

# Engagement pack

## Festival of cultural activities

London 9-11 September 2019



# Introduction



London has been chosen to host the first Fast Track Cities international conference because we are the first global city to exceed the UNAIDS targets for tackling HIV.

We want to make sure London's outstanding HIV community is actively engaged, highly visible and well represented throughout the conference period. This represents an excellent opportunity to raise the profile and visibility of London's HIV response, showcasing the incredible work being done in our city.

In order to achieve this, we aim to involve as many London organisations as possible across all sectors during the week of the conference. We are inviting your organisation to host an event or activity to contribute to the ***Festival of cultural activities*** irrespective of whether your organisation will attend the conference itself. We urge you to think creatively and think big, using your assets to showcase what you do and support tackling HIV in London.



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# What do I get out of it?



Fast Track Cities London is an opportunity to connect London's HIV community with partners, share best practice and bring additional funding into London.

We can't do this by ourselves, we need the whole of London's HIV community to get behind this, get involved, help us pull these plans together and be part of the design work right from the start.

We'll be sharing people's work with the media, on social media and with partners, so raise your profile and work together to end stigma and discrimination in London.



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# Getting started and signing up



First things first:

- Sign up to Fast-Track Cities festival of cultural activities by clicking the following link <https://www.surveymonkey.co.uk/r/NQHMW3H> and we can keep you up to date and share what is happening

Whatever you do, be it a party, a film screening, a question time or a display we want you to enjoy this fantastic week of opportunities. There will be loads that you can join in with too! Find out more by emailing [hlp.londonftci@nhs.net](mailto:hlp.londonftci@nhs.net)



# What can I do?



## Got five minutes?

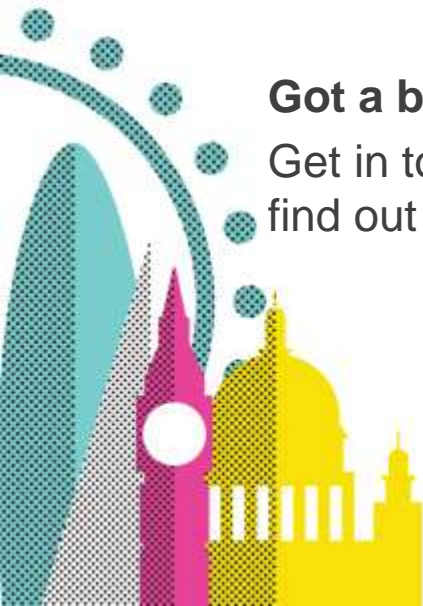
Share right now the *Do it London* campaign on your social media sites. During the conference share the *Fast Track Cities* social media content on your social media sites using [#GettoZeroHIV](#)

## Want to get involved?

Organise an activity or event, on or offline and sign up to let us know what you are doing.

## Got a bit more to give?

Get in touch about your campaigns, events or media and social media to find out how we could work together.



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# Suggested ideas...



- Light your building up red or host a red light display!
- Host a HIV themed question time about: working together, HIV lived experiences, anti-stigma work or sharing best practice
- HIV positive display, photoshoot or show
- Host an HIV anti-stigma themed bring and share party in your area
- Got a media story or great piece of social media content – get in touch to find out if we can help

On Tuesday 10 September join our hyperlocal news day – report on your event and stories from your area, share blogs, photos, videos and art – we'll be sharing your efforts on our social media sites. Use hashtag [#GettoZeroHIV](#)



# Language – partner with us



## Using our name

{your event} working to support Fast-Track Cities London

## Short copy

We {insert your organisation's name} are working as part of the Fast-Track Cities Initiative to support London in getting to zero new HIV transmissions , zero deaths and zero stigma.



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# What to say about us – long version



London has joined the international Fast-Track Cities initiative to fight against HIV and 'Get to Zero' by 2030.

London is the best city in the world for HIV detection and treatment with 95% of people with HIV diagnosed, 98% on treatment and 97% with the virus undetectable.

London has been picked to host the first international Fast-Track Cities HIV conference, which gives us the opportunity to showcase all the great work of the HIV community over the past 30 years.

We want to work with all Londoners to reach the ambitious targets and support people living with HIV to live healthier and happier lives.

Find out more at <https://www.healthylondon.org/our-work/prevention/fast-track-cities/>



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# Social media and web



Here are our web and social media details. Please link to, like and follow us, and we'll do the same.

Please include the hashtag (#GettoZeroHIV) and web address on your Fast-Track Cities printed and digital assets:

Web <https://www.healthylondon.org/our-work/prevention/fast-track-cities/>

Hashtags #GettoZeroHIV #DoitLDN #FastTrackCitiesLDN

Handles [@HealthyLDN](https://twitter.com/HealthyLDN)



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# Other materials



We can email you a template press release, template posters, articles and messages for your activities - please get in touch if you want any other materials.

If you want to find out more contact [hlp.londonftci@nhs.net](mailto:hlp.londonftci@nhs.net)



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