

## The BHIVA approach to advocacy on social and political issues

Professor Chloe Orkin  
Barts Health NHS Trust  
BHIVA Chair

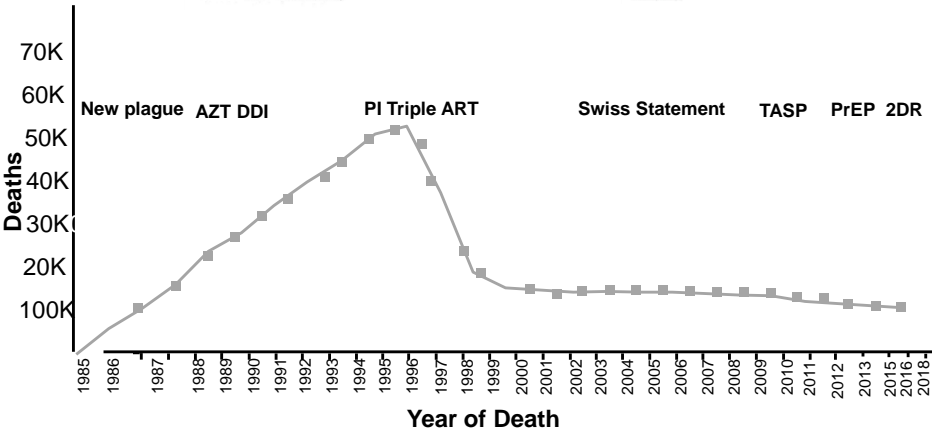
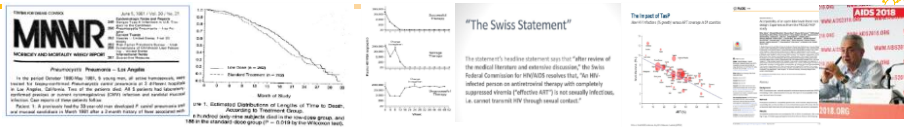


### Disclosures

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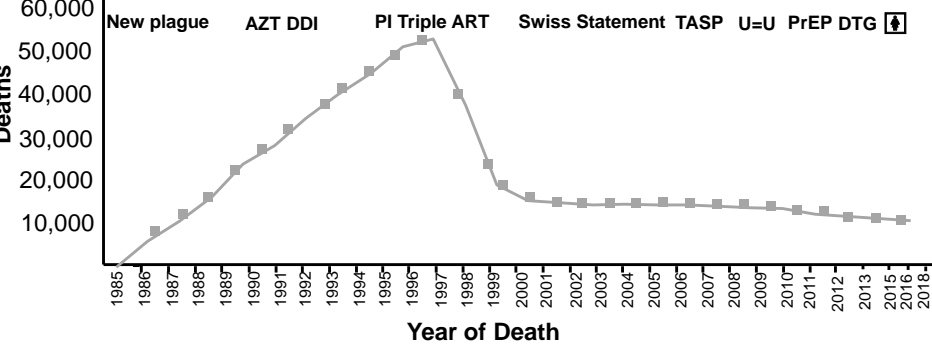
- Educational grants (HIV Unit): Merck Sharp & Dohme, Gilead Sciences, Janssen, ViiV Healthcare and Barts Charity
- Honoraria and travel sponsorship for lectures and advisory board contributions
- Member of the BHIVA Guidelines Subcommittee (2008–2017)
- Chair and executive trustee of BHIVA
- Not a patent holder or a shareholder
- No disclosures for spouse or family members

## History of the AIDS epidemic - a medical success story



CDC.gov. Epidemiology of HIV infection.

## Parallel History of Radical Protest



CDC.gov. Epidemiology of HIV infection.

## What can we as doctors do?



## Challenges in delivering HIV care



Sharing NHS records with immigration?

Criminalisation of HIV

Spithoods

Commissioning (PrEP)

Spitting and Biting

HIV services dislocated from GU

HIV Testing  
Medical Protection Society

Stigma and Breastfeeding

## Stigma



**Every health system has it's macro politics....**

## Healthcare Network

The NHS's biggest challenge is convincing the public it has a plan

People blame immigration and cuts for the NHS crisis. The health service needs to communicate what is really going on

18

18

Ana

## Research

Thurs



Every health system has it's macro politics....



Healthcare Network

The NHS's b  
convincing

People blame immigr  
to communicate what

18 31

Anastasia Knox  
Research director, BritainThinks

Thursday 2 March 2017 07:30 GMT

**METRO** NEWS... BUT NOT AS YOU KNOW IT  
106.7M SHARES

HOME NEWS SPORT ENTERTAINMENT LIFESTYLE VIDEO MORE

UK WORLD WEIRD TECH

**Privatisation of NHS continues as hospital contract awarded to Richard Branson**

Ashrita Nagresh for Metro.co.uk Thursday 14 Jan 2016 11:55 am

67.1k

Every health system has it's macro politics....



Healthcare Network

The NHS' b  
convincing

People blame immigr  
to communicate what

**Junior doctor Nadia Masood: 'Hunt's driven a lot of us out of the NHS'**

Medics felt justified in opposing a new contract and their defeat has left many feeling demoralised, Masood says

**METRO** NEWS... BUT NOT AS YOU KNOW IT  
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Every health system has it's macro politics....

Healthca

Life > Politics > Voices > Culture > Business > Lifestyle > Tech > Sport > Daily Edition

Lifestyle > Health & Families > Health News

# Late diagnosis of HIV blamed on Coalition's health reforms

Fragmented sexual health services mean slower testing and more Aids deaths, say specialists

Mark Leftly | @MLeftly | Saturday 27 September 2014 23:00 BST | Like Click to follow Indy Lifestyle Online



AS YOU KNOW IT

RES

Could BHIVA advocate more effectively on policy?

Healthca

Life > Politics > Voices > Culture > Business > Lifestyle > Tech > Sport > Daily Edition

Lifestyle > Health & Families > Health News

# Massive drop in London HIV rates may be due to internet drugs



BUT NOT AS YOU KNOW IT

1.7M SHARES

MORE >

AS

7.1k

What should or could **BHIVA** do?  
Join the struggle



It's a fact  
**U=U**

Undetectable equals untransmittable

British HIV Association  
**BHIVA**

The British HIV Association is proud to support the **#UequalsU** consensus statement of the Prevention Access Campaign

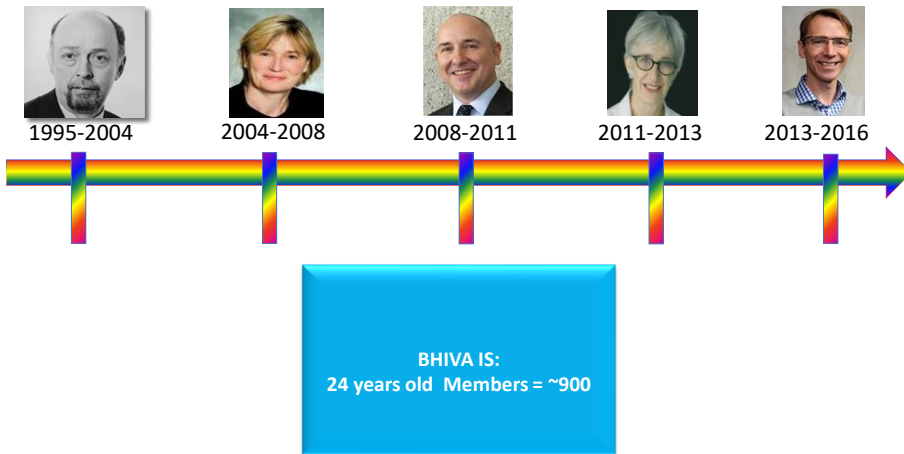
BHIVA statement (2017)  
Prof Chloe Orkin, BHIVA chair



There should be no doubt that a person with sustained, undetectable levels of HIV in their blood **CANNOT** transmit HIV to their sexual partners. "



## 🚫 BHIVA's history 🚫



## BHIVA aims

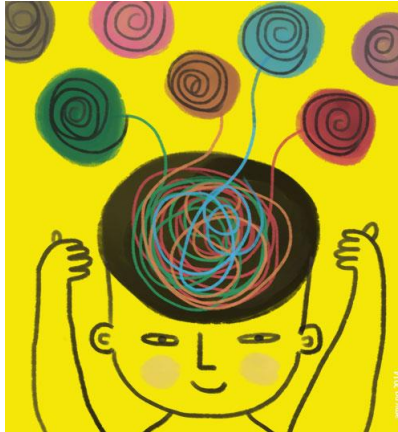


- To advance:
  - promotion of **good practice** in the treatment of HIV
  - **public education** through the promotion and dissemination of research
- Delivered via :
  - Guidelines
  - Education
  - Conferences
  - Audit





## How might we adapt our structure to advocate for better care

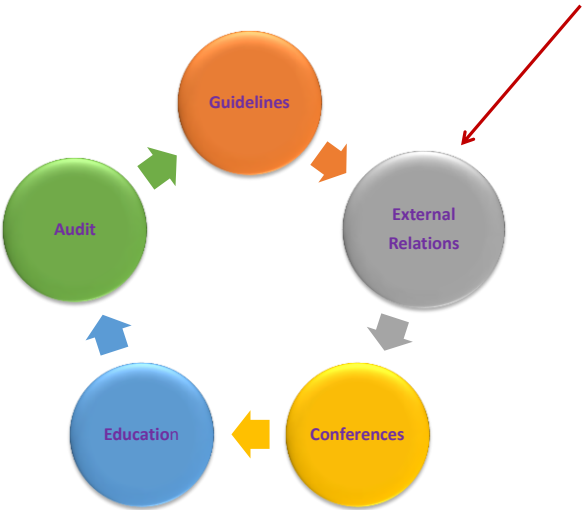


## BHIVA aims

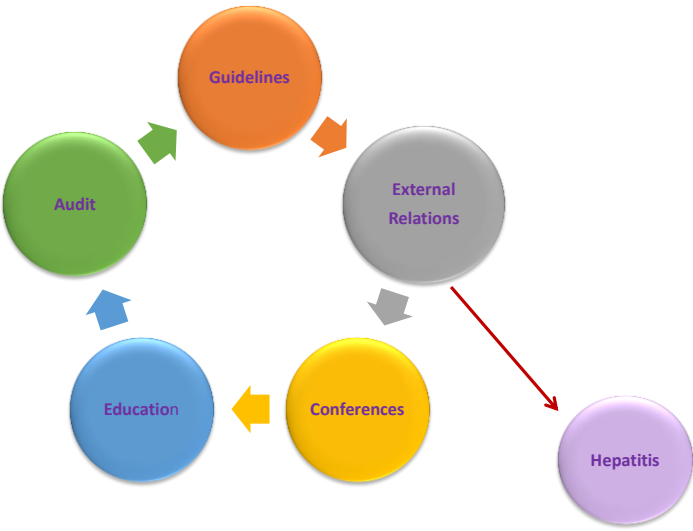
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  - Education
  - Conferences
  - Audit
- **New : focus on policy**



New sub-committee structure



New sub-committee structure



## External Relations - aims





### Relationship with traditional media


#### BHIVA spokespeople

- available for unexpected events
- proactive statements related to known events

### Social Media

 (improved speed and approvals)

 (dynamic content)

 (memorable photos)

### Website/app development



## Activities



## Medical Protection Society article to every GP in the UK about HIV testing guidelines (2016)



- **My first Xmas 🎄 as BHIVA Chair**
  - Article cited: 'caution', 'ethical dilemmas', 'cultural sensitivities', 'occupational consequences of testing'
  - Very strong reaction lead by BHIVA
  - Hundreds of tweets....BUT, more importantly:
    - Opportunity to publish our own BHIVA rebuttal on HIV testing in publication to all GPs
    - Meeting with CEO of MPS, opportunity to write cases for MPS publications and to give them a talk at their annual conference on HIV cases

## International Day Twitter campaign (IWD 2017)



- Educational campaign on twitter
- Hourly tweets on health issues relating to women with HIV
- E.g. breastfeeding, menopause, social issues, testimonials of women living with HIV
- Links to scientific articles
- Worked with community organisations : Salamander Trust, Sophia Forum and SWIFT
- BHIVA Facebook page pushed twitter campaign



**Speaking Up!**

## BHIVA conference- twitter activity



- **# BHIVA2017**
- Twitter audience ~3000 followers
- Day 1 national conference: 500 tweets at #BHIVA2017
- Aim: to create an audience so when we need to highlight policy issues, someone
- **# BHIVABASHH2018**
- Twitter audience ~6000 followers
- Reach: Millions of people



## We are not policy specialists BUT



- Caring for people living with HIV is more than just pills and GP referrals
- Societal and political difficulties arise can challenge our ability to provide care

Affect testing/engagement	Affect life free from stigma
<ul style="list-style-type: none"><li>▪ The NHS Charges to Overseas Visitors Amendment Regulations 2017</li><li>▪ Memorandum of Understanding on data-sharing between the NHS and the Home Office 2017</li></ul>	<ul style="list-style-type: none"><li>▪ The Assaults on Emergency Workers (offences) Bill 2017</li><li>▪ Civil Aviation Authority legislation of 2008- 2017 challenge</li><li>▪ Use of spit-hoods by emergency services</li></ul>

1. Health and Social Care Bill 2012



## Immediate Social Media response



## The Assaults on Emergency Workers (offences) Bill 2017

### Subsequent role :

- Contributed to National AIDS Trust-led campaign against this Bill by providing medical evidence
- BHIVA commissioned and published literature reviews on the world literature on risk of transmission of HIV through biting and spitting
- We also encouraged a parallel publication for HBV/HCV
- Both were presented as posters at BHIVA conference 2018

Paper in HIV Medicine 2018 - rapid review



Wiley Online Library

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Original Research | Open Access | CC BY

### A systematic review of risk of HIV transmission through biting or spitting: implications for policy

FV Cresswell, J Ellis, J Hartley, CA Sabin, C Orkin, DR Churchill

First published: 23 April 2018 | <https://doi.org/10.1111/hiv.12625>

[Correction added on 29 June 2018, after first online publication: Reference 22 was changed to "To transmit HIV, biter must have blood in the mouth. AIDS Policy & Law. 1996; 11: 5"]

[Read the full text >](#)

PDF TOOLS SHARE

Abstract

Objectives

The perceived threat of HIV transmission through spitting and biting is evidenced by the increasing use of "spit hoods" by Police Forces in the UK. In addition, a draft parliamentary bill has called for increased penalties for assaults on emergency workers, citing the risk of communicable disease transmission as one justification. We aimed to review literature relating to the risk of HIV transmission through biting or spitting.

Methods

A systematic literature search was conducted using Medline, Embase and Northern Lights databases and conference websites using search terms relating to HIV, AIDS, bite

HIV Medicine 2018



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Prescribing Info

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June 20...

References

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Details

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John Wiley & Sons Ltd on b...

The Assaults on Emergency Workers (offences) Bill 2017

Supported  
NAT successful campaign

## Twitter Takeover (2018)- BHIVA External Relations sub-group Neville Southall footballer 146K followers and social activist



- BHIVA Educational campaign on twitter
- 15 tweets E.g. breastfeeding, stigma, U=U, PrEP, TASP social issues, breastfeeding
- Links to scientific articles
- BHIVA Facebook page pushed twitter takeover



## Role of Medical Society in advocating for better policy?



### My view:

- To try to follow and understand the socio-political issues
- To develop good communication with policy organisations
- To understand what evidence could help make a case stronger
- To develop expertise within the organization for different aspects of policy (OH, criminalisation, deportation)
- Linked PR with medical statements when needed
- Listen to feedback from community organisations (which is not always positive...reflect, try again...or say if you disagree)
- Join the stampede!

## Questions



 @britishhivassoc

 British HIV Association

 BHIVA@bhiva.org.uk