World AIDS Day 2026

Let’s prevent HIV together

Partner communications toolkit

For London businesses, boroughs and community organisations

DO IT LONDON
LET'S PREVENT HIV TOGETHER

A toolkit for London partners

HIV prevention belongs in the places Londoners already know and trust.

This pack supports businesses, borough teams, community organisations and public services ahead of World AIDS Day on 1 December 2026 and beyond.
Use the campaign materials, adapt the suggested copy and share through your own channels.

Reaching people who may miss out

Young people

HIV testing has recently fallen among young people.

Women

HIV prevention may not always feel relevant to them.

Black Londoners

Inequalities and barriers can affect access to testing and prevention.

Background Information

Testing

Quick, easy and free. Test at a sexual health clinic or order a kit online for discreet delivery.

PrEP

Medication that is highly effective at preventing HIV. Free from NHS sexual health clinics.

Condoms

A simple, effective way to help prevent HIV and other STIs.

Treatment

People living with HIV can live long, healthy lives. When treatment makes HIV undetectable, it cannot pass on through sex.

Undetectable = Untransmittable U=U

Find what works for you at doitlondon.org

How partners can take part

01 Request materials

Confirm the request route with the campaign team, then identify quantities and locations.

02 Make the campaign visible

Display approved materials in appropriate, accessible spaces.

03 Adapt the content

Use your local knowledge to make the suggested copy relevant to your audience.

04 Keep it welcoming

Use respectful language, protect privacy and direct people to Do It London.

05 Share through your channels

Use social media, newsletters, websites and staff networks.

06 Share what works

Send feedback and examples you have permission to share.





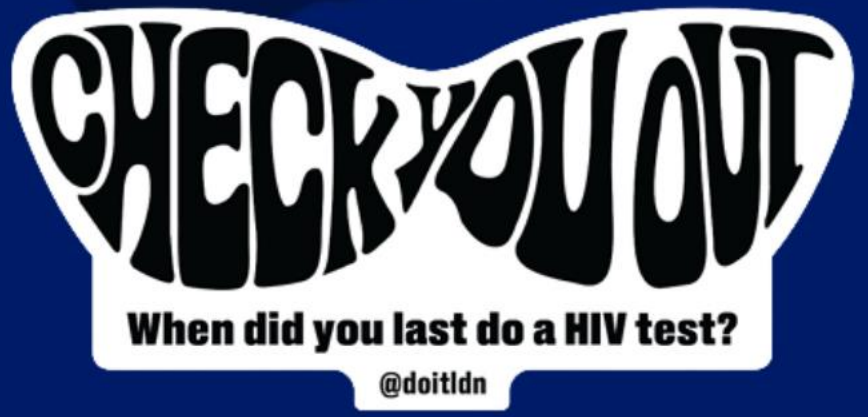












[See all available assets]

Assets (see all here)

Sticker packs

Stigma-busting stickers for phones and laptops, for people who want to display them.

Posters and leaflets

Information about testing, PrEP, condoms and treatment for community events and local venues (including gaming themed poster).

Mirror vinyls and tent cards

Testing reminders for hair salons, barber shops, nail salons and other venues where people prioritise their wellbeing.

Condoms

London-themed designs support conversations about prevention and testing.

Drinks mats

Three design options combine humour and HIV testing for places where people dwell like pubs and bars.

Social copy for all partners

Announce your support

Let’s prevent HIV together for World AIDS Day 2026. At [ORGANISATION], we’re helping bring the campaign to [BOROUGH / COMMUNITY / LOCATION].
Talking about HIV, knowing your status and looking after your sexual health should be part of everyone’s everyday life.
Find out more through @doitldn and order your free HIV test via the link in their bio.
#WorldAIDSDay #preventHIV

Highlight local activity

Spotted something a little different at [VENUE]?
We’re supporting @doitldn to help make HIV prevention and testing more visible this World AIDS Day.
Have a look, start a conversation and find out more at doitlondon.org.
#WorldAIDSDay #preventHIV

Photo idea: show a campaign asset at your venue, organisation or council.

Pubs, bars and hospitality

A conversation starter

Drinks? Sorted.
Mates? Sorted.
HIV test?
We've teamed up with @doitldn this World AIDS Day to get people talking about HIV prevention and testing.
You might spot their beer mats, posters and other bits around [VENUE].
Pick one up, start a conversation, order a test.
#WorldAIDSDay #DoItLondon #HIVTesting

Your community role

We're more than a place for a good night out.
We're part of our community too.
That's why we're supporting @doitldn in the run-up to World AIDS Day, helping make HIV prevention information available in the everyday places people spend their time.
Look out for the campaign around [VENUE] and find out more at doitlondon.org.
#WorldAIDSDay #HIVPrevention #DoItLondon

Photo idea: show a beer mat alongside a drink, or film a short pan across tables with materials in use.

Hair salons and barber shops

A routine health reminder

Fresh trim. Fresh look. When was your last HIV test?
We're supporting @doitldn this World AIDS Day and helping make information about HIV prevention and testing part of your healthcare routine. Spot the campaign in [BUSINESS NAME] and find out more at doitlondon.org.
#WorldAIDSDay #DoItLondon #HIVTesting

Looking after your community

Looking after our community means looking after our health too. We're proud to be supporting @doitldn this World AIDS Day, helping make HIV prevention and testing information more visible and accessible. Look out for the campaign next time you're in.
#WorldAIDSDay #DoItLondon #HIVPrevention

Photo idea: show the sticker on a mirror or window, with the venue recognisable in the background.

Gaming and student-facing venues



A new side quest

New side quest unlocked. Look after your sexual health. We're supporting @doitldn this World AIDS Day to get more Londoners talking about HIV prevention and testing. Spot the campaign at [VENUE] and visit doitlondon.shl.uk to order a free test.
#WorldAIDSDay #DoItLondon #HIVTesting

A new arrival

Game on. We've added something new to [VENUE] this month. As part of World AIDS Day, we're teaming up with @doitldn to help make HIV prevention and testing information easier to find. Seen the poster? Let us know.
#DoItLondon #WorldAIDSDay

Photo idea: Poster on wall or back of door in venue

Sticker packs

PrEP.
Testing.
U=U.



Pick up a sticker

PrEP. Testing. U=U.
Come pick up some @doitldn stickers at [VENUE / LOCATION] in the run-up to World AIDS Day. Grab one, stick it somewhere you'll see it, and help make talking about good sexual health a little more everyday.
#WorldAIDSDay #DoItLondon #EndHIVStigma

While stocks last

Testing, PrEP and a little bit of sticker-based chaos.
Pick up a @doitldn sticker at [LOCATION] while stocks last. HIV prevention doesn't have to be awkward. Find out more at doitlondon.org.
#DoItLondon #HIVPrevention #WorldAIDSDay

Photo / reel idea: range of phones and laptops shown to camera with different designs.

Condoms: conversation and prevention

Engagement post

@doitldn has given London's Tube stops a makeover this World AIDS Day.
We've got their London-themed condoms at [LOCATION]. Which Tube stop would you rename?
Share your suggestions below.
Find out more about HIV prevention at doitlondon.org.
#DoItLondon #WorldAIDSDay #HIVPrevention



Story or reel idea

Show the approved designs and ask viewers to choose a favourite. Close with a reminder to use condoms and get tested for World AIDS Day. Direct people to doitlondon.org.

Use approved designs and a respectful tone that fits your audience.

Council communications

Council launch post

[BOROUGH] is coming together this World AIDS Day to help make HIV prevention information more visible and accessible.
Look out for @doitldn materials in pubs, salons, barbers, community centres and other familiar local spaces. Together, we're helping make conversations about testing, prevention and sexual health part of everyday life.
Order a free test, delivered discreetly to your door, from doitlondon.shl.uk.
#WorldAIDSDay #DoItLondon #[BOROUGH]

Local business focus

Have you spotted @doitldn around [BOROUGH]?
We're working with local businesses and community organisations to bring HIV prevention information into places residents already know and trust.
A huge thank you to every local organisation getting involved ahead of World AIDS Day.
Order a free test, delivered discreetly to your door, from doitlondon.shl.uk. Or learn more at doitlondon.org.
#WorldAIDSDay #DoItLondon #[BOROUGH]

Reel idea: show materials in different venues across borough, and/ or show condom options to staff

Bulletin and newsletter copy

Do It London: Let’s prevent HIV together

[ORGANISATION / BOROUGH] is supporting Do It London this World AIDS Day, on 1 December 2026.
We’re inviting local businesses, services and community organisations to get involved by displaying campaign materials and sharing information through their networks.
Request materials, adapt the suggested content for your audiences and help bring the campaign to the places Londoners know and trust.
[ADD CONFIRMED LOCAL ACTIVITY OR MATERIALS-REQUEST DETAILS.]
Visit doitlondon.org to find out more. Thank you for helping us support our communities.

Personalise before use

Replace the bracketed text with confirmed local details. Keep the campaign name, date and website.

Before publication

Materials-request arrangements still need confirmation

Materials and campaign enquiries:
CClemence@lambeth.gov.uk

Local details

Replace every bracketed field. Only describe activity and participating venues you have confirmed.

Materials

Confirm the request route, stock, quantities, delivery arrangements and any deadlines.

Language and privacy

Keep messages respectful and non-judgemental. Get permission for identifiable photos. Never share personal health information.

Campaign routes

Use @doitldn, doitlondon.org and the supplied testing route. Check destinations before posting.

Thank you for your creativity and support

Your local knowledge helps bring HIV prevention into more of London's everyday spaces.
Share a post, display approved materials or introduce the campaign to a new network. Let the campaign team know what worked.

doitlondon.org
@doitldn