

Celebrating five years of innovation in HIV and sexual health

December 2024





Overview

Chelsea and Westminster Hospital NHS Foundation Trust runs the largest and busiest HIV and Sexual Health Directorate in Europe, recognised as a global centre for excellence. In 2019, following a merger with St Stephen's AIDS Trust, CW+ began a programme of work to support the Directorate's world-leading work.



St Stephen's Centre – home to the Kobler HIV Outpatient Clinic, John Hunter Clinic for Sexual Health, Clinical Research Facility and Research and Development Team

Five years on, CW+ continues to collaborate with patients, clinical teams, third-sector partners and generous funders to enable innovative projects that improve the lives of people with HIV and contribute towards the ultimate goal of beating HIV for good.

To date, CW+ has supported 29 projects and activities, raised more than £2m, helped to produce prevention and awareness campaigns with audiences of over 10 million, and provided 588 hours of education and training to 460 clinicians from the UK and across the globe.

The five key areas of focus

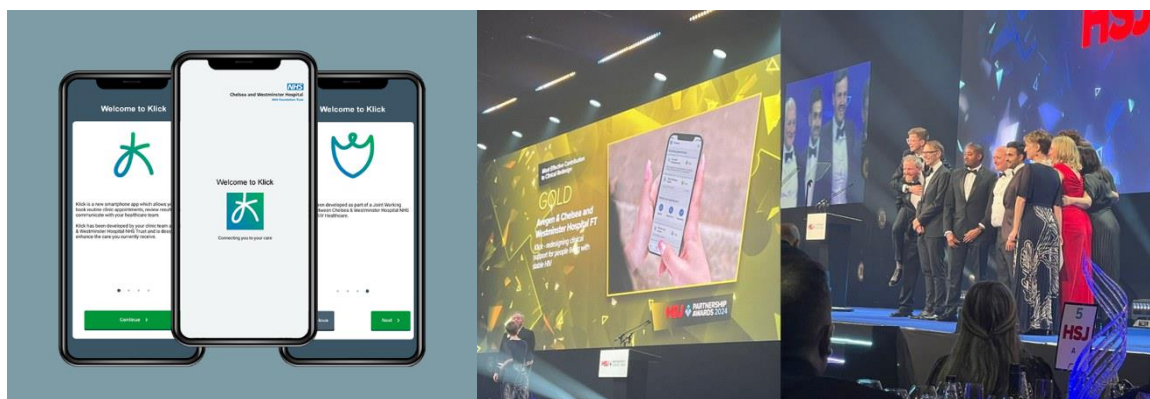
Supporting people living with HIV

When HIV and AIDS became a public health emergency in the 1980s, medication could not provide a solution and stigma was rife, clinicians, activists and patients came together to try to understand the disease, manage it as best they could, and ensure that people living with HIV and AIDS were treated with respect and compassion.

This ethos continues in the current **Community Peer Programme** run in partnership with specialist HIV charities including Sophia Forum and Positively UK, with funding secured by CW+ from Fast Track Cities and Gilead Sciences Europe. The programme, which has been running since 2020, has so far provided vital support to 310 newly diagnosed and hard-to-reach people living with HIV – a mix of those testing late and those who have never properly engaged with HIV care and services.

Many people feel shocked, frightened and alone when they learn they have HIV. Having peer support accessible within the safe space of a clinic makes it easier for people to speak to someone who genuinely understands, from lived experience. The stigma associated with HIV can be a huge barrier. Peer support is now recognised as the best way to ease the adjustment to diagnosis and treatment now and in the future.

The COVID pandemic created challenges across the NHS, including in HIV patient care, where patients had to shield. In response, clinicians and patients at Kobler Clinic co-created the **award-winning Klick app, which enables people living with HIV to manage their care remotely.**



The Klick team receiving a 2024 HSI Award for Most Effective Contribution to Clinical Redesign

The Klick app was launched with support from and in partnership with Avegen, ViiV Healthcare, and CW+ and the Trust's CW Innovation programme. Alongside medical functionalities (including receiving test results and managing medication and appointments), Klick has social functionalities including access to peer support. So far, more than 5,800 patients have registered on the app.

As well as providing seed-funding support for the app, the CW Innovation team is now adapting the Klick app design to support other long-term conditions.

This year CW+, alongside clinical colleagues, will launch a new partnership with HIV Matters, a podcast co-hosted by Dr Michelle Croston and David Munns, Clinical Nurse Specialist in Mental Health and HIV. The podcast explores the current issues people living with HIV experience that impact on their quality of life. It aims to provide educational content and discussions with key leaders in HIV care, exploring issues that lead to a greater understanding of the needs of people living with HIV, and enhance the ability of healthcare professionals to provide person-centred care.



Creating a healing environment

Building on the whole person holistic care people living with HIV receive from our clinical colleague, CW+ continues to recognise the impact that arts and design have on supporting health and wellbeing. **The CW+ Arts for All team worked with the Trust's specialist HIV physiotherapy team and English National Ballet School to launch a programme of activity for the Kobler Rehabilitation Class, which provides group rehabilitation for HIV patients.**

The co-designed programme comprises exercise videos to accompany weekly in-person sessions in the CW+ Studio. Sessions support patients to practise gentle and moderate exercises that aid mobility and strength, as well as offering an important opportunity for people to socialise and connect with others living with HIV.



One of the workshop sessions at the CW+ Studio

In 2021, **CW+ commissioned renowned artist Yinka Ilori** to create unique artworks and design interventions in the St Stephen's Centre. Yinka worked in collaboration with patients and staff to design a series of colourful wall art installations and accompanying prints.



Yinka with his designs alongside clinic and CW+ staff



Towards ZERO – awareness and prevention

The fact that HIV is a long-term condition rather than a terminal disease is nothing short of a medical miracle. The shared goal now is to reach ZERO new HIV infections, ZERO preventable HIV-related deaths and ZERO HIV stigma, while also ensuring that people living with HIV have the best possible health and quality of life. HIV testing and the groundbreaking drug PrEP (Pre-Exposure Prophylaxis), a HIV prevention pill taken daily, are two of the biggest tools we have to achieve this goal.

Our clinicians and researchers have been involved at all stages of the PrEP journey from its early development in the early 2000s to running clinical trials, increasing awareness and successfully campaigning for PrEP to be available on the NHS in 2020. The work did not stop there, as we campaigned to ensure that everyone who can benefit from PrEP knows about and is able to access it.

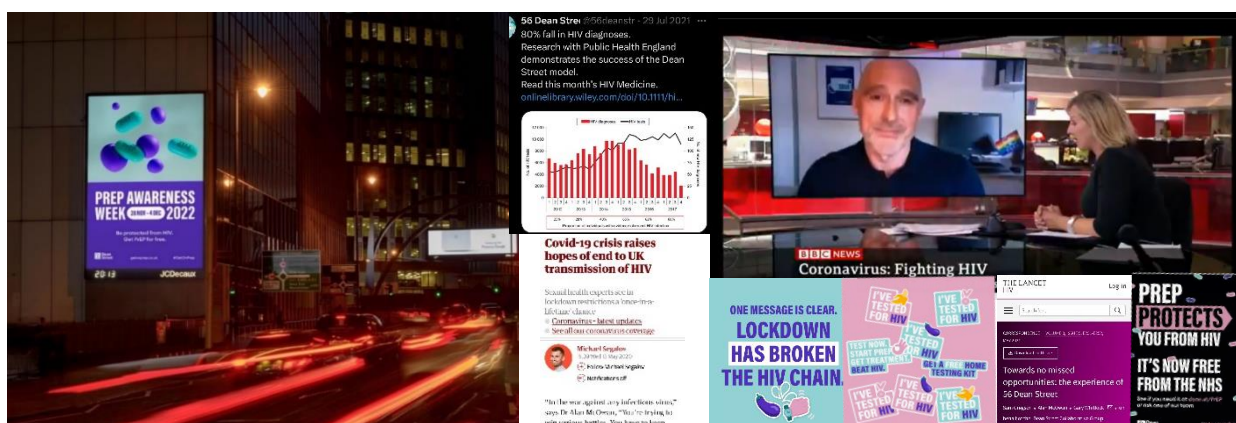


We are proud that our multi-award-winning Dean Street clinics have been at the forefront of raising awareness of testing and PrEP. Over the last 10 years the team has performed over half a million HIV tests, and since 2018 they have dispensed 500,549 boxes of PrEP. Several award-winning campaigns for which CW+ raised funds and provided project support have helped to drive these remarkable statistics.

HIV PrEP Awareness Week campaigns, devised and created by clinicians at Dean Street, have spread the word through a diverse range of mediums, including infomercials, social media campaigns, virtual and face-to-face events and billboards. Alongside this, a dedicated website has offered online assessment tools and a UK-wide directory of places to get PrEP.

Over the past three years, each annual campaign has reached over 10 million people globally, garnering support from celebrities including Stephen Fry, Tom Allen, and Olly Alexander, and securing extensive media coverage (including from the BBC). We would like to thank the exalted group project partners - which included the LGBTQ+ community, Terence Higgins Trust, National AIDS Trust, Sophia Forum, UKHSA, British Association of Sexual Health and HIV, and The British HIV Association – along with our funders Gilead Sciences Europe for making all of this possible.

The Dean Street clinics are now the largest provider of PrEP in the UK. With approximately 36,000 people on PrEP, they have witnessed a staggering 80% drop in HIV transmission rates coinciding with this and past campaigning activities.



Billboard adverts in London. Dr Alan McOwan interviewed on BBC News. Press and messaging from the Test NOW, STOP HIV campaign

At the start of the first national lockdown in March 2020, Dean Street launched a new campaign: Test NOW, Stop HIV. Recognising the unique national measures to control the spread of COVID-19 offered the opportunity to break the chains of HIV transmission by encouraging people to get tested.

Achieving over 750,000 social media impressions, the campaign generated 17,000 searches for tests and resulted in a 40% increase in testing. At a time when the nation was desperate for good news, the campaign was well supported in mainstream media.

Empowering the next generation of clinicians

Our Trust colleagues have been involved in education and training outreach programme since the mid 1980s, including in Africa and Asia, to tackle HIV and AIDS. A unified response to HIV is vital. HIV remains one of the world's most serious public health challenges, so there is a global commitment to stopping new HIV infections and ensuring that everyone with HIV has access to treatment.

CW+ manages a programme of work through which the HIV Directorate, a centre of excellence, shares its knowledge and experience. Through global collaboration and networking, this programme plays a part in achieving the wider world aim of eliminating new HIV infections by 2030. Led by Professor Marta Boffito,



the programme supports a global audience around a wide range of topics, including expedient training models, the role of HIV nurses, remote monitoring, clinic design (based on the Dean Street clinic model), holistic care and combatting stigma.

The programme also supports the next generation of UK leaders in HIV, sexual health, and infectious diseases, led by an esteemed faculty of experts, including Professor Simon Barton, Dr Elizabeth Foley, Dr Michael Rayment and others.



2023 visiting Mexican HIV/infectious diseases consultant physicians, with some Spanish-speaking clinicians from the Trust, and key allied charitable organisations together with Consulate representation from the Mexican and Colombian Embassies in London

To date, the work of CW+, in partnership with funders ViiV Healthcare and Gilead Sciences Europe, has produced 588 hours of education and training for 460 clinicians from 10 countries.

Enabling groundbreaking research

The Trust's Clinical Research Facility and Research and Development Team has been leading in breakthroughs since the 1980s including in antiviral treatment, and early anti-retroviral therapy (ART) that preceded the highly effective lifesaving ART available today. More recently, it delivered the £10m PrEP Impact Study (to assess the impact and potential uptake of this drug), the largest clinical trial of its time in the world.

With a culture of celebrating innovation and evidence, CW+ continues to build on this legacy through its support of the Research and Development Team, which runs one of the busiest clinical research facilities in the UK at the St Stephen's Centre. The facility is home to national research programmes across diverse disciplines including paediatrics, neonatology and obstetrics, and intensive care, as well as HIV.

This knowledge established through the past 40 years of HIV research was crucial in enabling clinical trials during the COVID pandemic, including RECOVERY, PIONEER and NOVAVAX, which allowed the rapid development of COVID-19 vaccines and anti-retroviral therapies. **CW+ was proud to be one of the international funding partners of the PIONEER study, which trialled the successful use of FAVIPRAVIR to treat people with mild to moderate COVID-19.**





The future

As CW+ steps into its sixth year of this partnership, it is committed to the ongoing support of patients and clinical colleagues as they work to influence the UK and global HIV and sexual health community. The charity will continue its support of this innovative work in the lead up to the target date of ending HIV transmission by 2030.

CW+ will champion our HIV and sexual health clinical teams in their future ambitions and developments in holistic care, HIV testing, lead on vaccinations (long-lasting anti-retroviral drugs and injectable PrEP), and, ultimately, strive for a cure for HIV.

‘Our partnership with CW+ helps our clinical teams to deliver first-class care, as well as supporting the ongoing development of treatments and prevention methods. We look forward to working together as we continue to transform the HIV landscape, both in the UK and globally.’

Professor Marta Boffito MD, PhD, FRCP, MBA
Consultant Physician
Clinical Director – HIV, Sexual and Gender Health, Dermatology
Chelsea and Westminster Hospital NHS Foundation Trust
Imperial College London

‘This report is not just a celebration of our achievements, but a reaffirmation of our dedicated commitment to the Trust’s HIV Directorate and the truly international community it serves. Over the next decade, we will continue to support their aspirations and needs in research, prevention and awareness, and in education and training towards a world free from HIV.’

Chris Chaney, CW+ Chief Executive

Thank you

None of this work would have been possible without the help and support of our generous funders and partners.

Project funders – AIDS Healthcare Foundation, amfar AIDS Research, Avegen, DocuSign EMEA, Fast Track Cities, Fidelity International, G-A-Y Foundation, Gilead Sciences Europe, Impulse London, Jeremy Joseph, LGBTQ+ community, MAC AIDS Fund, Make a Difference Trust, MSD, our patients, the estate of Denis Shorrock, the estate of Jason Dowler, the estate of Massimo Arena, The Paul Cottingham Trust, TIDES Foundation, THRIVE London, UKHSA, ViiV Healthcare, Wandsworth Oasis.

Project partners – Attitude, Aymara, BASSH, BHIVA, Chelsea FC Foundation, English National Ballet School, FSRH, G-A-Y and Heaven, Gaydio, Hiyos Hounslow, Meta, Metro, National AIDS Trust, NAZ, NHS Trusts and sexual health clinics across the UK, Pink News, Positively UK, PrEPster, Sophia Forum, THT.

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PIONEER study partners – Harefield Hospital NHS Foundation Trust, Imperial College, Neat ID, Royal Brompton.