

HIV Messages

Week	Message Number	Message	Purpose	HBM Constructs ¹
1	1	Hi xxxxxxxxxxx! Welcome to Health4U! You'll get text messages for 12 weeks. Thanks! African Institute H4U	Welcome	
1	2	HIV is a virus which attacks the body. You can have it but not have symptoms. Without treatment you may develop AIDS. Visit www.nhs.uk/conditions/HIV/	Information on virus	PSus
2	3	Did you know that 3.8% of Africans living in Nottingham have HIV? Knowledge is power – respect your body, protect your community and get tested.	Prevalence	PSev SE CTA
2	3 (2 nd option)	HIV can affect anyone. Latest statistics show HIV is rising in Muslim communities. Protect your community and get an HIV test.	Prevalence	PSus CTA
3	4	HIV testing & treatment is free, confidential & anonymous for everyone! Visit http://nottingham.ac.uk/health4u for convenient places and times to get tested	Info on where to get tested	PBen CTA
4	5	If you have HIV, the earlier you know, the sooner you can get treated. Get tested. It's free whatever your immigration status is.	Immigration	PBen PBar CTA
5	6	Getting proper treatment soon after contracting HIV leads to a long and healthy life. Over half of Africans get diagnosed late – be on time & get a test!	Benefits	PBen PSev CTA
6	7	Did you know you can go online to order an HIV test that will be sent to your home? It's free and private! Visit http://www.tht.org.uk/sexual-health	Postal kit	PBar CTA

¹ Health Belief Model Constructs & Abbreviations

PSus:	perceived susceptibility
PSev	perceived severity
PBen	perceived benefits
PBar	perceived barriers
CTA	cue to action
SE	self-efficacy

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7	8	Lots of support is here for you if you have HIV. The NHS has a confidential HIV service & http://www.tht.org.uk has info on support groups in Nottingham.	Support	SE PBar
8	9	If u or ur partner had unsafe sex in the past, ur at risk of carrying HIV. Test early to protect u & people u care for. Visit www.nottingham.ac.uk/health4u	Protecting others – test info	PSus CTA
9	10	Feeling good? Make sure you stay healthy & well and get an HIV test. Not everyone with HIV gets symptoms but early treatment can keep you feeling fit.	Feeling good	SE PSus PSev CTA
10	11	Look after yourself & your partner: Get tested together for HIV! People with HIV can still have great relationships. Visit http://StartsWithMe.org.uk	Protecting your partner – test info	SE CTA PBen
11	12	Many people in Nottingham have HIV and don't know it. Even if you feel well, it's good to get tested at least once per year.	Invisible diagnosis	PSus CTA
12	13	Xxxxxxxxxx, thank you for taking part in Health4U! Health messages from us will now stop. Two more text messages will follow to ask your opinion on the project.	Thank you	
12	14	Have Health4U text messages inspired you to take action on health? Please reply YES if you have had an HIV test in the last 12 weeks & NO if not.	Did you get an HIV test?	
12	15	Was Health4U USEFUL for you? Please HELP our research by completing a short questionnaire. Visit www.nottingham.ac.uk/health4u . Thanks! African Institute H4U	Link to post-intervention survey	