

17-24 MAY
Spring EUROPEAN TESTING WEEK
 www.testingweek.eu
 2019



EuroTEST
 Working together for integrated testing and earlier care
 Addressing Hepatitis, HIV, STIs and TB

Spring European Testing Week

17-24 May

Results from the 2019 SETW

#SpringTestingWeek

Testing is an entry point to treatment and care. Effective treatment of HIV or viral hepatitis either eliminates or suppresses the viruses. This means treatment improves the health of those tested positive and prevents further transmission. That is why we support the efforts of European Testing Week.

Dr. Andrea Ammon, ECDC Director

SEMANA EUROPEA DO TESTE 2019

ÁREAS DE INTERVENÇÃO EM RASTREIO COMUNITÁRIO

17-24 MAY 2019
Spring EUROPEAN TESTING WEEK
 www.testingweek.eu

RAPID HIV TESTING
 20M - 5PM
 17 MAY 2019
 7:30AM - 5PM
 22 MAY 2019
 TRADE OFFICE

#SpringTestingWeek

THE TIME HAS COME
 #EndHep
 17-24 MAY 2019

spring EUROPEAN HEPATITIS-HIV TESTING WEEK 2019
 TEST.TREAT.PREVENT.
 www.testingweek.eu

TEST RAPIDO SALVARE PER HIV

TESTING WEEK 20 MAGGIO 2019

50 % okužb s hivom je odkrito pozno.

Kdaj si se pa ti nazadnje testiral?

#ZeroHIV

PON. 20. 5. - 17:00 - 19:45
 TOR. 21. 5. - 9:00 - 11:30
 ČET. 23. 5. - 9:00 - 11:30
 PET. 24. 5. - 9:00 - 11:30

SEMANA EUROPEA DE LES PROVES DEL VIH-HEPATITIS

RECOMANALE-LES!

La maggior parte dei pazienti esitan d'accord en far-se les proves si da la proposta un professional sanitari

HIV testování veřejnosti PRAHA

ÚT 21. 5. 2019, od 15 do 18 hod.

Přijďte si ověřit svůj zdravotní stav. Zdarma, výsledky do 15 minut.

World Hepatitis Alliance

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Background and methods

Background

- The first pilot Spring European Testing Week occurred in May 2018.
- With the success from the first pilot, ETW, in collaboration with the **European Liver Patients' Association (ELPA)** and the **INTEGRATE Joint Action**, held the **second Spring European Testing Week** which took place **17-24 May 2019**.
- European Testing Week offers **partners across Europe** the **opportunity to unite** to increase awareness of the benefits of testing for HIV and/or viral hepatitis.



Background

- In the WHO European Region:
 - Around **one in five** people living with HIV are **unaware** of their infection.
 - **15 million people** are estimated to be infected with **hepatitis B** and **14 million people** are estimated to be chronically infected with **hepatitis C** in the region.
- The **purpose of the European Testing Week (ETW)** is **increase access to testing** and **promote awareness** on the benefits of earlier hepatitis and HIV testing in the WHO European Region.

Evaluation methods

- One **online survey** in REDCap was distributed to all participating partners to evaluate SETW.
- **Two newsletters** and several **online posts on social media** were sent and published prior to the survey deadline (21 June 2019).
- Of the participants who **conducted testing activities**, they were invited to submit **aggregated testing data** to the secretariat via the **online survey** or an **excel data collection form**.
- **Limitations** include:
 - Limited answering possibilities due to pre-defined answer categories
 - Possible language barriers and perceptions of questions asked
 - Survey length
 - Majority of questions are optional and not required for the respondent to answer
 - Communication issues regarding newsletter dissemination

Survey data – a descriptive overview

Survey data – a descriptive overview

- By the end of the 2019 Spring ETW, there were **136 organisations** registered to participate on the ETW website (**31%↑** from the 2018 Spring pilot)
 - Of those, **22** were new for May 2019
- **45** completed the evaluation survey for a **response rate of 36%** (compared to 32% from the 2018 Spring pilot)
- Respondents represented **25 of the 53 countries** in the WHO European Region and the majority were from **Western Europe (61%)**

Survey data a descriptive overview

Figure 1. Regional distribution of participants (N=136) and respondents (N=49) by WHO European Regions

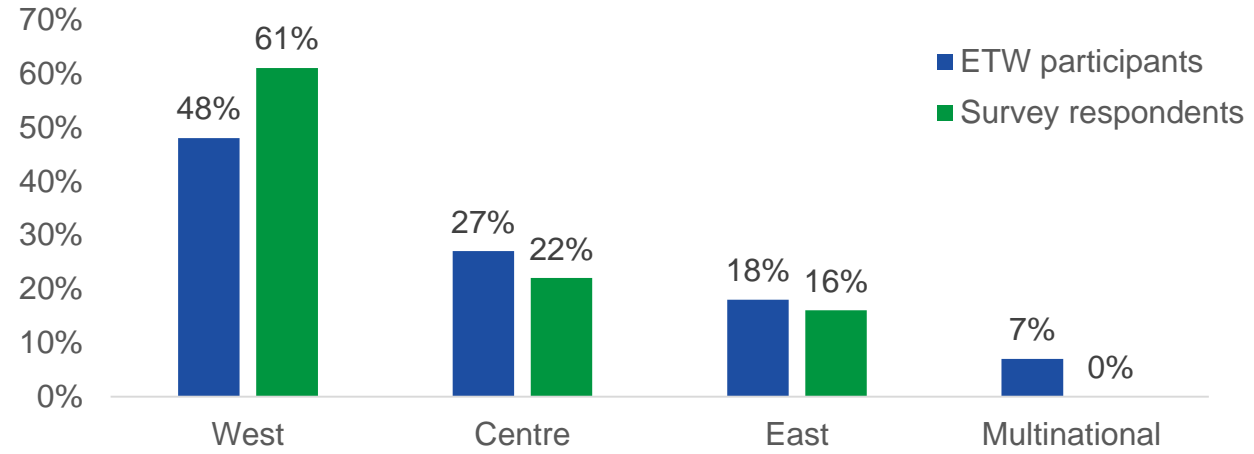
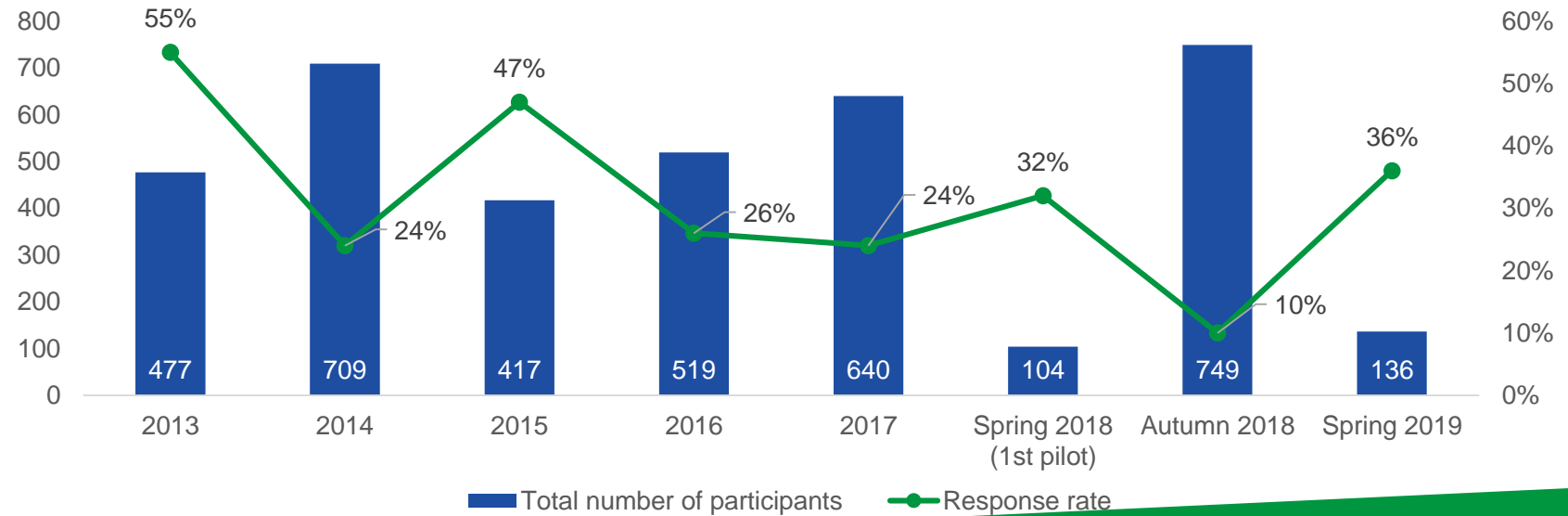


Figure 2. Total number of registered ETW organisations and survey response rate from 2013 – Spring 2019



SETW 2019 organisations by country

17-24 MAY 2019
 Spring
EUROPEAN TESTING WEEK
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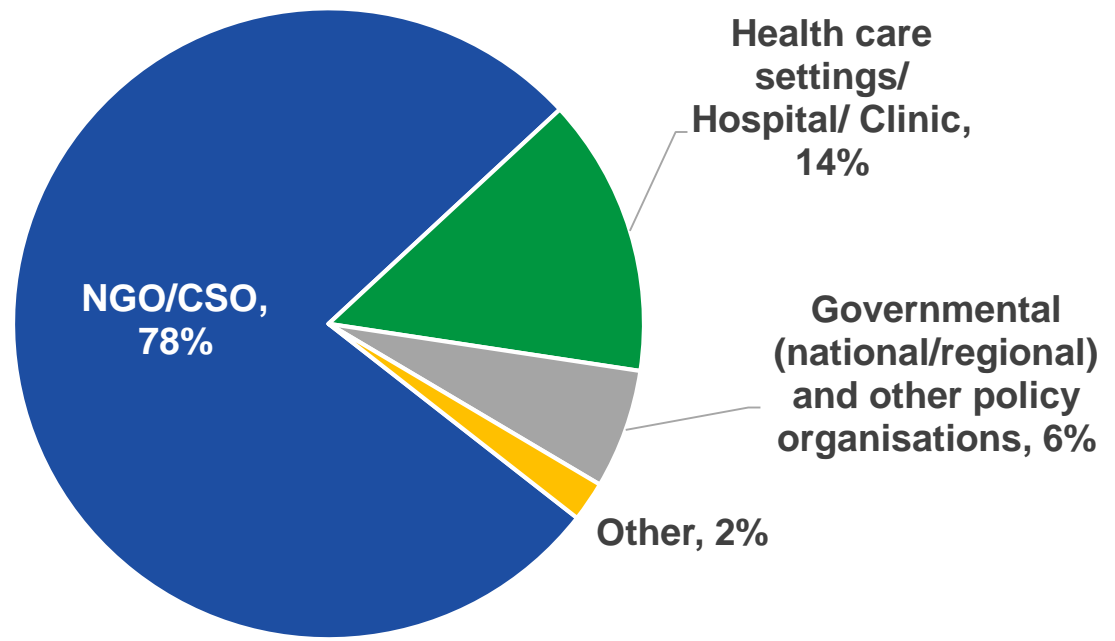
West	Number of sites	Centre	Number of sites	East	Number of sites
Austria	3	Albania		Armenia	
Belgium	3	Bosnia & Herzegovina		Azerbaijan	1
Denmark	1	Bulgaria	4	Belarus	
Finland		Croatia	8	Estonia	
France	2	Cyprus	2	Georgia	2
Germany		Czech Republic	2	Kazakhstan	
Greece	3	Hungary		Kyrgyzstan	
Iceland		The former Yugoslav Republic of Macedonia	3	Latvia	1
Ireland		Montenegro		Lithuania	3
Israel		Poland	3	Moldova	3
Italy	14	Romania	2	Russia	1
Luxembourg	1	Serbia	6	Tajikistan	
Malta		Slovakia	2	Turkmenistan	
Monaco		Slovenia	3	Ukraine	13
Netherlands	1	Turkey	2	Uzbekistan	
Norway	1				
Portugal	22				
San Marino					
Spain	6				
Sweden	3				
Switzerland					
UK	5				

SETW 2019 participating organisations

Types of organisations

- The majority of respondents represented **NGOs/CSOs (78%)** followed by **health care settings/hospitals/clinics (14%)**.

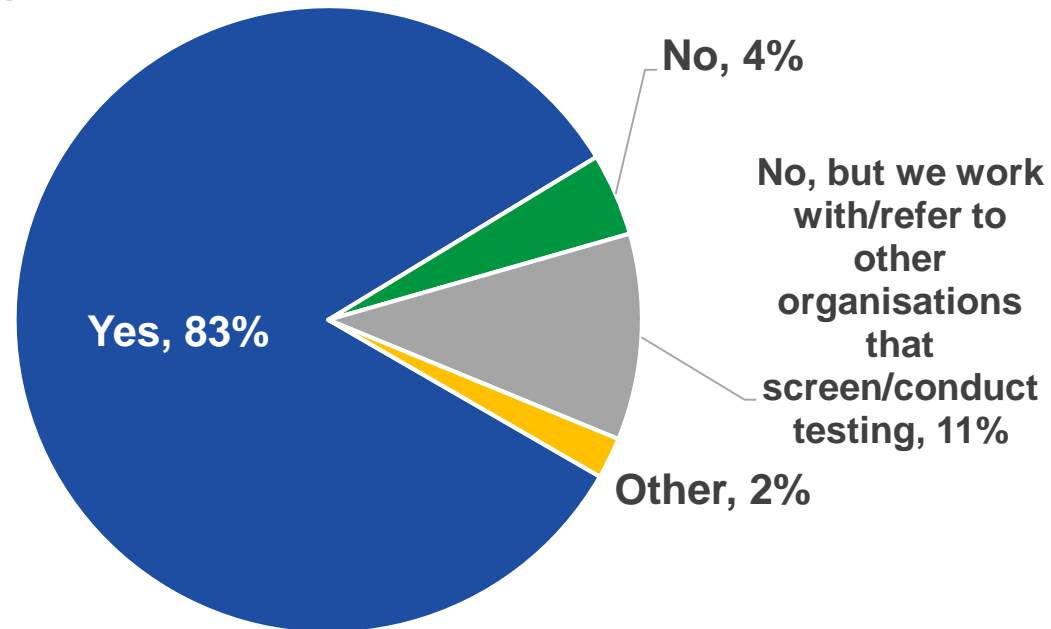
Figure 3. Types of organisations by survey respondents, N=49



Services provided

- Respondents were asked if screening and testing was part of their regular day-to-day services and the **majority (83%)** reported that testing was part of their regular services.

Figure 4. Testing as part of regular services (N=47)

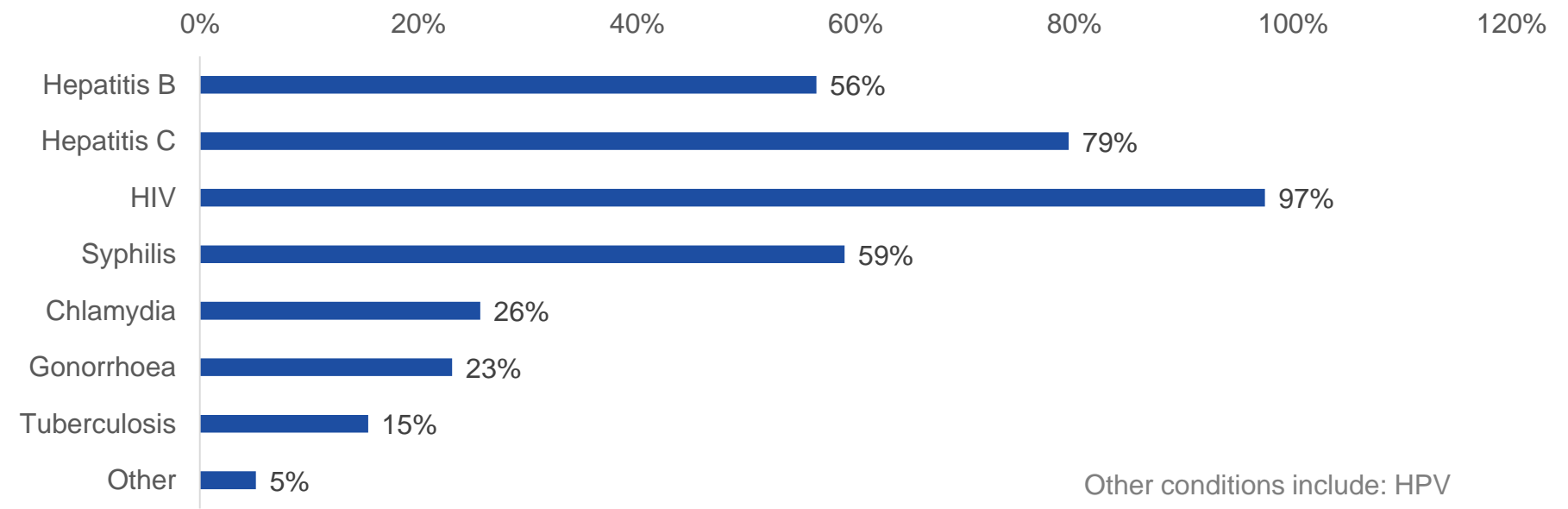


Other included: 'we offer screening and testing twice a year in a square in the center of the city'

Tested conditions

- Of those who reported testing as part of their regular services, they were asked for which conditions
- The majority reported testing for **HIV (97%)**, followed by **hepatitis C (79%)** and **syphilis (59%)**

Figure 5. Types of conditions tested through regular services* (N=39)

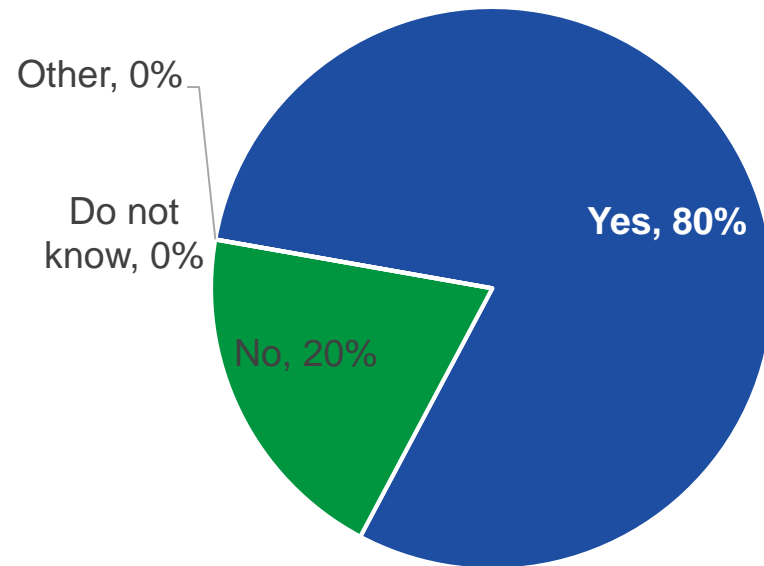


*Respondents could choose more than one answer option

Surveillance data

- To provide more background information on the participating organisations, respondents are asked if they submit any data on screening/testing to a regional and/or national surveillance system.
- The **majority (80%)** reported that they submitted data to some form of surveillance system.

Figure 6. Reported data submission to surveillance system (N=30)



Some comments provided:

“We submit data regional and nationally to the indicated administration”
“Our HIV data is provided to the [national surveillance system] every 3 months. Our HCV data is not provided as they do not yet have a system in place for that data.”

“To the [country] CDC only when they ask us for data for the bi annual Dublin Declaration”

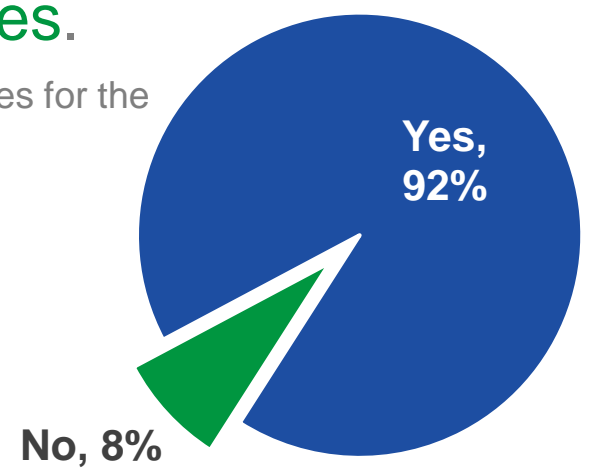
“We don't have the fund resources to organize date in time. We are now processing dat[a] of 2018. We usually submit data to the ECDC (Dublin Declaration) via the Ministry of Health.”

SETW 2019 activities

Activities

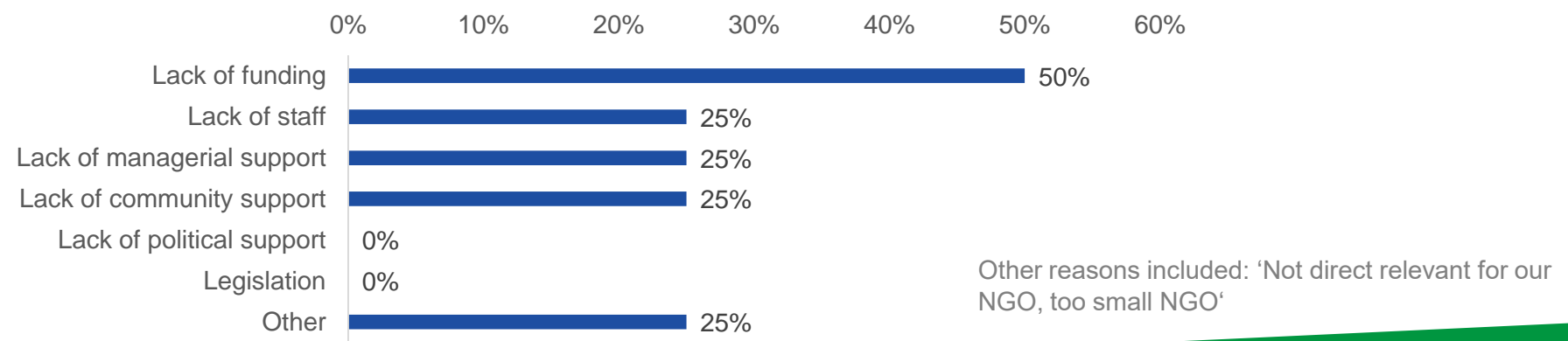
- All signed-up organisations are invited to complete the evaluation survey and are asked if they implemented activities for ETW. For the 2019 SETW, the vast majority (92%) stated yes.

Figure 7. Implemented activities for the 2019 SETW (N=49)



- If they indicated 'No,' they are asked to provide the reason why. Lack of funding was the most frequently mentioned reason.

Figure 8. Reasons why respondent didn't implement activities for the 2019 SETW* (N=4)

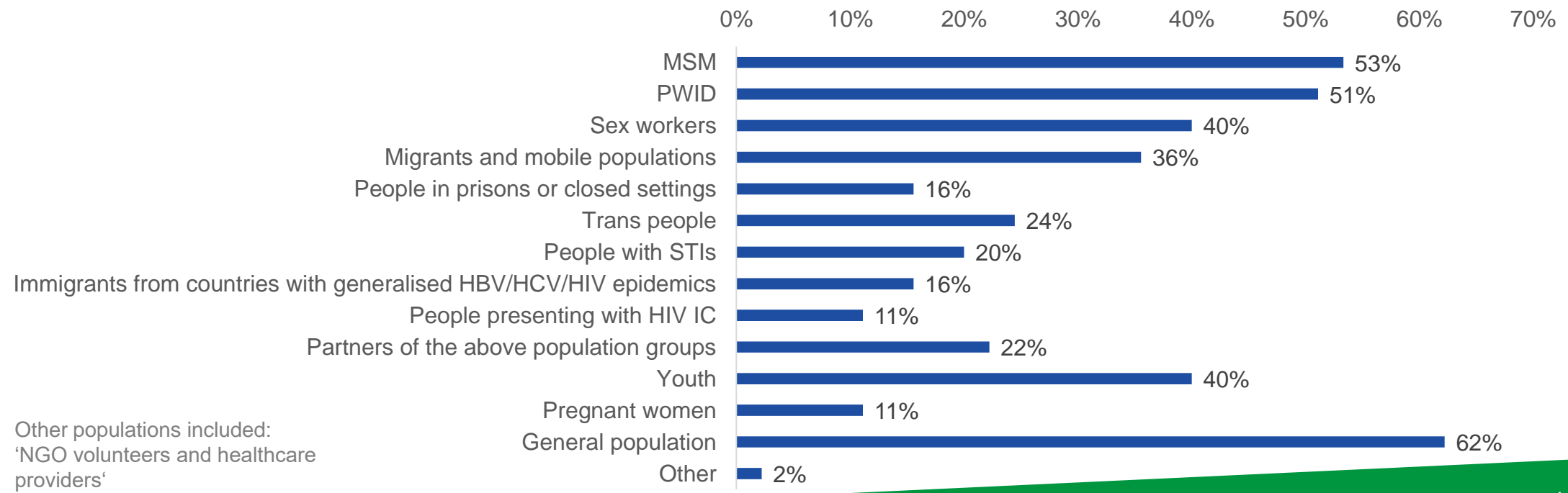


*Respondents could choose more than one answer option

Targeted populations

- When asked if ETW activities were targeted towards specific groups, the top three reported groups included the **general population (62%)**, **MSM (53%)** and **PWID (51%)**
 - Respondents could choose more than one targeted group

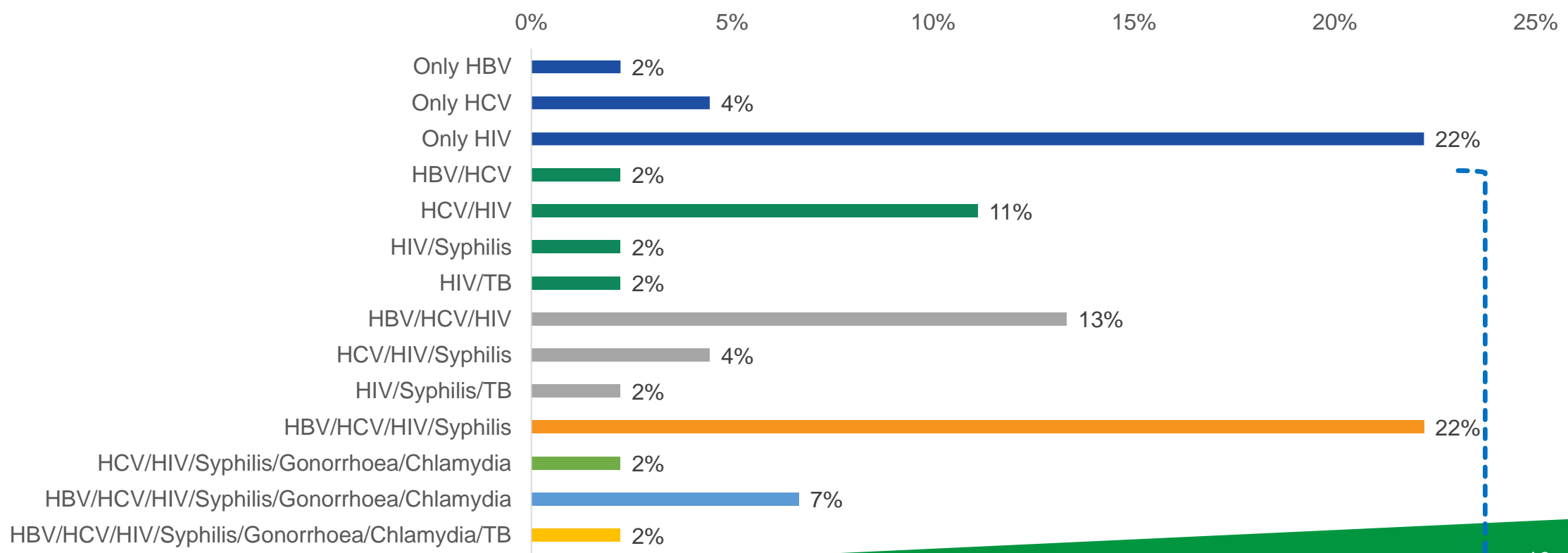
Figure 9. Targeted populations for 2019 SETW activities (N=45)



Targeted conditions

- Even though a large portion of respondents reported only doing activities for HIV, **more respondents** reported targeting **more than one infection**.

Figure 10. Specific conditions reportedly targeted for 2019 SETW 2018 (N=45)



Targeted conditions

- When comparing the amount of respondents reporting single vs. combined (for HBV, HCV and/or HIV) ETW activities, the proportion of combined testing has declined (Figure 9).
- However, starting Autumn 2018, respondents have been invited to also indicate activities for **syphilis, gonorrhoea, chlamydia and tuberculosis**.
 - With the inclusion of these additional infections, the amount of reported combined activities (HBV, HCV, HIV, STIs and/or TB) **has been rising** (Figure 12)

Figure 11. Proportion reporting single vs. combined (for HBV, HCV and/or HIV) activities from 2015-2019

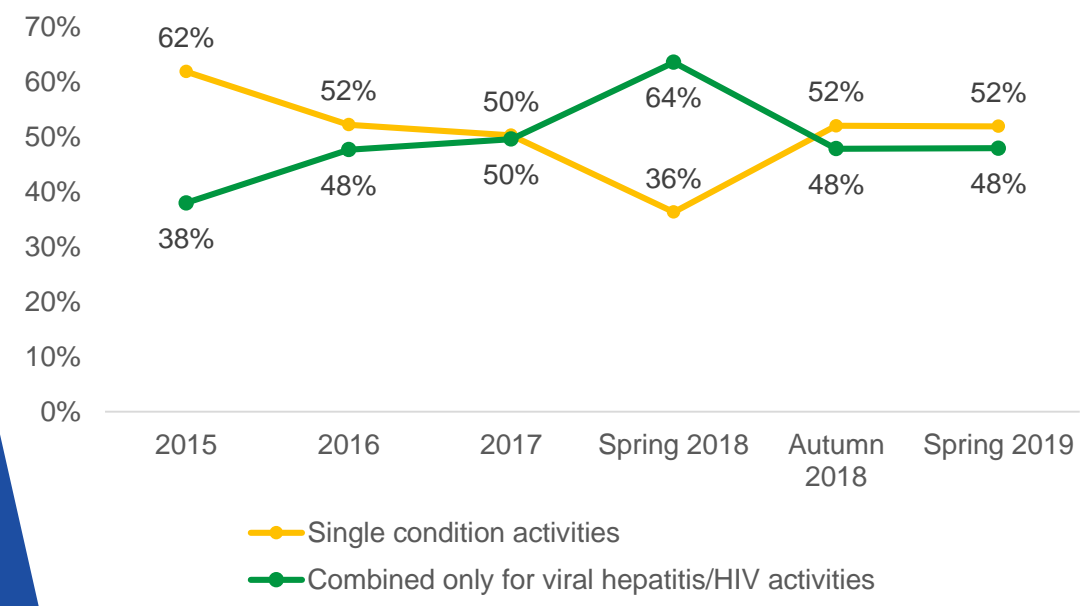
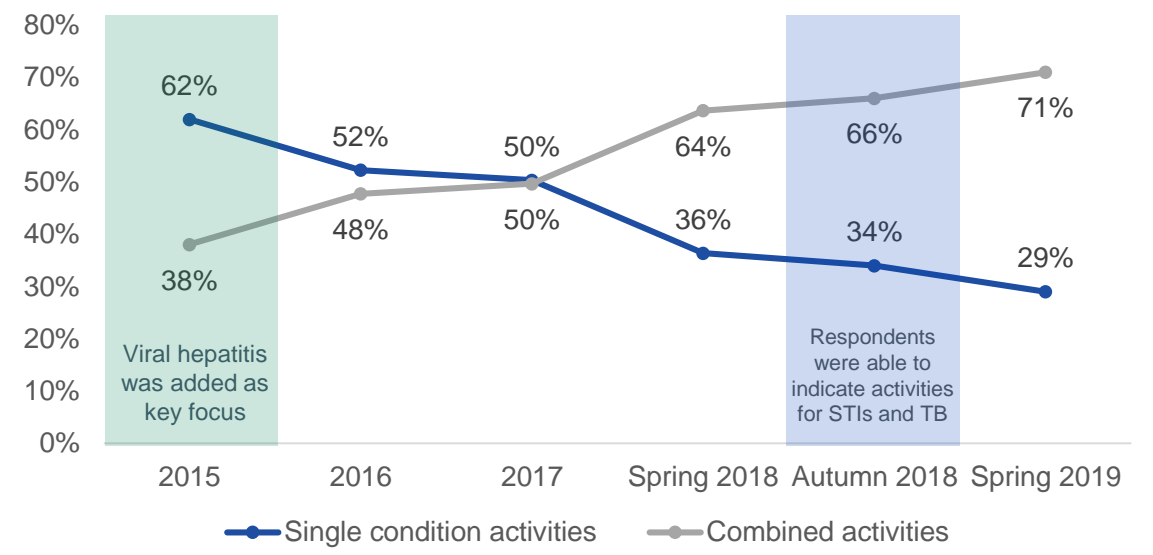


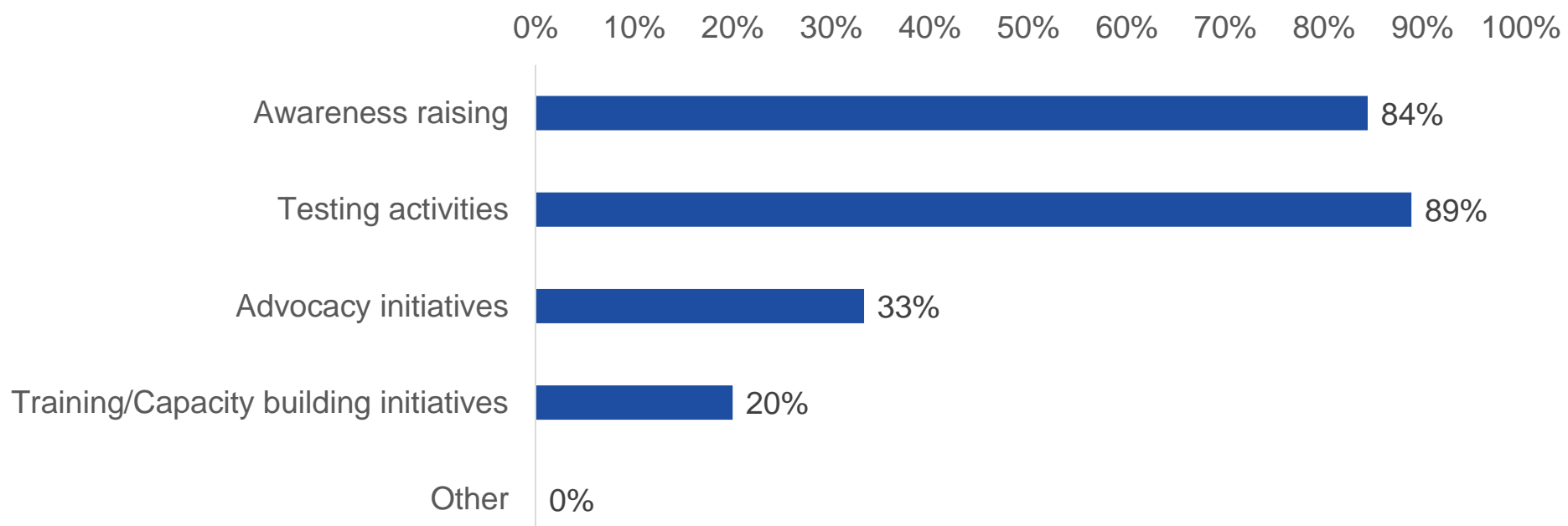
Figure 12. Proportion reporting single vs. combined (for HBV, HCV, HIV, STIs and/or TB) activities from 2015-2019



Types of activities

- The majority of respondents reported doing **testing activities (89%)** followed by **awareness raising (84%)** and **advocacy (33%)**.

Figure 13. Types of activities for 2019 SETW* (N=45)



*Respondents could choose more than one answer option

ETW activities

“We had a campaign on our Facebook page with graphic images including messages about HIV and copy with information about HIV, testing and where you can conduct testing. We also reposted a blog about HIV testing from the Nov ETW. Target the general population...”

“During ETW 2019 we offered free anonymous testing to our clients during whole week (in drop-in center and mobile streetwork services, too). Of course, we also posted an article to our website with brief information about HIV and Hepatitis C which was focused for major society.”

“Testing campaign in prison. Info promotion on FB, info promotion for MSM target group.”

“Organization of HIV testing and counseling in places where migrants and young people are concentrated (universities, international bus stations, etc.)”

“We sent out a press release to all the newspapers and radio stations in the [country’s] region. We did an HCV awareness raining workshop with women who are experiencing homelessness... We did a full social media campaign with a post for every day providing information about HIV and HCV, directing people to our testing calendar on the website. We provided 4 outreach community based testing sessions in homeless and drugs services. We created posters for each venue with specific targeted information. These sessions included rapid HIV and HCV testing...”

“Extended drop-in-clinic during this week together with social media campaign and advertising on [social networking app].”

ETW activities

"We [drove] our mobile testing van through western [country] and tested and scanned in OST clinics and low threshold centers."

"We open VCTs an extra hours, and have campaign in social media"

During Spring ETW we have organized community based counselig and testing on HIV in mobile medical unit in cooperation with gay club..."

"Focus on the pilot project... Trying to get as many visitors to check their hcv status and enter the quick one-stop-shop treatment directly from us."

"We visited several small cit[ies] over one week with a focus on OST clinics and Low treshold centers with our mobile Hep C Van and tested all the pwids with Fibroscan and oral ultra quick tests "

"the testing activities in the mobile unit was offered seven days in seven cities"

"We are taking care of HIV+ people and regularly test, treat and educate them to prevent other STI's (HBV , HAV vaccines ...) We also are aware to test each subject at risk of exposure to HIV, HCV, HBV (as HIV partners , MSM,)"

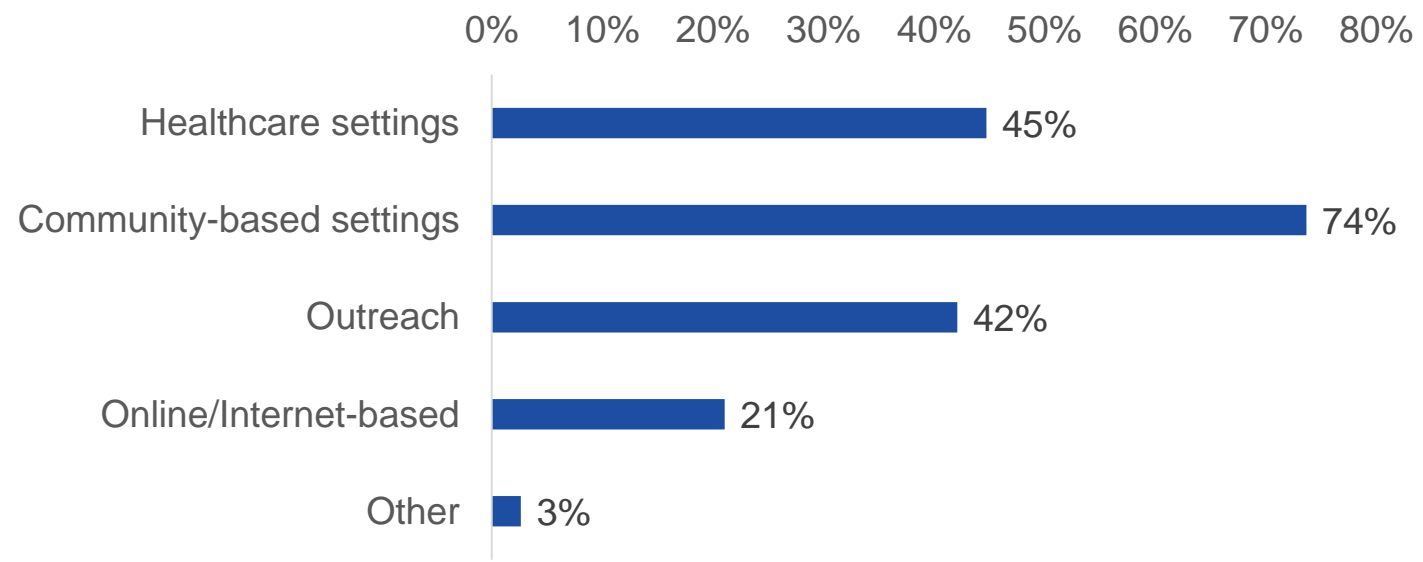
"During Spring ETW 2019, we increased our testing activities through the creation of some quick and funny videos which we kept posting them on a daily basis on our social media, mainly FB which is followed by a lot of people. Also, apart from our in-house testing activities, we also implemented a lot of outreach activities which were conducted almost on a daily basis and in different places, targeting both the most disproportionately affected by HIV population groups, i.e. MSM in LGBTQIA+ places and gay saunas in [city] and [city] as well as the general population..."

SETW 2019 testing activities

Type of setting

- The majority of organisations reported testing activities in **community settings (74%)** followed by **healthcare settings (45%)** and **outreach (42%)**

Figure 14. Type of setting for ETW testing activities (N=38)



- Settings were defined as follows:**
- Testing in healthcare settings includes all forms of healthcare settings (primary care, hospitals, clinics, drug treatment settings, prisons, etc).
 - Testing in community settings is defined as any programme or service that offers testing on a voluntary basis outside formal health facilities, includes fixed sites.
 - Testing in outreach settings is defined as testing activities in non-traditional venues including public spaces, bars, events, etc.
 - Online testing activity includes sale/distribution of self-tests

SETW 2019 activities, collaborations and challenges

Most successful part of SETW 2019

“The collaboration with other CBT services in [country] - The collaboration with different city councils - During Spring ETW [organisation] tripled The number of tests performed. - Experience with results confirmation technology”

“...most success part of it was the international meeting we have organized as it gathered most influential stakeholders and once again brought viral hepatitis to cover pages of all national media.”

“increased knowledge, involvement in testing and advocacy for HIV protection”

“The daily outreach testing activities in a variety of places targeting mainly MSM and the general population as well”

“I think the most successful part was the new agencies who wanted to be involved and the high number of uptakes on our testing in the outreach sessions.”

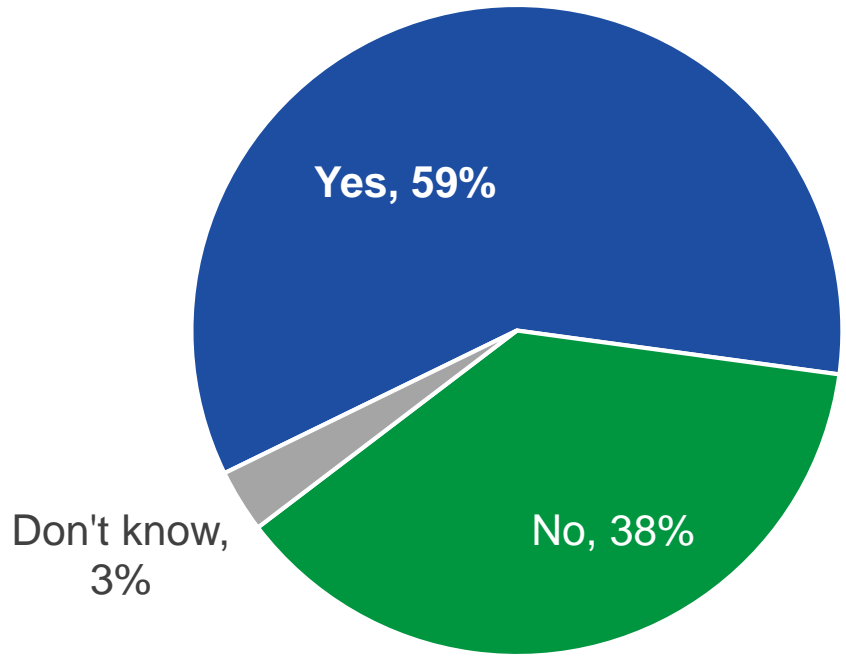
“We had most views for the native article about HIV testing and a blog about HIV testing.”

“Opening [site], a new checkpoint in [region], with a big impact and a lot of expectations for the future. It engaged testing with the community but also with the main stakeholders...”

New activities for SETW 2019

- New for 2019, respondents were asked if their organisation engaged in new activities for the May 2019 ETW that were different from their daily services
 - More than half (59%) reported yes.

Figure 15. Reported new activities for SETW 2019 (N=32)



Examples of new activities for SETW

“We would test in our community base weekly, but the outreach testing sessions are mainly organised for specific events ie: ETW, IAD, PRIDE, IHD, WAD.”

“Other than the testing activities we have also organized the scientific meeting with political goal which also attracted attention from the media”

“we perform many testing activities in different place during the week”

“We tested on more destinations than normally.”

“Extended testing hours”

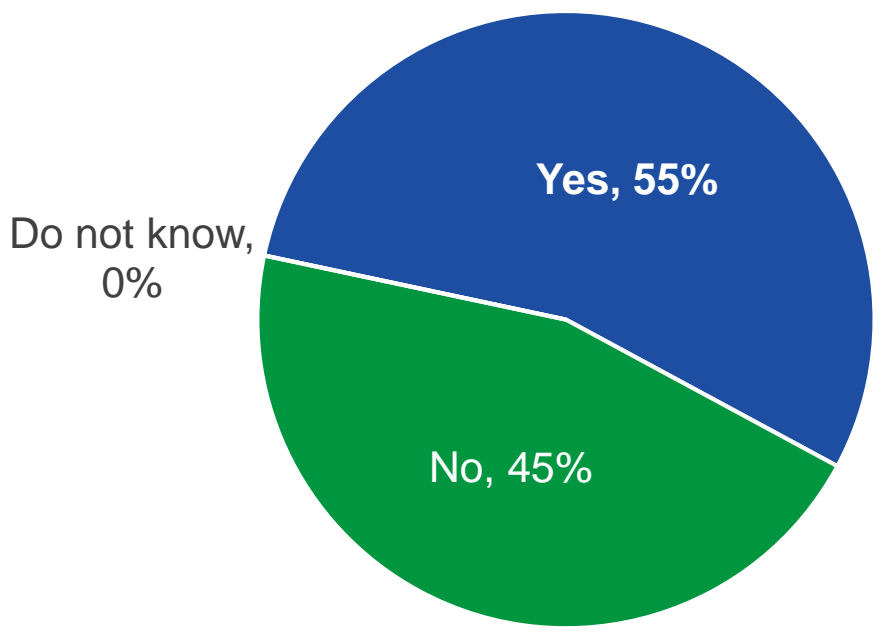
“We organized information session for doctors about sexual orientation and gender identity”

“We offered "health fair" and awareness in various kind of local festivities and traditional parties with a good reception form public”

Collaborations

- More than half of respondents (55%) reported collaborating with other organisations for SETW.

Figure 16. Percentage of respondents who reported collaborating with other organisations (N=33)

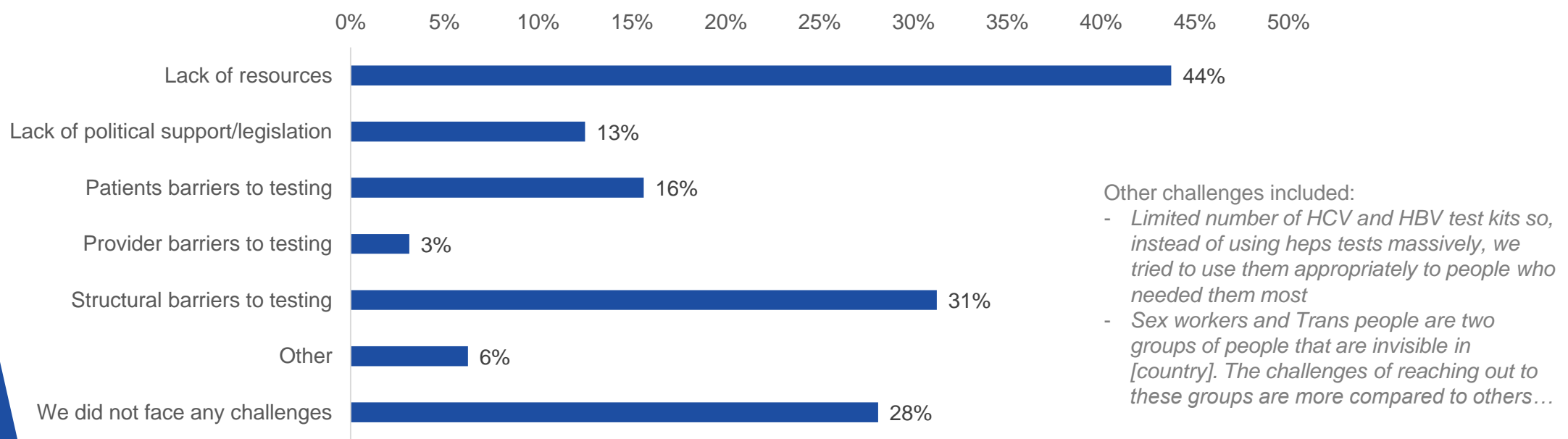


- Examples of collaborations:
- Collaboration with 2 Universities in [city] and 2 Municipalities in [city]
 - *Взаимодействие с другими лечебными учреждениями. [Translation: Interaction with other medical institutions.]*
 - Collaborated with homeless agencies and drug/addiction recovery agencies in order to promote the testing...
 - We collaborated with all state and private organizations where we conducted testing...
 - We collaborated with the city authorities to permit us to do outreach testing together with local medical center ... on the central square of one of the city districts, near a popular University

Challenges experienced

- The most reported challenge experienced for the 2019 SETW was **lack of resources (44%)** followed by structural barriers to testing (31%).

Figure 17. Most reported challenges for 2019 SETW* (N=32)



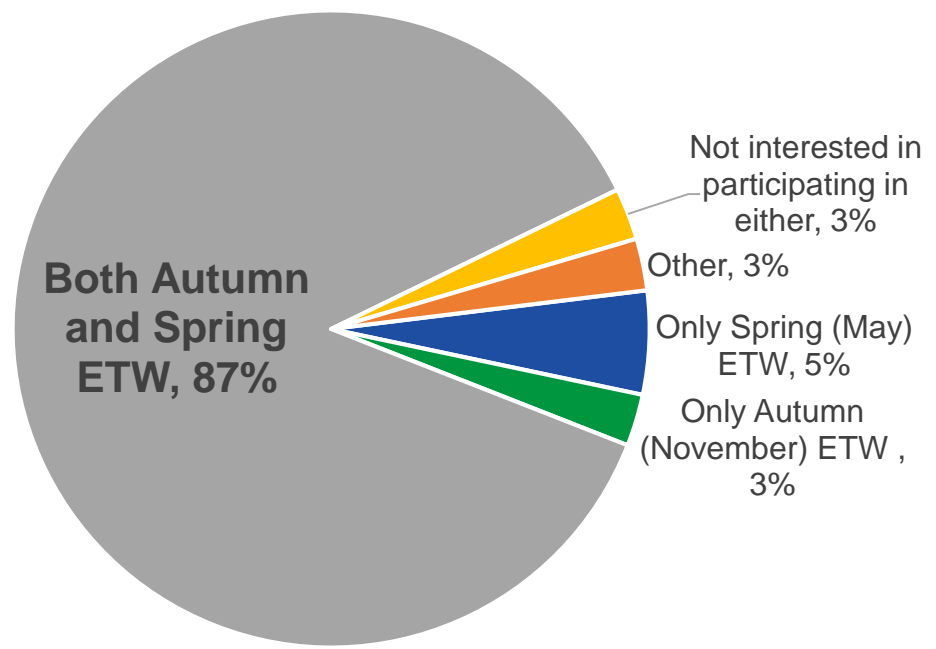
*Respondents could choose more than one answer option

Future ETWs

Participating in future ETWs

- The majority of SETW respondents (87%) reported interest in participating in both Spring and Autumn ETWs.

Figure 18. Interest in participating in future ETWs (N=38)



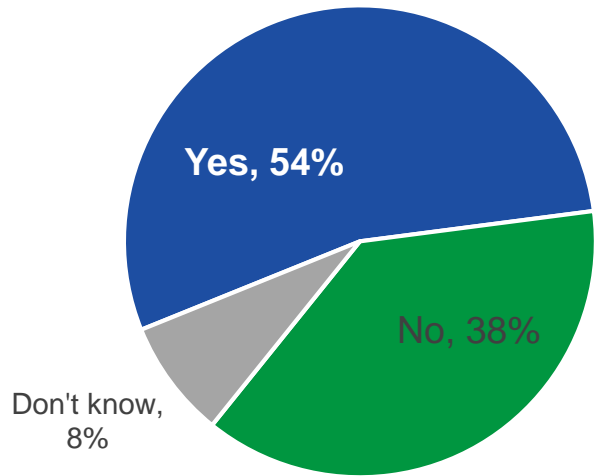
Those who indicated “not interested” were asked to explain why. Answers included:
Our NGO is not big enough to participate in such a big arrangement

European Test finder

European Test Finder

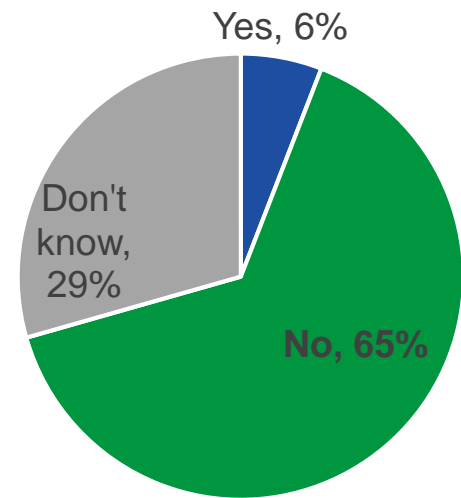
- Although the European Test Finder (ETF) was not widely promoted in comparison to during the Autumn ETW, respondents were still asked about their general knowledge of the ETF.
- **Over half of respondents (54%) had heard of the ETF.**

Figure 19. Knowledge of the European Test Finder (N=37)



- Of respondents who answered yes, they were asked if anyone accessed their services found their services through the ETF.
 - The **majority (65%) reported No**

Figure 20. Use of the European Test Finder to find their services (N=17)

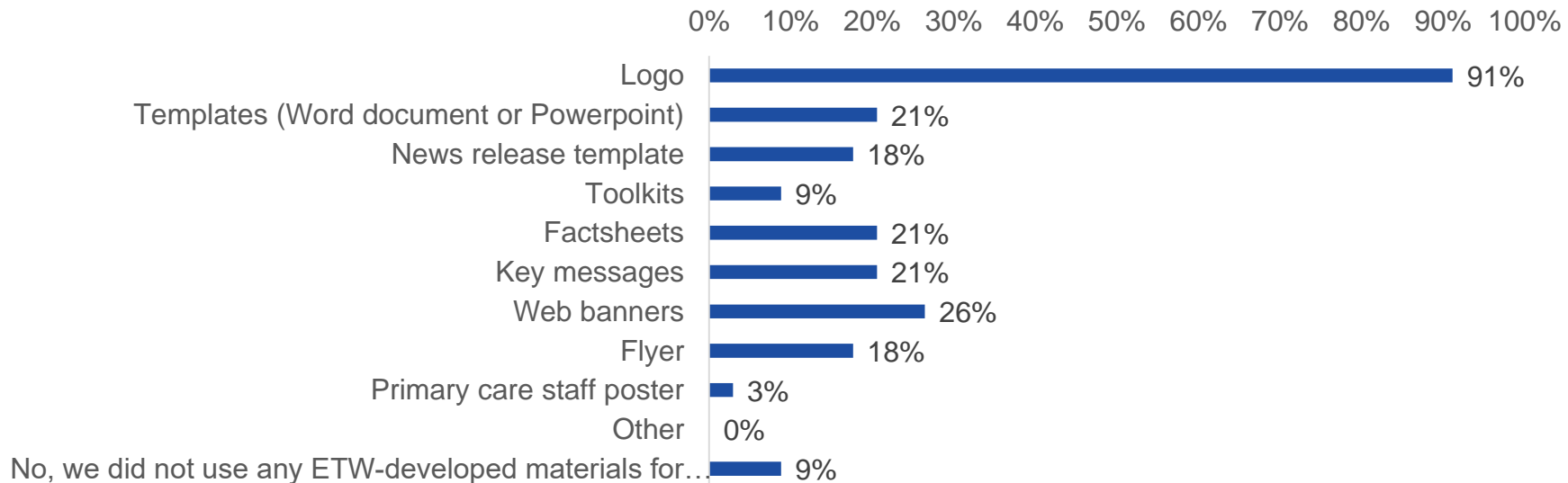


Website activity

Materials for SETW

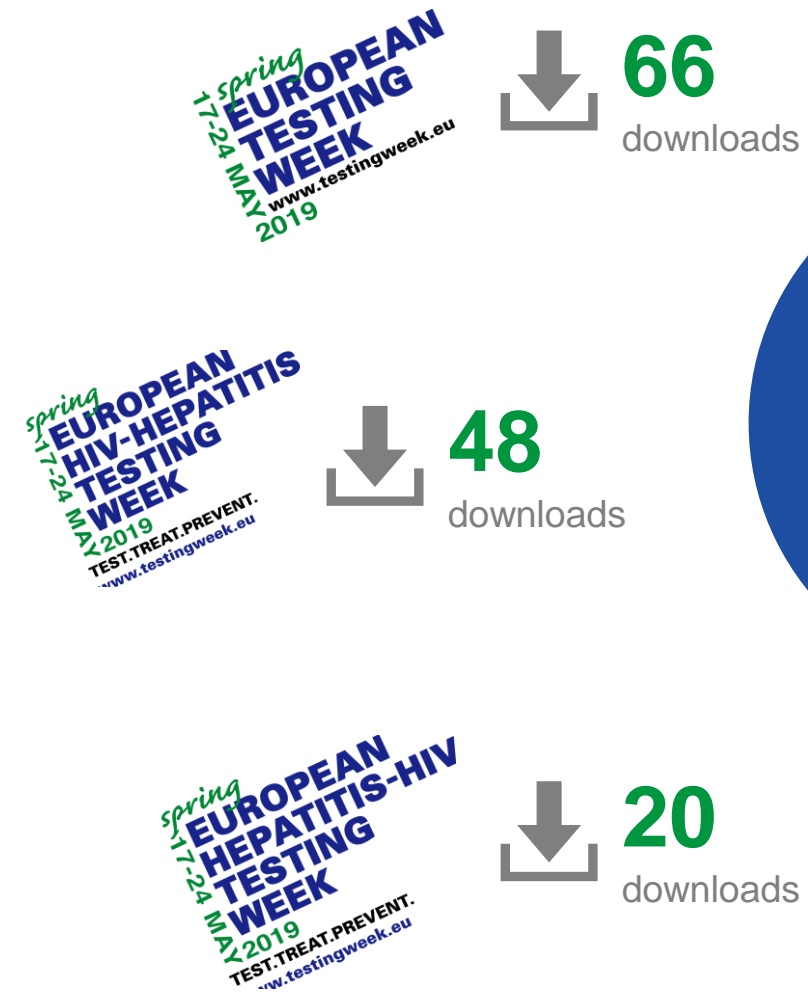
- New for 2019, respondents were asked if they used any of the free materials from the ETW website
- The most widely used ETW material was the **ETW logo (91%)**, followed by the **web banners (26%)**.

Figure 21. Reported ETW materials used for SETW 2019* (N=34)

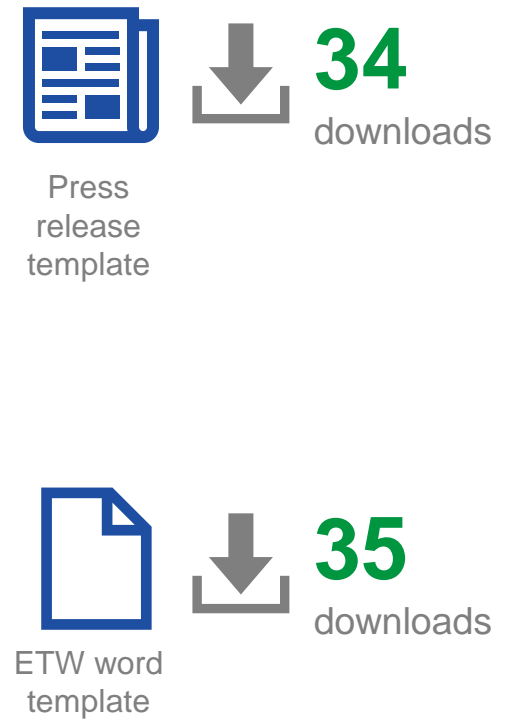


*Respondents could choose more than one answer option

ETW materials downloads (Top 5)



435
total downloads
of testing week
materials



Website analytics overview

20 February to 21 June 2019



10 713

page views (total number of pages viewed)



Average time on page

**2 minute
9 seconds**



2 281

unique page views (number of sessions during which the specified page was viewed at least once)



1 097

new users



1.71

pages per visit

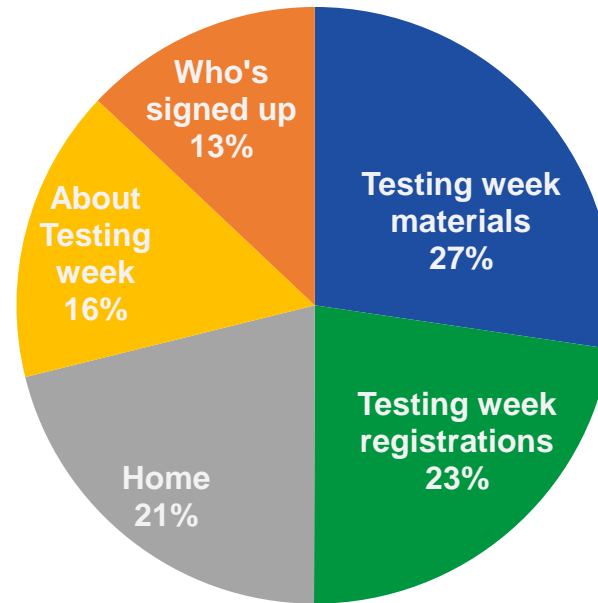


435

downloads of testing week materials

Most popular website pages

Figure 22. Most popular pages, February - June 2019



- The **testing week materials page** was the most visited page, followed by **ETW registrations page** and the **Home page**.

User behaviour (Feb – Jun 2019)

Figure 23. New vs. Returning Visitors

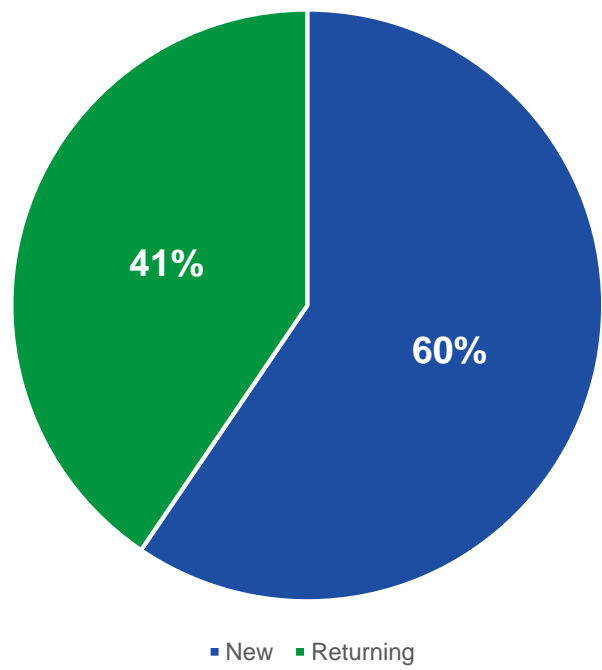
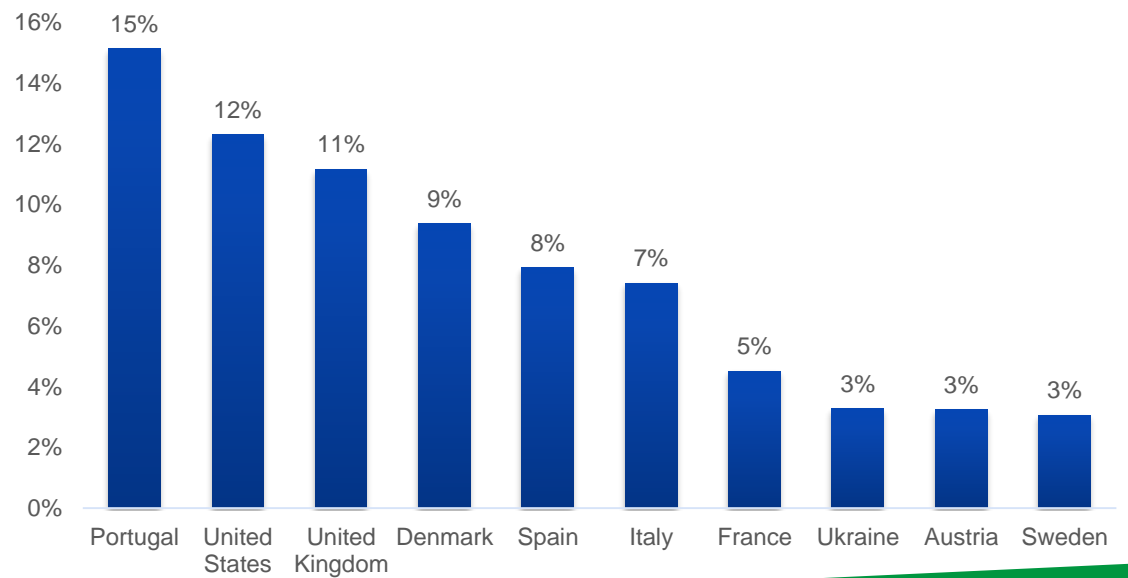


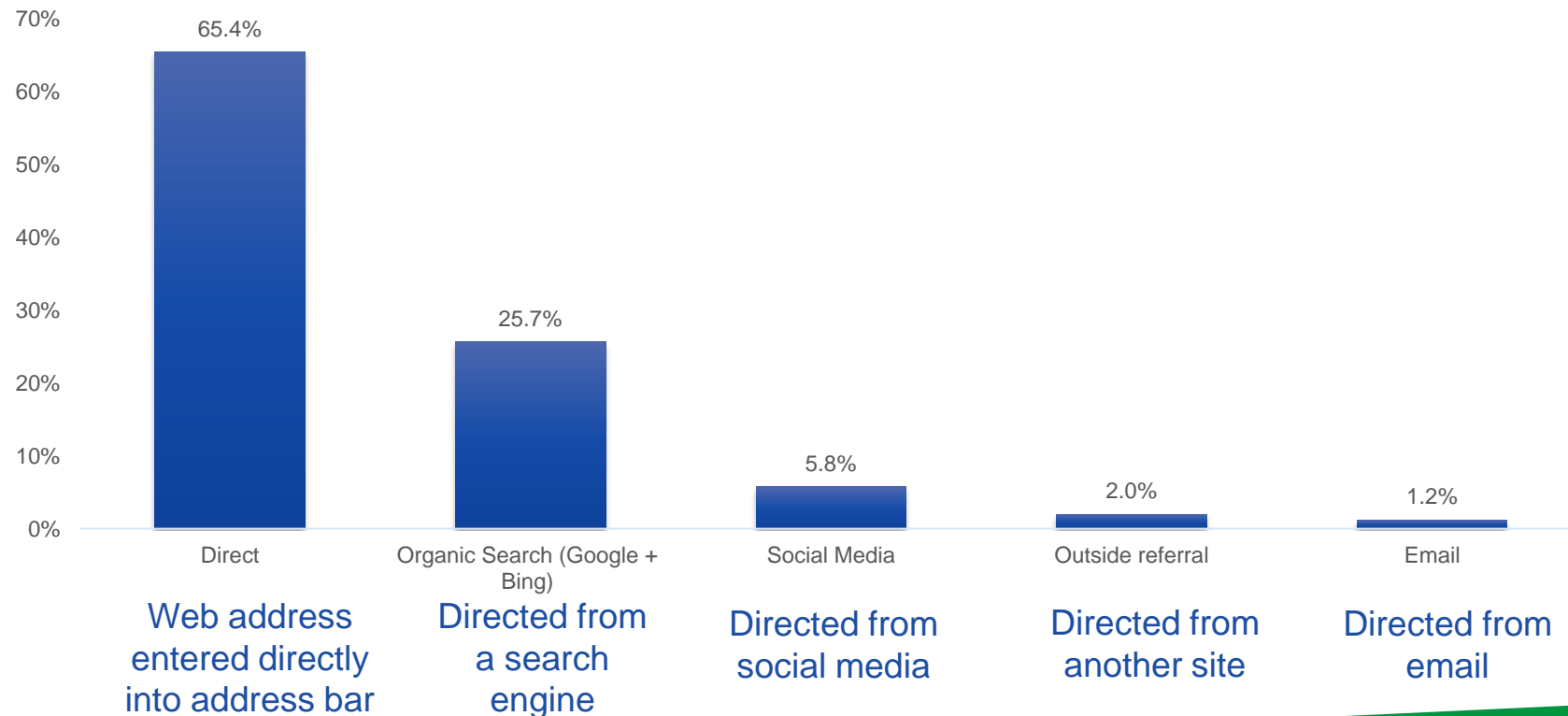
Figure 24. Top 10 countries by visitors



Traffic sources (Feb to Jun 2019)

- 65% of traffic came from users **directly** entering the web address, followed by an **organic search** (26%)

Figure 25. Website traffic sources



Traffic source: top referrals for clicks

- The top five sites which directed traffic to the website during ETW included:



95

Facebook



eurotest.org

23



eatg.org

5

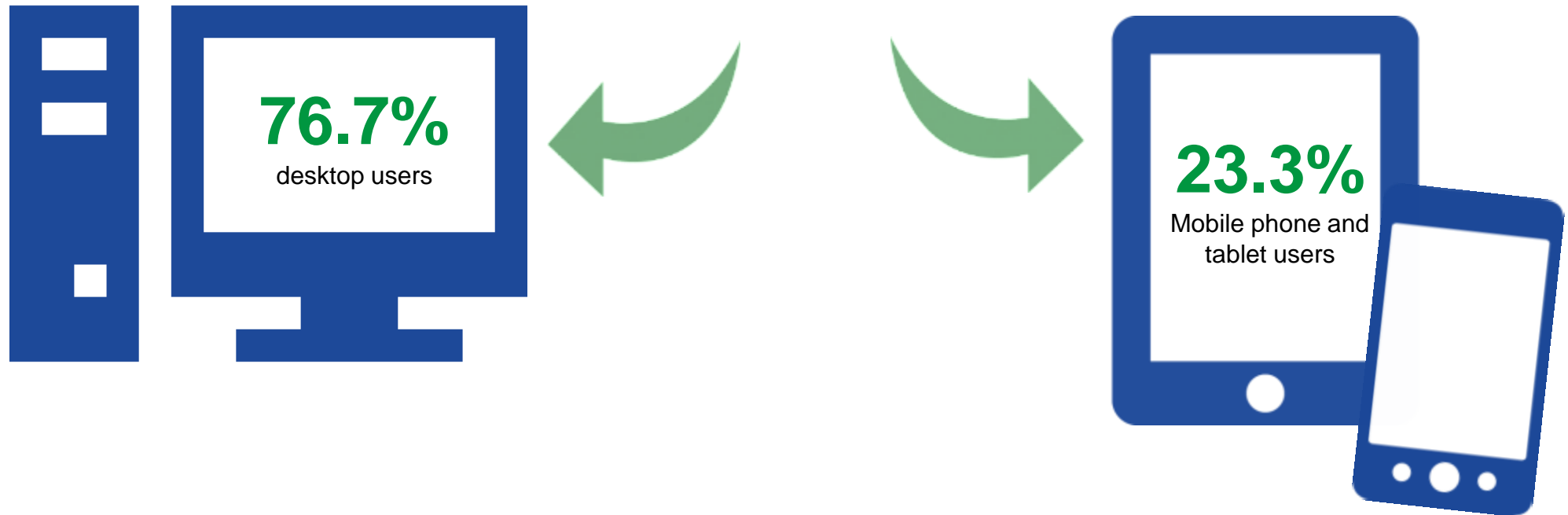


87



21

Website usage by device



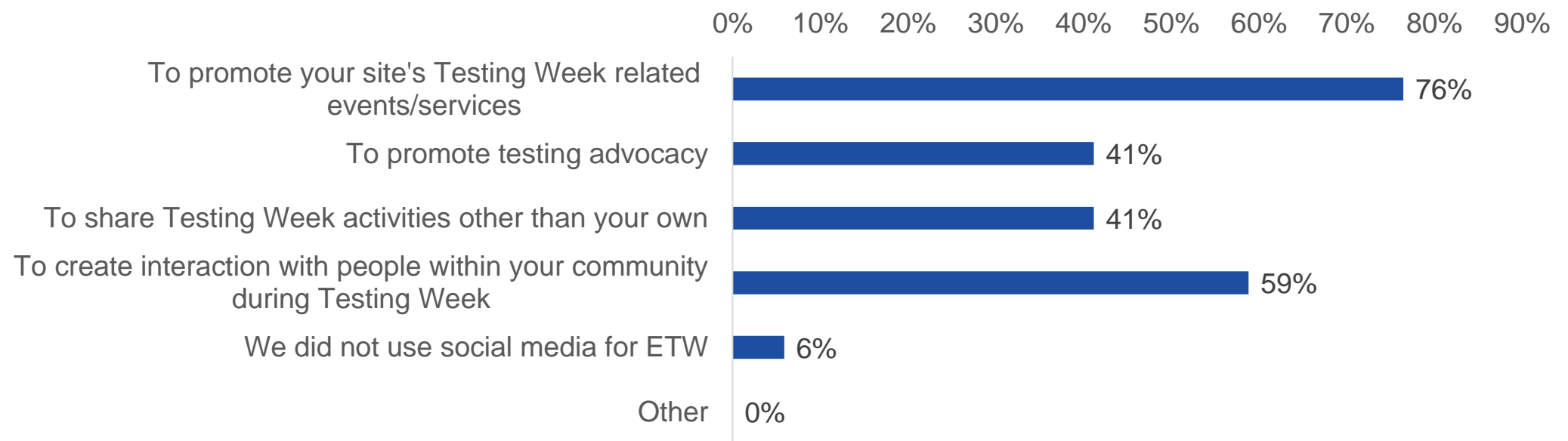
- The majority of visitors to the website (during TW) were desktop users (76.7%).
- The amount of users on mobile phones and/or tablets remained the same as in during the 2018 pilot.

Use and knowledge of social media

Social media activities

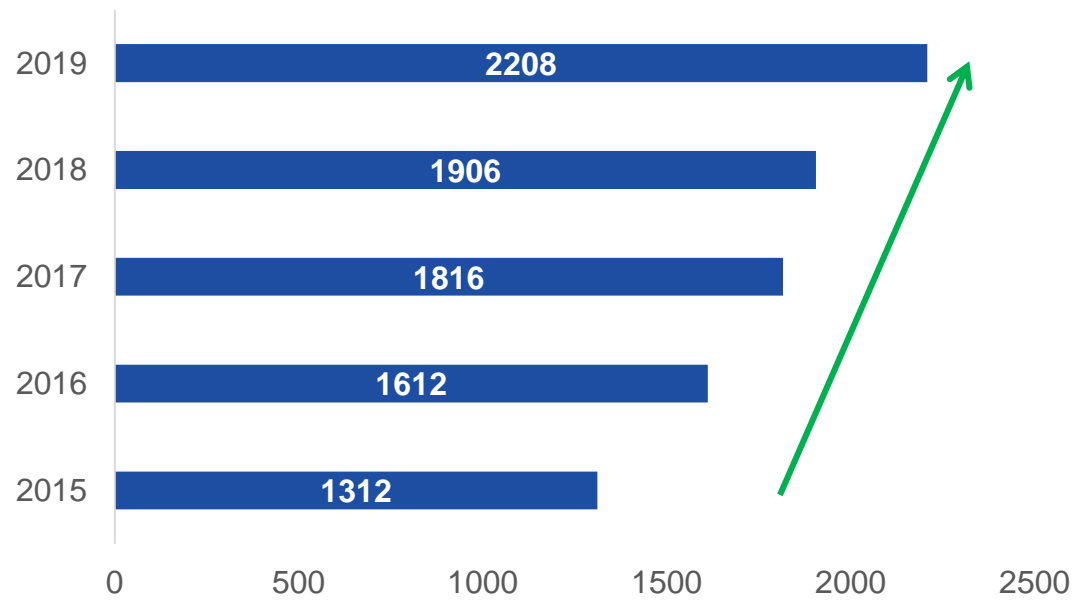
- The majority of respondents (76%) reported using social media to promote their ETW related events/services.

Figure 26. Use of social media for SETW 2019 (N=34)



Facebook page - Followers

Figure 27. ETW Facebook page fans*



ETW core audience: **equally men and women**, majority are between the **ages of 35-44**

Fans by country (Top 10)	Total #
Portugal	232
Italy	186
United Kingdom	137
Denmark	132
Spain	132
Greece	71
Ukraine	64
Poland	51
Netherlands	50
Belgium	47

*Facebook fans are users who have liked the ETW Facebook page

Facebook page - Activity

- From January to June 2019, **64 posts** were published on the ETW Facebook page
 - During this time period, **one post** can reach* on average **491 Facebook users**
 - One post can have an average **engagement rate of 41** (number of times a user clicked, liked, shared or commented)



*Post reach is the total number of unique people who see our Page and post content

Twitter - Followers

- Total number of **Twitter followers** – 1,324
- Our core audience on Twitter is mainly **English-speaking men**

Figure 28. Twitter followers by gender (Feb–Jun 2019)

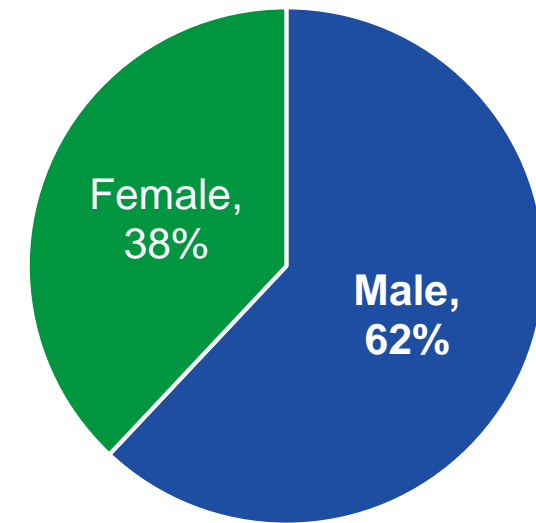
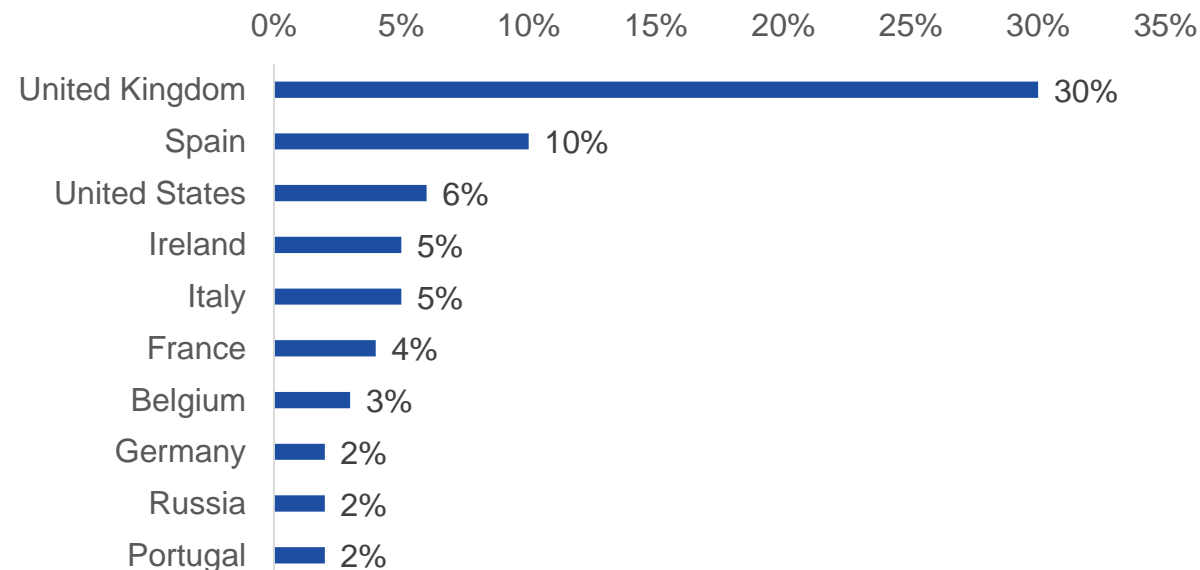


Figure 29. Twitter followers by country (Feb-Jun 2019)



Twitter - Activity

- ETW Twitter profile tweeted **33 tweets**
- ETW Twitter profile earned **43.4K impressions*** from 20 February to 21 June 2019
- An average **476 impressions per day**
- Top tweet of 2019 earned **3,050 impressions**

European Testing Week @EuroTestWeek · Mar 26

For the 2018 **#SpringTestingWeek** pilot eval, we asked respondents to describe their Spring ETW successes.

Help to make testing for **#Hepatitis** and **#HIV** accessible in your community during Spring **#EuroTestWeek** 17-24 May: bit.ly/2M07za7

@IntegrateJA @HepatitisEurope
pic.twitter.com/PAOISS0ZR0

View Tweet activity

Promote

*Impressions on Twitter are the number of times your content may have been displayed on a users feed, no matter if it was clicked or not

Media coverage

Media coverage

- A publication search was conducted utilising the media service, Meltwater
- In total, **39** online articles were found for the 2019 Spring ETW
 - Search was limited due to language restrictions and less accessibility of publications in local media
- International organisations including the European Centre for Disease Prevention and Control, published online articles on ETW



Conclusions

Conclusions

- **Ukraine** continues to be amongst the top countries with the most signed-up organisations for ETW, despite the overall majority of organisations being in the **Western European region**. Future ETW efforts should provide more support and translated materials for this region.
- Majority of respondents report **testing as part of their organisation's daily services** including for **HIV, HCV and syphilis**.
- During ETW, a large proportion of organisations report targeting the **general population but in combination with key populations**, primarily MSM and PWID. **More effort** should be made to support activities for **other key groups**.
- There are increasingly **more instances of combined testing** during ETW including for **STIs**. Future focus areas of ETW should include the **importance of testing for STIs**.
- Many report engaging in **new activities** that are **different from their daily services**, including **engaging in activities and/or testing for more than one condition**, providing more opportunities for testing throughout Europe. Continued surveillance efforts are needed to qualitatively measure the impact during ETW and assess why/why not organisations target more than one condition for ETW.

Conclusions

- Most respondents report doing testing activities for ETW within **community-based settings**, therefore more resources should be made by the ETW initiative to support this work.
- **ETW materials continue to be utilised**, especially the **logos**, therefore they should continue to be provided for each ETW.
- **Most online activity** centres around the **ETW Facebook**, with a lot of traffic filtered from social media to the ETW website. **More focus** should be made on **disseminating information via social media**.
- Although **more than half** of respondents **knew** of the **European Test Finder**, **more communication** must be done to improve awareness of the tool.
- **Lack of funding** continues to be a major challenge in participating in ETW.
- Majority of respondents reported **willingness to participate in two ETWs per year**, solidifying the decision to make ETW a biannual initiative.

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Financial statement

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- European Testing Week is coordinated under the EuroTEST initiative is governed by an independent Steering Committee (SC). The Coordinating Centre is at CHIP, Rigshospitalet and the political secretariat is at EATG.
- The conditions of funding the initiative are approved by the SC. Industry sponsors are invited to quarterly updates but do not participate in the SC.
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