Common Ambition Bristol

Improving sexual health



Impact Report

2022 – 2026

Sponsored by funding from Gilead

Common Ambition Bristol (CAB)

Common Ambition Bristol (CAB) is a pioneering, community-driven initiative. CAB involves experts with living experiencing of Bristol's African and Caribbean heritage communities working in equal partnership with sexual health staff and researchers. Together they aim to improve HIV testing and reduce HIV-related stigma.

CAB aims

- Increase HIV knowledge
- Reduce HIV and sexual health stigma
- Improve access to sexual health services
- Increase uptake of HIV testing
- Address HIV health inequalities experienced by African and Caribbean heritage communities in Bristol

In 2021 Fast Track Cities Bristol partners were awarded funding from the Health Foundation to start CAB, as a part of their work to end new HIV transmissions by 2030.

A partnership was formed led by Brigstowe, with African Voices Forum as community partners, Unity Sexual Health Services (now Yuno), Bristol City Council and the University of Bristol.

In 2023 CAB received follow-on funding from Bristol City Council and The National Institute for Health Research to continue the work of CAB.

In 2025 CAB became part of the commissioned sexual health services for Bristol North Somerset and South Gloucester to deliver outreach.

CAB's Project Delivery Group

In 2021 African and Caribbean heritage community members and sexual health staff formed CAB's Project Delivery Group. Together they have worked as equal partners to co-produce interventions to meet the aims of CAB.



CAB's Interventions

Working together, the PDG designed, tested and delivered four community-focused interventions:

- **Multimedia Resources** – to raise awareness of HIV prevention and testing, including website, film, radio adverts, poster billboard campaign, CAB branded condom packs and other merchandise.
- **Community Outreach** – health promotion activities with businesses, starting with barbershops and expanding to other key businesses and groups in Bristol's African and Caribbean Heritage Communities.
- **Targeted Health Events** – community events to share information about HIV transmission prevention and testing and open conversations about sexual health.
- **Dedicated Community Testing Clinics** – monthly drop-in clinics at two community locations offering accessible STI testing.

CAB in numbers

In the past 4 years

CAB community testing clinics delivered **91**

560 people attended CAB's community testing clinics

ACH business and community spaces engaged **44**

406 outreach visits completed

targeted health events held **13**

49 community events attended

people engaged in conversations about sexual health **691**

12,235 condoms distributed

lube distributed **3,417**

194 self test kits distributed

volunteers recruited and trained **11**

18 conference presentations

CAB learning has been shared with

- Community groups
- Diverse Research Engagement Network
- People in Health West of England
- Bristol Health Partners
- The Health Integration Teams
- Bristol NHS Foundation Trust Board of Directors
- London Sexual Health Commissioners
- UK Health Security Agency
- British Association for Sexual Health and HIV
- British HIV Association
- Fast Track Cities
- University of Bristol Medical students
- NHS Healthcare staff



Evaluation Results

Evaluation has been a core part of CAB from the start. Researchers at the University of Bristol and community researchers have collected and analysed data to understand the impact of CAB's interventions.

Have CAB interventions helped to increase HIV testing?

Analysis of HIV testing data suggests that CAB has helped increase testing among African and Caribbean heritage communities in Bristol

- Since CAB began, an estimated 1,306 more HIV tests have been carried out among Bristol's African and Caribbean heritage communities.
- This is around 9 extra tests every week
- HIV testing rates rose gradually over time and continued to grow as CAB became established.





How has this happened?

What did we learn from interviews and surveys?
Interviews with people from African and Caribbean heritage communities suggest that CAB's increased HIV testing by:

- Providing clear, up-to-date information about HIV
- Encouraging open conversations through trusted community members such as barbers
- Helping people feel more comfortable about HIV testing and explaining where and how to get tested

Surveys also showed that people who had experienced CAB's interventions:

- Had more accurate knowledge about HIV
- Were less likely to hold negative or stigmatising views towards people living with HIV
- Were more willing to consider taking a HIV testing in the future



Understanding how CAB increased HIV testing

We used the COM-B model of behaviour change to understand how the CAB's interventions encouraged people to test for HIV. Our findings showed that CAB's interventions helped to:

- Build people's **capability** by improving their knowledge and understanding of HIV.
- Create **opportunities** for discussion and support through trusted community settings and community members.
- Increase **motivation** by reducing fear and stigma around HIV testing and highlighting the benefits of knowing your HIV status.

Together, these changes made people more likely to consider and access HIV testing

How CAB is changing HIV Testing Behaviours

Common Ambition Bristol
Improving sexual health

Investing in CAPABILITIES

ENABLEMENT

Skills learnt:
- Local HIV testing options
- How to use HIV self-testing kits

TRAINING

Knowledge gained:
- PrEP medication stops HIV-negative people getting HIV
- People on effective HIV treatment can live long healthy lives with HIV
- Effective treatment prevents transmission of HIV through sex

Providing OPPORTUNITIES

Physical Opportunities:
- Easy access to community clinics
- Welcoming walk-in clinics and rapid test results
- Self-testing at home is a valued option

ENVIRONMENTAL RESTRUCTURING

Social Opportunities:
- Trusted community members raising awareness about HIV
- Conversations about HIV and testing in barbershops help challenge stigma
- New HIV knowledge shared with friends

MODELLING

Increasing MOTIVATION

Motivated by beliefs:
- Testing at CAB clinics feels safe
- Radio adverts encourage HIV testing
- HIV testing is part of a healthy lifestyle

EDUCATION

Motivated by emotions:
- Less anxiety about HIV testing
- Testing when entering new relationships



Is co-production worth the investment?

Economic Evaluation

We assessed whether CAB provided good value for money.

- CAB increased HIV testing among African and Caribbean Heritage communities in Bristol.
- CAB cost approximately £131.60 for each additional HIV test achieved.
- CAB achieved additional HIV testing at a relatively low cost
- Nearly half of CAB's budget was invested in co-production activities, ensuring that community members helped design and deliver the interventions.
- Co-produced, community-led approaches require substantial investment in time and resources.
- However, CAB offers good value for money, while also delivering wider benefits of improved HIV awareness, greater trust in health services, and fairer access to HIV prevention and care.

Awards

- 2026 NIHR Impact prize: Commended with recognition of Inclusion
- 2025 Shortlisted for HSJ Partnership Award 'Most Effective Contribution to Integrated Health and Care'
- 2024 PENNA Patient Experience Network national award Patient Experience Network Awards:
- 2024 Shortlisted for Bristol Social Impact Awards

Sharing CAB's Learning

To learn more about CAB's approach see CAB's Co-production Toolkit



Read our Published papers so far:

Fox, F., Namurach, A., Achieng-Kindberg, P., Harryman, L., Andrews, H., Wilson, M., Speare, N., Adeniyi, T., Doran, M., Dravie-John, D., Mohamed, M. & Horwood, J., (2026). Co-producing sexual health services with minoritised communities: learning from a longitudinal qualitative evaluation. BMJ Public Health. 4, 2, 9 p., e003335. https://doi.org/10.1136/bmjph-2025-003335

Adeniyi, T. R., Horwood, J., Doran, M. M., Piggott, K., Namurach, A.-M., Harryman, L. C., Oldenbourg, E., Kiflu, M., Speare, N. E., Griffin, M., Wilson, M., Febrache, M., Allbless, R. M., Dravie-John, D., Copping, J., de Vocht , F., Walters, S. & Fox, F. E., (2025) Barriers and Facilitators to HIV Testing among African and Caribbean Heritage Communities: A Mixed Methods Study. Sexually Transmitted Infections. doi: 10.1136/sextrans-2025-056491


Bristol NHS
Primary Care Trust
Charlotte Keel Health Centre
Common Ambition Bristol
Improving sexual health
Common Ambition Bristol
Working to improve the sexual health of the different African and Caribbean heritage communities in Bristol
Want to take charge of your sexual health?
Would you like to know more about HIV and other STIs?
Do you know how and where to get tested?
Visit our website for more information
www.commonambitionbristol.org.uk
Or scan the QR Code


@CommonAmbitionBristol
commonambitionbristol.org.uk
www.

How you can support CAB

There are many ways you can help support Common Ambition Bristol and improve HIV awareness in your community:

- Learn more about HIV by visiting our website and exploring our resources.
- Share what you learn with friends, family, and your wider community.
- Challenge HIV stigma when you see or hear it.
- Follow us on social media and help spread our messages.
- Volunteer with CAB and support our work.
- Get tested for HIV and encourage others to do the same.

African Voices Forum

brigstowe

Bristol City Council

NHS Bristol NHS Foundation Trust Bristol | Weston

University of Bristol

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