



European Testing Week

Results from the November 2018 evaluation



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Background and methods

Background

- The November 2018 European Testing Week took place from **23-30 November 2018**.
- It was the sixth Autumn ETW, and the fourth to include **viral hepatitis**.
 - A **Spring ETW** was piloted in May 2018
- 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 European Testing Week.
- Two newsletter **reminders** were sent prior to the survey deadline (13 January 2019).
 - Additionally, each November 2018 registrant was emailed directly
- New to ETW: organisations could submit testing data in two ways:
 1. Through the online evaluation survey
 2. 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 Nov ETW 2018, there were **749 organisations** registered on the ETW website
 - Of those, **68 were new** for Nov 2018
- Of those, **75** completed the evaluation survey for a **response rate of 10%** (↓ from Autumn 2017 ETW: 24.2%)
- Respondents represented **49 of the 53** WHO European Region MS, and the majority were from Western Europe (53%).

Survey data – a descriptive overview

Figure 1. Regional distribution of participants (N=749) and respondents (N=75) by the WHO European Region

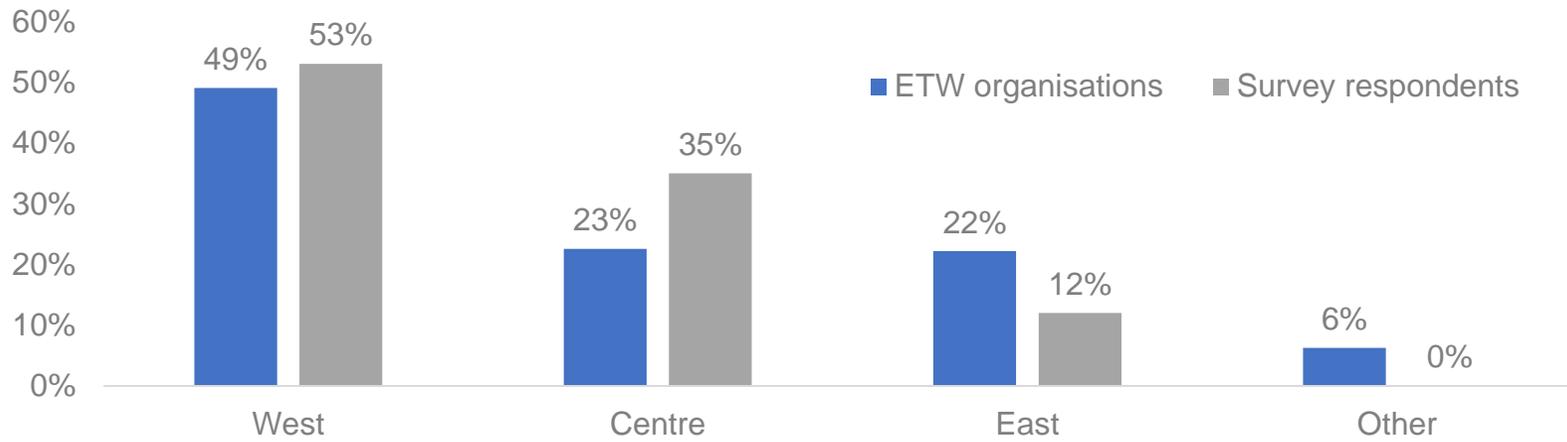
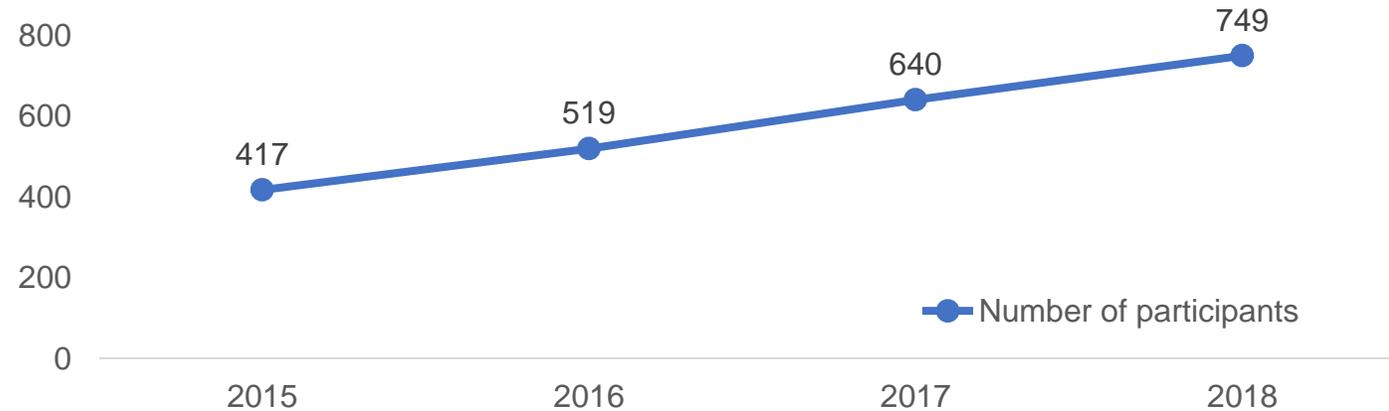


Figure 2. Total number of registered ETW organisations from 2015 - 2018



2018 organisations by country

West	Number of sites	Centre	Number of sites	East	Number of sites
Austria	14	Albania	1	Armenia	5
Belgium	21	Bosnia & Herzegovina	7	Azerbaijan	6
Denmark	9	Bulgaria	16	Belarus	2
Finland	6	Croatia	18	Estonia	5
France	10	Cyprus	5	Georgia	10
Germany	25	Czech Republic	12	Kazakhstan	3
Greece	6	Hungary	17	Kyrgyzstan	3
Iceland	1	The former Yugoslav Republic of Macedonia	7	Latvia	6
Ireland	17	Montenegro	4	Lithuania	42
Israel	3	Poland	22	Moldova	1
Italy	48	Romania	14	Russia	18
Luxembourg	1	Serbia	16	Tajikistan	5
Malta	4	Slovakia	4	Turkmenistan	0
Monaco	0	Slovenia	20	Ukraine	57
Netherlands	5	Turkey	6	Uzbekistan	1
Norway	14				
Portugal	49				
San Marino	0				
Spain	49				
Sweden	18				
Switzerland	7				
UK	60				

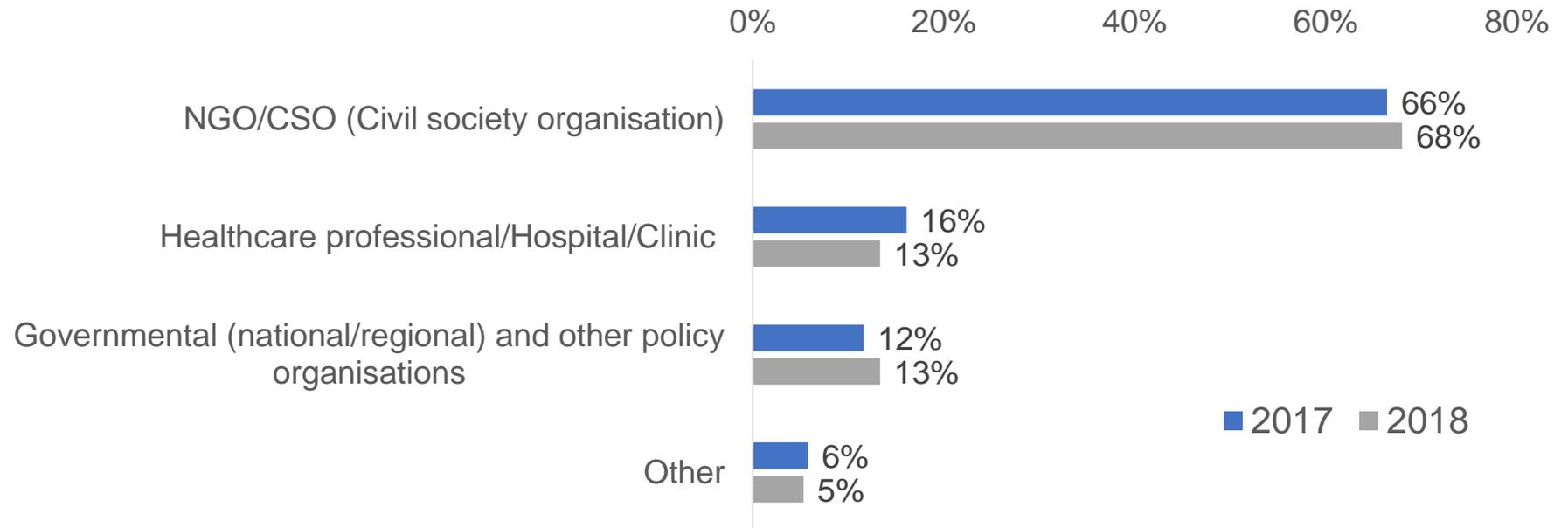
23-30
NOVEMBER
EUROPEAN TESTING WEEK
www.testingweek.eu
2018

November 2018 ETW participating organisations

Types of organisations

- The majority of respondents represented **NGOs/CSOs (68%)** followed by **governmental/other policy organisations (13%)**.

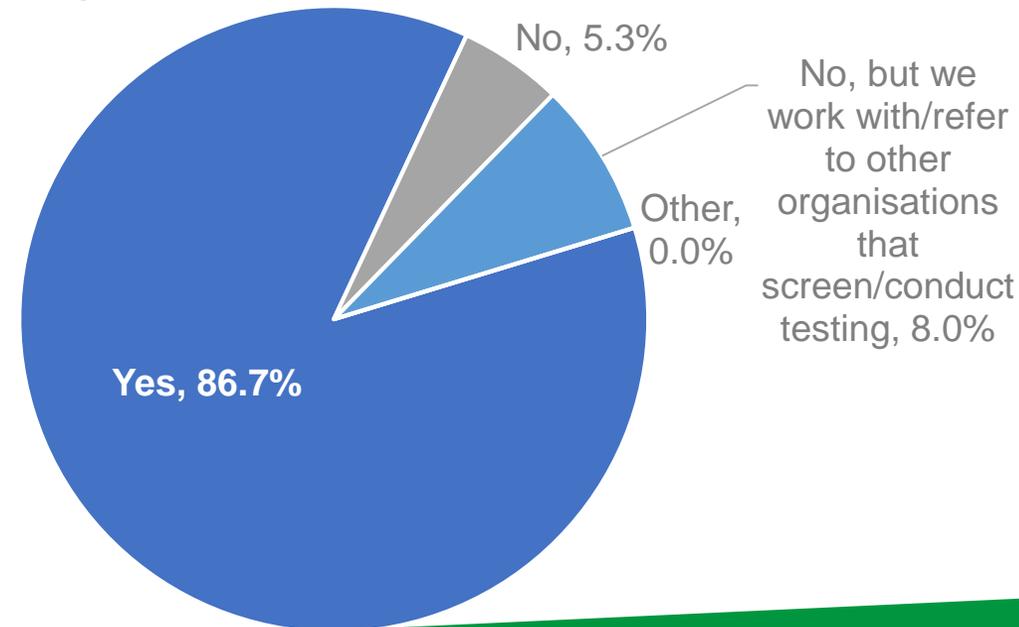
Figure 3. Type of organisation by year 2017 (N=155) & 2018 (N=75)



Services provided

- For the first time, respondents were asked about their regular services as a comparison to their ETW activities
 - Respondents were asked if testing was part of their regular day-to-day services and the **majority (86.7%)** reported that testing was part of their regular services.

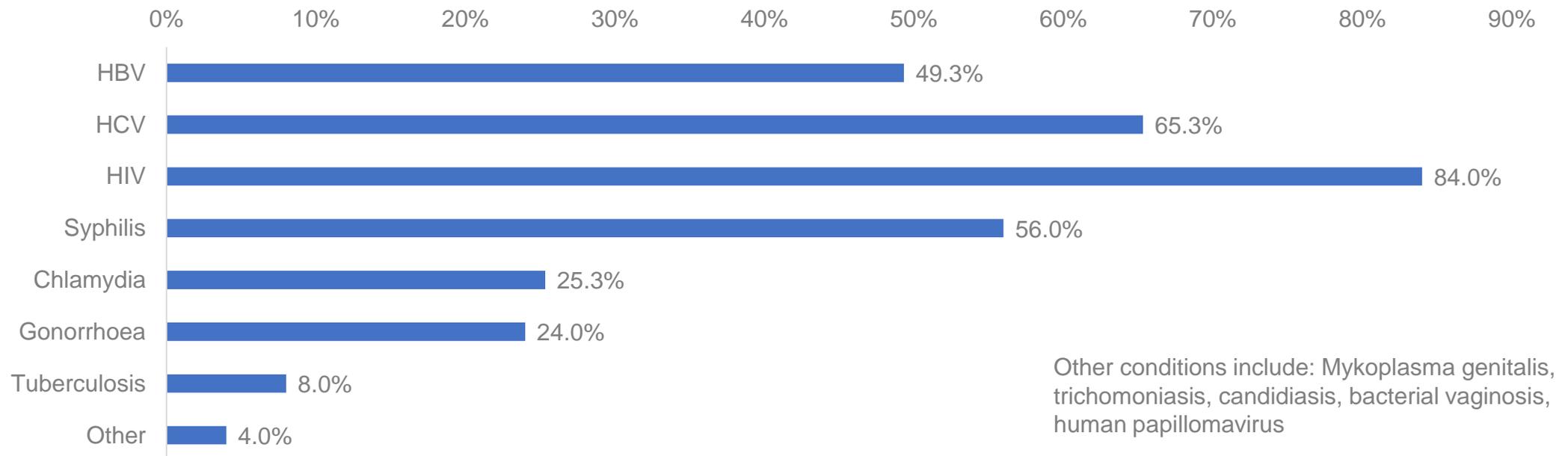
Figure 4. Testing as part of regular services (N=75)



Services provided

- Respondents were asked for which conditions do they provide screening and testing through their regular services
- The majority reported testing for **HIV (84%)**, followed by **hepatitis C (65.3%)** and **syphilis (56%)**

Figure 5. Types of conditions tested through regular services* (N=75)

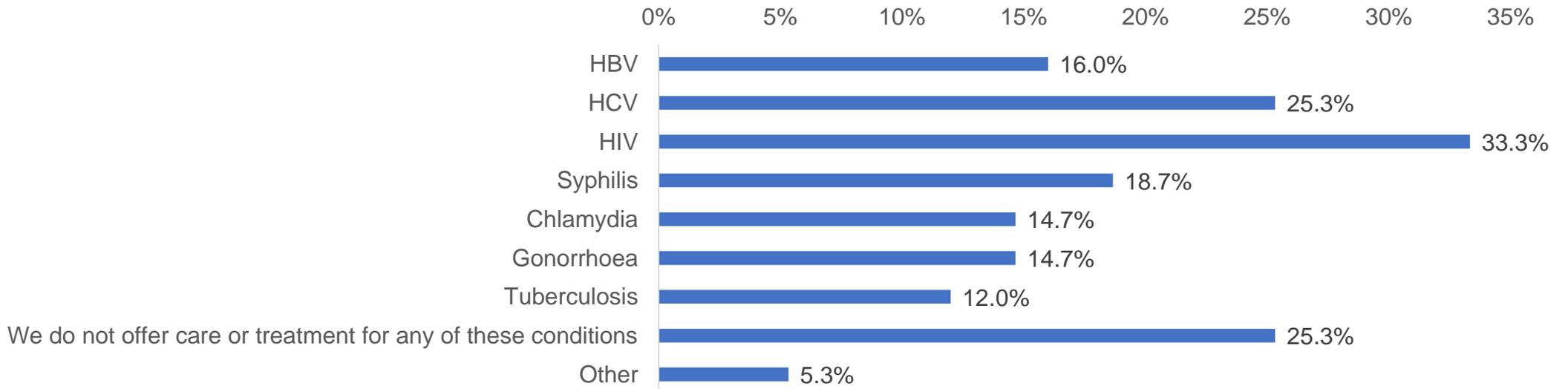


*Respondents could choose more than one answer option

Services provided

- Respondents were asked if their organisation offers care and treatment
- **33.3%** reported offering treatment for **HIV**, followed by treatment for **HCV (25.3%)** or they **do not offer treatment (25.3%)**

Figure 6. Treatment and care of conditions* (N=75)



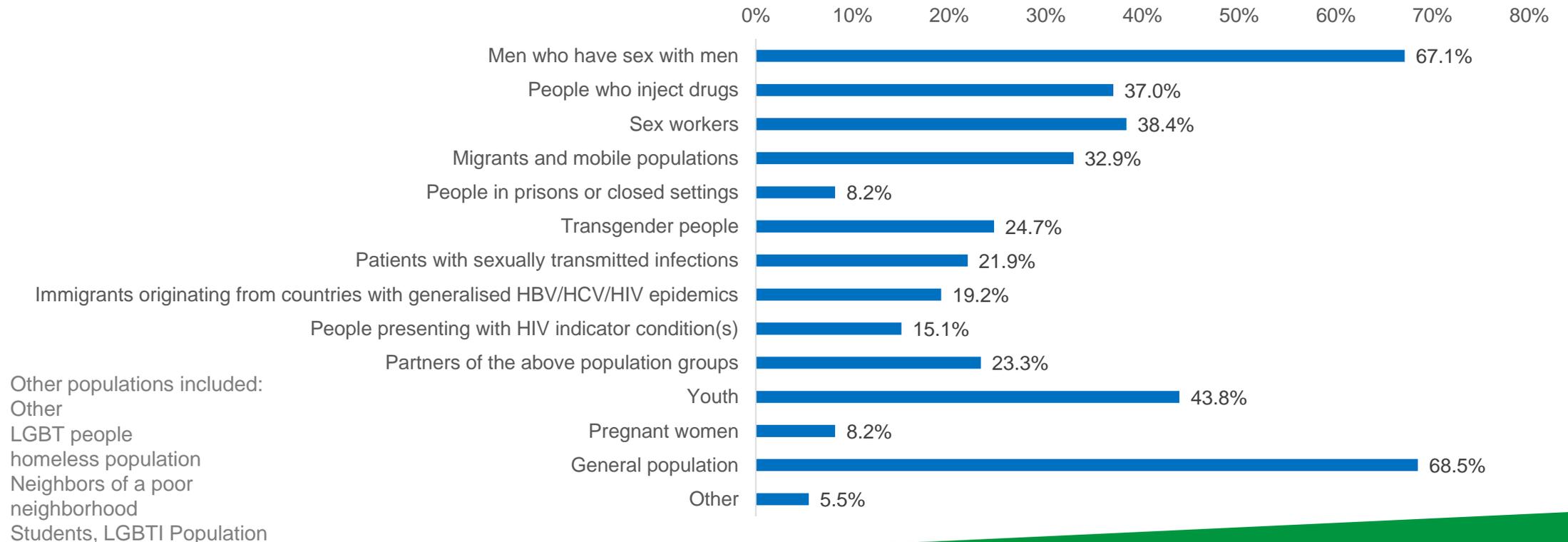
*Respondents could choose more than one answer option

November ETW 2018 activities

Target populations

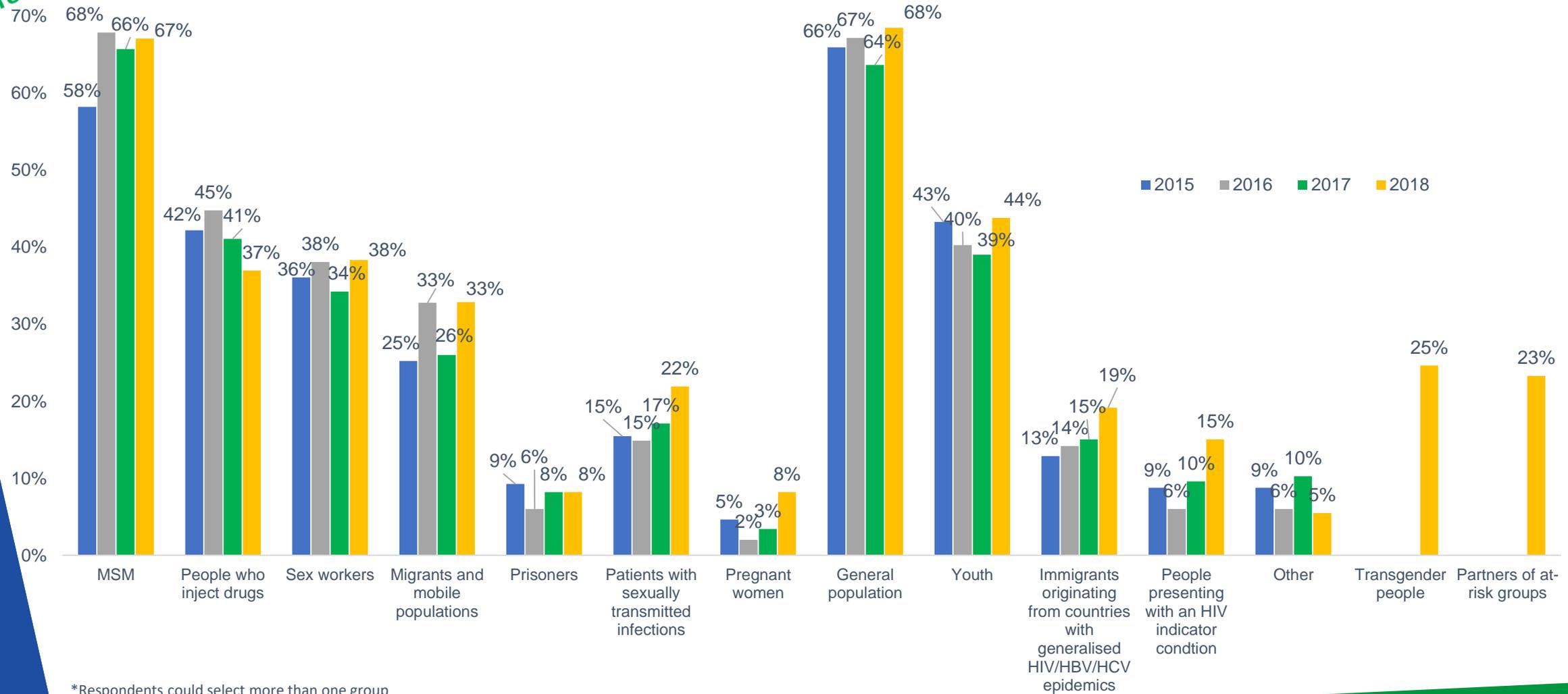
- When asked if ETW activities were targeted towards specific groups, the top three reported groups included the **general population** (68.5%), **MSM** (67.1%) and **youth** (43.8%).
 - Respondents could choose more than one targeted group

Figure 7. Target populations for Nov ETW 2018 (N=73)



Target populations from 2015-2018

Figure 8. Reported target populations 2015-2018



*Respondents could select more than one group

Targeted conditions

The amount of respondents reporting combined activities (for HBV, HCV and/or HIV) declined in 2018 (Figure 9)

- However, new to 2018, respondents were able to indicate in the evaluation if they also did ETW activities for **chlamydia, gonorrhoea, syphilis** and/or **tuberculosis**.
 - With the inclusion of these additional infections, the amount of reported combined activities (HBV, HCV, HIV, STIs and/or TB) rose (Figure 10)

Figure 9. Proportion reporting single vs. combined (for HBV, HCV and/or HIV) activities from 2015-2018

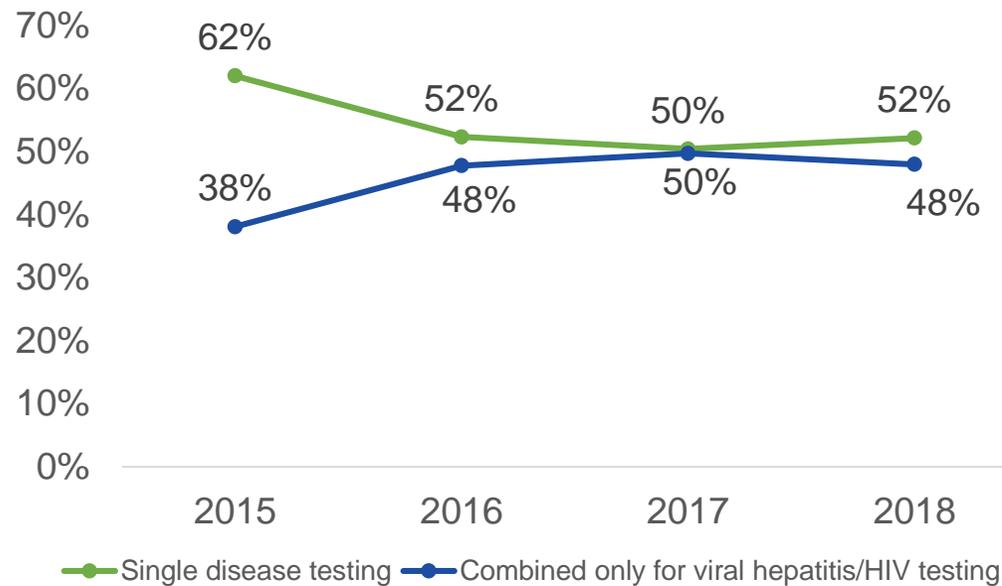
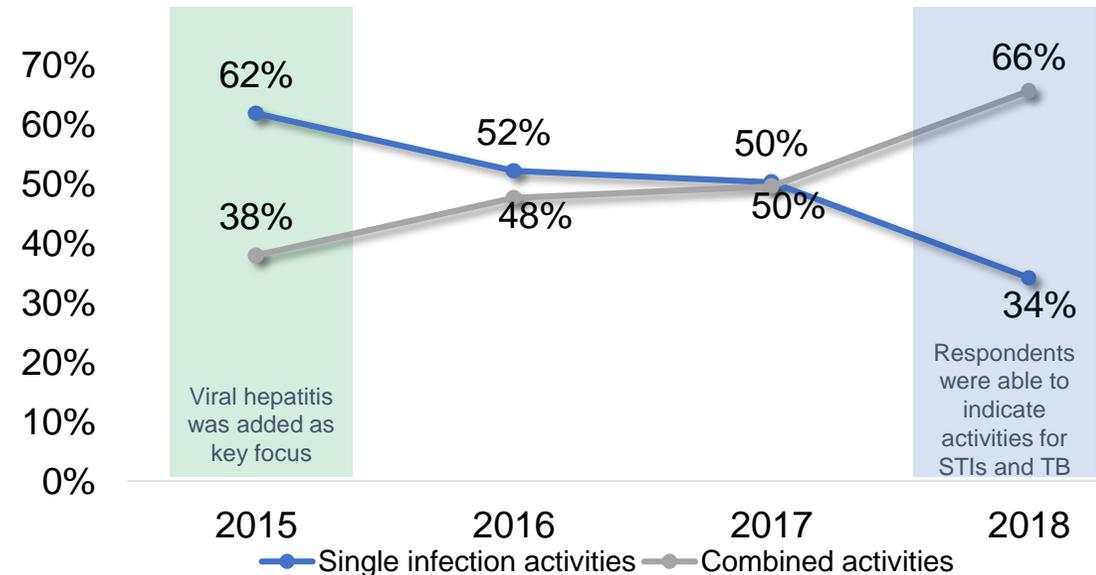


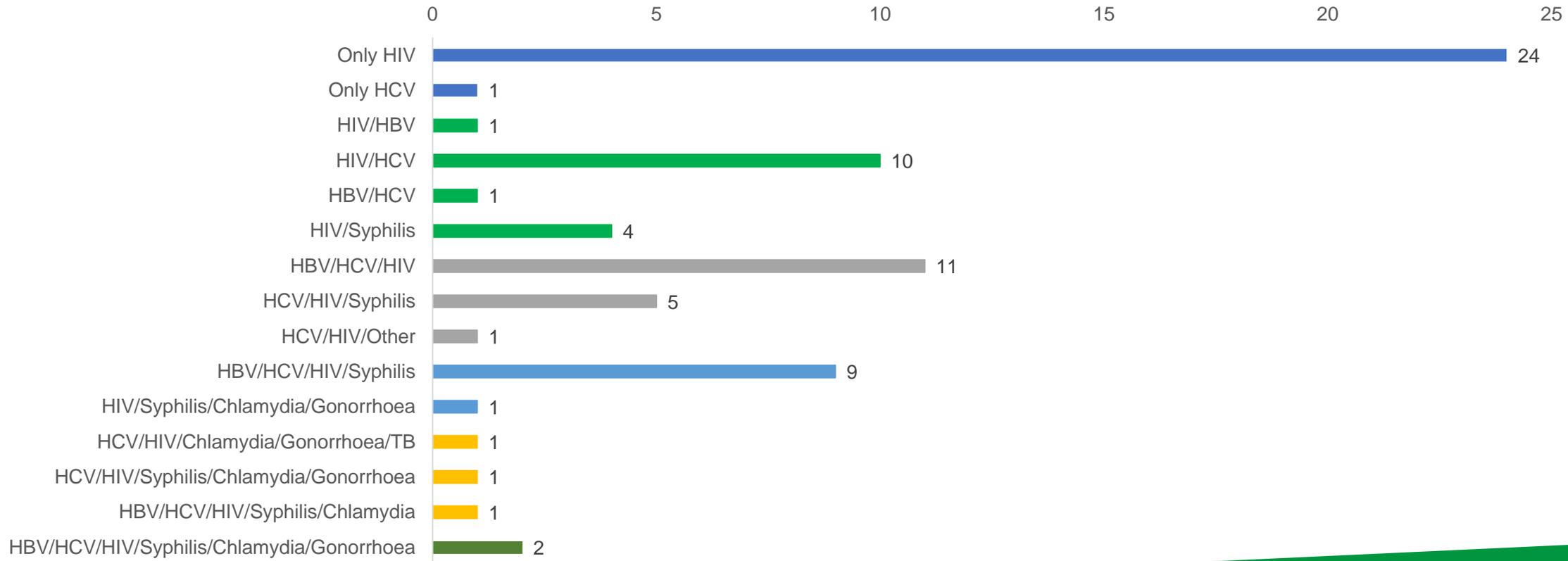
Figure 10. Proportion reporting single vs. combined (for HBV, HCV, HIV, STIs and/or TB) activities from 2015-2018



Targeted conditions

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

Figure 11. Specific conditions reportedly targeted for Nov ETW 2018 (N=73)

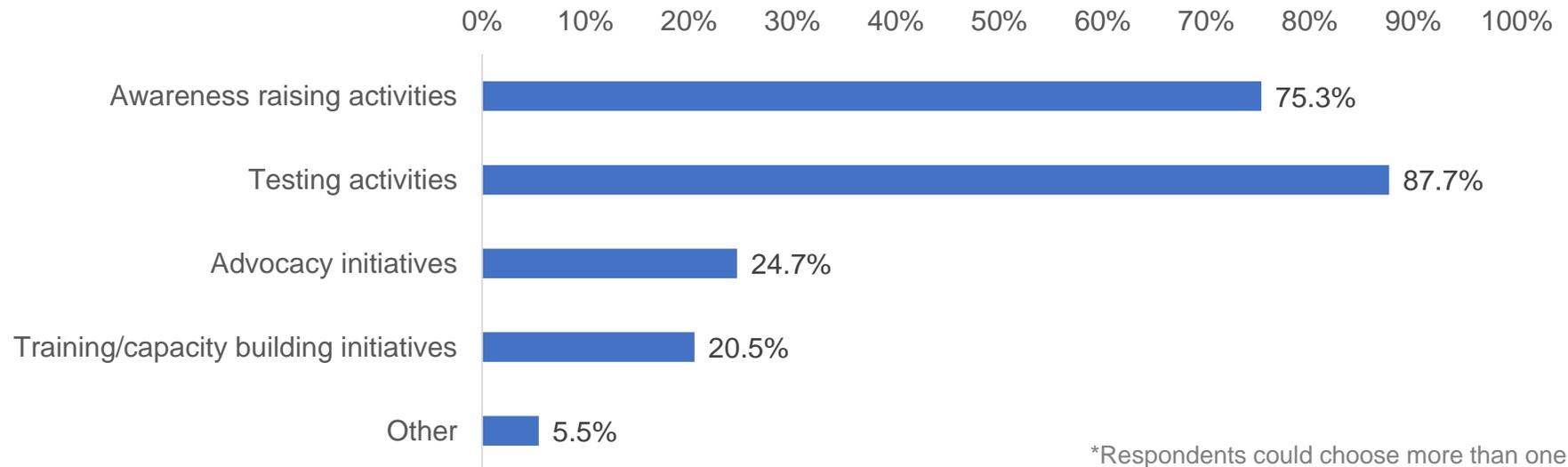


*Other included: Sexual health in general

Types of activities

- The majority of respondents reported doing **testing activities (87.7%)** followed by **awareness raising (75.3%)** and **advocacy (24.7%)**.

Figure 12. Types of activities for Nov ETW 2018 (N=73)



*Respondents could choose more than one answer option

Other included: screening; counselling pre and post test; peer programme, coordination of national ETW activities, distribution of leaflets

ETW activities

"[Organisation] held testing for HIV and hepatitis B, consulted the LGBT community members on the topics of HIV and STI prevention, held a seminar on this topic and the topic of tuberculosis prevention as well as held a board game 'Speak Free', in which the participants have to explain terms to their companions not using the word itself"

"We have organized a national campaign ... to highlight the usual assumption that bad or unforeseen situations are happening to others, which can increase the likelihood of getting into risky sexual behaviour. The campaign also includes an educational video showing bad experiences of young people related to sexual health who they thought would never happen to them... A targeted website was created, covering comprehensive health services, HIV and hepatitis prevention, community-based testing, counselling, psychosocial assistance, mobile apps, etc. The campaign... was conducted in November and December by advertising preventive messages in different media (TV shows and media interviews, movie theatres, professional gatherings, gay portals, etc.) and primarily on the internet and social networks... The total direct reach, engagement and review of content across all channels of the association encompassed over 300,000 people and the engagement announcement of influencers in the campaign additionally encompassed over 170,000 people. Approximately 50,000 visits were made to targeted websites of the association with specific services."

"We advert[ised] the ETW through official channels and informal channels (Facebook) to reach both general and at-risk populations. Information sessions. Dedicated. Extra time for HIV and HCV rapid testing. Extra time for STI screening sessions. Counselling Training of nurses and young doctors as a part of their curricular activities "

"80 hours of testing (cruising areas, clubs, office, European parliament). A petition for free treatment and care of PWHIV for ALL people in [country] (including migrants)"

"Testing for HIV, HBV and HCV was offered thru VCT ([VCT site] was opened from 8am to 8pm, from 23rd November to 1st December). Also, in cooperation with NGOs testing was offered to MSM, PWID and SWs in 4 Drop-in centres. - We did press releases..."

"We also offered Hepatitis A and/or B vaccinations for MSM"

ETW activities

“Regular testing for HIV and to all clients have been offered HCV testing and HBV testing (if not vaccinated). For MSM is regularly offered syphilis testing.”

“Media information campaign to support free HIV testing, hepatitis B, hepatitis C and syphilis testing for the whole [country] list of test sites... At the same time, free testing for HIV, HBV, HCV and syphilis. At the same time confirmation of reactive samples sent to the National Reference Laboratory. “

“We organized two extra dates for offering testing services in our premises and offered tests in a drug treatment service during the ETW. We coordinated with the other [affiliated] units in the rest of [country]. Apart from the logo of the ETW which made a difference with respect to the other testing dates, everything went pretty much the same as during the rest of the year.”

“We made a big HIV fast testing marathons during the week in the neighborhood of [city] ... where we have our headquarters, from 11:00h until 19:00 (8 hours). We also gave free information about STIs, condoms and lube.”

“We have made sensitizing sessions reinforcing HIV literacy; HBV and HCV, we reinforce the importance of conducting surveys and schedule days in certain community locations. We put pamphlets announcing the days of the testing activities in the various localities, in a logic of partnership with municipal councils and parish councils and other partner NGOs and in our Solidarity Office.”

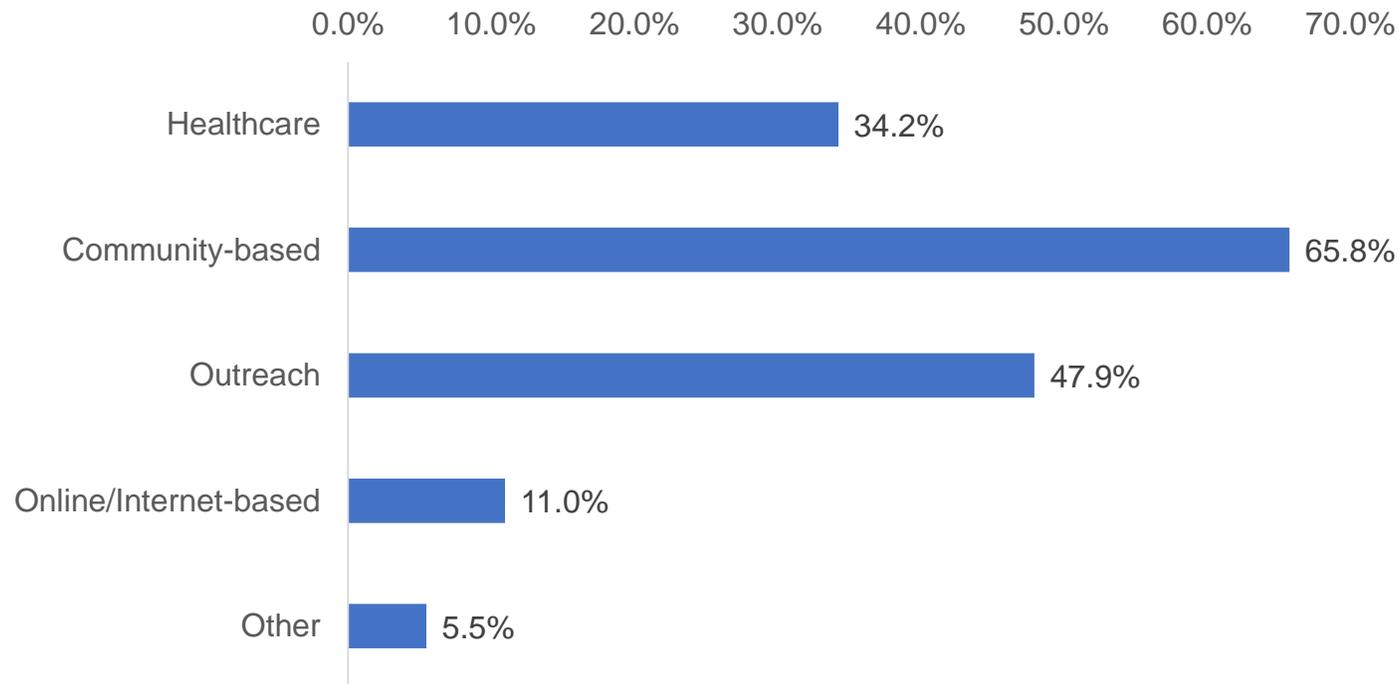
“In our CT site, we offered additional HIV CT in the evenings (5.00-7.00 p.m.) using anonymous rapid HIV test. We previously did an interview at local radio and sent email advertisements to target both community and general population. We used social media to sponsor the event We also distributed fliers in other healthcare settings (outpatient clinics, general practitioners) to advertise the initiative”

November 2018 ETW testing activities

Type of setting

- The majority of organisations reported testing activities in **community settings (65.8%)** followed by **outreach (47.9%)** and **healthcare settings (34.2%)**

Figure 13. Type of setting for ETW testing activities (N=73)



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

Linkage to care

- New for 2018, respondents were asked to provide their definition of “linkage to care”:

“Reactive screening result is confirmed in a regional Institute for public health and th[a]t patient is referred to Clinic for infectious diseases for further care and treatment.”

“Referral for confirmation testing”

“For HIV: an appointment with infectious diseases specialist. For HBV and HCV we are not able to measure linkage to care”

“An appointment is schedule within 30 days ”

“[The person is] referenced to a hospital entity, so as to be performed confirmation test. If necessary, we will accompany the patient to the hospital. In the positive test cases, we follow up to ensure adherence to medical consultations and antiretroviral therapy. We provide psychological counseling to promote adherence to therapy and prevent psychoemotional comorbidity

“First visit at the HIV clinic after a reactive screening test”

“An appointment is scheduled with a specialist clinic/service”

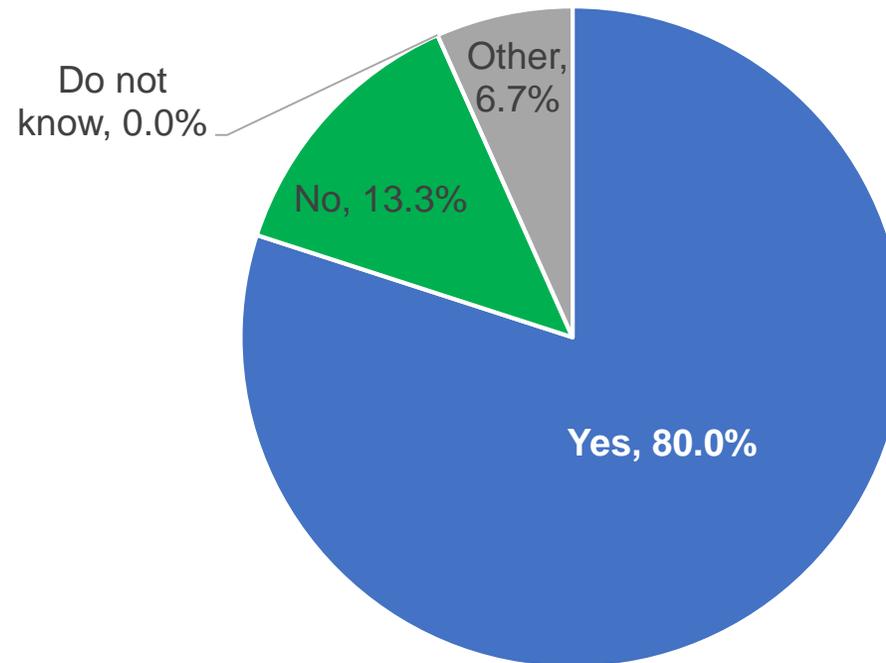
“We articulate with those responsible for the infectiology services of referral hospitals with which we have partnerships, a consultation is scheduled and the person is taken to the hospital. Subsequently, the hospital provides feedback on this care if it is verified the need for psychological follow-up and adherence to therapeutics.”

“We link this person with a case manager who is responsible for the confirmation of the result and lineage to medical care”

Regional and/or National surveillance

- New for 2018, respondents were asked if they submit screening/testing data for regional and/or national surveillance. The **majority (80%)** reported that they did report their data.

Figure 14. Reporting to regional and/or national surveillance (N=60)



Participation in ETW 2018

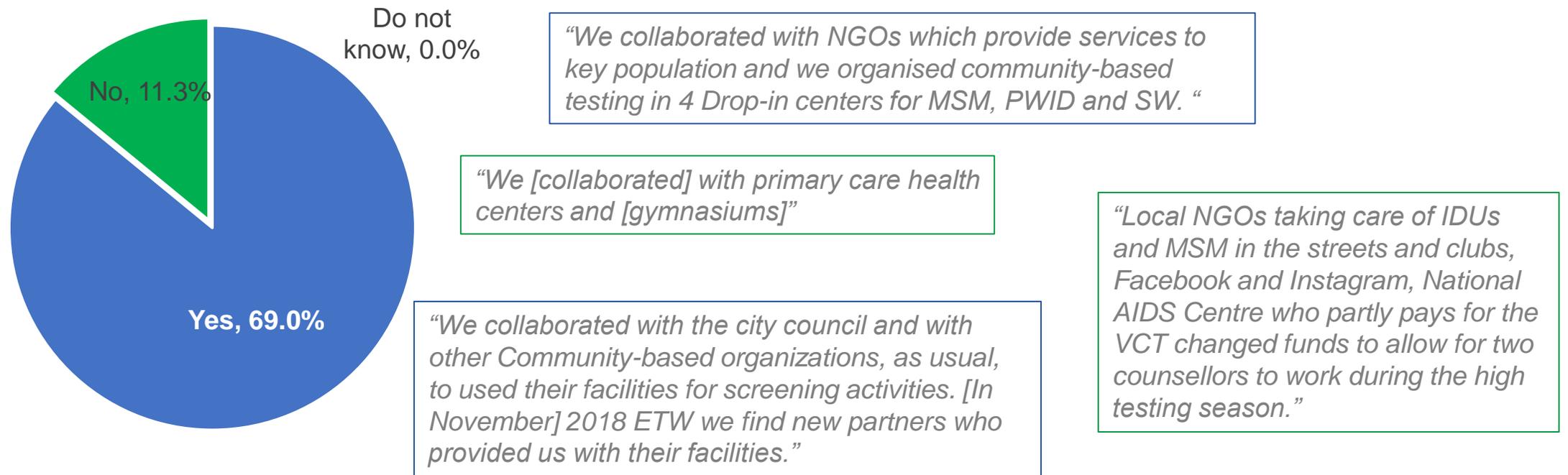
- All participants who were registered in the ETW system but did not participate in ETW 2018 were asked to complete the first portion Post-Testing Week online survey.
 - The aim was to examine why they did not participate and identify any challenges
- **Two respondents** to the online survey indicated that they did not participate in Nov ETW 2018.
 - Reasons for not participating included **Lack of Funding** (N=1) and **Lack of staff** (N=1)

Collaboration with other organisations

Collaboration with other organisations for ETW

- The majority of respondents (69%) reported collaborating with other organisations for ETW.

Figure 15. Reported collaboration with other organisations for ETW (N=71)

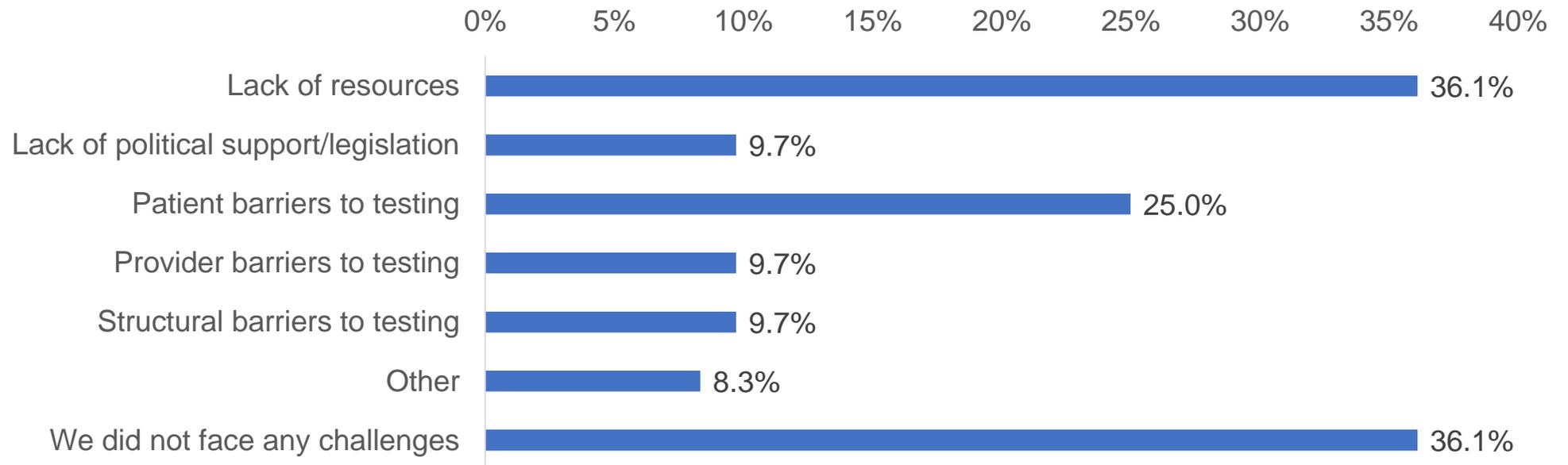


Challenges and new experiences with ETW

Challenges during Nov ETW 2018

- The most reported challenge was **lack of resources (36.1%)**, however, the same amount reported that they **did not face any challenges (36.1%)**.

Figure 16. Reported challenges during Nov ETW 2018 (N=72)



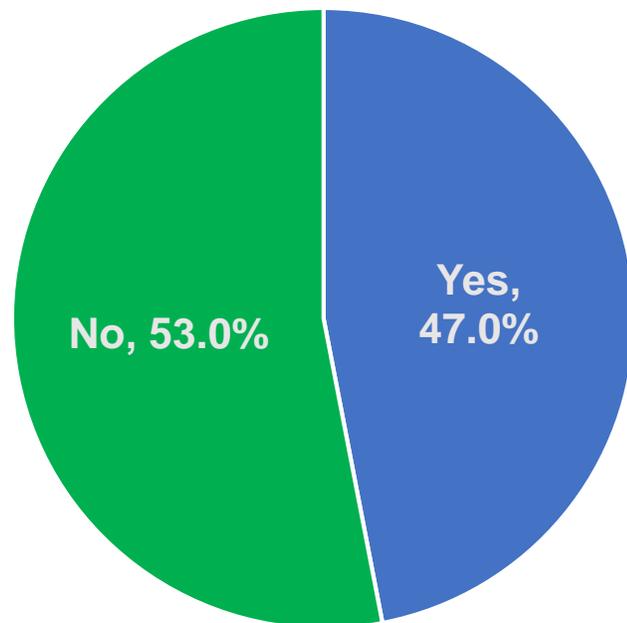
*Respondents could choose more than one answer option

New experiences

- 53% of respondents reported that they did not gain any new experiences while participating in the Nov 2018 ETW (Compared to 67% reported in Autumn 2018)

Figure 17. Reported new experiences during Nov 2018 ETW (N=66)

If those who reported Yes, examples included the following:



"In communication with the public we have been more focused in U=U message than last year. We think it is very good message to fight stigma related to testing, to HIV and HIV patients, which is a major barrier to testing in [country]."

"The need for testing on other STIs."

"Our advertising is not as good as it could be. We have to find ways to get stakeholders involved in the development of promotional materials."

"Resistance to new diagnostic tools from medical professionals."

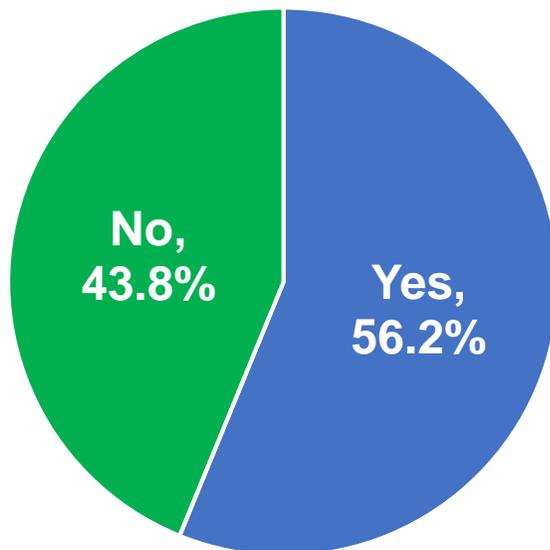
"Improving shared counselling knowledge and practice between nurses and doctors"

"They came to the conclusion that it is necessary to attract more resources for testing and to prepare informatively for a week of testing at least one month."

Materials for ETW

- More than half of respondents (56.2%) reported developing their own materials for Nov ETW

Figure 18. Percentage reporting developing own ETW materials (N=73)



“We used the ETW templates to create posters and social media posts for every venue and activity, as well as the press release template to send out a press release. We made a special web page and promoted through both facebook and twitter as well as the local newspapers.”

“HIV, HCV and HBV prevention and treatment brochures were printed in [language] and provided to the general public regardless of whether they agreed to undergo the test or not.”

“Digital communication with emoticons was used in the campaign, which today's young people understand and use everyday. That's why we created custom campaign materials that we used in the campaign.”

“We develop leaflets and poster with information and options for testing and treatment of HIV and HCV and other STIs”

Successes of ETW activities

“Based on our successful ETW last year it was more easy to organize the event. ETW materials were translated in [local language] and sent to all service providers. More people was screened this year, as population has greater interest in HCV testing (tandem testing).”

“Information outreach on site and online. Information about our new hcv-project.”

“Our most successfull part of the Nov ETW has been a training course for Health Agents with a theoretical and a practical part.”

“We reviewed our counselling policies for HIV/STI and we planned the implementation and use of new materials for professional use during counselling “

“We stimulated the interest of msm (officially heterosexual) people on dating sites. Many of them get tested during ETW.”

“The temporary emergency accommodation awareness workshop followed by a testing program was highly successful. A large number of those people had not been tested for HIV or HCV in quite a long time and the discussions we had around new medications and were very welcome. The questions we were asked during the awareness raising workshop indicated that people information around transmission and risk is very much myth based and needed updating.”

“This year, we tried to target more the MSM community which is one of the most disproportionately-affected population in our country, as in many other Western EU countries. We did this by mobilizing the gay bars/clubs/cafes etc. and making them our 'TW allies', meaning that they put up posters informing people about our testing activities and by giving us permission to park our mobile units, literally in front of their businesses, so that the [organisation] would be totally visible to their LGBTQIA+ clientelle in order for them to take the test.”

“All elements were really beneficial and have had a positive impact. However, the cross-party political support for rapid HIV testing in such a public forum was hugely successful.”

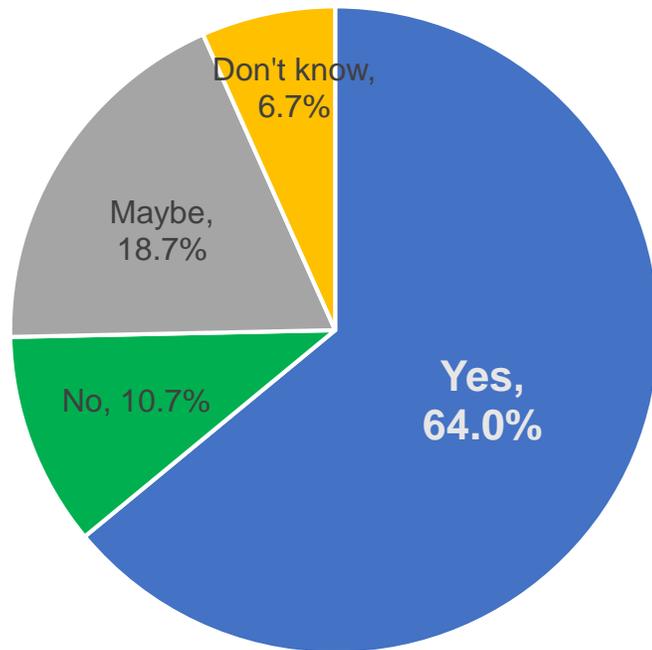


Future ETWs

Spring ETW 2019

- The majority of respondents (64%) reported that they would be interested in participating in Spring ETW,

Figure 19. Interest in participating in Spring ETW 2019 (N=75)



“We think November week is enough and it has become a regular activity in [Country]”.

“[Translated] Unfortunately too much staff effort. We are too few people here.”

“It might be too much for our resources”

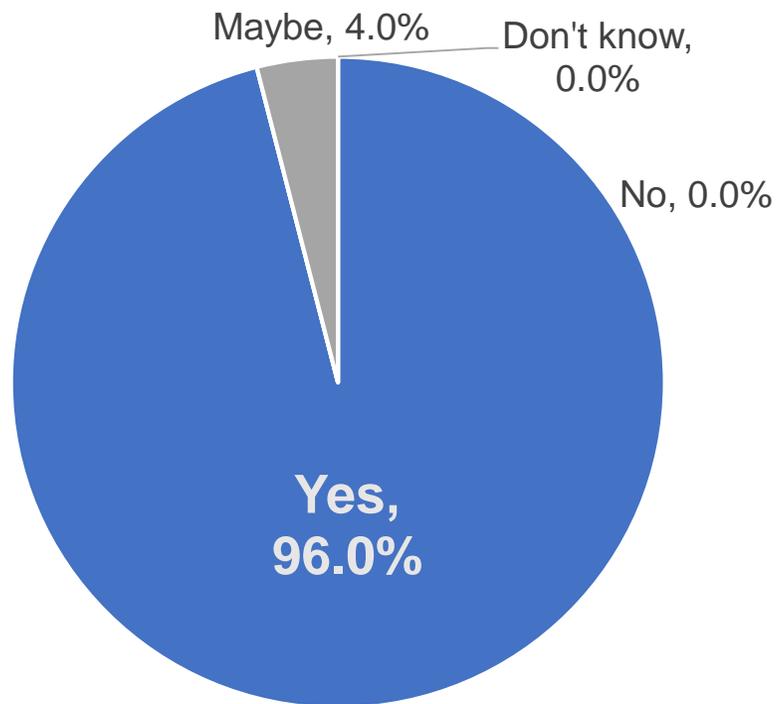
“We do not have the capacity (personnel or financial) to organize two campaigns in one year.”

“Based on consultations this would cause severe confusion with the target audience. There are no two Christmas, no two world aids days... we have established a tradition of Testing Week at the end of November. “

November ETW 2019

- More than 95% of respondents reported they would be interested in participating in an Autumn ETW

Figure 20. Interest in participating in November ETW 2019 (N=75)



“It is a very busy time of year and also extremely cold. I think maybe the spring testing is easier on our team.”

“it depends on whether we will have enough staff in our Center”

European Test Finder and collaborations with social networking apps

European Test Finder



- Details of 3000+ HIV testing sites in 55 countries across the WHO Europe region
 - Of these, many offer STI testing and HCV testing
- Landing page had 15 languages, available as a dropdown
- Mobile optimised



Promotion: dating apps

We advertised European Testing Week to MSM via dating apps, across the entire WHO European region



- Ads were run pro bono, for ETW campaign
- Dating apps are transitioning from push messages to display messages, a change to previous advertising for ETW

Promotion results

Grindr*

- 42,779 clicks
- 1,146,615 impressions
- 4% average click through rate

NAM analytics - 27,362 visits for Grindr

**incomplete data due to platform changes*

Data not provided by Hornet and PlanetRomeo



Test Finder usage

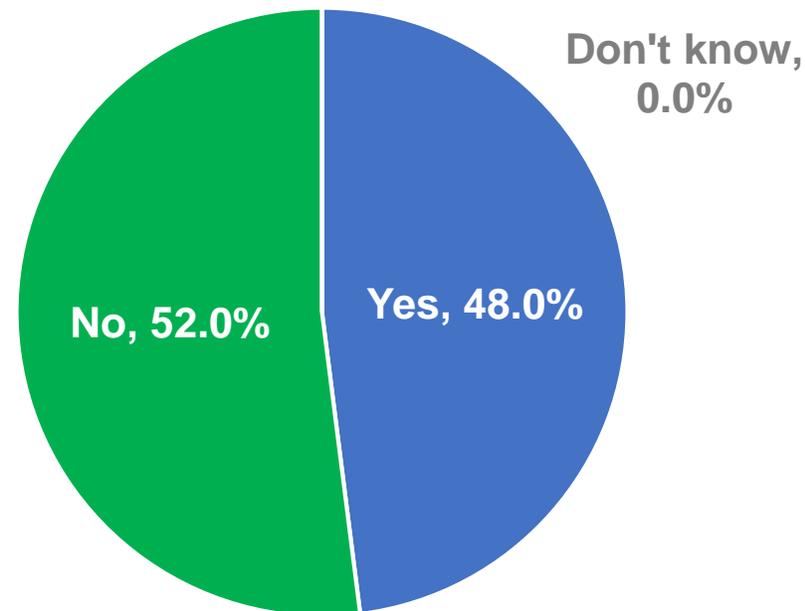
Results from NAM

- 32,821 people from 50 countries in the European region accessed the test finder for ETW.
 - This is slightly lower than ETW 2017, where total visits were 36,475
- **97.7%** of all visits were as a direct result of campaign promotion activity on dating apps and Facebook.
- **Highest usage:** Spain, Germany, Italy, France, UK, Netherlands and Portugal
- **Popular languages:** English, French, Spanish, Italian, Dutch, Polish

Knowledge about the European Test Finder

- Among the survey respondents, more than half (52%) reported that they did not know about the mobile-optimised European Test Finder.

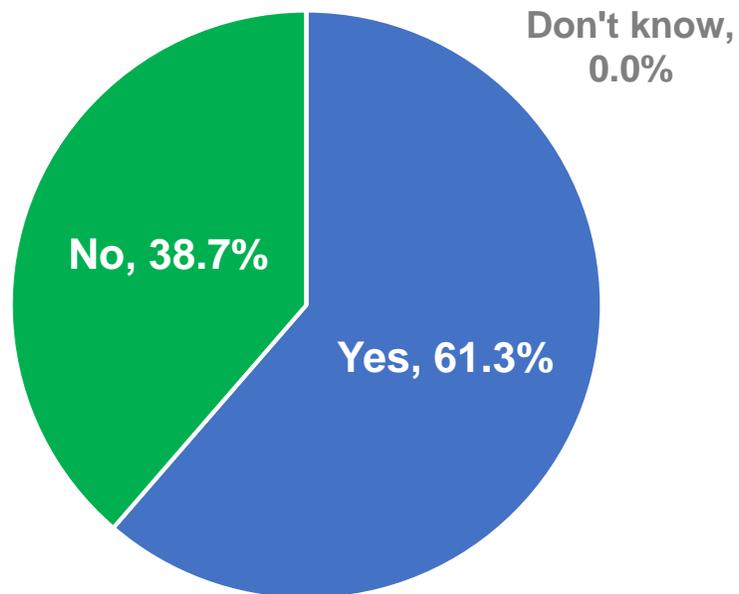
Figure 21. Reported awareness of the European Test Finder (N=75)



Knowledge about the European Test Finder and collaborations

- Among the survey respondents, **61.3%** reported that they **were aware of the collaborations** with the European Test Finder and social networking apps.

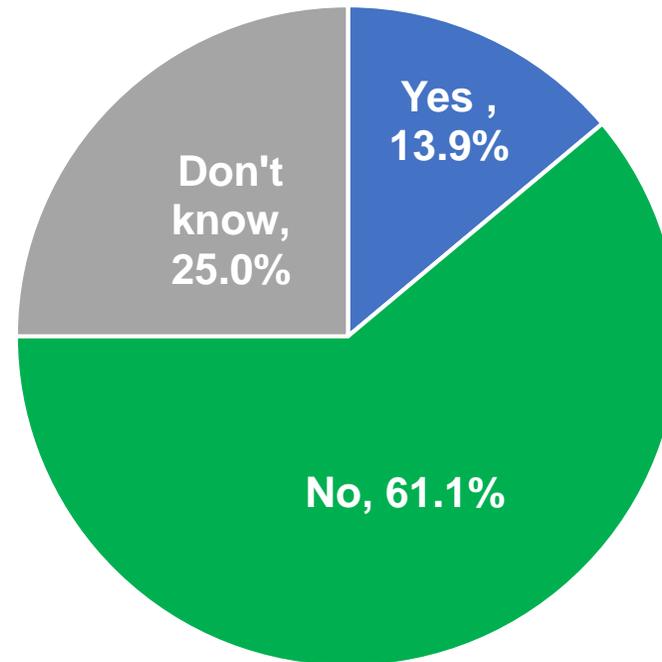
Figure 22. Reported awareness of the collaborations with the European Test Finder (N=75)



Knowledge about the European Test Finder and collaborations

- Among the survey respondents, only **13.9%** reported that they encountered people at their service who were referred by the European Test Finder

Figure 23. Reported referral to services through the European Test Finder (N=36)



International collaborations

AHF Europe

- AIDS Healthcare Foundation Europe has been supporting organizations to provide rapid HIV testing during ETW since the conception of ETW. In 2018, AHF Europe supported 7 NGOs from 5 countries (Portugal, Estonia, Spain, Ukraine and Russia)
- Main aims of their activities are:
 - to promote AHF Rapid Testing Programme model and provide the opportunity for NGOs to try it in practice
 - to establish better connections, to try them in practice and realise the capacities of NGOs and the situation on the ground
 - to establish interaction between different levels of service providers

ETW 2018 numbers						
Organization	Country	Deliverables				
		Tests done	Positive	Linkage	Serop-ty	
Ser+ Portuguese Association for AIDS Challenge and Prevention	Portugal	418	2	1	0,48%	
Together against HIV	Estonia	435	4	2	0,92%	
Apoyo Positivo	Spain	316	0		0,00%	
totals for EU countries		1169	6	3	0,51%	
Public Health Source, Ternopil	Ukraine	1001	21	12	2,10%	
Our Future, Rivne	Ukraine	1000	30	30	3,00%	
TAC Foundation	Russia	500	19	7	3,80%	
Young Medicals of the Don	Russia	496	6	3	1,1%	
totals for Eastern Europe countries		2097	76	52		
TOTALS		3944	82	55	1,7%	

InTec Inc



- For Nov 2018, this was the second year that InTec partnered with ETW
- As part of their promotional deal, they were able to donate 50,000 rapid HIV test kits to all interested ETW participants
 - Participants were asked to cover freight from China
 - **Nine organisations from six countries** expressed interest in the promotional deal, however, due to the high cost for freight, **no tests were distributed.**
 - For the future, they plan to work with an European distributor to help with distribution costs

OraSure



OraSure Technologies, Inc.

- The November 2018 ETW was the first partnership with OraSure
- As part of their collaboration, they engaged in two activities:
 1. Buy One, Get One free promotional offer on their HCV Rapid Antibody Test
 2. Contributed 6 sponsored questions in the post-evaluation survey which were completely voluntary

- As part of the partnership with Cepheid, they engaged in two activities for the November 2018 ETW:
 1. Contributed 1 sponsored question in the post-evaluation survey which was completely voluntary
 2. ETW promoted a educational webinar through the ETW network and will promote an additional webinar in Summer 2019

ETW website activity

Website analytics overview

6 August to 19 December 2018



16,818

page views (total number of pages viewed)

↓ from 23,139 in Autumn 2017



Average time on page

**1 minute
59 seconds**

↓ from 2 minutes 18 seconds in Autumn 2017



12,806

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

↓ from 15,779 in Autumn 2017



4,371

new users

↓ from 6,068 in Autumn 2017



2.48

pages per visit

↑ from 2.17 in Autumn 2017

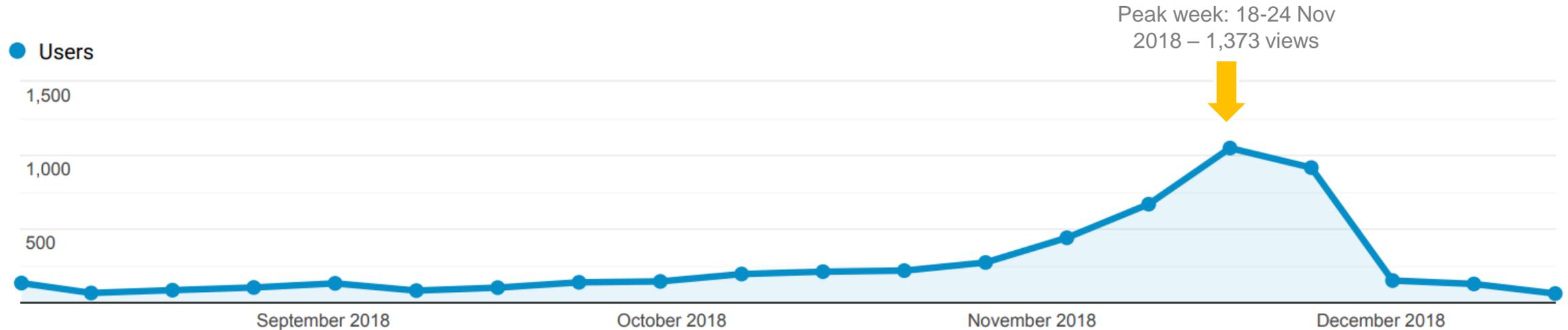


3,115

downloads of testing week materials

↓ from 4,147 in Autumn 2017

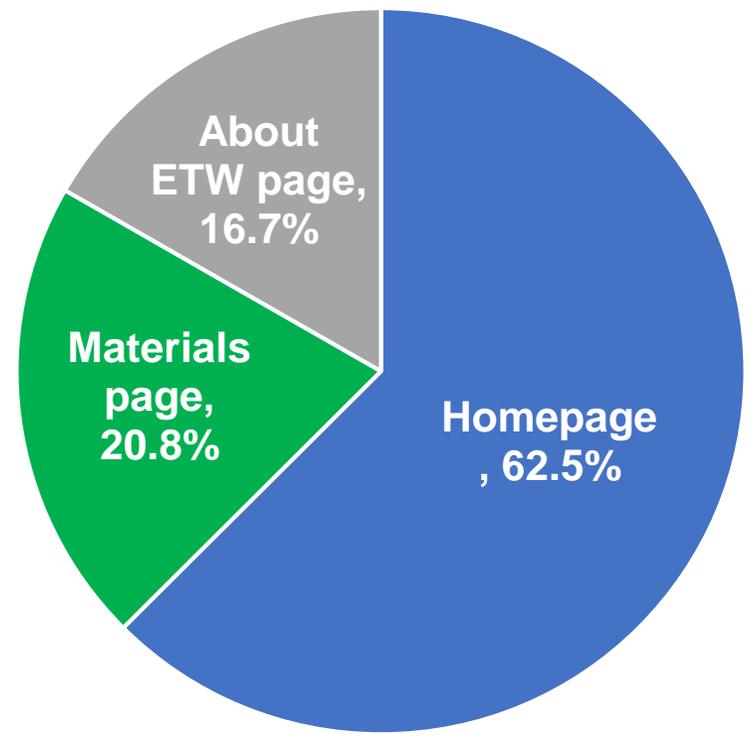
Peak traffic to ETW website



- The peak number of visits were seen the week **before testing week 2018** (Sun 18 Nov – Sat 24 Nov)
- The biggest peak was on **Fri 23 November**, the first day of testing week, with **308 visits**

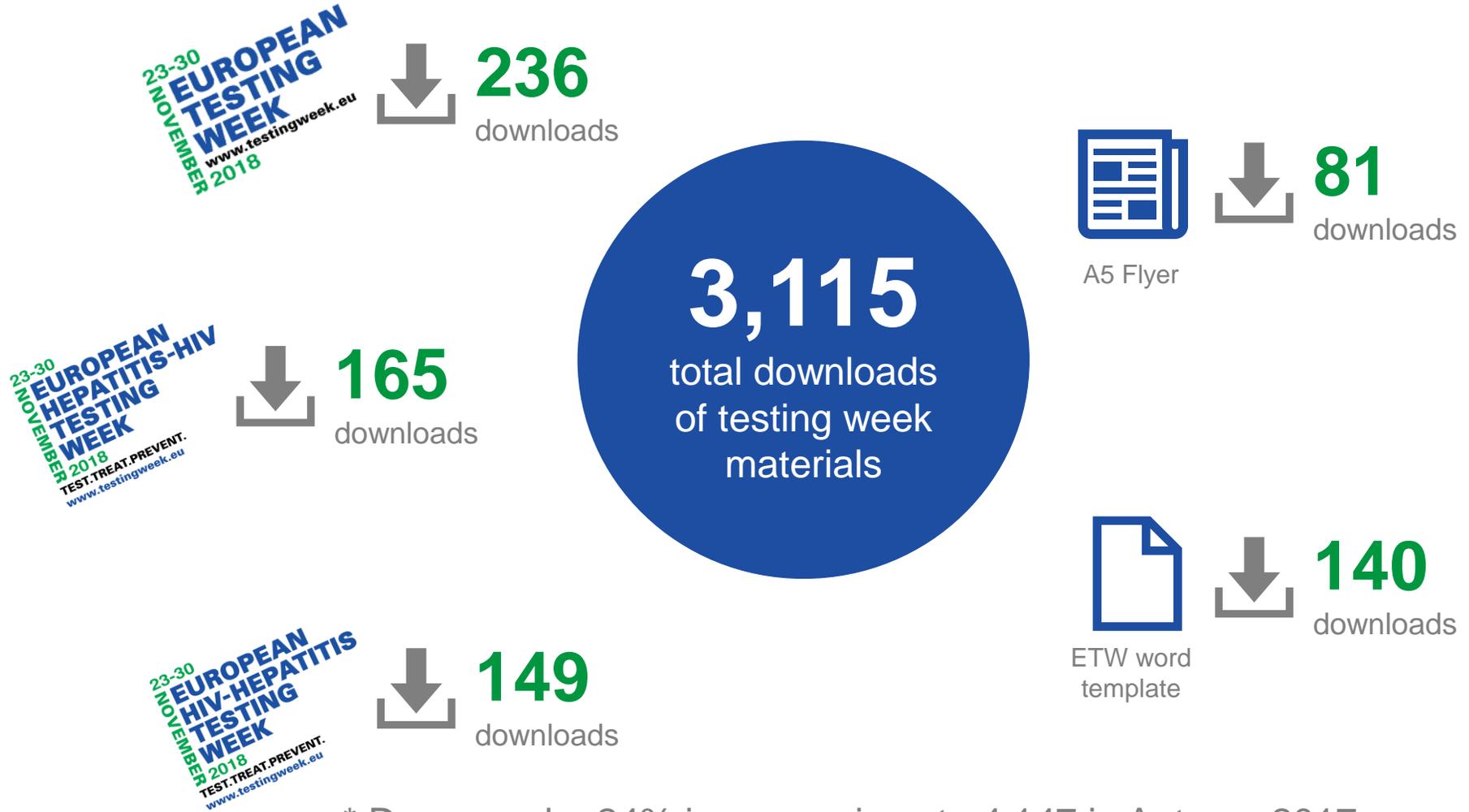
Most popular website pages

Figure 24. Most visited pages, August - December 2018



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

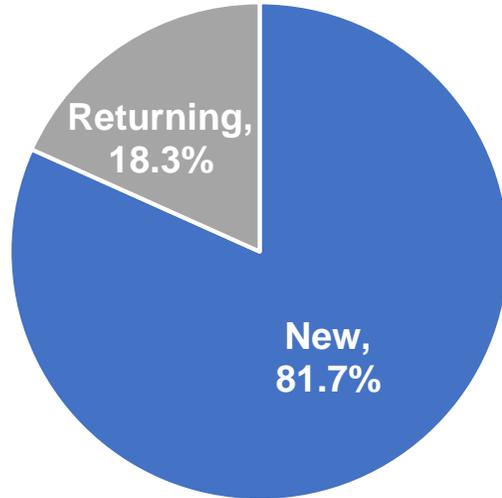
ETW materials downloads (Top 5)



* Decrease by 24% in comparison to 4,147 in Autumn 2017

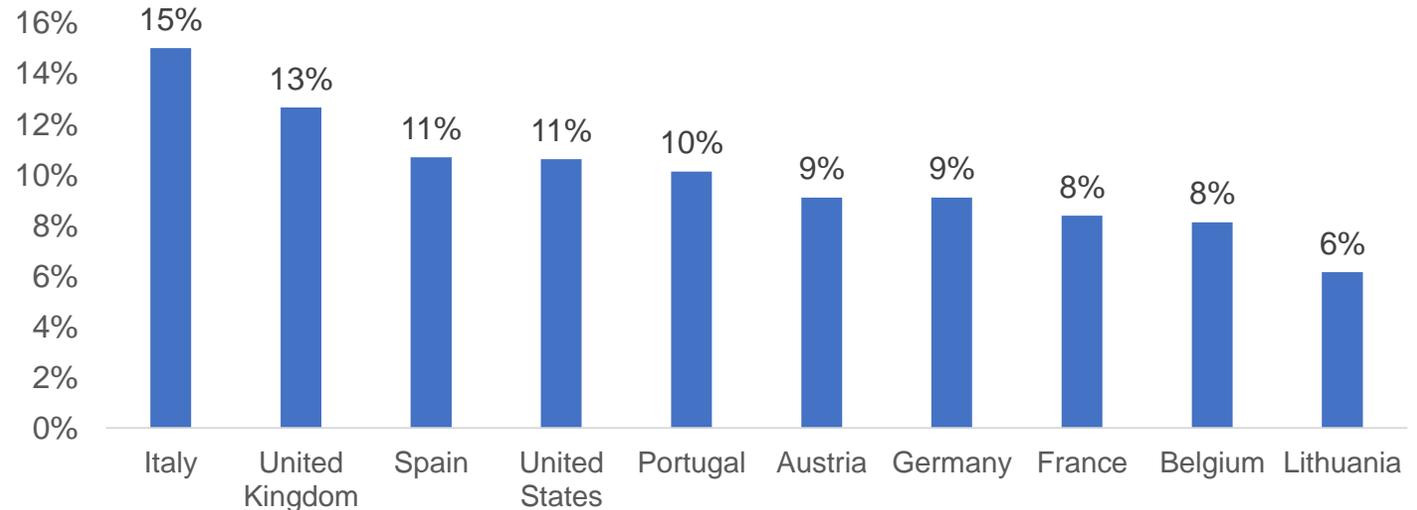
User behaviour (Aug – Dec 2018)

Figure 25. New vs. Returning Visitors



- **New (single) visit users** visited **4,369 times**
- **Returning users** visited **977 times**

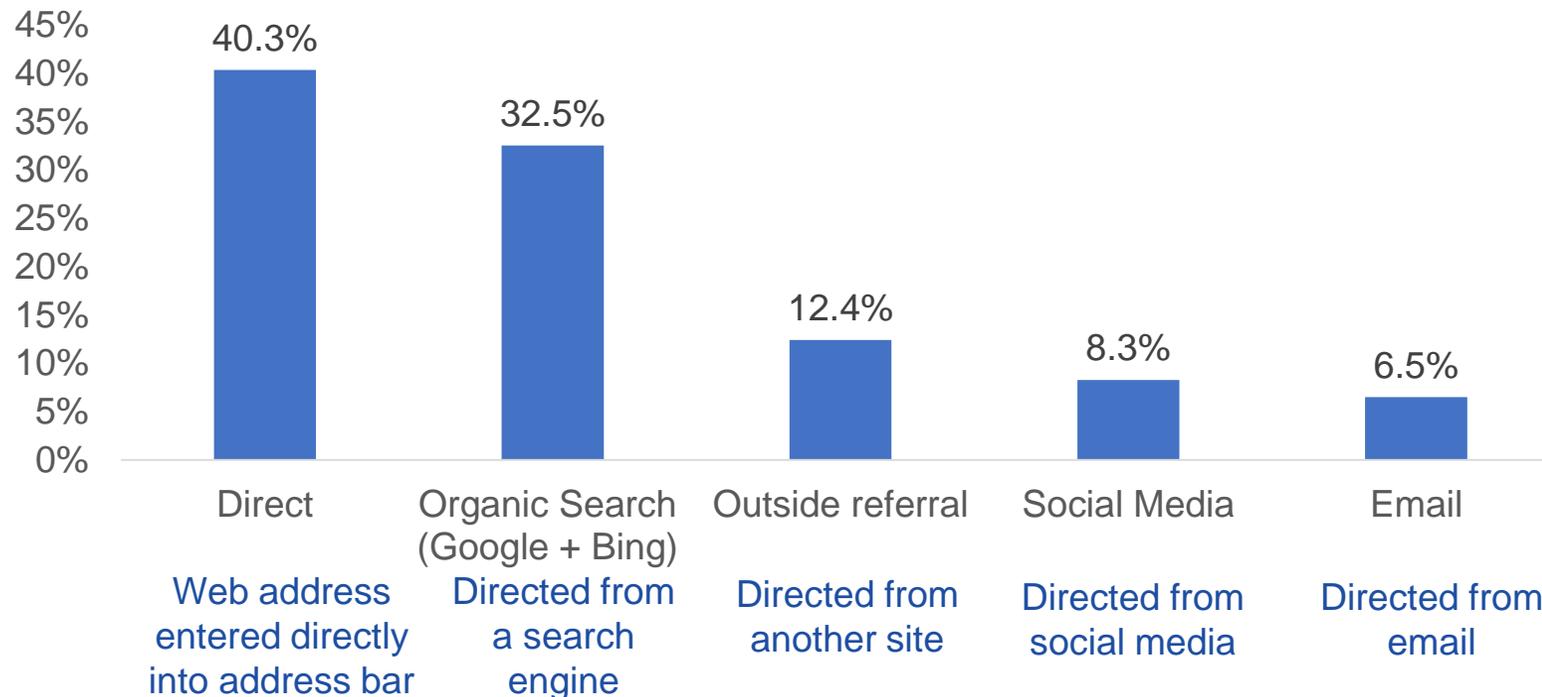
Figure 26. Top 10 countries by visitors



Traffic sources (Aug – Dec 2019)

- 40.3% of traffic came from users **directly** entering the web address, followed by an **organic search** (32.5%)

Figure 27. Website traffic sources



Traffic source: top referrals for clicks

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



Facebook



141



ULAC.It
Centre for
Communicable
Diseases and AIDS
(ULAC)



61



WHO Europe



92



151

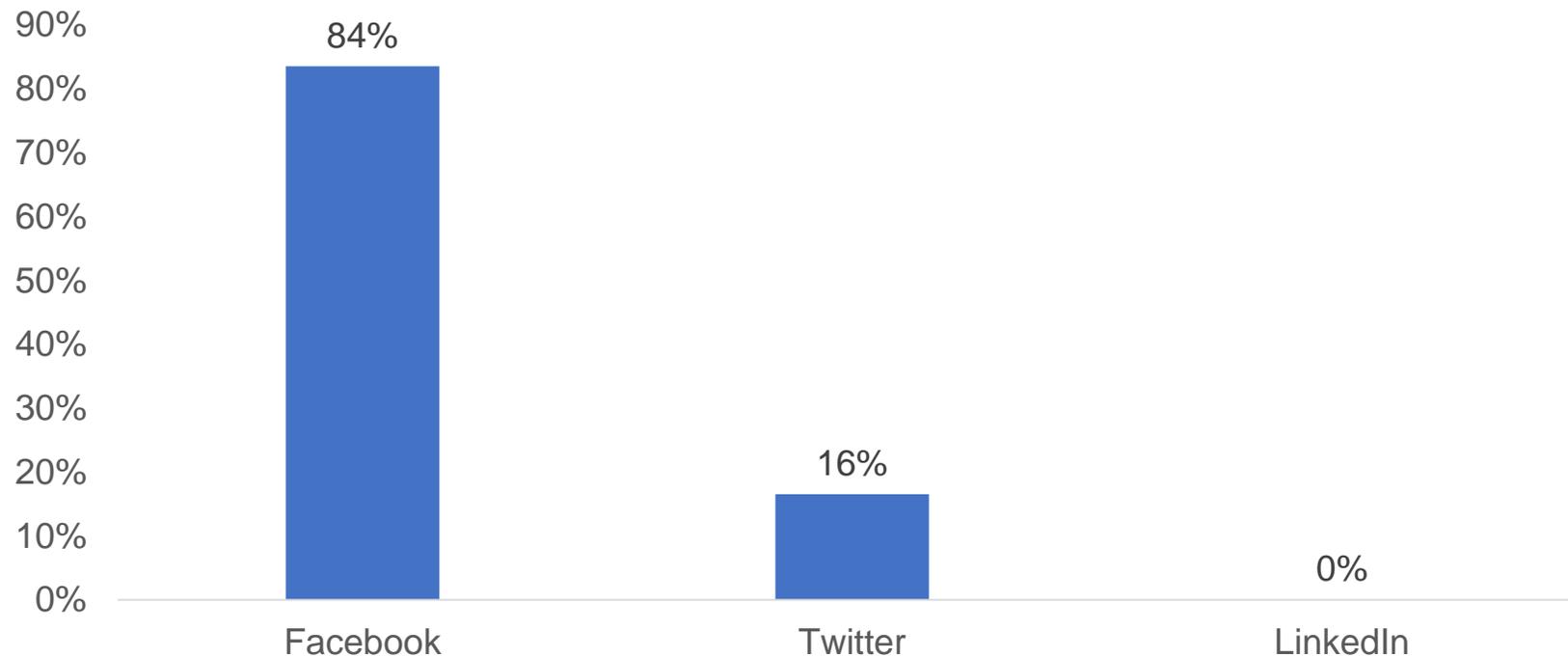


64

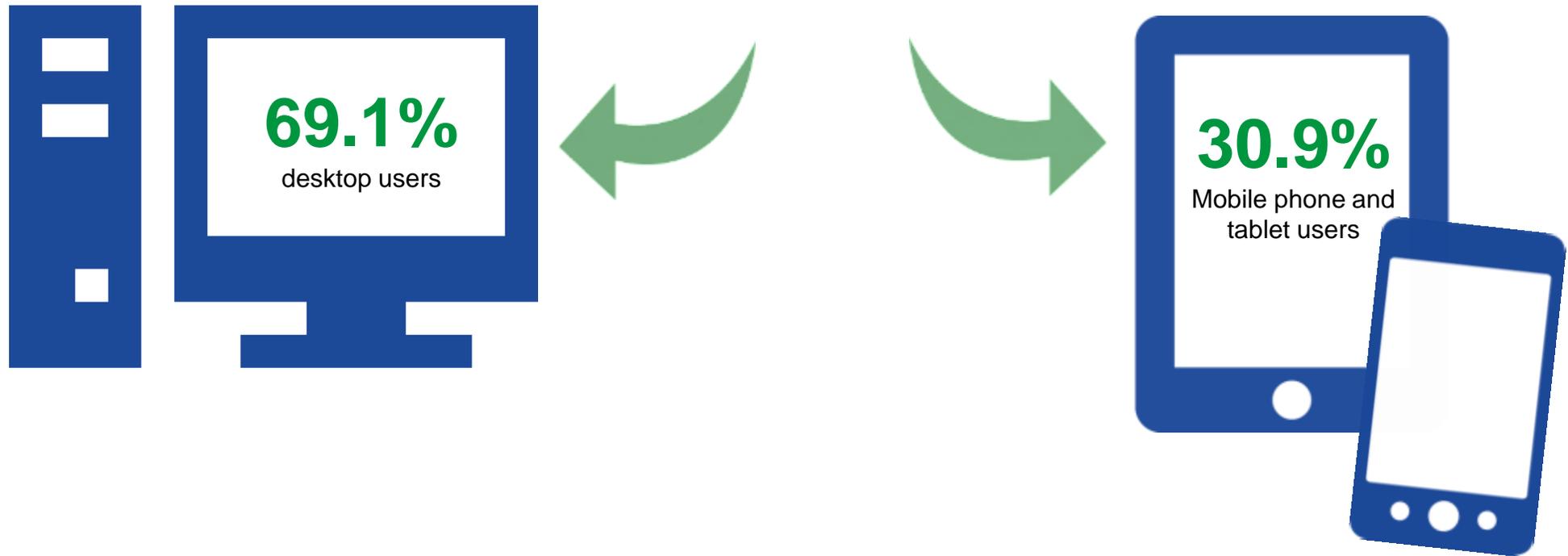
Traffic source: social media

- The majority of social media traffic to the website came from **Facebook (84%)** followed by **Twitter**.

Figure 28. Traffic sources through social media (Aug – Dec 2018)



Website usage by device



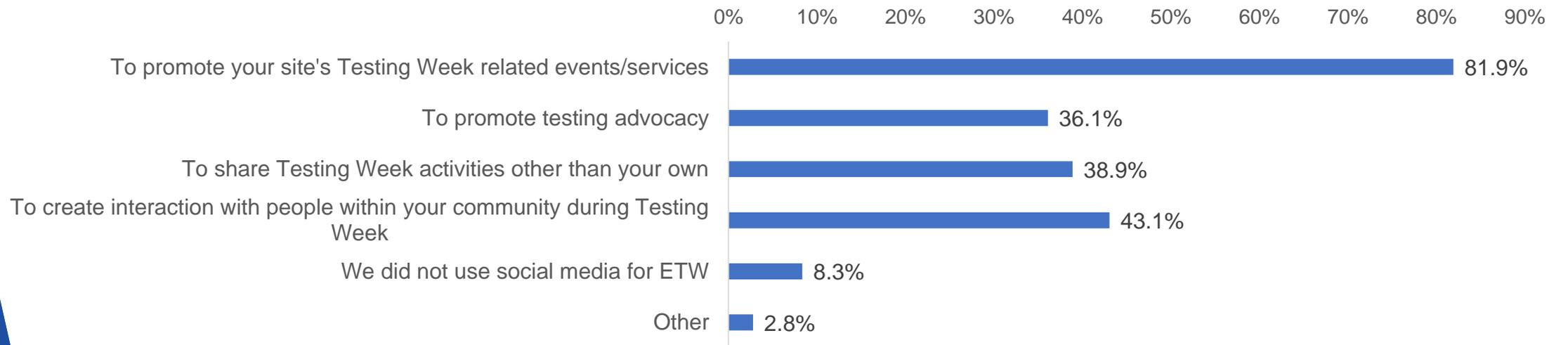
- The majority of visitors to the website (during TW) were desktop users (69.1%), a increase from 2017 (54.5%)
- The amount of users on mobile phones and/or tablets decreased from 45.5% in 2017 to 30.9% in 2018.

Use and knowledge of social media

Use of social media for ETW

- The majority of respondents (81.9%) reported using social media to promote ETW-related activities.

Figure 29. Reported usage of social media for Nov ETW 2018 (N=72)

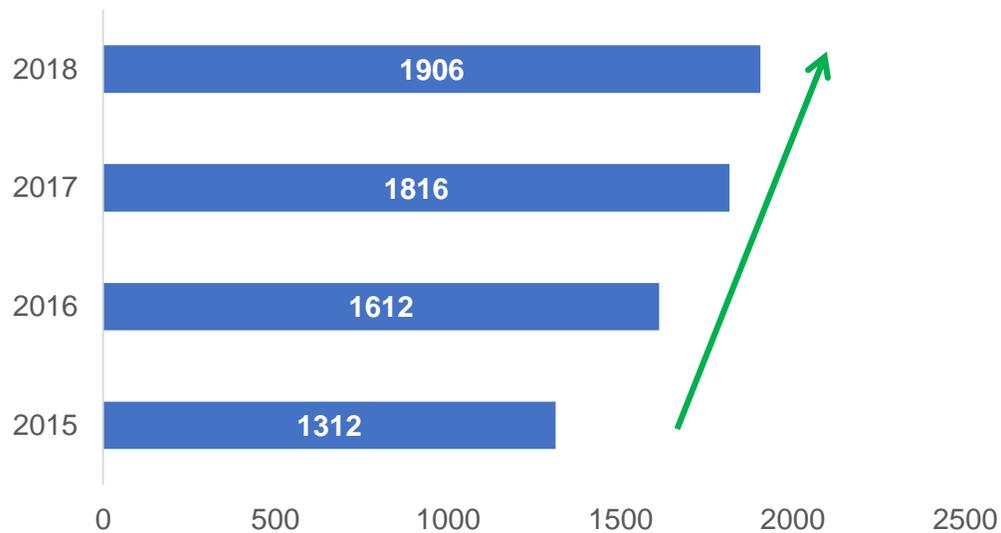


Other included: Apart from the media campaign for the ETW implemented on social media, we also ran a PrEP awareness campaign during the ETW, with regular posting on social media and participation to commercial media (TV, news portals, shared on social media as well) towards raising awareness around testing, all prevention methods with a special focus on PrEP, and also used profiles on Gay Mobile Meeting Apps... through a service providing information.

*Respondents could choose more than one answer option

Facebook page - Followers

Figure 30. 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	230
Italy	173
United Kingdom	133
Denmark	131
Spain	131
Greece	70
Ukraine	62
Netherlands	50
Belgium	47
Sweden	45

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

Facebook page - Activity

- During 2018, **127 posts** were published on the ETW Facebook page
 - In 2018, **one post** can reach* on average **296 Facebook users**
 - One post can have an average **engagement rate of 22.2** (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** – 1,283
- Our core audience on Twitter is mainly **English-speaking men**

Figure 31. Twitter followers by gender (Sep – Dec 2018)

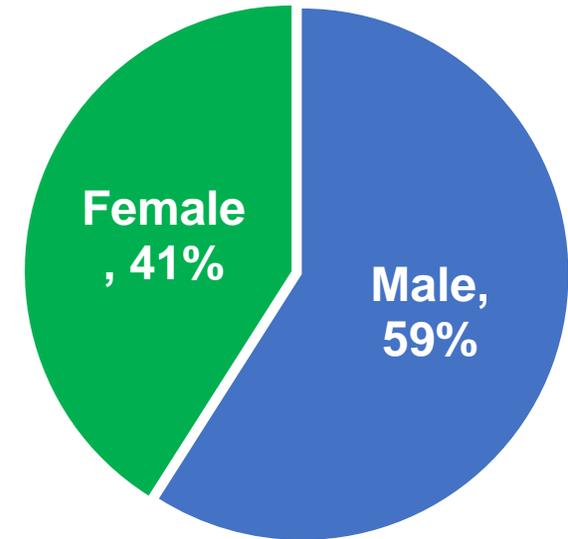
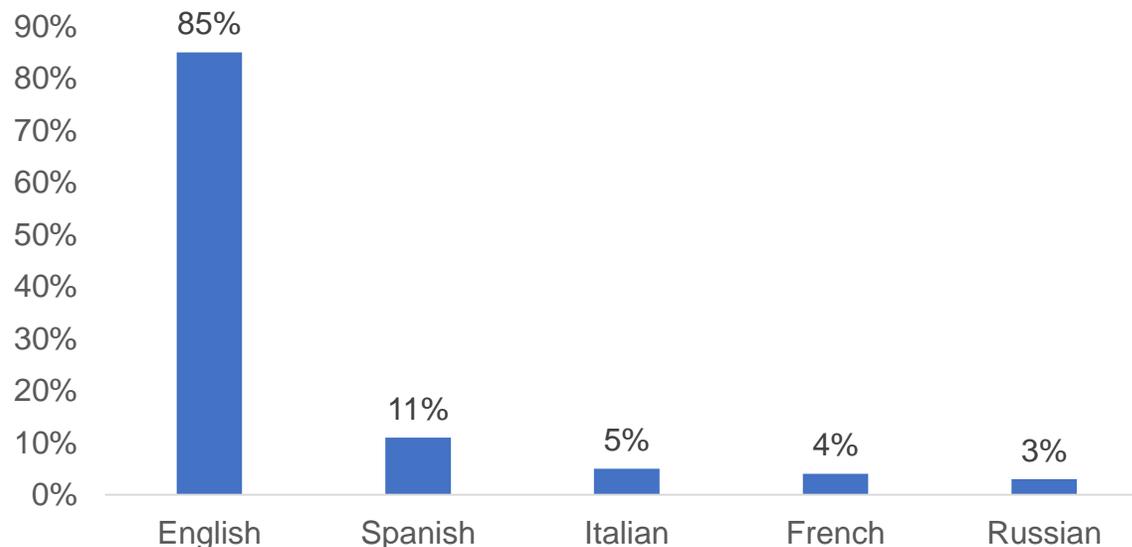


Figure 32. Twitter followers by language (Sep – Dec 2018)



Twitter - Activity

- ETW Twitter profile tweeted **31 tweets**
- ETW Twitter profile earned **51K impressions*** from 20 September to 19 December 2018
- An average **561 impressions per day**
- Top tweet of 2018 earned **12,841 impressions**



European Testing Week @EuroTestWeek · Nov 23

#EuroTestWeek starts TODAY!

To mark the launch, **@ECDC_HIVAIDS** published a NEW guidance on integrated testing for **#HBV #HCV & #HIV** in the EU/EEA.

Read the guidance here: bit.ly/2TCWWuB

Read **@HIVinEurope** & ETW press release on both launches here: bit.ly/2FBp3Yj pic.twitter.com/YtsWJvxPsX

*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

Social media - #EuroTestWeek

- Dr. Graham Mackenzie, Consultant in Public Health - NHS Lothian, partnered with ETW to analyse the impact of the #EuroTestWeek hashtag on Twitter
- Analytics were measured from 21 November to 2 December through the Followthehashtag



1,372

Total Tweets using the #EuroTestWeek hashtag



829

Users of the hashtag



2,554,414

Total Audience (Number of people who may have seen the hashtag)



4,542,230

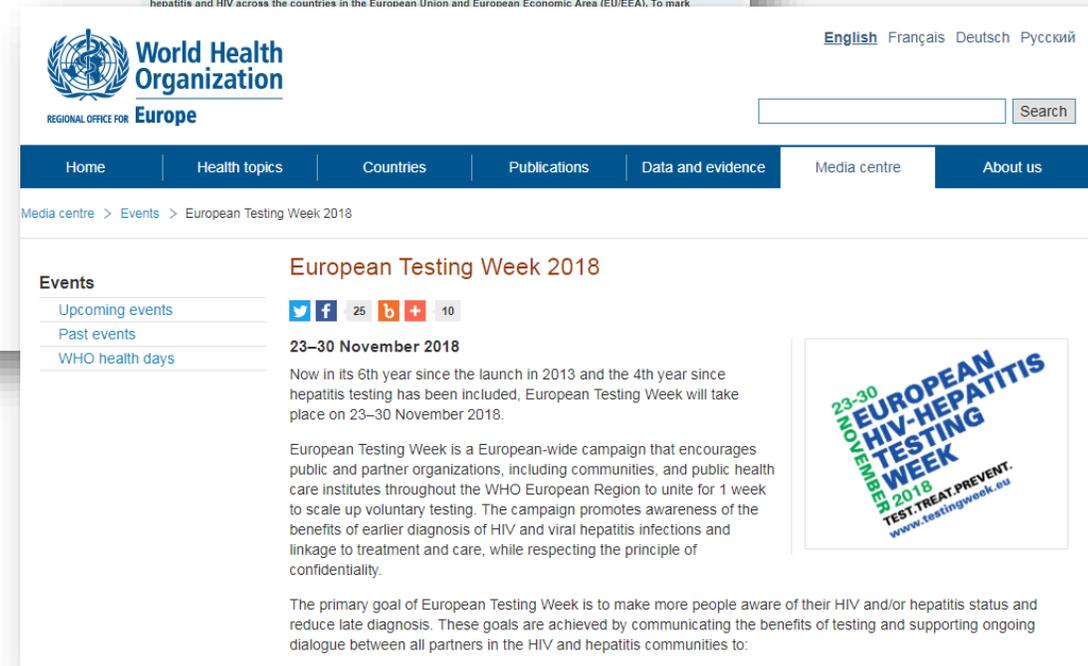
Total Impressions (Number of times the audience may have seen the hashtag)

For more information, please refer to Dr. Mackenzie's blog (<https://scotpublichealth.com>) and the Followthehashtag report [here](#).

Media coverage

Media coverage

- A publication search was conducted utilizing the media service, Meltwater
- In total, **35** online articles were found for the November 2018 ETW
 - Search was limited due to language restrictions and less accessibility of publications in local media
- International organisations including the World Health Organization, the European Centre for Disease Prevention and Control and NAM published online articles on ETW



Media coverage

nam aidsmap
HIV & AIDS - sharing knowledge, changing lives

Home | News | HIV Basics | Topics | Resources | Translations | E-atlas | About us | Donate

News > NAM news and opinions

Latest news | News by topic | **NAM news and opinions** | HIV update | News feeds | Conference news

Behind the scenes at European Testing Week

Greta Hughson
Published: 29 October 2018



Ben Collins, co-chair of the working group for European Testing Week

Recent Posts

- It is unwise to think we are on the brink of curing HIV
05 March 2019
- New editions of *The basics* leaflets
04 February 2019
- Supporting sexual health and relationships for people with learning disabilities
18 December 2018
- Behind the scenes at European Testing Week
29 October 2018
- Coming soon: news from HIV Glasgow 2018
25 October 2018

RSS Feed | Show all posts >

Could you describe what European Testing Week is and what the aims of the week are?

The week was initiated in 2013, and it was influenced by UK HIV testing week. HIV in Europe is the lead organisation behind it and it is really a science-led initiative, focused both on the science and the data but also on taking action. The week was set up intentionally to be an advocate and an influencer for HIV testing, and also to encourage people to actually 'do the deed' of testing.

In 2017, more than 600 organisations signed up to say they were supporting the week. That covers a broad range of activity, from running additional HIV and hepatitis testing sessions in clinics and civil society organisations, through outreach testing sessions in the community, to raising awareness about HIV and hepatitis testing. There's always been this understanding that it's about encouraging testing, not just focusing on people who are actually doing testing. Ultimately the aim is to reduce late diagnosis of HIV and hepatitis through making testing more accessible and through communicating the benefits of early testing.

Feature on NAM:
<http://www.aidsmap.com/Behind-the-scenes-at-European-Testing-Week/page/3354501/>

HEALTHCARE | Towards a zero HIV strategy

23-30
NOVEMBER
EUROPEAN
TESTING
WEEK
www.testingweek.eu
2018

Ben COLLINS
Co-chair, European Testing Week

Valerie DELPECH
Co-chair, European Testing Week

Behind the scenes at European testing week



settings (e.g. in bars, on the street, etc.), lobbying with policy makers, engaging with local media, and training/capacity building.

ETW partners with the European Centre for Disease Prevention and Control and AIDS Map to create and maintain the European Test Finder, an online search engine, in 16 languages, where users find their nearest testing centre for HIV, hepatitis and sexually transmitted infections (STIs). The European Test Finder aims to increase visibility and access to testing services.

Impact of European Testing Week

In the yearly post-ETW online survey, participants are asked to record their testing efforts, successes and challenges.

Over the past 3 years (2015-2017) participants have consistently reported a 50% or more increase in HBV, HCV and/or HIV testing during ETW compared to their average week, with specific increases among key populations such as MSM and younger populations. In addition in 2017, participants reported increases in activities among people presenting with an STI (other than HIV), migrants originating from countries with generalised HIV/HRV/HCV epidemics and people with indicator conditions for HIV.

A major challenge is the lack of political and government engagement in European Testing Week

One in eight participants in the evaluations conducted over the past 4 years consistently identify lack of political and government support as a major challenge. Shortage of funds is also reported particularly by community organisations.

ETW has also developed materials to support advocacy and collaborations with policy makers and in 2017, supported a joint statement by abortion to ensure access to safe, confidential and voluntary HIV and hepatitis testing for key populations and all.

With increasing focus on joint efforts to encourage integrated testing and prevention efforts, particularly through the EU-funded INTEGRATE Joint Action and the new ECDC public health guidance on integrated testing for HBV/HCV/HIV, ETW aims to continue supporting combined testing efforts to increase and promote testing strategies that reduce late diagnosis and are culturally sensitive to key populations and reduce stigma and discrimination.

ETW is keen to work with government institutions to adopt a public health and evidence-based approach to HIV and hepatitis testing. Government institutions can sign up for ETW at testingweek.eu.

www.governmentgazette.eu | 76

Editorial on the EU Government Gazette:
http://governmentgazette.eu/?page_id=8153

Conclusions

Conclusions

- Although ETW participant organisations are largely in the Western European region, ETW presence is growing within the Eastern regions of Europe, driven by country efforts in **Ukraine and Lithuania**
- The majority of the survey respondents reported testing as part of their regular services, therefore future efforts should be made to get **more non-testing organisations to participate in ETW**
- Although one of the primary measured outcomes from ETW is the number of people tested, ETW is **progressing on efforts to measure the reach and impact of awareness-raising activities. Continued efforts are needed** to qualitatively measure the impact of the initiative throughout Europe.
- A theme amongst the reported successes of the Nov 2018 ETW, is that organisations were able to **reach populations through their activities that they do not normally see at their services** (including educating students, through outreach testing, testing first-time testers, etc)

Conclusions

- With the new addition to report activities targeting **syphilis, chlamydia, gonorrhoea and tuberculosis**, the percentage of respondents reporting targeting **more than one infection** for ETW greatly **increased**.
- Even though the European Test Finder is widely used, there needs to be **increased efforts to communicate information about the tool to ETW organisations**
- Due to the lack of updates and new additions to the ETW materials, the **activity on the ETW website declined** from previous years.
- However, the **ETW materials (logo, templates, flyer)** are still being downloaded therefore its **important to keep these core materials updated every year**
- **Social media** continues to be a **valuable resource** to share ETW information, promote the ETW website and materials and share activities from partner organisations

Acknowledgments

Acknowledgements

- The EuroTEST Secretariat would like to express their sincerest thanks to the following people and organisations for all their hard work and contributions during the development, coordination and execution of the sixth November ETW and its subsequent evaluation:
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 - The Working Group: Josip Begovac, Ben Collins, Caroline Daamen, Nikos Dedes, Valerie Delpech, Zoran Dominkovic, Jason Farrell, Marine Gogia, Cary James, Chamut Kifetew, Tudor Kovacs, Teymur Noori, Sini Pasanen, Lisa Power, Daniel Simões, Dorthe Raben, Ann-Isabelle von Lingen, Tonni van Moonfort, and Anna Zakowicz.

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- [NAM](#) for their work and contributions to the European Test Finder
- Social networking apps, [Grindr](#), [Hornet](#) and [PlanetRomeo](#) for promoting the European Test Finder
- Dr. Graham Mackenzie, Consultant in Public Health - NHS Lothian for the Followthehashtag analytics

The evaluation was completed by Lauren Combs with assistance from Chenai Muchena & Nina Hindborg Gantzel Hansen, inputs from Dorthe Raben, the EuroTEST SC and the ETW WG.

Financial statements

Financial statements

- 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.
- The EuroTEST initiative has received funding and grants from Gilead Sciences, ViiV Healthcare, Janssen, Merck/MSD, AbbVie, AAZ, Cepheid, InTec, OraSure and the European Commission under the 3rd and 2nd Health Programmes and European Centre for Disease Prevention and Control (ECDC).