



National Health Service in Scotland  
Management Executive

① A Skene St. Andrew's House  
Edinburgh EH1 3DG  
② P Knight  
③ Library December 1995

Dear Colleague

18 DEC 1995

**UK HIV AND AIDS HEALTH PROMOTION: AN EVOLVING STRATEGY**

**Summary**

1. The Appendix to this letter sets out the Government's revised strategy for Health Boards and NHS Trusts on HIV and AIDS health promotion.

**Action**

2. General Managers and Chief Executives should bring the strategy document to the attention of all of those within their Health Board or NHS Trust who are involved in commissioning and purchasing HIV and AIDS health promotion work at local level.

**Other Information**

3. It is nearly 10 years since the Government's first campaign to alert the general public to the threat of AIDS. Today the groups which require to be targeted in HIV health promotion campaigns remain the same. However, from April 1996, the system for commissioning national UK-wide HIV/AIDS health promotion campaigns is to change. At present, these national campaigns are undertaken by the Health Education Authority on behalf of UK health departments but, under the new arrangements, the Department of Health will be letting contracts directly for this work. The strategy document will support DH in this new role but will also benefit all those responsible at both national and local level for commissioning HIV health promotion work. The revised strategy places increased emphasis on needs assessment and evaluation and on involving the voluntary sector in delivery of HIV health promotion.

Yours sincerely

DAVID R STEEL  
Head of Health Gain

**Addressees**  
  
**For action:**  
General Managers,  
Health Boards;  
  
General Manager,  
Common Services Agency;  
  
General Manager,  
State Hospitals Board  
for Scotland;  
  
Chief Executives,  
NHS Trusts.  
  
**For information:**  
General Manager,  
Health Education Board  
for Scotland;  
Executive Director,  
SCPMDE

**Enquiries to:**  
  
Ms C Reid  
Room 5  
St Andrew's House  
Edinburgh EH1 3DG  
0131-244- 2164

Further copies of the strategy document can be ordered direct from:

Department of Health  
PO Box 410  
Wetherby  
LS23 7LN.

COMMON SERVICES AGENCY	
RECEIVED	
15 DEC 1995	
FILE No	
REFERRED TO	N V
RS 15/10	