

University of Brighton

30 November 2007

## Fighting HIV across Europe

More businesses are joining a University of Brighton-led campaign to combat a rise in HIV cases in the UK and Europe.

As countries mark World Aids Day on Tuesday (Dec 1), researchers at the university have launched the 'Everywhere' project to spread the safe-sex message in places where men have sex with men (MSM).

Co-funded by the European Commission, the project targets businesses including gay dating websites, clubs, hotels, travel agents and sex venues, and rewards them with the 'Everywhere Seal of Social Responsibility' for their efforts in HIV/AIDS prevention.

The project is reaching out to 140 businesses and so far 30 have been earmarked to receive the seal. A second phase of the project being planned would increase the number of businesses and countries involved.

Increasing globalisation and tourism are thought to be the reasons for a rise in the rates of HIV cases across Europe. More men are travelling abroad to have sex with other men and the fatigue factor of prevention messages is seen as a major reason for the 39 per cent increase in HIV cases between 2003 and 2007.

Everywhere, led by Dr Nigel Sherriff and Professor John Kenneth Davies of the International Health Development Research Centre, is developing a European model of good practice of HIV prevention in MSM at gay tourist destinations across Europe.

A network of social mediators being established will encourage businesses to become more socially responsible in the prevention of HIV. The Terrence Higgins Trust leads on this aspect of the work in collaboration with project partners.

The seal award has been developed by Syndicate National Des Entreprises Gales (SNEG) in France in collaboration with partners and will be a visible recognition of quality. It will allow MSM to identify those businesses that are recognised for being socially responsible.

Everywhere involves stakeholders from public health and health promotion including non-governmental organisations active in HIV issues, academic and public health organisations and those which unite gay business owners.

Dr Sherriff said: "HIV continues to be a major public health issue across Europe and the need therefore, for effective and co-ordinated European action with regards to HIV prevention is becoming increasingly urgent."

For further information about Everywhere visit [www.everywhereproject.eu](http://www.everywhereproject.eu)

Note to editors: Dr Sherriff is available for Press/radio/TV interviews.

Phil Mills  
Communications Officer  
University of Brighton  
Lewes Road, Brighton BN24AT  
Telephone 01273 644756