

20-27
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**EUROPEAN
HIV-HEPATITIS
TESTING
WEEK**
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HIV in Europe
Working Together for Optimal
Testing and Earlier Care

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European HIV-Hepatitis testing week 2015

Results from the 2015 evaluation



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Background and methods

Background

- Testing week takes place during the last week of November.
- The 2015 European HIV-Hepatitis Testing Week, third of its kind, expanded to include hepatitis.
- European Testing Week offers partners across Europe the opportunity to unite to increase awareness of the benefits of testing.

Background

- In the WHO European Region:
 - Around one in three of the 2.5 million people living with HIV are unaware that they are HIV positive.
 - It is estimated that 1.8% of adults are HBs-Ag positive (usually indicates chronic infection).
 - It is estimated that 2.0% of adults are HCV RNA-positive (usually indicates chronic infection).
- The purpose of the European Testing Week (ETW) is to promote HIV and viral hepatitis testing and optimal care in the WHO European Region.

Evaluation methods

- An **online survey** in REDCap was distributed to all participating partners to evaluate ETW.
- Five electronic survey **reminders** were sent prior to the survey deadline (15 January 2016).
- A survey collecting **weekly testing** (offer, uptake, positivity rate) was distributed to selected participants.
- **Limitations** include:
 - limited answering possibilities due to pre-defined answer categories.
 - Possible language barriers and perceptions of questions asked.

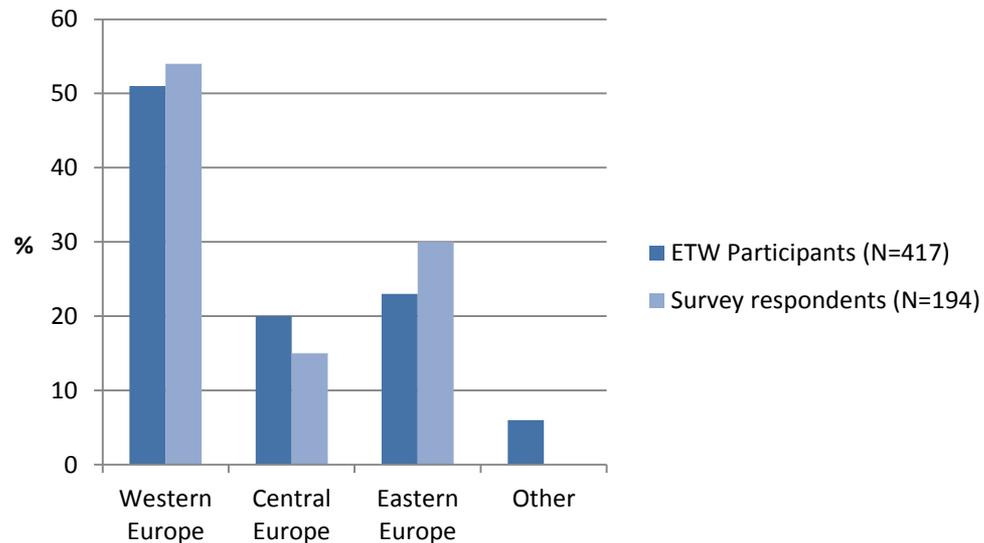
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Survey data – a descriptive overview

Survey data – a descriptive overview

- By 20 November 2015, 417 participants had signed up for ETW from 46 of the 53 WHO European Region MS (Missing: Andorra, Luxembourg, Malta, Monaco, Republic of Moldova, San Marino, Turkmenistan).
- Of those, 194 submitted the evaluation survey, a response rate of 46.5%
- Respondents represented 39 of the 53 WHO European Region MS, and the majority were from Western Europe (54.1%) (Figure 1).

Figure 1: Regional distribution of participants (N=417) and respondents (N=194)



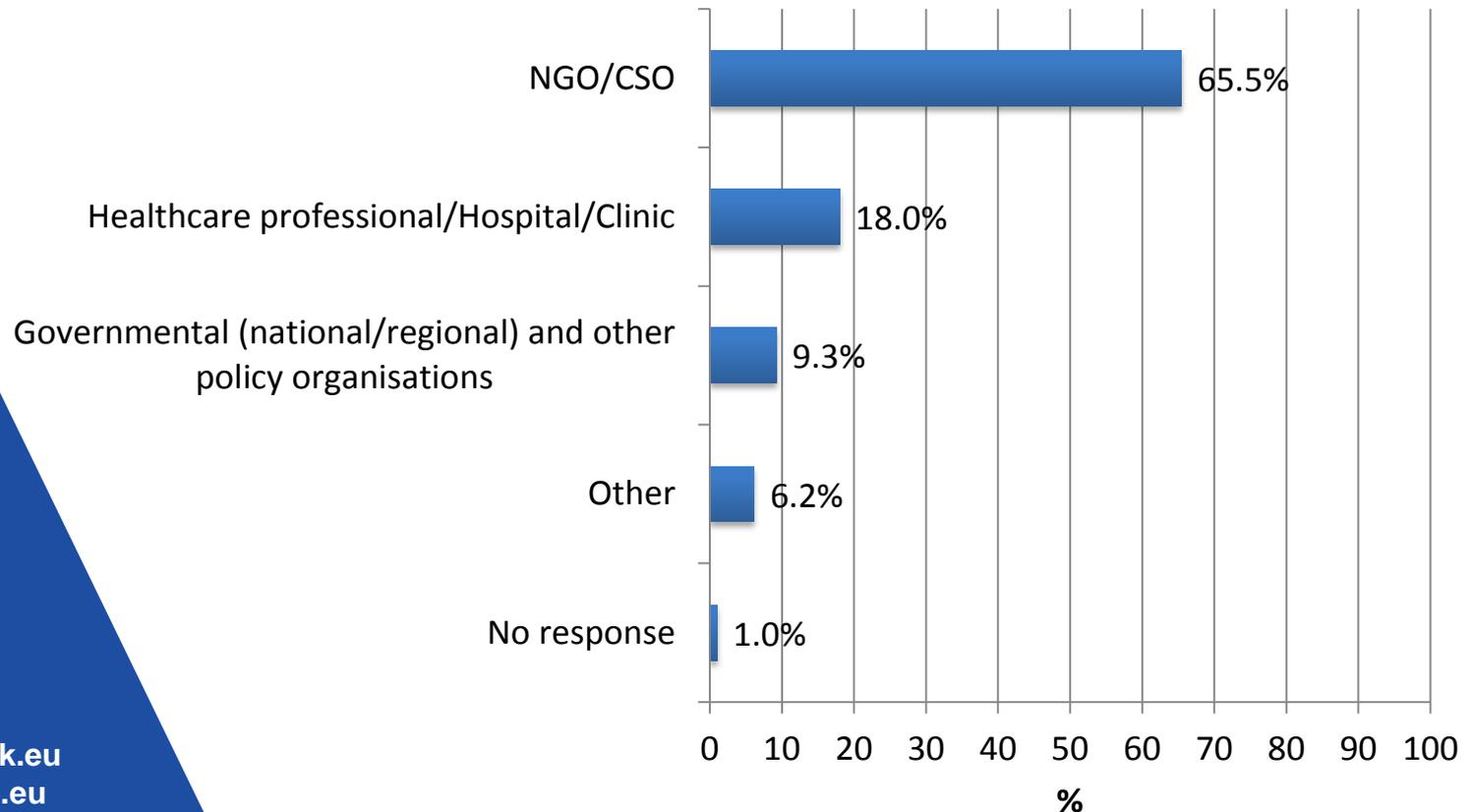
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Types of participating partners and target populations

Types of participating partners

- The majority of respondents represented **NGOs/CSOs** (65.5%) followed by healthcare professionals (Figure 2).

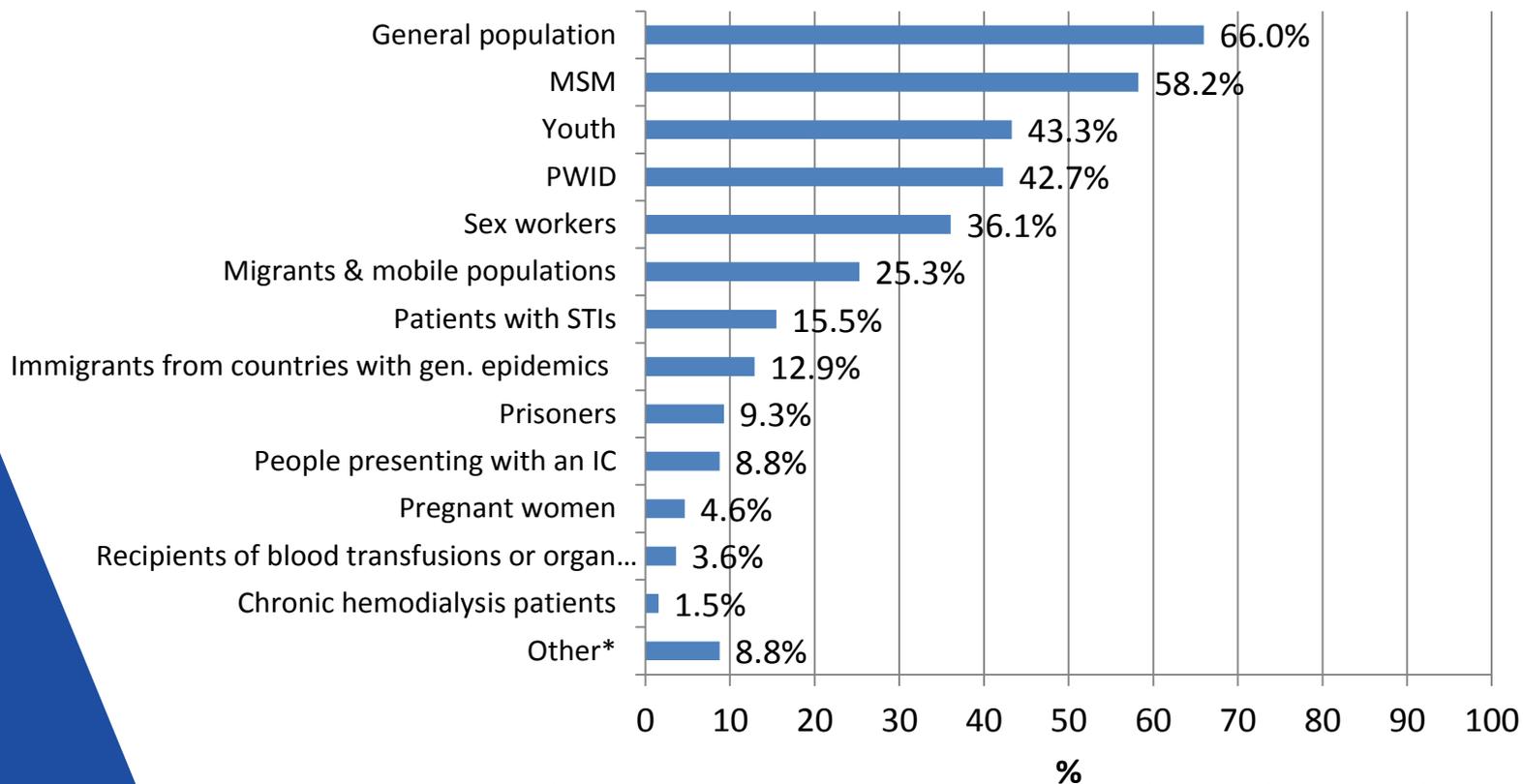
Figure 2: Types of participating partners (N=194)



Target populations

- The majority of respondents targeted the **general population, men who have sex with men (MSM) and youth** (Figure 3).

Figure 3: Target populations during ETW (N=194)



*Other target populations reported were socially excluded, homeless, medical students, HCPs at hospitals, transsexuals, customers of sex workers

Most successful part of ETW

Successes reported by the survey respondents included:

“..the awareness raising (about HIV and Hepatitis) of the youth in all regions of Armenia and Yerevan city.”
[Eastern Europe]

“...Making new connections which enables us to offer better help for our clients.’
[Central Europe]

“Coffee cup sleeves to encourage people in Dublin to get a HIV test. Some 10,000 sleeves promoting HIV testing were distributed to coffee shops throughout Dublin City centre as part of testing week.” [Western Europe]

“Increase in number of tested KAP members, as well as number of testing locations.”
[Eastern Europe]

“Increase in free and anonymous HIV and HCV tests performed at our Clinic for more than 100%. Almost 60% of all those who tested did the test for the first time.”
[Central Europe]

“The ability to reach more people that normally we would not reached.” [Western Europe]

“Conducting of rapid testing 135 MSM in Kiev in a mobile clinic, in the community center for gays & bisexuals, in gay sauna 'bunkers'.”
[Eastern Europe]

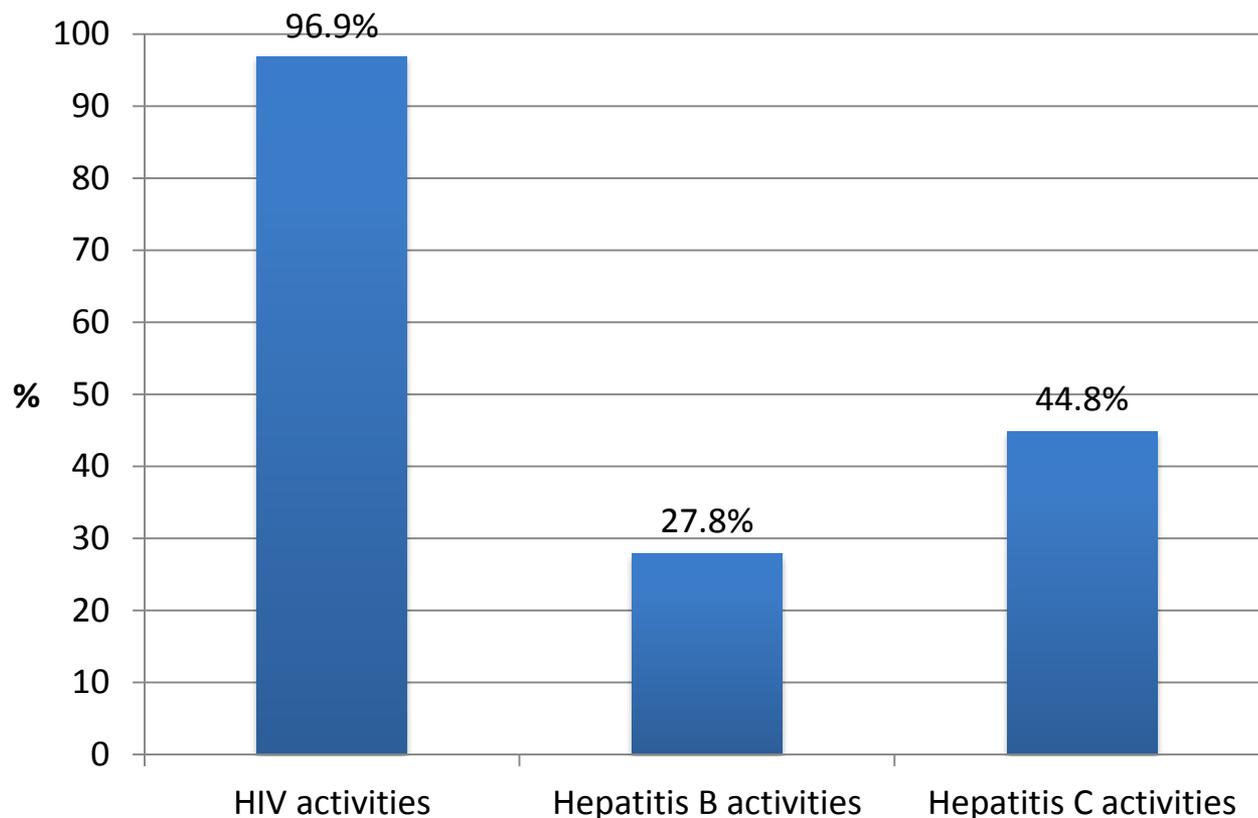
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Type of activities

Type of activities

- The majority of respondents carried out HIV activities (96.9%), followed by hepatitis C activities (44.8%), including testing activities (Figure 4).

Figure 4: Activities during ETW (N=194)



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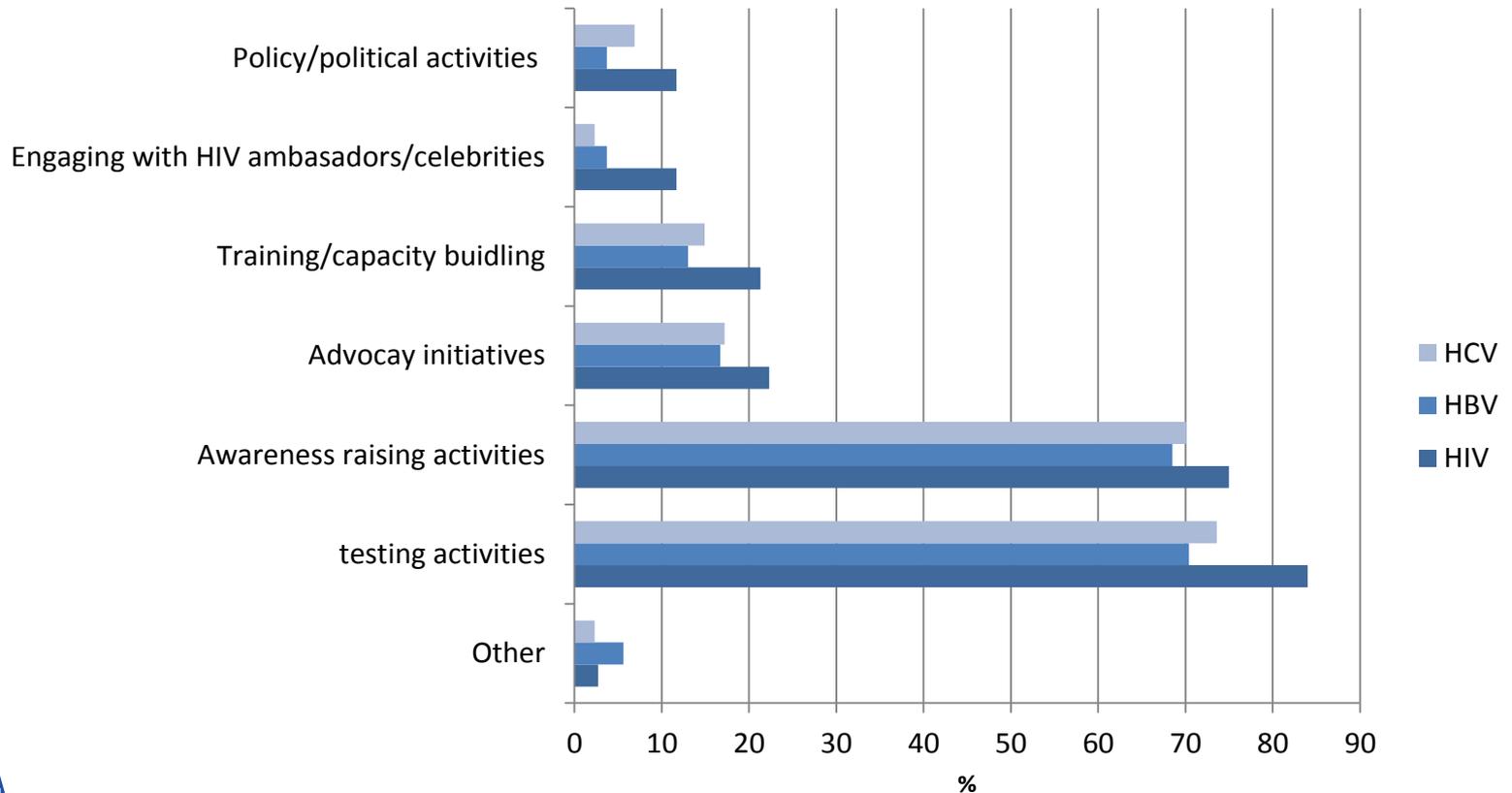
HIV, HBV and HCV activities

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Activities (HIV, HBV, HCV)

Activities carried out differed slightly depending on condition (Figure 20).

Figure 20: type of activity (HIV, HBV, HCV)



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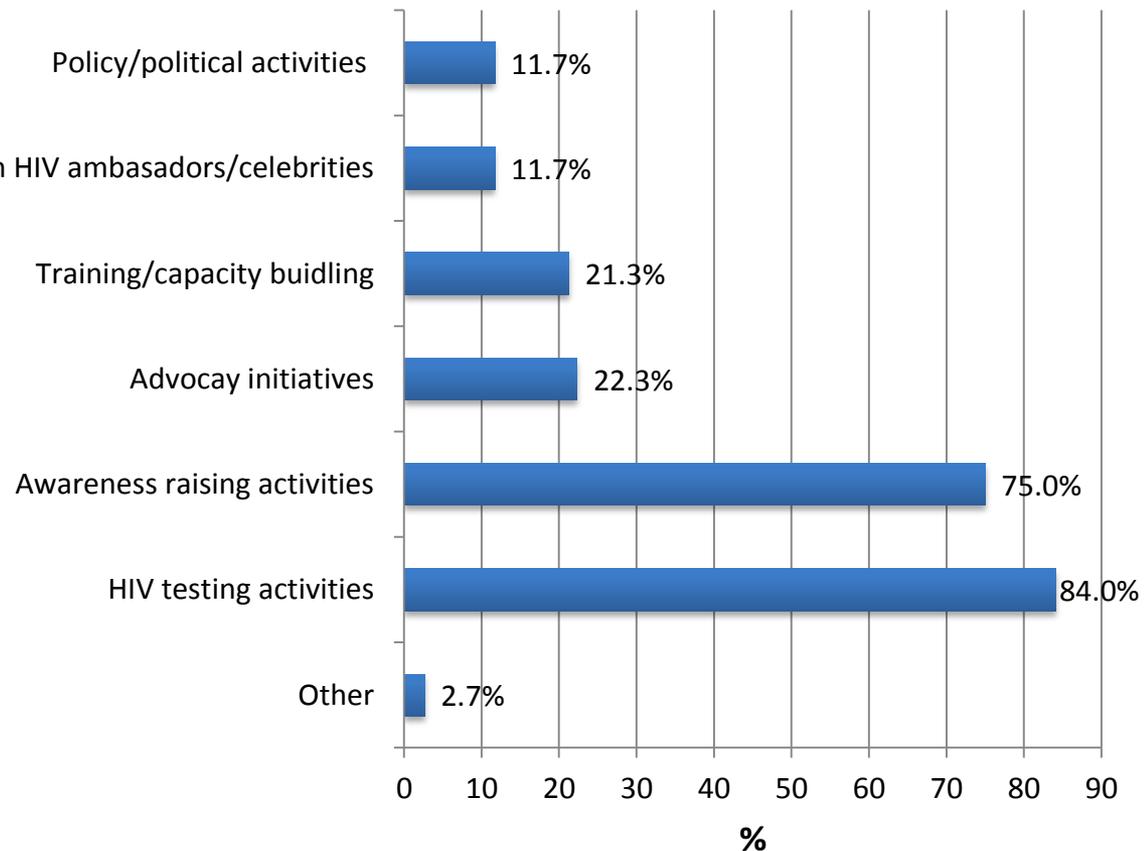
HIV activities

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HIV activities

- Of the respondents carrying out HIV activities (N=188) the majority carried out **HIV testing activities (84.0%)**, followed by **awareness-raising activities (75.0%)** (Figure 5).

Figure 5: HIV activities during ETW (N=188)



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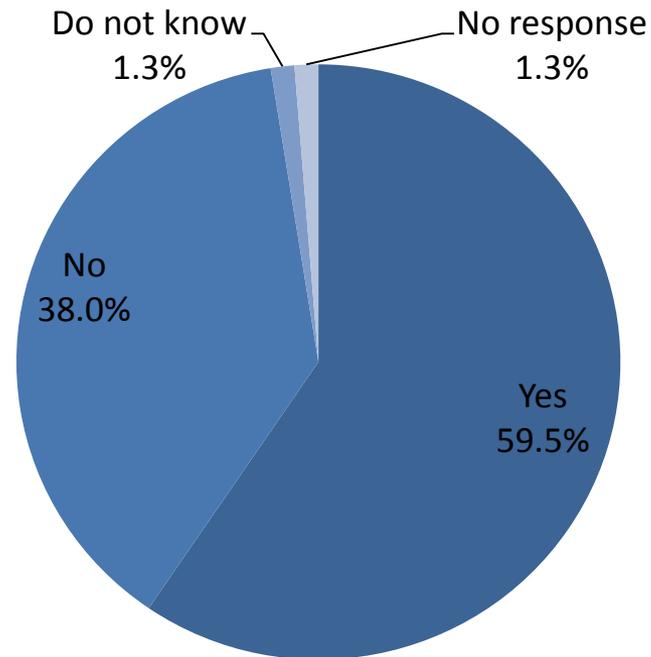
HIV testing activities

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HIV testing activities

- The majority of the respondents doing HIV testing during ETW reported doing **outreach testing (60%)**.

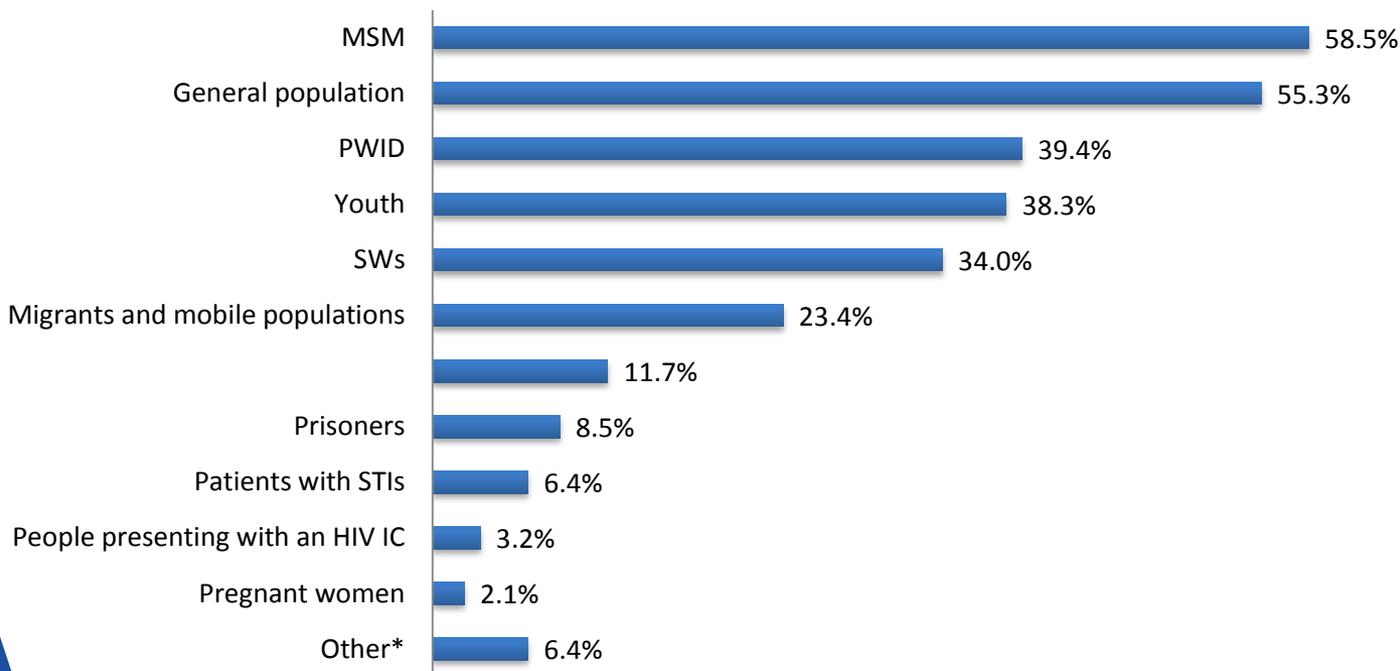
Figure 8: Respondents reporting doing outreach HIV testing (N=158)



HIV testing activities

- The most frequently reported target group for outreach testing activities were MSM, general population and PWID (Figure 9).

Figure 9: Target populations for outreach testing activities (N=94)



*Other target populations reported were Roma populations, disabled and mentally ill, seniors and gypsies.

HIV testing activities

- Of the 158 respondents that did HIV testing activities, 36.1% (N=57) reported that someone tested HIV antibody positive during ETW.
- Of the 57, 51 were able at the time of answering the survey, to provide the number of people testing positive which ranged from 1 to 46 people (median: 2, mean: 5.4).
- The majority of the respondents that tested people positive (N=57), referred them to the relevant hospital clinic (82.5%), 10.5% offered treatment and care themselves, 3.5% reported no referral due to no system in place and 3.5% did not know.

HIV testing activities

Of the 158 respondents that carried out HIV testing activities, 31 (19.6%) reported carrying out novel HIV testing projects during ETW. Some examples provided were:

“Home sampling kits which people could pick up at a pharmacy and use of the kits in outreach sessions.” *[Western Europe]*

“..ECUO presented the clip 'Two Lives', dedicated to the importance of timely testing - <http://ecuo.org/ru/orc/video/2015/11/25/rolik-dve-zhizni/>” *[Eastern Europe]*

“We started HIV-testing provided by people living with HIV.”
[Western Europe]

“In-reach Rapid HIV testing in addiction treatment centres and Hepatitis C workshops for service users in homeless hostel.”
[Western Europe]

“The whole week offering free anonymous testing together with strong awareness campaign using posters, leaflets and booklets. Besides, lectures for GPs encouraging them to test as much as possible were performed during the week.” *[Central Europe]*

HIV testing activities

The 31 respondents that carried out novel HIV testing projects were asked to indicate how strongly they agreed with the following statement:

“This new HIV testing project demonstrated a successful method of offering HIV test to individuals who would not otherwise have tested.”

42% strongly agreed with the above statement and 58% agreed. None reported to disagree or strongly disagree.

Some further explained why:

“As we were delivering a public health message directly to people who may not normally think of getting a HIV test”
[Western Europe]

“The majority of the people we tested in these venues had either a) not tested before or b) only tested last year when we offered it in the same way. This means that without our ETW activities they would not have tested for at all.” [Western Europe]

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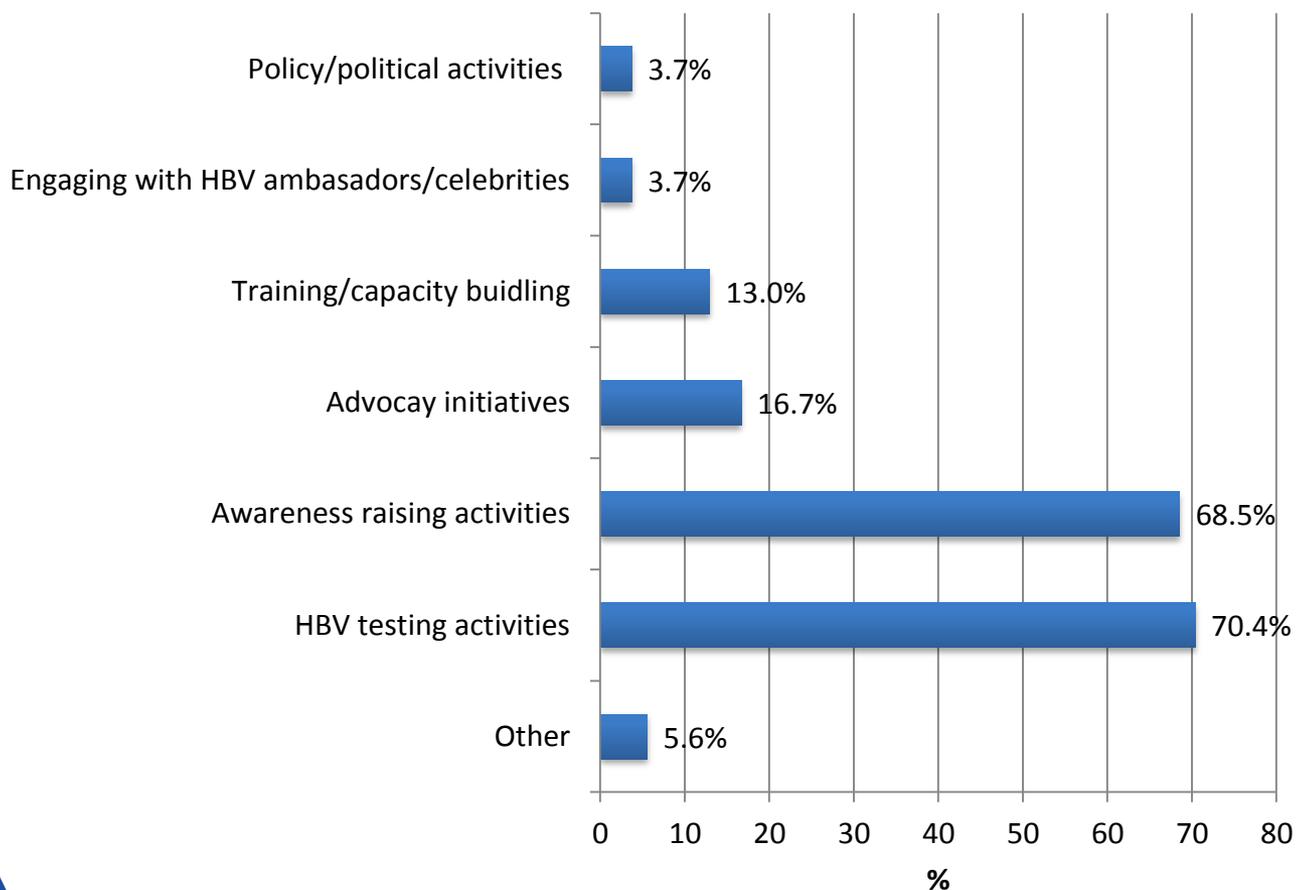
HBV activities

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HBV activities

- Of the respondents carrying out HBV activities (N=54) the majority did HBV testing activities (Figure 10).

Figure 10: HBV activities during ETW (N=54)



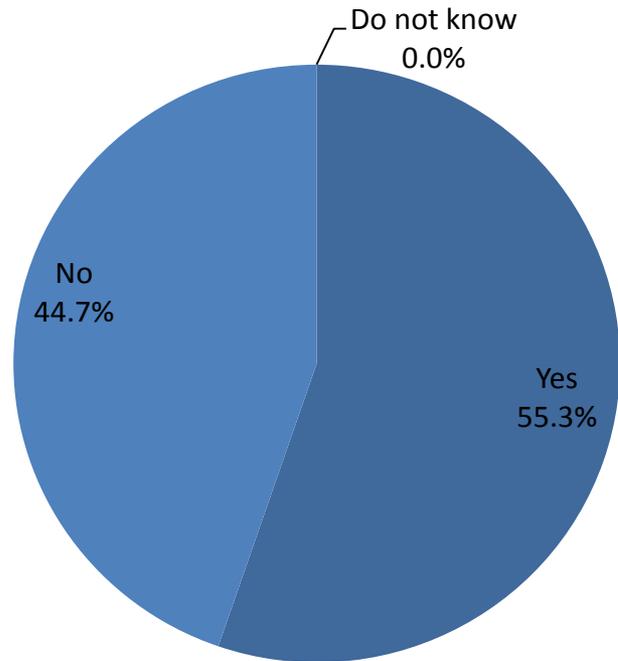
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HBV testing activities

HBV testing activities

- Of the respondents carrying out HBV testing activities (N=38), the majority reported doing outreach testing (Figure 13).

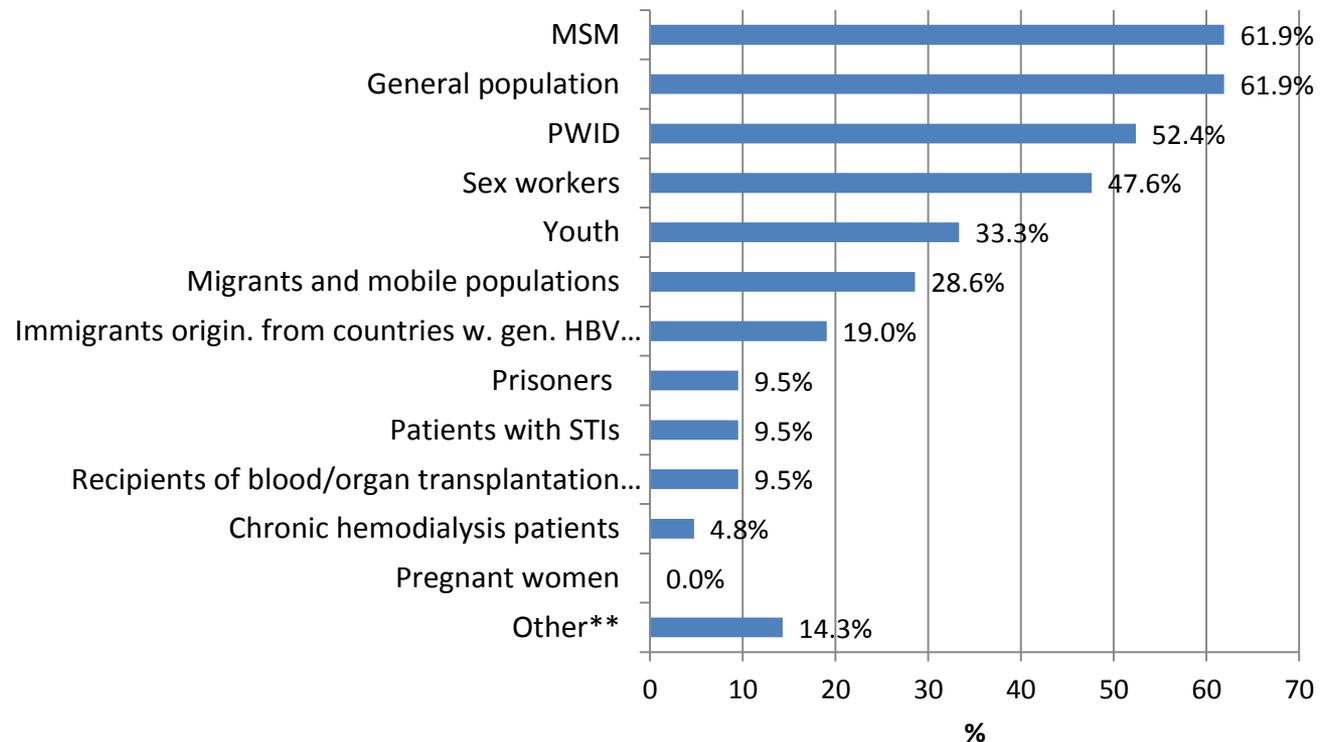
Figure 13: Outreach HBV testing during ETW (N=38)



HBV testing activities

- Of the respondents carrying out outreach HBV testing activities (N=21), the majority targeted MSM, general population and PWID (Figure 14).

Figure 14: Target populations targeted with outreach HBV testing during ETW (N=21)



HBV testing activities

- Of the 38 respondents that did HBV testing activities, 28.9% (N=11) reported that someone tested HBV antibody positive during ETW.
- Of the 11, 10 were able at the time of answering the survey to provide the number of people testing positive which ranged from 1 to 10 people (median: 2.5, mean: 3.9).
- All of the respondents that tested people positive (N=11), referred them to the relevant hospital clinic (100%), and one reported to also offer treatment and care themselves (9.1%).

HBV testing activities

- Of the 38 survey respondents that carried out HBV testing activities, 5 (13.2%) reported carrying out novel HBV testing projects during ETW. Some examples provided were:

“Additional testing activities were organised by the clinic for infectious diseases. Activities were supported and promoted by Ministry of health and the clinic.” [*Central Europe*]

“Launched BBV testing in A&E at Chelsea and Westminster Hospital. For 1 week we offered BBV testing in all GUM clinic attenders (irrespective of risk) - no results yet.” [*Western Europe*]

“The whole week offering free anonymous testing together with strong awareness campaign using posters, leaflets and booklets. Besides, lectures for GPs encouraging them to test as much as possible were performed during the week.” [*Central Europe*]

HBV testing activities

The five respondents that carried out novel HBV testing projects were asked to indicate how strongly they agreed with the following statement:

“This new HBV testing project demonstrated a successful method of offering HBV test to individuals who would not otherwise have tested.”

Four strongly agreed or agreed with the above statement and 58% agreed. One responded not applicable.

Some further explained why:

“Due to reinforced and concentrated awareness through various media, MDs and chance of increased possibility of getting tested.” [Central Europe]

“We have a lot of hard to reach MSM groups not covered by testing for HIV and hepatitis.” [Eastern Europe]

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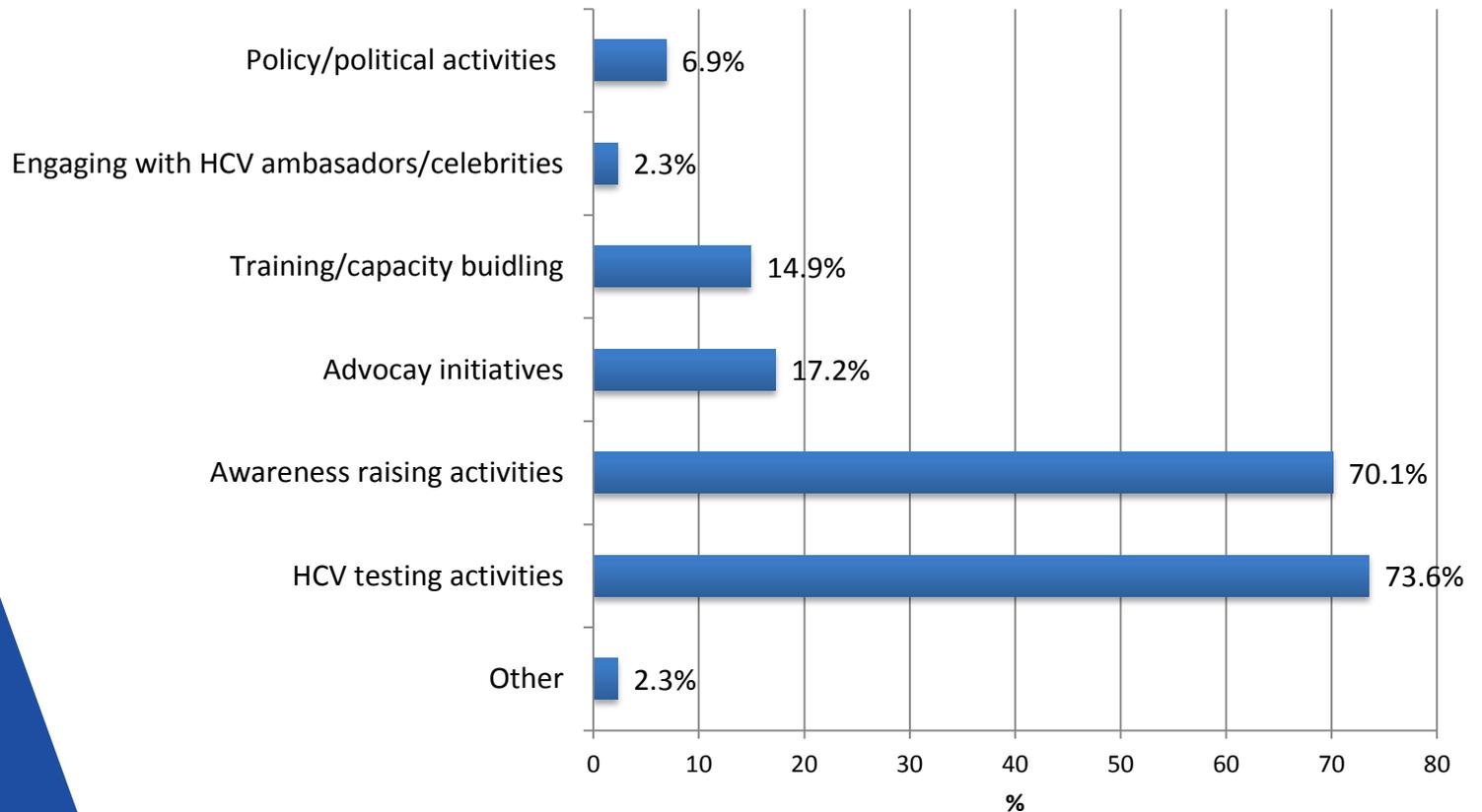
HCV activities

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HCV activities

- Of the respondents carrying out HCV activities (N=87) the majority did HCV testing activities (Figure 15).

Figure 15: HCV activities during ETW (N=87)



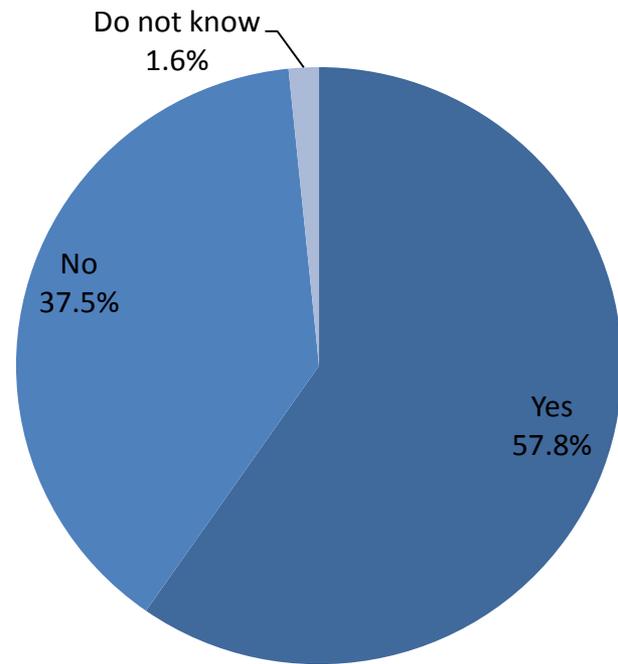
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HCV testing activities

HCV testing activities

- The majority of the respondents performing HCV testing during ETW reported doing outreach testing (57.8%) (Figure 17).

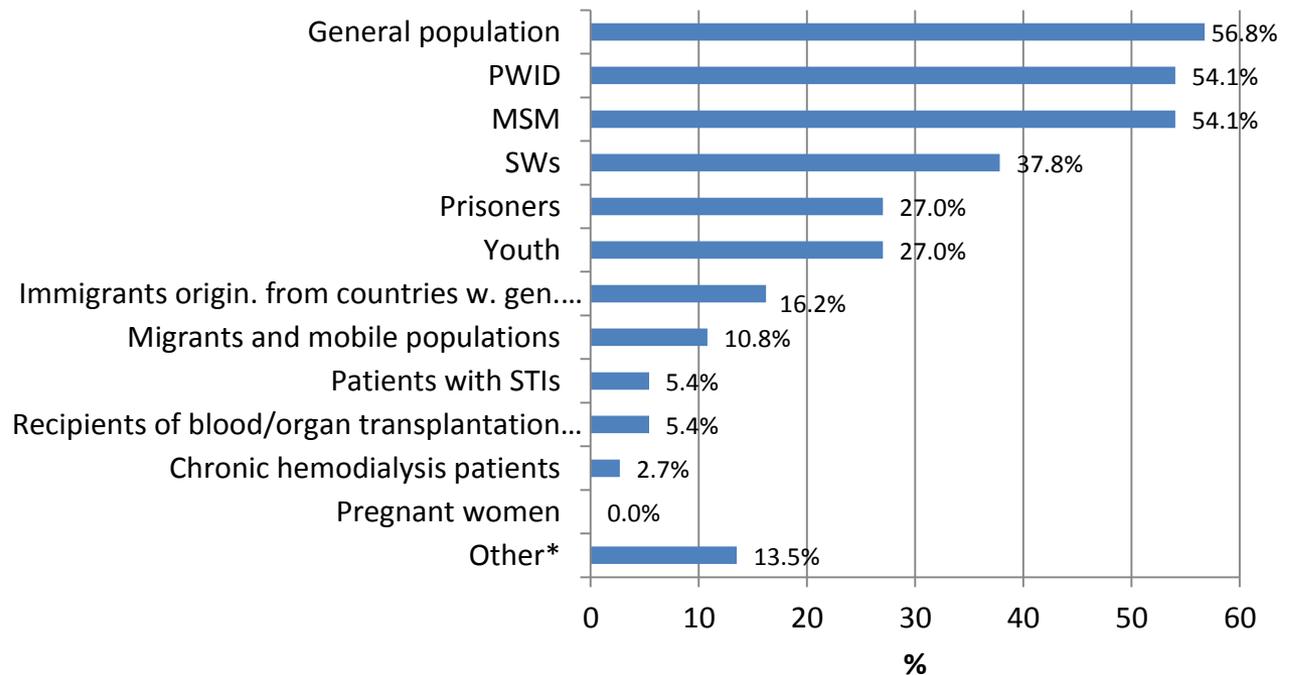
Figure 17: respondents reporting outreach HCV testing (N=64)



HCV testing activities

- Of the respondents carrying out outreach HCV testing activities (N=37), the majority targeted MSM, general population and PWID (Figure 19).

Figure 19: Target populations targeted with outreach HCV testing during ETW (N=37)



**Examples of 'other' were homeless people, mentally ill people and seniors.*

HCV testing activities

- Of the 64 respondents that did HCV testing activities, **48.4% (N=31)** reported that someone tested HCV positive during ETW.
- Of the 31, 29 were able at the time of answering the survey to provide the number of people testing positive which ranged from **1 to 38 people** (median: 2, mean: 4.5).
- Most of the respondents that tested people positive (N=31), **referred them to the relevant hospital clinic (90.3%)**, and four reported offering treatment and care themselves (12.9%).

HCV testing activities

- Of the 64 respondents that carried out HCV testing activities, 7 (10.9%) reported carrying out novel HCV testing projects during ETW. Some examples provided were:

“The rapid free and anonymous testing included the HCV testing as well as HIV was offered in Diagnostic Polyclinic during morning hours.”
[Central Europe]

“The whole week offering free anonymous testing together with strong awareness campaign using posters, leaflets and booklets. Besides, lectures for GPs encouraging them to test as much as possible were performed during the week.” [Central Europe]

“We did the same activities like for HIV. We did in-house activities in the prison and in social organisations for their inhabitants and staff. We did Workshops with basics HIV and HCV and free testing.” [Western Europe]

HCV testing activities

The seven respondents that carried out novel HCV testing projects were asked to indicate how strongly they agreed with the following statement:

“This new HCV testing project demonstrated a successful method of offering HCV test to individuals who would not otherwise have tested”

All seven strongly agreed or agreed with the above statement.

Some further explained why:

“Due to reinforced and concentrated awareness through various media, MDs and chance of increased possibility of getting tested.” [Central Europe]

“We have a lot of hard to reach MSM groups not covered by testing for HIV and hepatitis.” [Eastern Europe]

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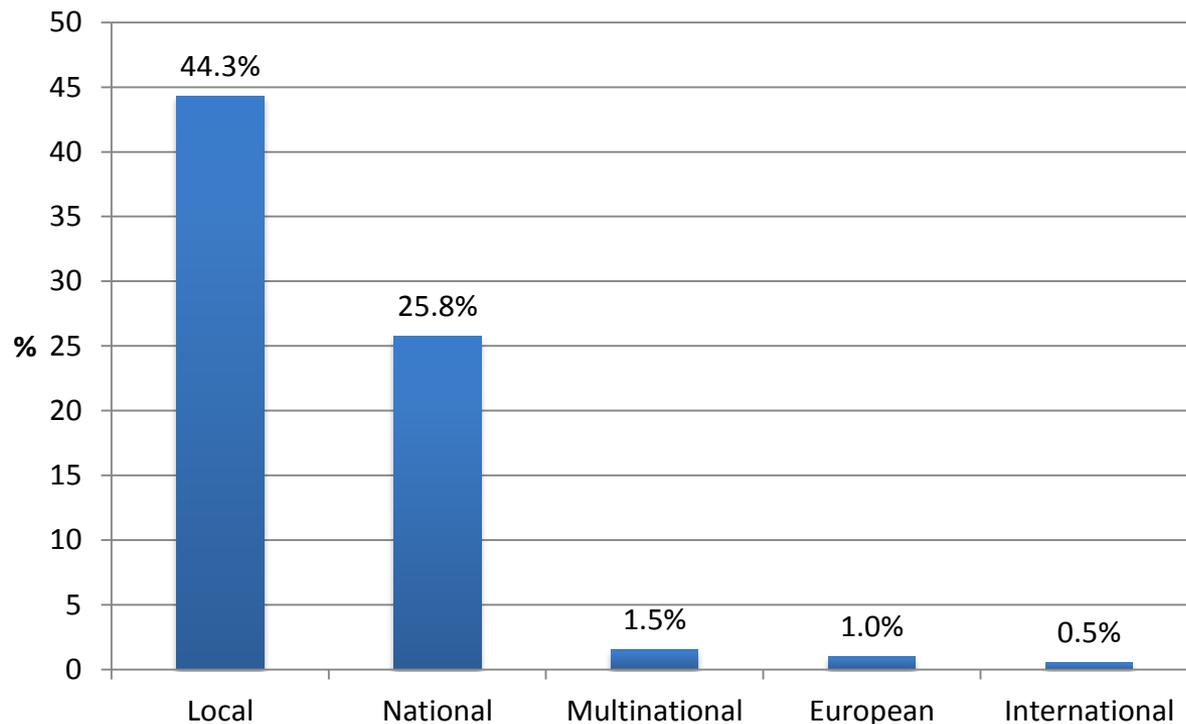
Collaboration with other organisations

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Collaboration with other organisations

The majority of the respondents reported that they collaborated with other organisations (74.2%). The majority collaborated on a local level (Figure 24).

Figure 24: Level on which the organisations collaborated (N=144)



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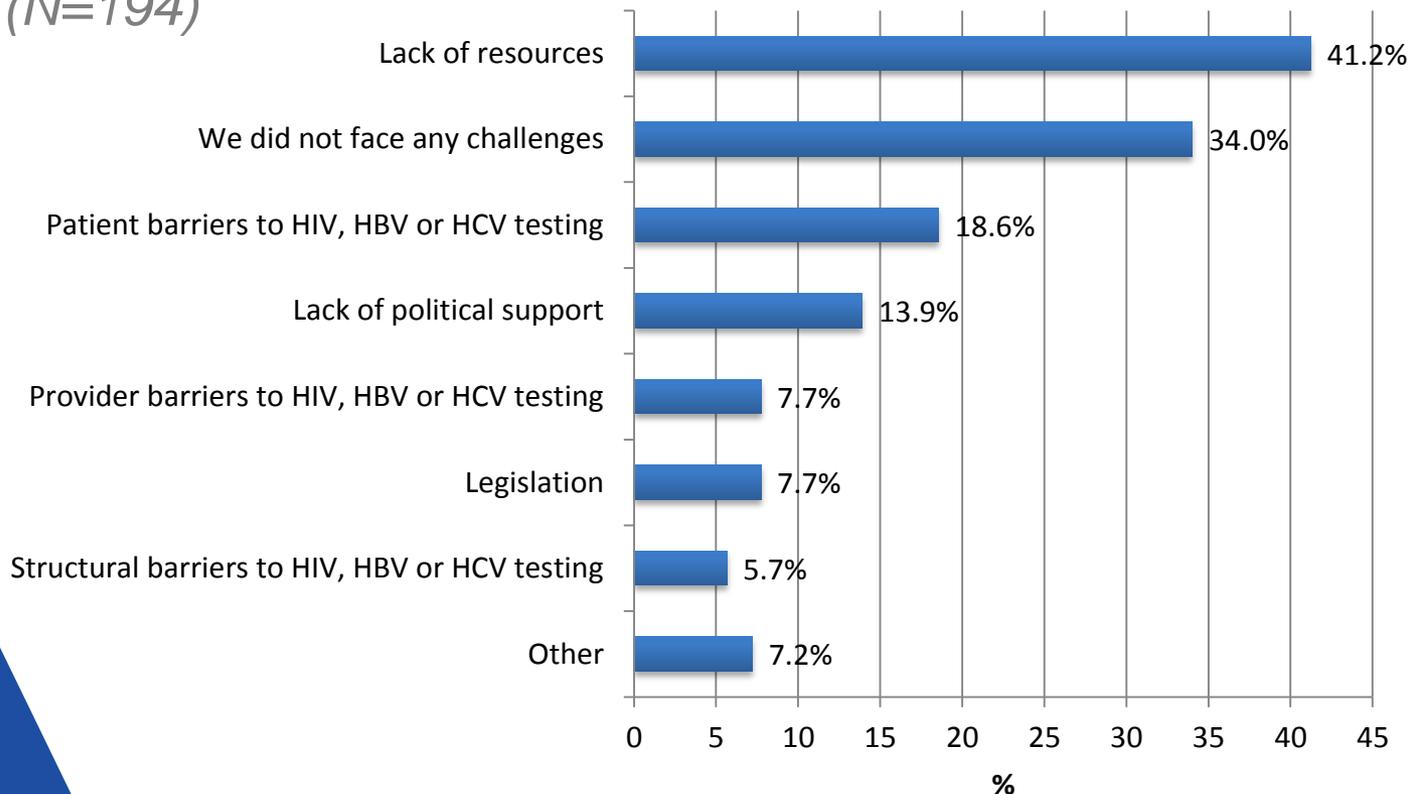
Challenges and new experiences

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Challenges and new experiences

The majority of the survey respondents experienced **lack of resources as the biggest challenge (41.2%)** followed by patent barriers to HIV, HBV or HCV testing (18.6%) (Figure 25).

Figure 25: Challenges experienced by participants (N=194)



Challenges and new experiences

Some of the participants further explained their challenges during ETW:

“.. don't have enough resources (people and finances) to plan and carry out more activities during the ETW, though we would like to. We had some ideas this year, but couldn't implement all.” [Central Europe]

“.. Within our area, certain organisations are only funded to provide HIV testing to a specific high risk group. As we are only funded to provide testing for MSM, we felt that this was a restriction.” [Western Europe]

“.. Stigma and unawares among medical staff” [Central Europe]

“.. serious shortage of Oraquick HIV and HEP C tests (saliva) [Eastern Europe]

“.. Local authorities did not support the ETW. To conduct more activities next year, it's necessary with additional funding.” [Eastern Europe]

“.. After departure of Global Fund from [country], many services shut down including many of the community based testing groups, harm reduction groups. HepC and other STI testing stopped being free of charge and was returned to the payed system. This all happened in 2014.[...] should be supported by the government, but is not [Central Europe].“

Challenges and new experiences

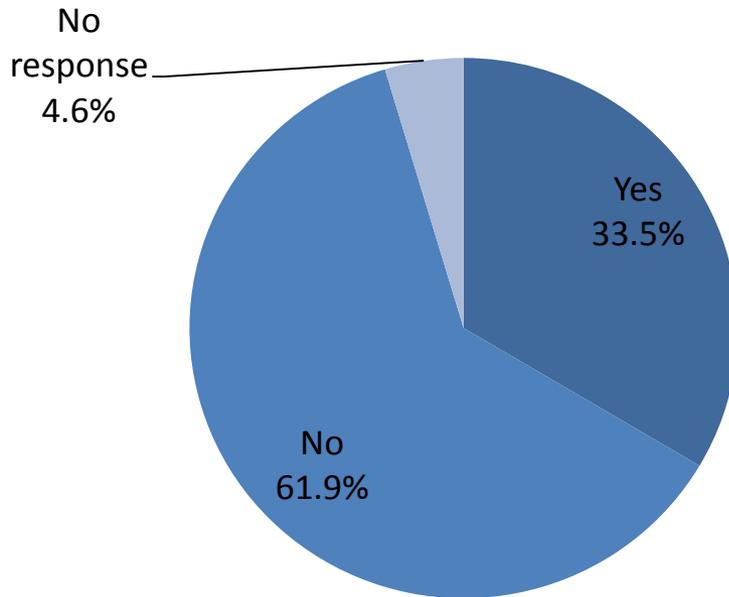
Three of the 194 (1.5%) respondents reported that they were aware of **negative outcomes of ETW**. One example included:

- “Our **team is exhausted**. Our ability to engage with other promoted events during this time was extremely limited.” [Western Europe]

Challenges and new experiences

Several respondents reported gaining new experiences during ETW (33%) (Figure 26).

Figure 26: Respondents reporting gaining new experience during ETW



Examples:

“It is very effective to promote HIV and hepatitis testing and prevention together.” [Central Europe]

*“We’ll look into offering more outreach testing. Also we had never used the **insti one minute** HIV test, this is definitely something that we’ll continue using.” [Western Europe]*

“Further support around HBV/HCV, especially towards MSM and HIV+ MSM..” [Western Europe]

*“We have established **new partnerships.**” [Central Europe]*

*“Made **contact with MSM.**” [Eastern Europe]*

Challenges and new experiences

- 92 respondents (47.4%) reported that they had developed their own materials for ETW. Some examples of materials were provided:

“We collected 'my first time testing' stories from people who were willing to talk with pictures. These were posted daily during ETW to encourage general population to get their own testing in medical facility. The aim was that testing is good for everybody and HIV/hepatitis is not only relevant to people who use drugs, MSM etc. but to everybody.”
[Central Europe]

“A brochure for doctors, to use for communication and evaluation of patients.”
[Central Europe]

“epidemiological tool to follow testing/tested users (anonymously).” [Western Europe]

“The UCD HIV Molecular Research Group (HMRG) and HIV Ireland designed coffee cup sleeves to encourage people in Dublin to get a HIV test.” [Western Europe]

“Cards with positive messages on HIV and HCV testing. Intention of cards was to raise awareness and promote positive thinking towards testing.” [Eastern Europe]

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Use and knowledge of social media

Use and knowledge of social media

149 of the 194 (76.8%) respondents reported using social media during ETW.

A few examples:

“We have promoted the ETW with sponsored and targeted shares, through our Facebook page. Also we have used Grindr and PlanetRomeo.” [Central Europe]

“We used our national escort website, we had blasts on Grindr, we had frequent posts about testing and HIV and HCV on Facebook and Twitter. We used bitly links to track traffic that was guided towards our website where people could gain more information about HIV and HCV and testing available.” [Western Europe]

“We used FB to promote our home sampling service generating 12,000 orders. We also used it to promote local services, help people recognise their need for a test, help people find local services, to promote events and celebrity involvement” [Western Europe]

“We used FB to share information about ETW events.” [Eastern Europe]

“We posted pictures in ETW Facebook group.” [Eastern Europe]

Use and knowledge of social media

- 56 of the 194 (28.9%) respondents reported having heard about the mobile-optimised European HIV Test Finder.
- 58 of the 194 (29.9%) survey respondents reported having heard about the collaboration with Grindr, Hornet and PlanetRomeo who have provided free advertising to promote the European HIV Test Finder.
- 12 of the 58 (29.7%) who had heard about the collaboration, reported that people came forward for testing as a result of seeing the advertising on either Grindr, Hornet or PlanetRomeo.



Resources

European HIV Test Finder

Find out where you can have an HIV test across the European Union

Use our *European HIV test finder* to find an HIV testing centre convenient to you.

First select your country using the drop down menu. Then either select a state or town from the second drop down menu or enter your location.

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Please select your country

and select a town / state

or enter your post / zip code

Display results

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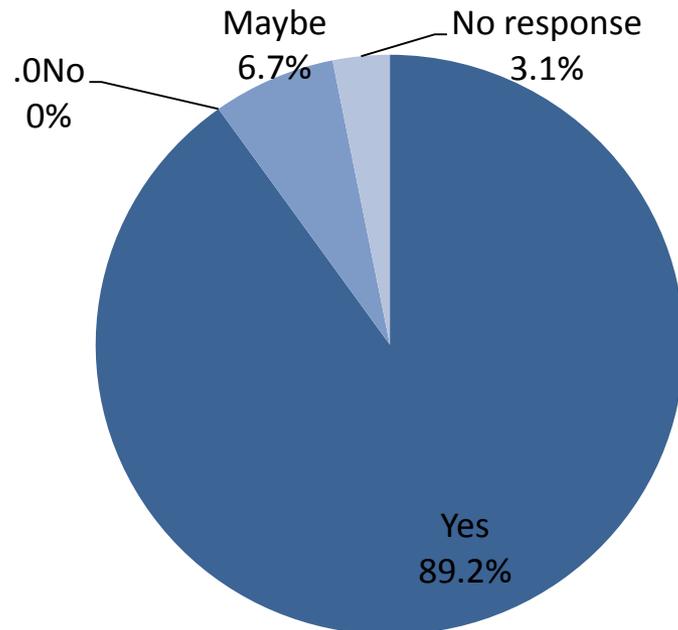
Future European Testing Weeks

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Future European Testing Weeks

The majority of survey respondents reported being interested in participating in future ETWs (Figure 27).

Figure 27: Proportion of participating partners who wish to participate in another European HIV testing week (N=194)



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Future European Testing Weeks

Some of the reported reasons for participating again included:

“Since 'Checkpoint' deals with HIV and Hepatitis prevention, ETW is a good initiative for further promoting testing and actually infusing the notion of routine testing.. TW is a good tool (from a communicative point of view as well) to be used for advocacy issues and speak out the facts and figures of the HIV epidemic to the general population as well (through the Mass Media attention) .”
[Western Europe]

“ETW is a continental action which opens some doors and gives a platform for talking about testing.” [Central Europe]

“A good opportunity to reach out to hidden and hard to find members of KAP [Eastern Europe]

“because it’s an activity that cover our goals and it’s been great doing it.” [Western Europe]

“I think a very good initiative because it manages to raise the number of screenings, which in [country] is very low.”
[Central Europe]

“It is an important initiative and it is good to work with European partners on this.”
[Western Europe]

Future European Testing Weeks

Some of the survey respondents had ideas on how to improve future ETWs:

“Many of the organisations that participated on the campaign did not sign up via ETW web because of language barriers and it would be a complicated step for them. It would be useful to have the website in other language mutation (or at least the most important pages).”
[Central Europe]

“The European HIV Test Finder was unavailable in Ukraine, unfortunately. In 2016 we would like to use this mobile application..” [Eastern Europe]

“More support to the organisations for the development of activities”
[Western Europe]

“..it is very close to the World AIDS Day we think to be a better between World Hepatitis Day and World AIDS Day” [Eastern Europe]

“Opportunities of financing our activities during the ETW would be welcome, not necessarily direct, but also from private companies etc. This year's possibility to get free INSTI tests was very welcome.” [Central Europe]

“Maybe new template and logo for ETW, maybe more attractive.”
[Central Europe]

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International collaborations

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International collaborations

- A collaboration with Biolytical was established in 2014 as they were interested in again donating testing kits to the 2015 ETW participants. The HiE Secretariat provided a **list of participants in respective countries** after which Biolytical took care of the distribution of kits.
- **2,500 INSTI “60 Second” HIV test kits** were donated to **50 participating organisations** in **23 EU countries**.
- The tests were distributed in the **following countries**: Austria; Belgium; Bulgaria; Croatia; Cyprus; Czech Republic; Denmark; France; Germany; Greece; Hungary; Ireland; Italy; Latvia; Lithuania; Netherlands; Poland; Portugal; Republic of Ireland; Romania; Slovenia; Sweden; United Kingdom

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International collaborations

AIDS Healthcare Foundation Europe has supported ETW participants since the conception of ETW. In 2015, nine community-based organizations from eight countries (Croatia, Czech Republic, Ireland, Italy, Latvia, Russia and Ukraine) were supported by AHF Europe.

	CROATIA	CZECH REP	IRELAND	ITALY	LATVIA	RUSSIA	UKRAINE		ARMENIA	TOTALS:
Tested	444	570	176	79	290	400	745	500	625	3829
Positive cases	8	2	2	1	11	15	23	10	2	74
Serop-ty	1,80%	0,30%	1,10%	1,20%	3,80%	3,80%	3,00%	2,00%	0,30	1,90%

The total contribution was of 36,500 USD to support organizing testing activities, payment for staff and volunteers and marketing. In addition 2254 tests were donated to the EU based organisation to support their testing activities.



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Website and social media activity

www.testingweek.eu
www.hiveurope.eu

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Website evaluation

10 December 2014 – 08 December 2015



Website relaunch

24 July 2015



Average length of visit

**1 minute
55 seconds**



8,152

website visits



6,694

unique users



16,382

page views



1,063

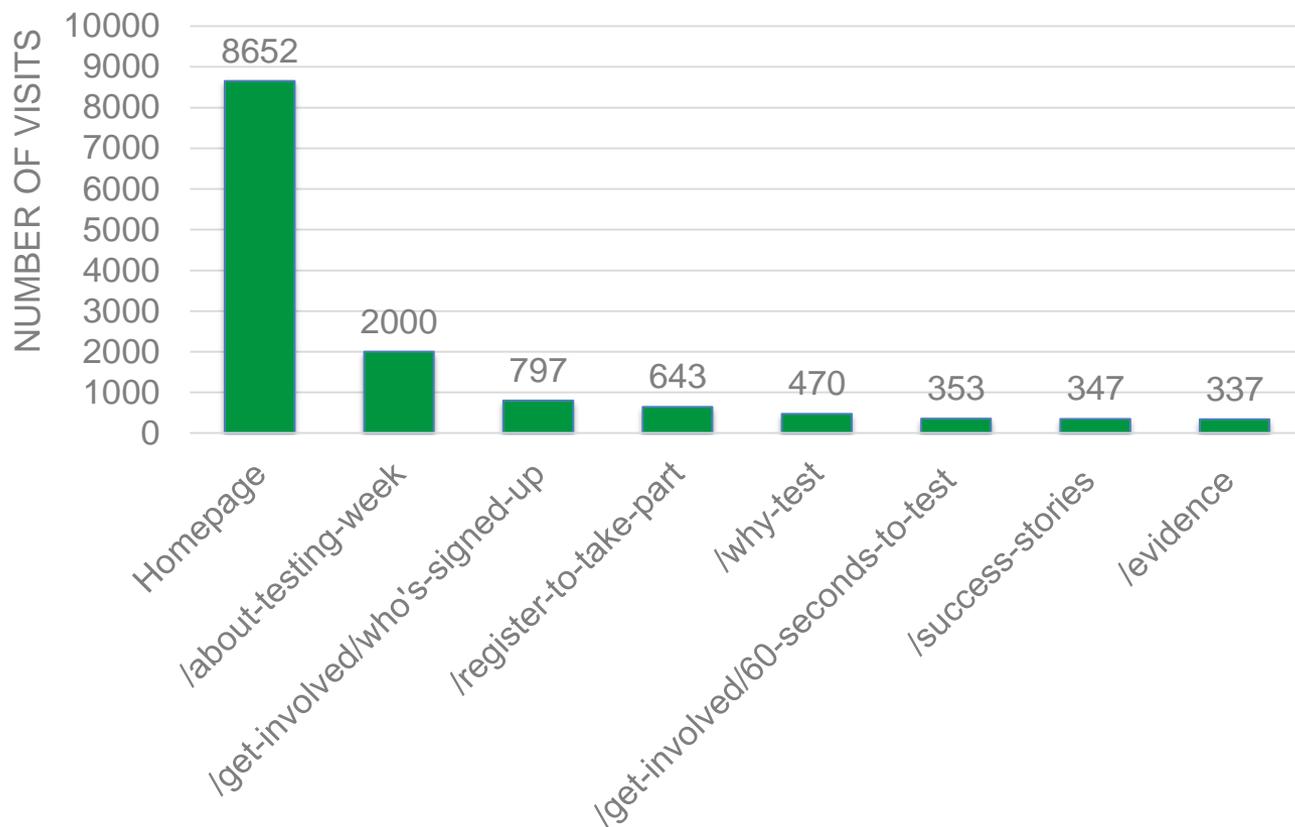
downloads of testing
week materials

Peak traffic to website



- The peak number of visits were seen **during testing week 2015** (Fri 20 Nov – Fri 27 Nov)
- The biggest peak was on **24 November**, half-way through the week
- The greatest number of materials were downloaded on **Fri 20 Nov** with **37 downloads**

Most popular website pages



The **Homepage** was the most visited website page, followed by the **About testing week** page and **Get involved** section of the website

Testing week material downloads

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European testing
week evaluation
report downloaded
109 times

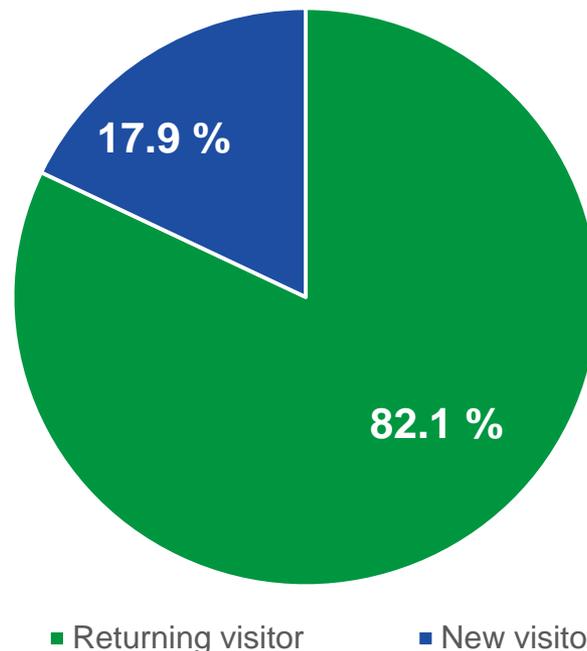
Toolkit 2 – Calendar
and Testing week
implementation
handbook
26 times

1,063
total
downloads of
testing week
materials

Toolkit 3 – HIV
Dossier of
Evidence
downloaded
31 times

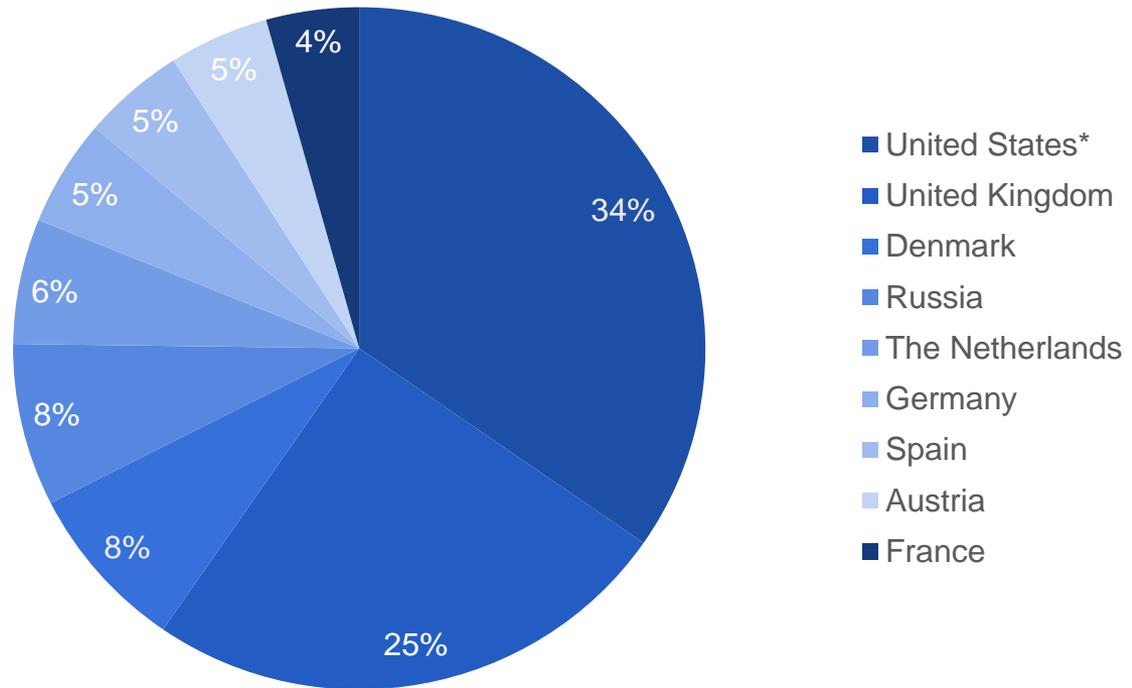
Peak downloads on
Friday 20 Nov with
37
downloads

User behaviour and engagement



The average length of visit for a **new visitor** was **49 seconds**, while for a **returning visitor** the average length of stay was considerably longer, at **6 minutes 5 seconds**

Website visits by country



The website was viewed by visitors **across the globe**, with the **top ten countries** visiting the site listed above

*May also include other countries routing internet via the United States

Traffic sources

Direct

Web address entered directly into address bar



Organic search

Traffic directed from a search engine



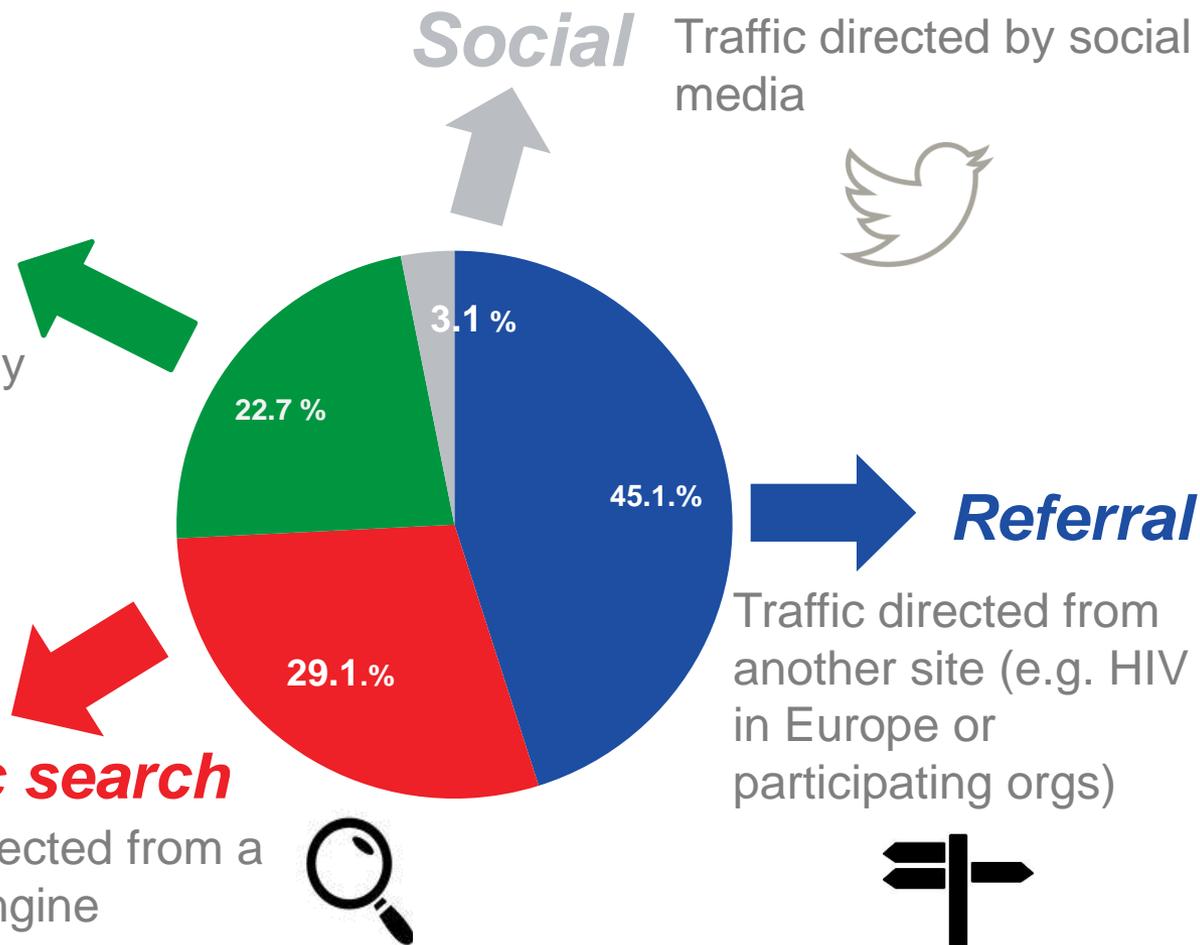
Social

Traffic directed by social media



Referral

Traffic directed from another site (e.g. HIV in Europe or participating orgs)



Nearly 50 per cent of traffic came from users clicking on the testing week website link on another site, followed by those searching for **'testing week'** or a related term through an online search engine

Traffic source: top referrals by clicks

The **top six sites** from which traffic was directed to the testing week website



ANONYM AIDS TANÁCSADÓ SZOLGÁLAT
KAROLINA RENDELŐ



KAROLINA RENDELŐ



Anonymous AIDS Association



SOAIDS

STI AIDS Netherlands



AIDS HILFE
 Aids Hilfe Wien



Gender Orientation Sexual Health HIV



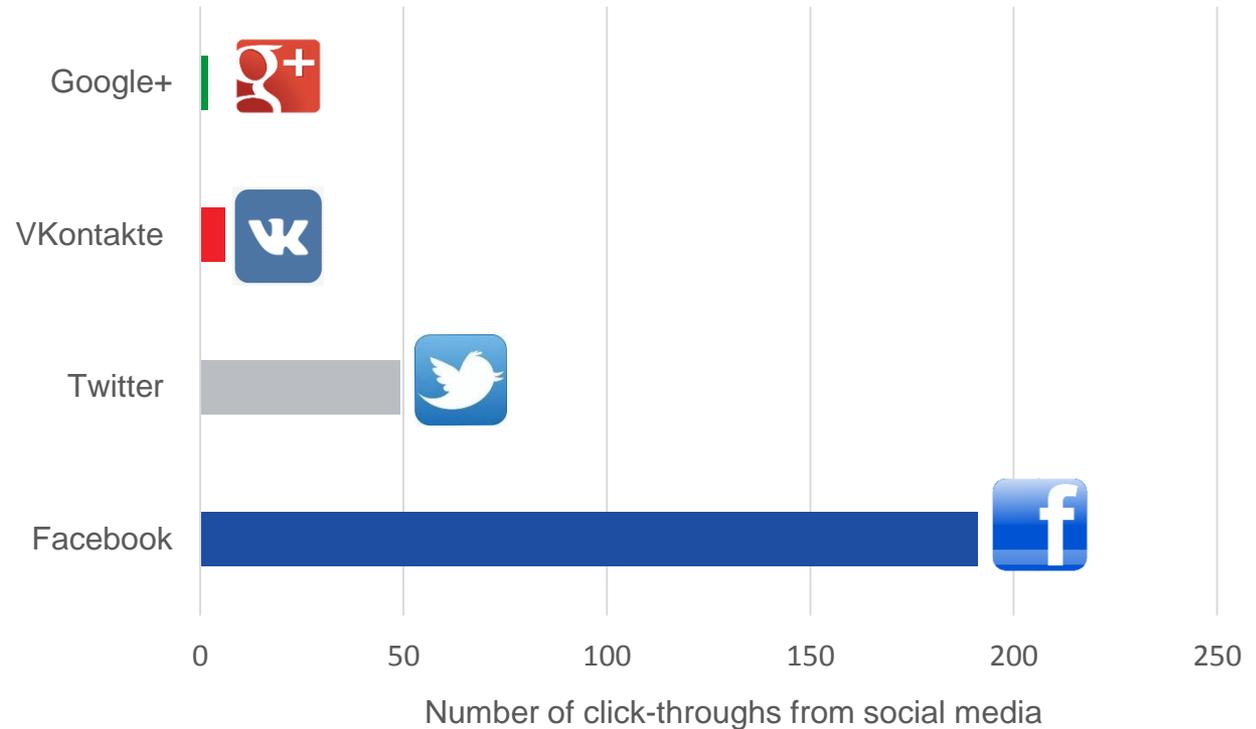
HIV Ireland



HIVtest.bg

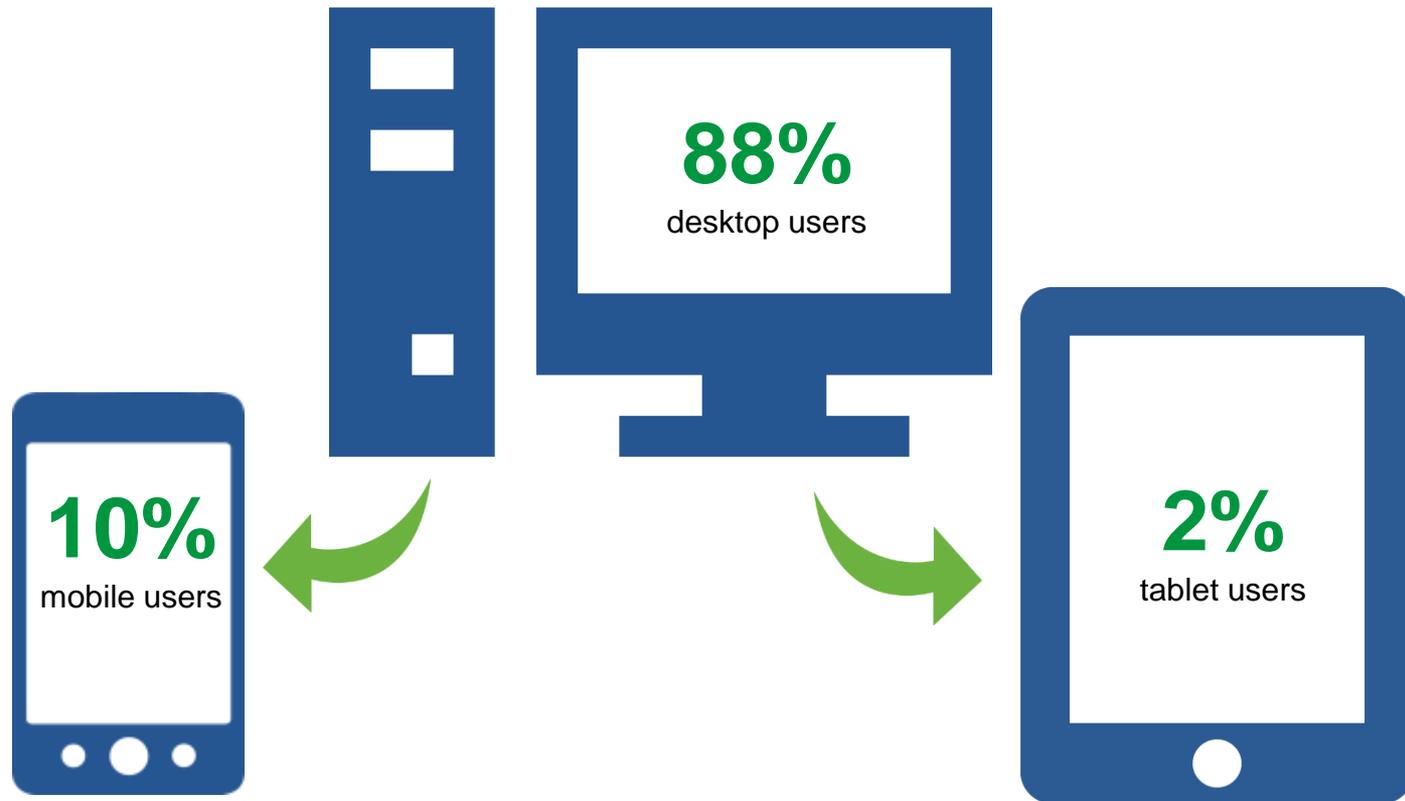


Traffic source: social media



- A substantial majority of social media traffic to the website came from **Facebook (76.71%)**, with **Twitter** accounting for **19.68%** of traffic
- **VKontakte**, a social media network particularly popular with Russian speakers, accounted for **2.5%** of click-throughs

Website usage by device



While the **majority of visitors to the website were desktop users**, it is important to recognise the importance of mobile and tablet accessibility to the website, as **12 per cent of users** visited the site on such devices

TW 2014 and 2015: a comparison

VISITS – *lower*
10,029 → 8,152

UNIQUE VISITORS – *higher*
6,528 → 6,694

DOWNLOADS – *lower*
4,289 → 1,063

SIGN-UPS – *lower*
709 → 417

LENGTH OF VISIT – *lower*
02:55 → 01:55

- The relaunched testing week website 2015 attracted **more unique visitors** to the website, although there were **fewer overall visits** than during the 2014 campaign
- This could be due to participants being **confident in their local testing week activities** and not needing to visit the website
- **309 organisations** signed up for testing week for the **first time in 2015**, although there was an overall reduction in sign-ups
- Many partnering organisations were **unaware of the need to re-sign up again** this year which may account for this reduction in sign-ups

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Social media

- The Facebook page and Twitter profile were created on 17 September 2013 to **communicate key messages, drive people to the website and engage with participants of ETW.**
- These profiles were continuously used throughout 2013, 2014 and 2015 to keep the momentum going, promote the 2013 and 2014 evaluation reports and to communicate about the planning and launch of the 2015 ETW.

The collage features several elements:

- A group of people holding signs that read "20-27 SEMANA EUROPEA DE LA PRUEBA LA HEPATITIS-VIH 2015" and "TESTAR. TRATAR. PREVENIR. www.testingweek.eu".
- A Twitter profile for "EuroHIVHEPtestweek" (@HIVheptestweek) with 913 tweets and 716 followers.
- A tweet from "EATG" (@EATGx) dated Feb 15, containing an open letter to authorities in the Czech Republic.
- A photo of three men standing in front of a testing booth with a sign that says "OVEMBRO 2015 TESTAR. TRATAR. PREVENIR. www.testingweek.eu".

Social media – the Facebook page

- By the beginning of ETW 2015 the Facebook page had 1,273 ‘likes’ and by the end (27 November), **1,307 ‘likes’**. ‘Likes’ were primarily from **participating partners of ETW also included organisations** that supported ETW, such as ECDC, ECUO, AIDS Action Europe and UNAIDS.
- During ETW **16 posts were published** on the Facebook page **by the HiE Secretariat and 30 by people and organisations following the page. 55 posts mentioning ETW were published.**



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Social media – the Facebook group

- Again this year, a Facebook group was created. The group has **74 members** and was set up as a forum in which the participants could **share activities, experiences and challenges with one another.**
- In addition to sharing photos and activities as was done on the Facebook page, this group allowed **slightly more privacy** as only participants of the testing week were invited to join.

During the European HIV-Hepatitis Testing Week 2015 Carusel's staff offered HIV/HCV/HBV testing and counseling, daily, in two locations in Bucharest, Romania, at the Caracuda Ferentari drop in centre and the Obor Community Centre, in order to reach as many people as possible.

Se oversættelse

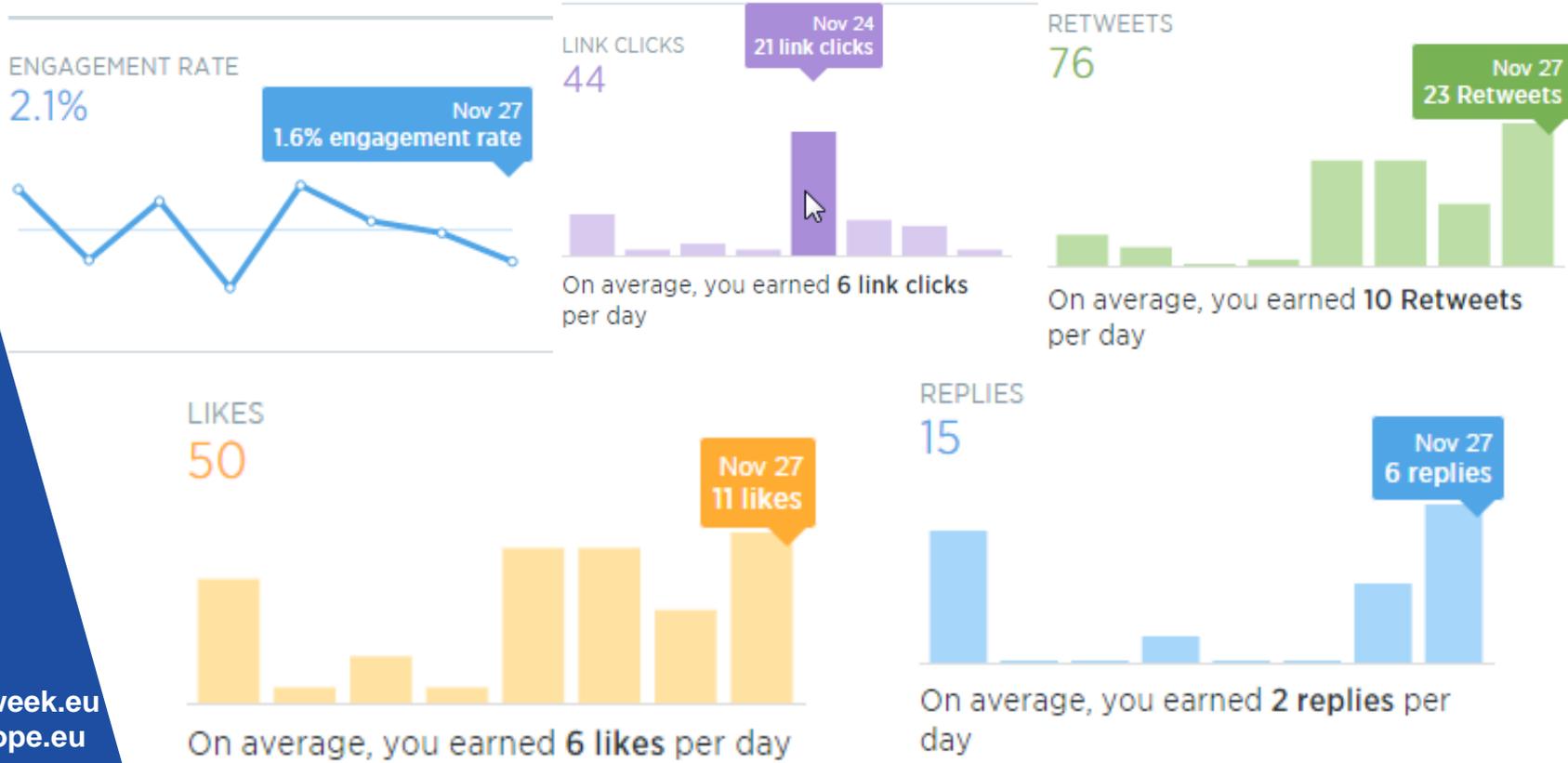


Česká společnost AIDS pomoc



Social media – the Twitter profile

- The messages tweeted from the HiE Secretariat served to promote the ETW, its website and the information and materials available.
- From 20-27 November 2016, the ETW Twitter profile (@EuroHIVHEPtestweek) earned **12.9K impressions**.



Social media – the Thunderclap

- A Thunderclap was set up this year with a message that was posted automatically on the first day of ETW on 116 different profiles resulting in a social reach of 157,604.

#TestTreatPrevent

by European HIV-Hepatitis Testing Week

category: **Health**

“Today #EuroHIVHEPtestweek begins. Help us raise awareness! #TestTreatPrevent
<http://thndr.it/1LaHyiB>”



European HIV-Hepatitis Testin...

EMBED
</>

SUPPORTERS

116 of **100**

116% of goal supported

SOCIAL REACH

157,604

People

TIME LEFT

Complete

Ends Nov 20, 9:00 AM CET

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Social media – the Twitter chat

- On Friday 27 November ECDC arranged a Twitter chat with ETW (@EuroHIVHEPtestweek), World Hepatitis Alliance (@Hep_Alliance) and EATG (@EATGx).
- The chat, let's talk testing, used #time2test and reached 43,217 accounts. There were >30 contributors resulting in 122,280 impressions.



Let's talk testing

Why should YOU test for HIV and hepatitis?

Join @ECDC_EU, @HIVheptestweek, @Hep_Alliance and @EATGx to discuss the benefits of testing.

**When: Friday, 27 November 2015
 11:00 - 12:00 CET**

Send us your questions using the hashtag
#time2test

World Hep Alliance @Hep_Alliance · Nov 26
 Tomorrow join WHA president and others for twitter chat to learn why YOU should test for #HIV #hepatitis #time2test

EuroHIVHEPtestweek @HIVheptestweek
 On this last day of #EuroHIVHEPtestweek join us, @ECDC_EU, @Hep_Alliance & @EATGx and find out why it's #time2test pic.twitter.com/Fdp5VOoLzu

World Hep Alliance @Hep_Alliance · 6h
 @ECDC_EU Dating apps useful for hepatitis B & C too as MSM at risk of these. Mobile/online tech critical for prompting testing #time2test!

RETWEETS	LIKES	
2	2	

3:00 AM - 27 Nov 2015 · Details

Vivian Huang MD MPH @kheergurl · 7h
 @ECDC_EU @HIVheptestweek @Hep_Alliance @EATGx When are we as a world going to invest in a rapid hep B test?

World Hep Alliance @Hep_Alliance · 7h
 @kheergurl Get your government to buy into the #WHO global health sector strategy on viral hepatitis next year! #time2test

Vivian Huang MD MPH @kheergurl · 6h
 @Hep_Alliance #time2test Which committees in congress should I lobby? And particular US politicians?

World Hep Alliance @Hep_Alliance · 6h
 @kheergurl Engage politicians interested in global health issues, contact US @CDCgov who have a global programme on this issue #time2test

RETWEET 1 LIKE 1

EATG @EATGx · 6h
 #HIV is very manageable, #HCV is curable. It is ignorance and stigma that kill not the diagnosis. #HIV #time2test

ECDC @ECDC_EU
 @Hep_Alliance @EATGx When people say they're not at risk of #HIV/#hepatitis and don't consider testing - what do you tell them? #time2test

RETWEETS 9 LIKE 1

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Media coverage

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www.hiveurope.eu

Media Coverage

- To evaluate the levels of media coverage a specialist media monitoring agency was used.
- From **19 November** (the day before the beginning of ETW) to **1 December** 2015.
- **30 articles** online covering the ETW were identified from 10 countries: Austria, Denmark, Finland, Germany, Ireland, Italy, Netherlands, Serbia, Sweden and the United Kingdom.
- The articles covered the ETW, specific national and regional activities as well as information about HIV and hepatitis testing.

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Conclusions

Conclusions

- The ultimate goal of the ETW was to make more people aware of their HIV and hepatitis status and reduce late diagnosis.
- The success and impact of the ETW cannot be viewed just by the number of tests offered or their uptake alone; awareness-raising issues and any anti-stigma consequences must also be considered, though they are often difficult to estimate.
- This year 2014 participating partners were asked to sign up again to join the 2015 ETW. While this resulted in a lower number of participants, the high survey response rate (46.5%) may be a sign of more engaged participants.

Conclusions

- One recurring success story reported in the evaluation survey was the opportunity to try out new HIV testing strategies, including both testing for HIV and HBV and/or HCV, and to perform outreach testing.
- The ETW provides a unique opportunity for organisations across Europe to stand united in increasing awareness of HIV and hepatitis testing and reducing the number of people unaware of their HIV and hepatitis status, and new partnerships and collaborations are built.
- The ETW webpage (www.hivtestingweek.eu) performed well again this year. Participants appreciated the developed materials. The continued use of social media proved to be useful as channels for participants to engage and share information and photos from their activities.

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- **The evaluation was done** by Ida Sperle with input from Dorthe Raben, the HiE SC, the ETW WG and Packer Forbes.

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Financial statements

Financial Statements

- The HiE initiative is governed by an independent SC. The Coordinating Centre is at CHIP, Rigshospitalet, the political secretariat at the EATG and all funds are received and administered by AIDS Fonds Netherlands.
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