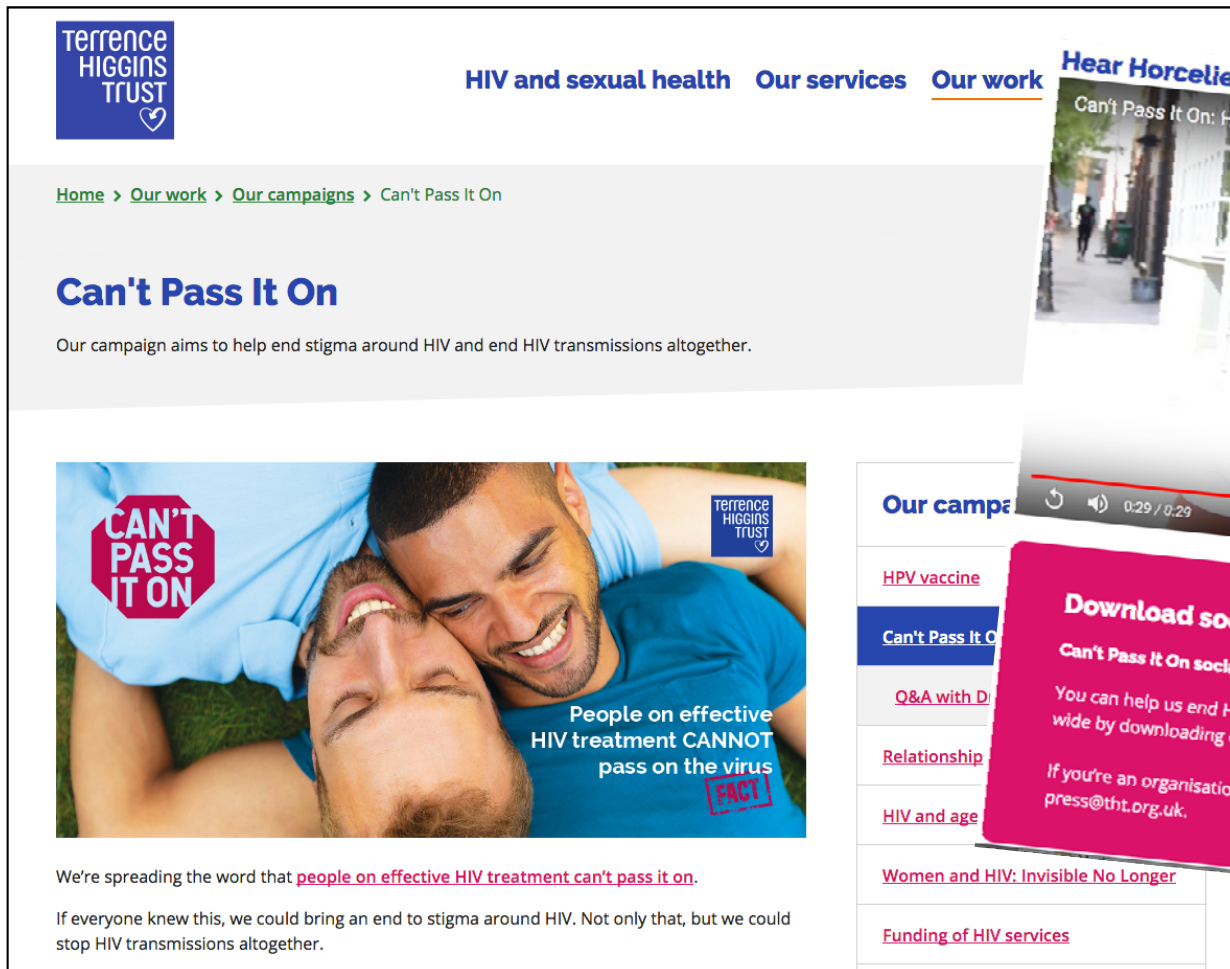
Soho outreach team spoke about the campaign to a captive audience

UK Black Pride, Celebrity Big Brother winner Courtney Act, who also helped share the campaign message

Pride Cymru and Manchester

Can't Pass It On

Website and video content




Terrence HIGGINS TRUST

[HIV and sexual health](#) [Our services](#) [Our work](#)

[Home](#) > [Our work](#) > [Our campaigns](#) > Can't Pass It On

Can't Pass It On

Our campaign aims to help end stigma around HIV and end HIV transmissions altogether.




We're spreading the word that [people on effective HIV treatment can't pass it on](#).

If everyone knew this, we could bring an end to stigma around HIV. Not only that, but we could stop HIV transmissions altogether.

Hear Horcelie's story

Can't Pass It On: Horcelie



0:29 / 0:29

YouTube

Our campaigns


- [HPV vaccine](#)
- [Can't Pass It On](#)
- [Q&A with Dr. \[Name\]](#)
- [Relationship](#)
- [HIV and age](#)
- [Women and HIV: Invisible No Longer](#)
- [Funding of HIV services](#)

Download social media images

[Can't Pass It On social media images \(ZIP\)](#)

You can help us end HIV stigma by sharing our Can't Pass It On campaign far and wide by downloading our social media toolkit.

If you're an organisation who would like these assets without our logo on, email press@ttht.org.uk.



Can't Pass It On

International AIDS Conference

U=U Reception and presentation in the Global Village

Feedback was that Can't Pass It On is impactful, simple, clear and easy to understand

CATIE, Canada's source for HIV and hepatitis C information, plan to develop a similar campaign for a Canadian audience

Can't Pass It On

Knowledge and recognition

Pre campaign community survey

- Around 70 per cent of MSM and BA knew the CPIO message

Post campaign community survey

- 80 per cent of respondents aware of CPIO message
- 40 per cent prompted recognition

Can't Pass It On

Feedback

'Needs to be a much greater advertising campaign to make this more widely known'

'Every time I see this I share it as I really want to pass the message on and get it through to people'

'These adverts should be shown in all media and often. We have become very complacent about HIV. It's very rare that any information gets out there'

Can't Pass It On

What's next?

We need to invest more money in social media marketing for BA to drive knowledge and recognition even further

It's clear the campaign works worldwide, and so we want to explore options to translate it into other languages

Explore opportunities to target other audiences

Thank you