



European Testing Week

22-29 November 2019

Results from the November 2019 evaluation



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Background and methods

Background

- In the WHO European Region:
 - Over 140,000 people were newly diagnosed with HIV in 2018. Of those newly diagnosed, 53% were late presenters*
 - 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.

* A late presenter is a person who had CD4 cell count below 350 per mm³ blood at the time of HIV diagnosis
Data sources: ECDC-WHO Europe, HIV/AIDS Surveillance in Europe 2019 (2018 data); WHO Europe. Hepatitis B in the WHO European Region Fact Sheet July 2019; WHO Europe. Hepatitis C in the WHO European Region Fact Sheet July 2019.

November 2019 theme

- The theme of the November 2019 ETW emphasised the importance of **integrated testing of HIV, hepatitis B, hepatitis C, and sexually transmitted infections** (when possible), as well as **other related activities** focused on **increased awareness and access to testing and treatment**, highlighting the importance of ETW's longstanding tagline of **Test.Treat.Prevent**.

Evaluation methods

- One **online survey** in REDCap was distributed to all participating partners to evaluate ETW.
- **Two newsletters** and several **online posts on social media** were sent and published prior to the survey deadline (31 January 2020).
- 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 November ETW, there were **770 organisations** registered to participate on the ETW website
 - Of those, **79** were new for November 2019
- **63** completed the evaluation survey for a **response rate of 8.2%**
- Respondents represented **23 of the 53 countries** in the WHO European Region and the majority were from **Western Europe (63.5%)**

Survey data a descriptive overview

Figure 1. Regional distribution of participants (N=770) and respondents (N=63) by WHO European Regions

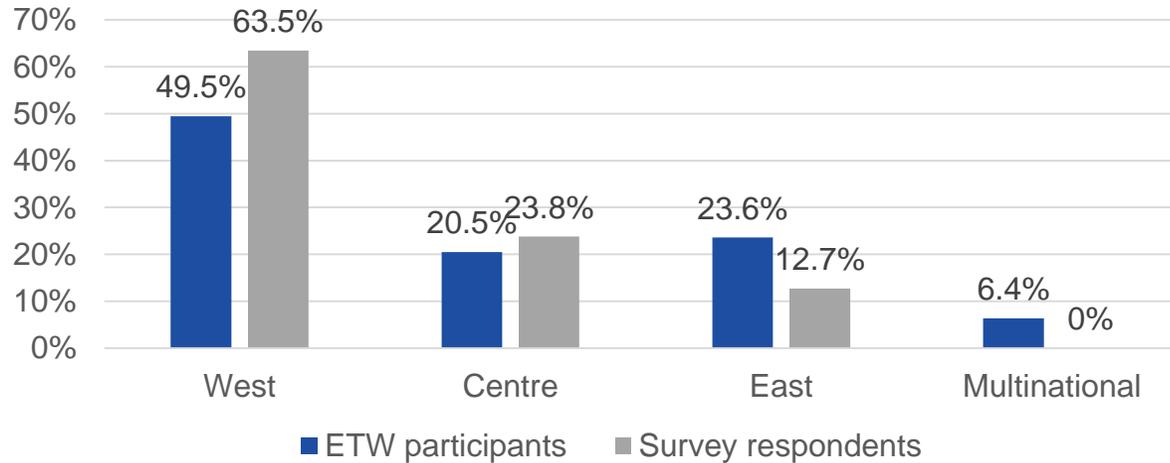
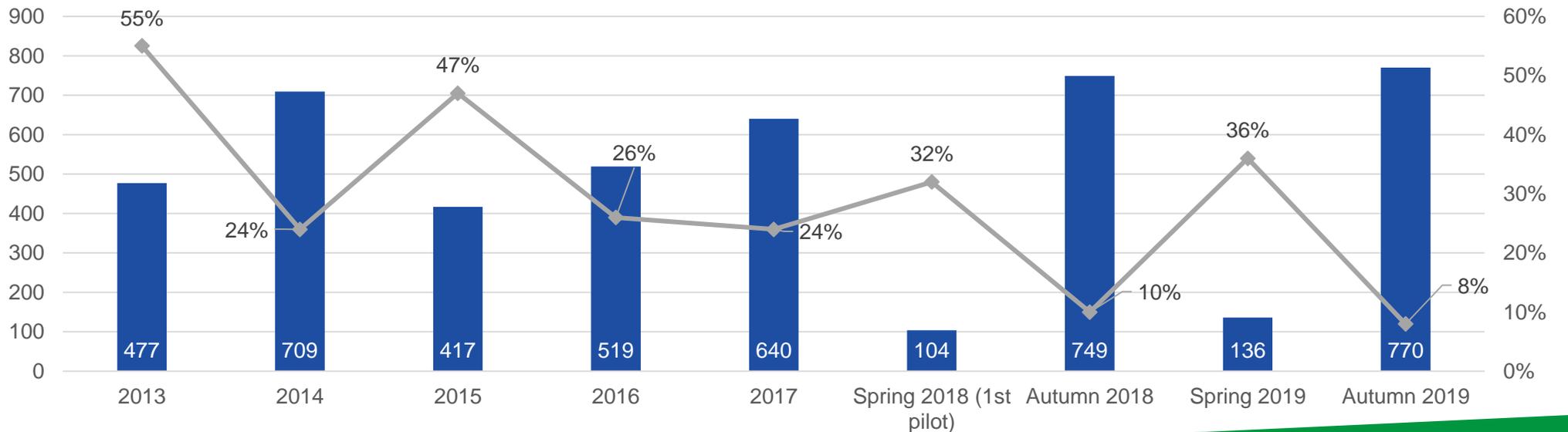


Figure 2. Total number of registered ETW organisations and survey response rate from 2013 – Autumn 2019



November 2019 ETW organisations by country

22-29
NOVEMBER
EUROPEAN
TESTING
WEEK
www.testingweek.eu
2019

West	Number of sites	Centre	Number of sites	East	Number of sites
Austria	13	Albania	1	Armenia	4
Belgium	19	Bosnia & Herzegovina	6	Azerbaijan	6
Denmark	9	Bulgaria	13	Belarus	2
Finland	5	Croatia	20	Estonia	3
France	14	Cyprus	2	Georgia	11
Germany	24	Czech Republic	11	Kazakhstan	3
Greece	9	Hungary	15	Kyrgyzstan	3
Iceland	1	The former Yugoslav Republic of Macedonia	10	Latvia	6
Ireland	16	Montenegro	3	Lithuania	53
Israel	3	Poland	20	Moldova	4
Italy	51	Romania	15	Republic of Kosovo	1
Luxembourg	10	Serbia	15	Russia	17
Malta	3	Slovakia	4	Tajikistan	5
Monaco		Slovenia	18	Turkmenistan	
Netherlands	6	Turkey	5	Ukraine	63
Norway	11			Uzbekistan	1
Portugal	52				
San Marino					
Spain	49				
Sweden	21				
Switzerland	7				
UK	58				

Multinational 44

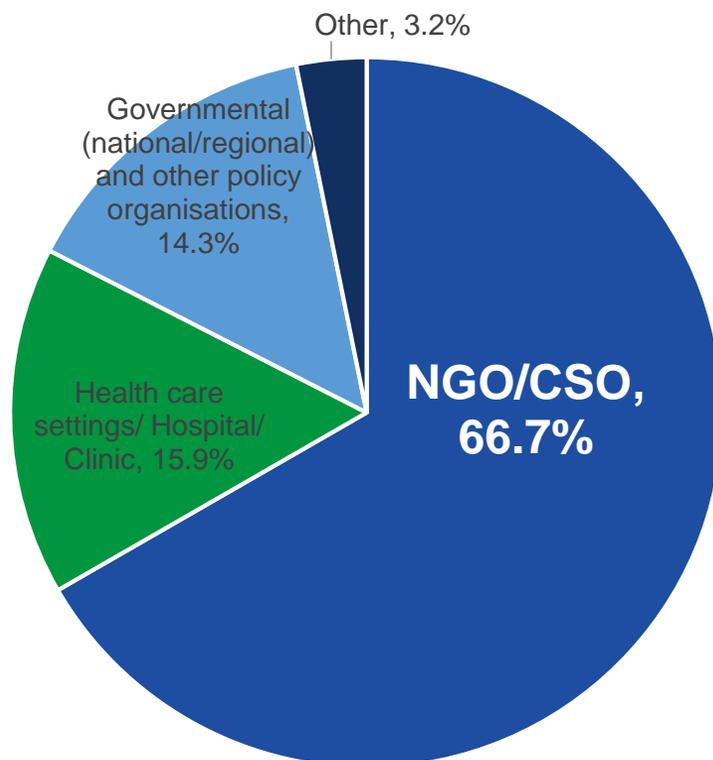
Other 5

November 2019 participating organisations

Types of organisations

- The majority of respondents represented **NGOs/CSOs (67%)** followed by **health care settings/hospitals/clinics (16%)**.

Figure 3. Types of organisations by survey respondents, N=63

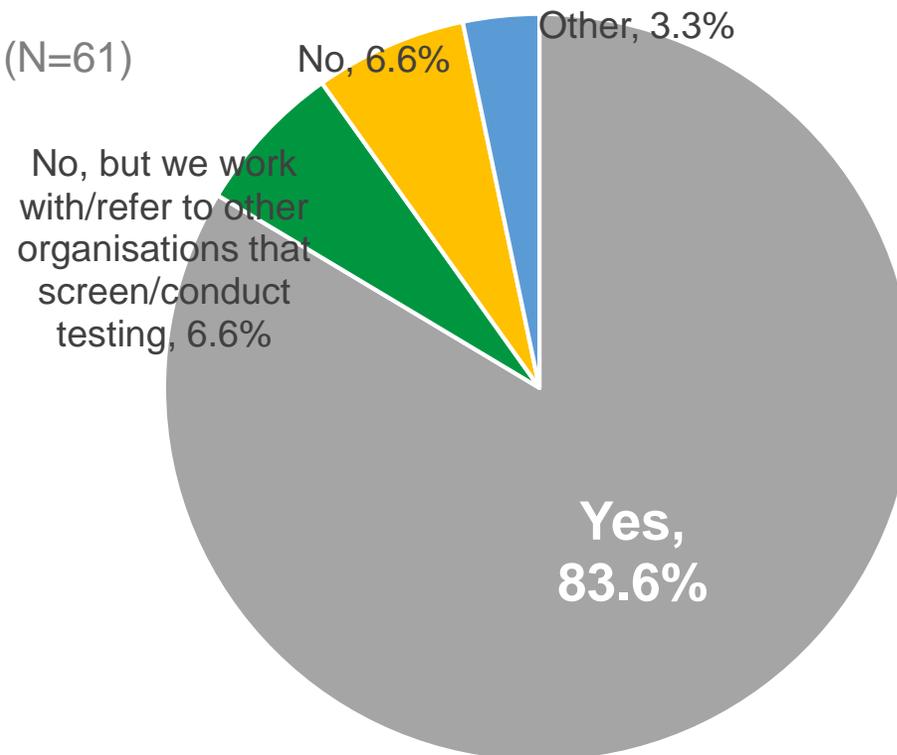


Other types of organisations include:
Company in digital health
Charity

Services provided

- Respondents were asked if screening and testing was part of their regular day-to-day services and the **majority (84%)** reported that testing was part of their regular services.

Figure 4. Testing as part of regular services (N=61)



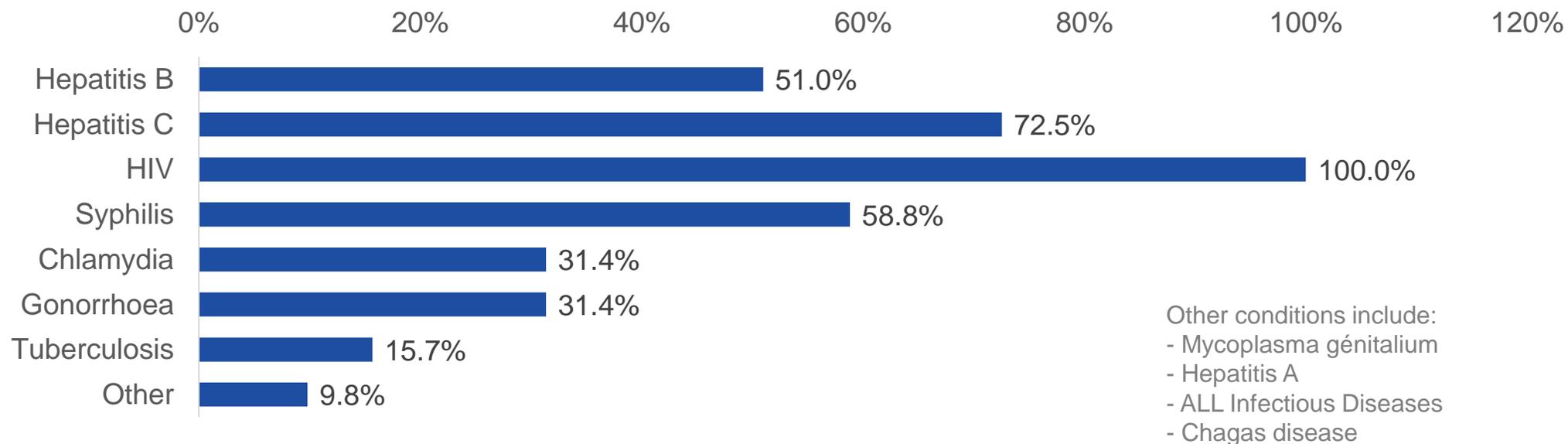
Other included:

- solo occasionalmente [Translation: only occasionally]
- We are piloting an initiative with pre-screening, digital referral to testing and digital care for HCV positive

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 (100%)**, followed by **hepatitis C (73%)** and **syphilis (59%)**

Figure 5. Types of conditions tested through regular services* (N=51)

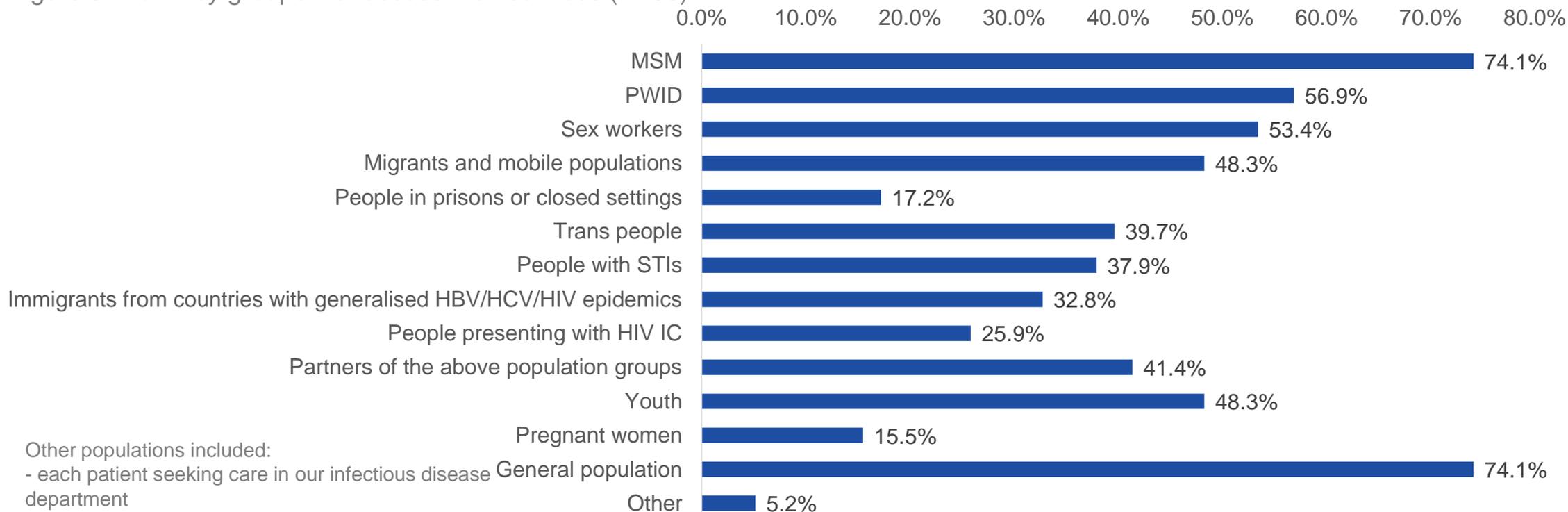


*Respondents could choose more than one answer option

Populations served

- New to the November 2019 ETW, respondents were asked “What are the main key groups that access your services?” The top three reported groups included a **tie between the general population (74%)** and **MSM (74%)** followed by **PWID (57%)**
 - Respondents could choose more than one targeted group

Figure 6. Main key groups that access their services (N=58)



Other populations included:
 - each patient seeking care in our infectious disease department
 - Risk groups for HCV. Pre-screening at [website] identifies people at risk ‘

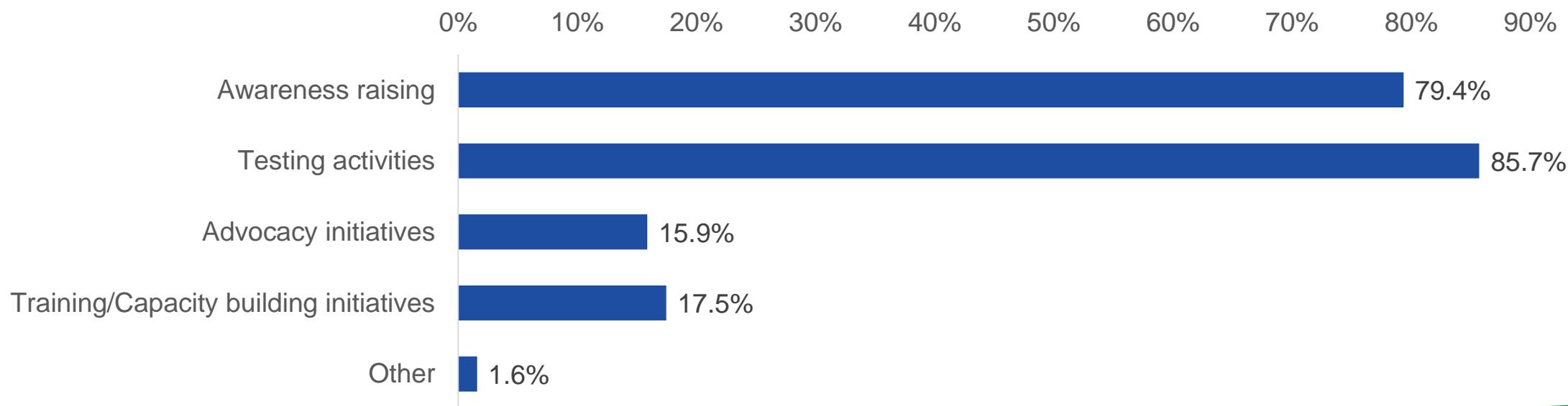
November 2019 ETW activities

Activities

All signed-up organisations are invited to complete the evaluation survey and are asked if they implemented activities for ETW. For the 2019 Nov ETW evaluation, **100% of respondents stated yes.**

The majority of respondents reported doing **testing activities (86%)** followed by **awareness raising (79%)** and **training/capacity building (18%)**.

Figure 7. Types of activities for 2019 Nov ETW* (N=63)



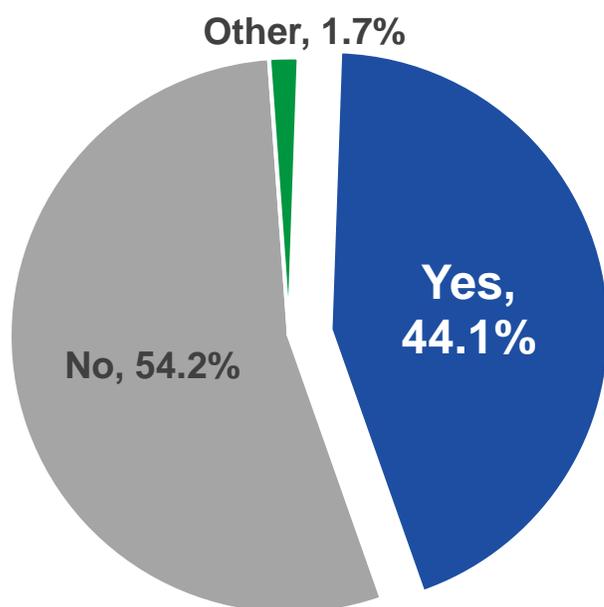
*Respondents could choose more than one answer option

Activities

New to the Nov 2019 evaluation, respondents were asked if they targeted their ETW activities for populations that **do not normally access their regular services** i.e. did they tailor ETW activities to reach new/different population groups.

The majority (**54%**) reported **No**. However, it is worth noting that many respondents reported that key groups already access their regular services (slide 15, Figure 6)

Figure 8. Targeted different groups for 2019 Nov ETW* (N=59)



Of respondents reporting **Yes**, groups included:

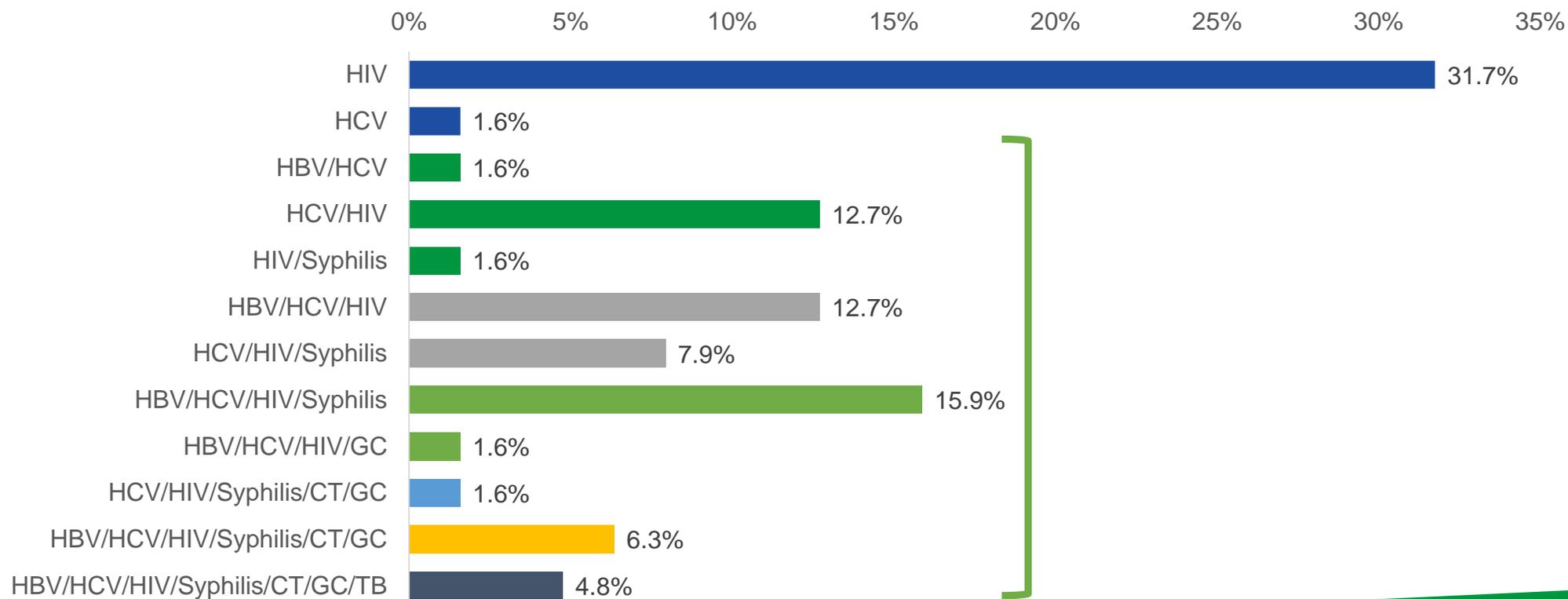
- People presenting with HIV indicator condition(s) at ER and with STIs at STI clinic
- NGOs; people who inject drugs; LGBT
- M[e]n at risk of chlamydia and gonorrhoea
- Young people seeking PrEP
- We invited all populations via press and media
- Sex worker[s]
- Youth
- Migrants
- General population
- Health professionals
- *Translation: Within the scope of the activities of [ORGANISATION NAME] - screening and information sessions were held in a university context*

- Test HIV on University [campus]
- University Students
- *Translation: Outreach activities for testing*
- 18-35 years old, People who inject drugs, people who use drugs and prescribed drugs, healthcare providers and a more general population
- General population of [CITY], opinion leaders, family doctors and heads of healthcare institutions
- Social media, community TV and posters. Word of mouth
- People in social exclusion

Targeted conditions

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

Figure 9. 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 10).
- Additionally, taking into account the addition of **syphilis, gonorrhoea, chlamydia and tuberculosis**, the amount of reported combined activities (HBV, HCV, HIV, STIs and/or TB) **slightly declined from Spring ETW 2019 but has remained consistent** (Figure 11)

Figure 10. Proportion reporting single vs. combined (for HBV, HCV and/or HIV) activities from 2015-2019

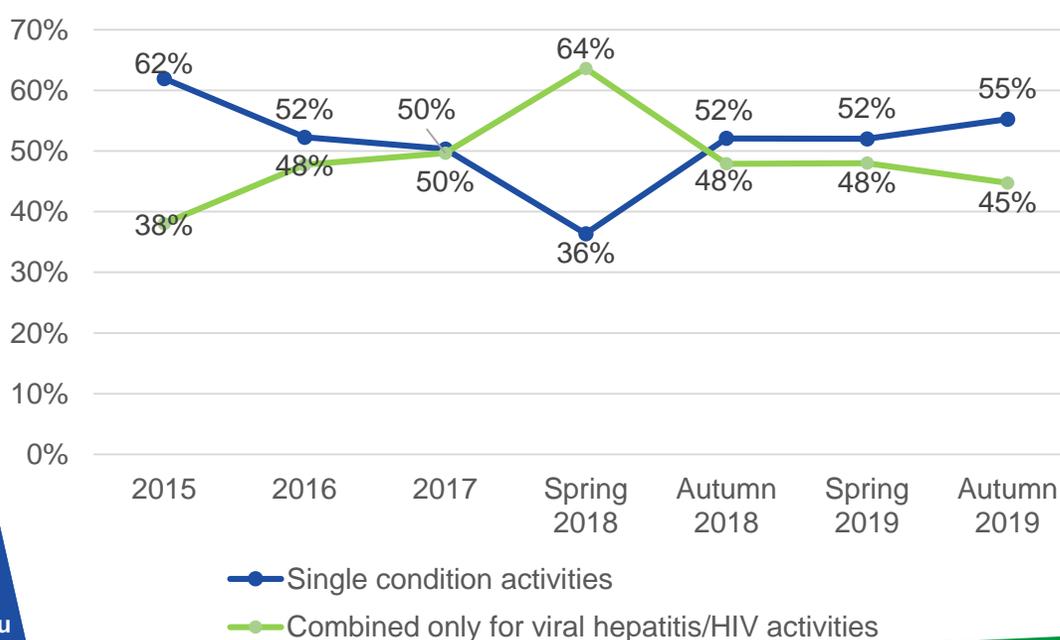
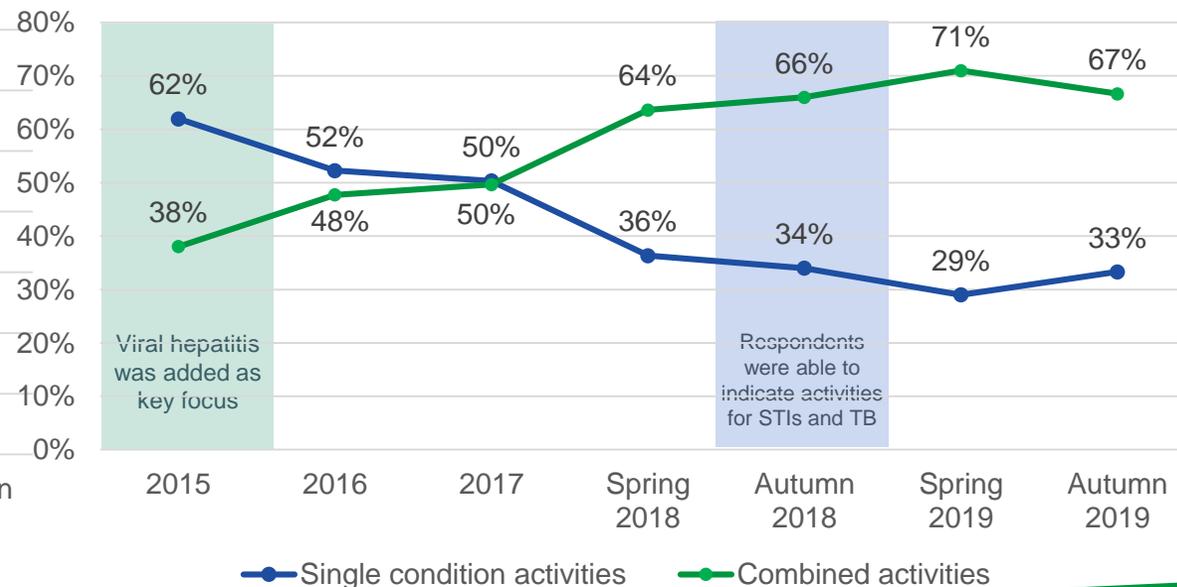


Figure 11. Proportion reporting single vs. combined (for HBV, HCV, HIV, STIs and/or TB) activities from 2015-2019



ETW activities

We gave information about the European Testing Week to the national mass media ([Name of TV show], newspapers, Internet sites) and 2 million SMS messages to subscribers of the national mobile operator [name]

Free testing activities with a bus prevention in specific areas in [CITY] and also awareness campaign about HIV/STI

We tested in gay sauna's in [CITY] and [CITY] and reached [#] persons with saliva testing.

Counselling and testing on HIV, Syphilis, HBV, HCV in NGOs, prison and allocated Institutes...

During the European HIV-Hepatitis Testing Week 2019 free and anonymous rapid testing for HIV was offered in [CLINIC] department ... as well was free and anonymous test for syphilis besides usual VCT services for HIV, HCV and HBV and our STD clinic.... Testing availability was prolonged outside opening hours ... More than 100 participants were brought together at the World AIDS Day Symposium ... Throughout our testing activities and Symposium we did promote other ETW activities. Also, producing posters and flyers promoting actions, and posters encouraging healthcare workers to recommend testing was well accepted by participants.

ETW was part of WAD activities

1. We created and carried out national campaign ... promoting [responsible sex health]- digital campaign (web pages and social networks) using social media influencers (promoting campaign... talking about sexual health, responsibility and behaviour, calling people to educate, use protection and get tested); organising Instagram live panel - campaign lasted 2 months with total reach od more than 500.000 people
2. We made a targeted campaign on [dating app] targeting all at risk of chlamydia and gonorrhoea to be counseled and tested at [SITE] ...

We [did] public testing on HIV and HCV at shopping center, [did] 3 seminars for medical staff of community healthcare center and [did] 24 hours testing in Clinic.

ETW activities

The National Institute organised - national promotion campaign

- *prepared a website with available test sites throughout [COUNTRY]*
- *distributed promotional materials and condoms for tests sites*
- *performed testing at its branches*
- *performed an evaluation of ET[W] results in [COUNTRY]*

we had extended opening hours for public testing.

Increased HIV testing (free, anonymously), outreach testing campaigns (prison, Gayclubs, students), social networking (posts, press release), encouraging collaborating partners, media (2 TV interview, 3 radio interview) activities

[Translation] We have posted a notice on the homepage and thus reached about 150 people and a post on facebook that reached 75 people. Attention was drawn to the HIV self-test option in the drug counseling café, which reached 21 people.

we offer HIV testing and HBV/HCV testing in cooperation with [ORGANISATION] for viral hepatitis, provide pre- and post-test counselling, offer leaflets, provide Help line, we took part on press conference together with other NGOs

Publications on local newspapers targeting general populations but also Sex workers and their clients. Testing activities in different places of the city.

[Translation] we displayed posters that invited the population to take the test by providing the main epidemiological data at clinics, universities, meeting places ...; we have made press releases and publication of the posters on public administration sites or private entities

We promoted the ETW through our social media and website and through the [ORGANISATION] national website, newsletter and social media, together with the other [ORGANISATION] units in [COUNTRY]. We opened our premises for 2 additional dates during the week, in addition to our periodic activities.

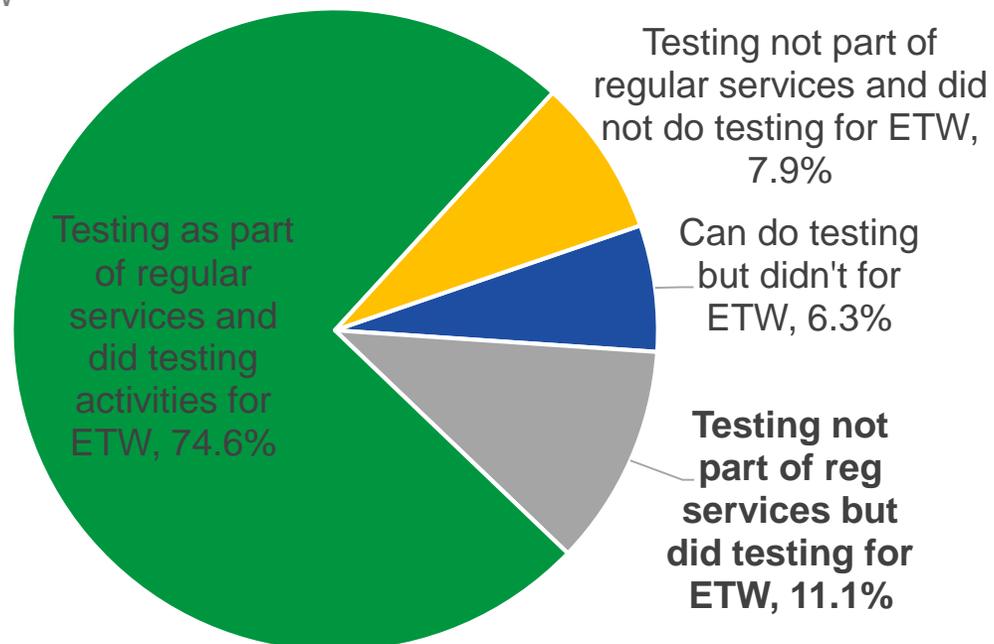
Campaign together with several other NGOs. The basis was our two year test project ... that includes free testing, fibroscan and medical treatment for HCV where the patients are (low threshold non-stop-shop). Nurses on-site 2/week and results within 1 hour.... Information with posters and on social media.

November 2019 Testing Activities

Testing during ETW

- A assessment was made to examine those who reported testing was *not/part* of their organisation's regular services and if they did/did not do testing activities for ETW
- The majority of respondents (75%) reported testing as part of their regular services and engaged in testing activities for ETW. However, **11%** of respondents who reported that testing was **not** part of their organisation's regular services but did do testing activities for ETW

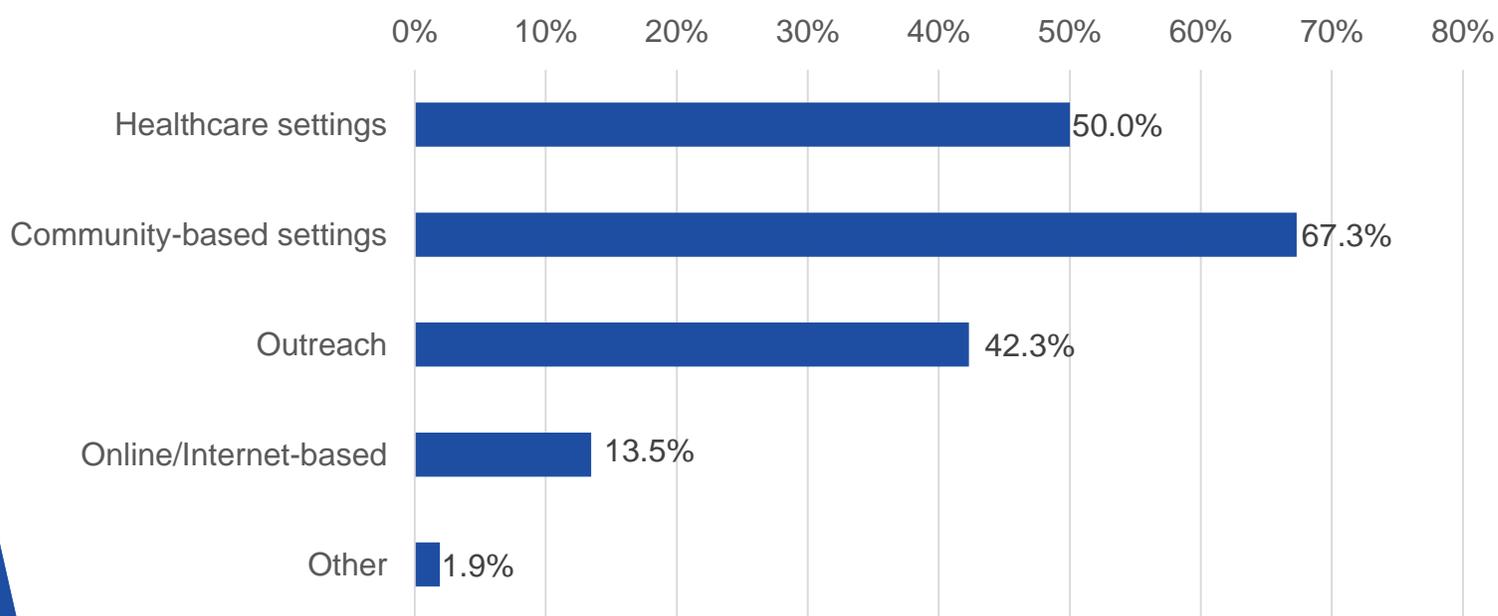
Figure 12. Comparison of those reporting testing as part of organisation's regular services and those who reported testing activities during the Nov 2019 ETW



Type of setting

- The majority of organisations reported testing activities in **community settings (67%)** followed by **healthcare settings (50%)** and **outreach (42%)**

Figure 13. Type of setting for ETW testing activities (N=52)



Settings were defined as follows:

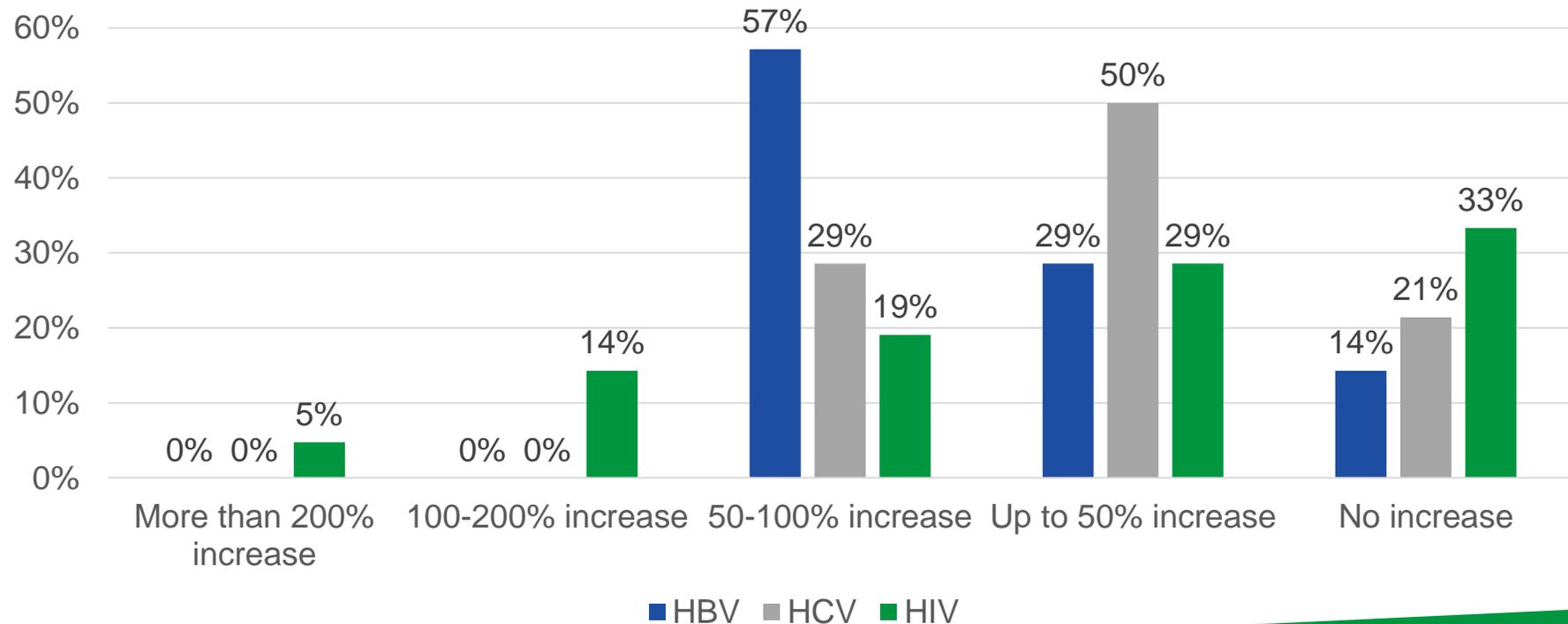
- Testing in healthcare settings includes all forms of healthcare settings (primary care, hospitals, clinics, drug treatment settings, prisons, etc).
- Testing in community settings is defined as any programme or service that offers testing on a voluntary basis outside formal health facilities, includes 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

Other include: University

Increase in testing during Nov ETW

- Respondents reported increases in testing during ETW when compared to testing rates during a regular week.

Figure 14. Reported increases in testing for HBV (N=7), HCV (N=14) and HIV (N=21) during Nov 2019 ETW

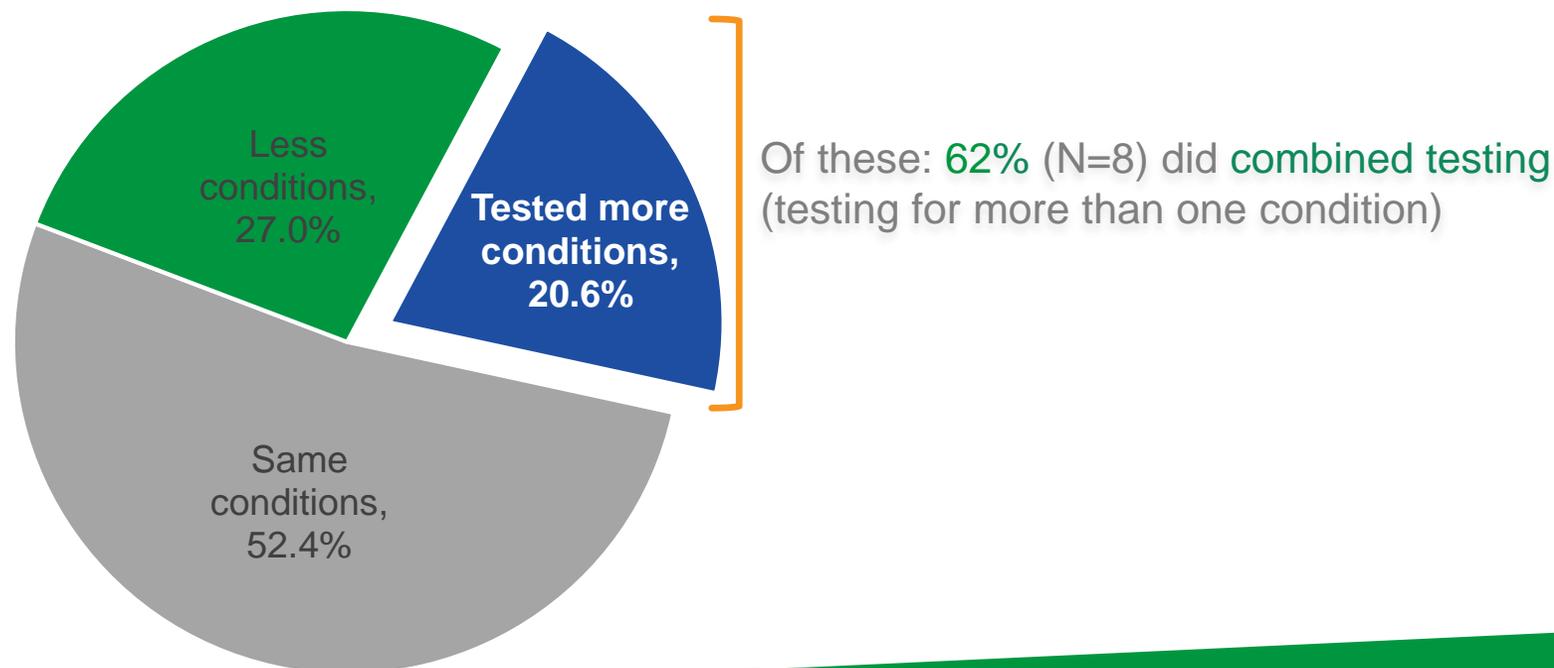


*Not for further circulation

Difference in services during ETW

- When comparing the reported conditions screened/tested during the organisation's regular services and the conditions targeted during Nov ETW, over half (52%) reported targeting the same conditions, while 27% reported targeting less conditions and 21% targeting more conditions for ETW.

Figure 15. Comparison of conditions tested through regular services versus during ETW (N=63)

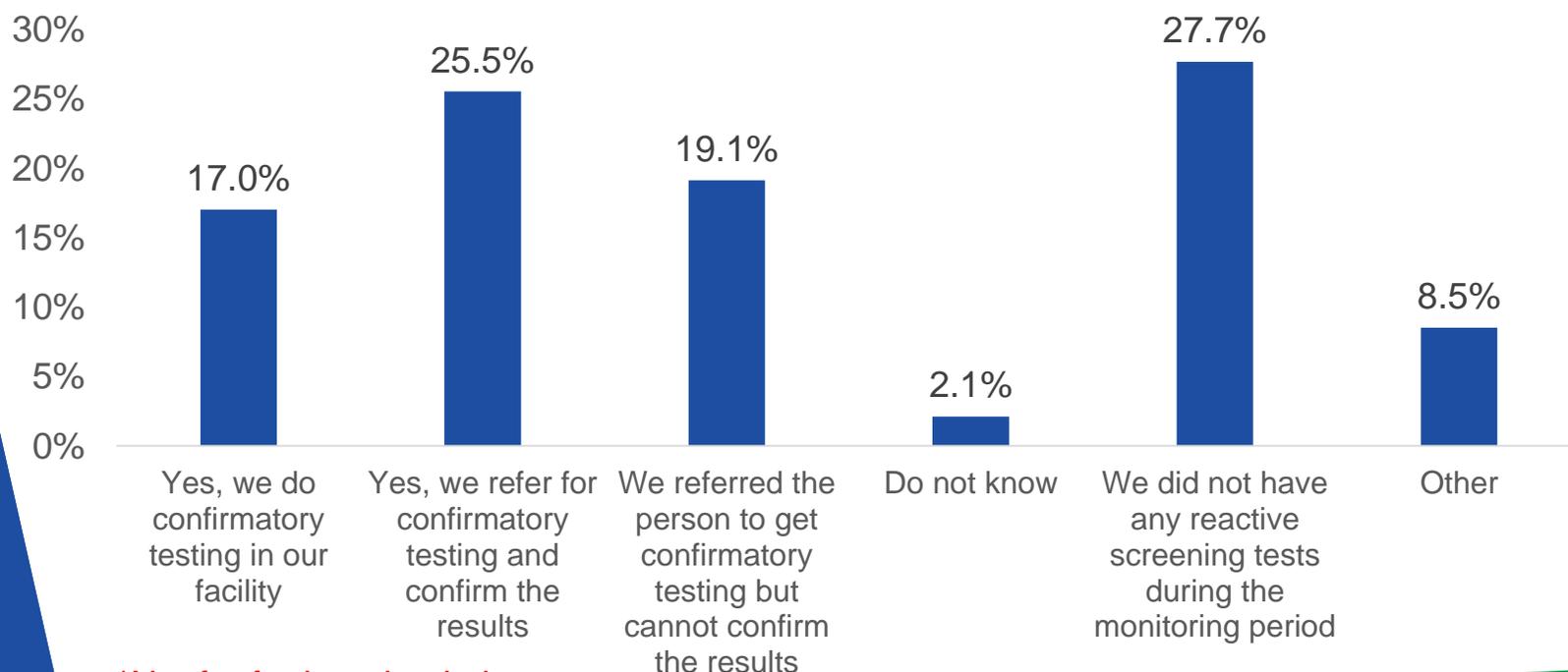


*Not for further circulation

Confirmatory testing

- Respondents were asked about confirmatory testing for those who were screened with reactive tests during ETW.
- **26%** reported **referral to confirmatory testing and confirmation of the results**, but many reported no reactive screening tests during ETW

Figure 16. Confirmatory testing for reactive tests (N=47)



Other answers included:

- HIV reactive screening test was confirmed negative, some Anti-HCV tests were confirmed, some of them not
- We are trying to get confirmation regarding our HIV screening, not successful all the time though. We can't get [confirmation] regarding our Heps+ tested clients apart from the ones that are diagnosed under a program which runs in a prison setting in [CITY] which are immediately linked and followed up by doctors inside the prison
- We referred the person to get the confirmatory testing
- We [a]wait the results

***Not for further circulation**

November 2019 activities, collaborations and challenges

Most successful part of the 2019 Nov ETW

Adherence to screening and the ease with which people listened to us and asked questions

Getting donated tests and cooperation from local health department

Being able to do confirmatory testing for HCV in ETW was important to skip a step in linkage to care

We integrated HIV, HBV and HCV testing.

media activities, public ads, increased testing campaigns.

It encouraged a lot of honest discussion

The most successful part of this was the number of young people who approached the HIV test and clarified their doubts about infection, transmission methods, etc.

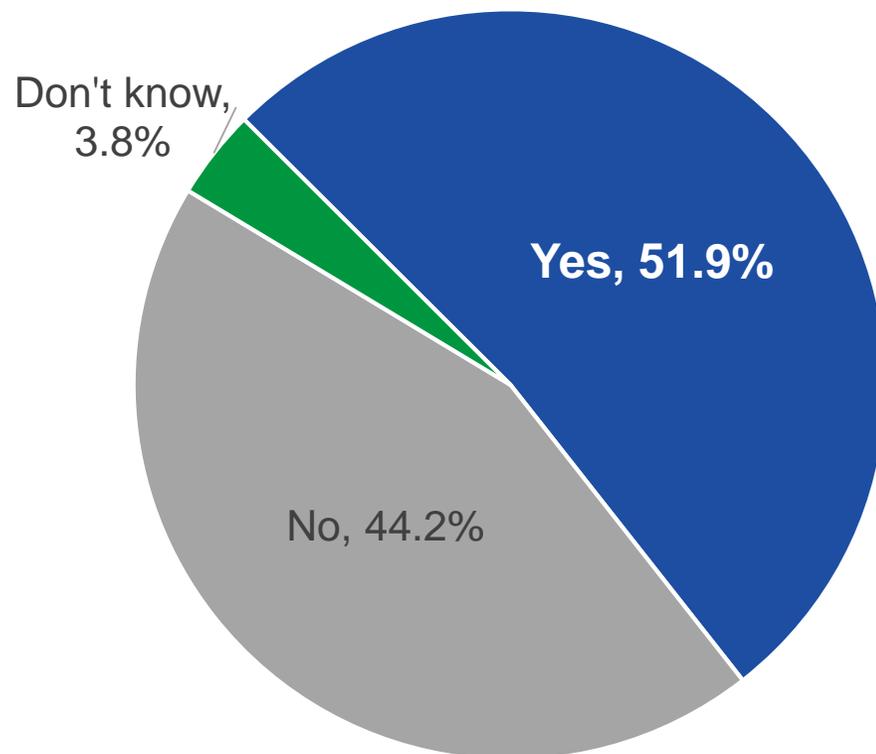
Nothing is different from other testing dates/activities, but clients like the ETW initiative and its European dimension and they sort of feel more supported in their choice of getting tested, feeling part of a bigger picture. Also staff engagement benefits of the ETW "mood".

Based on our analysis, we have disseminated information on the availability of quick tests for the general population in accordance with the health care reform provisions. As well as raising awareness of ... people and demonstrating on our own example that everyone can get a test from their family doctor for free

New activities for Nov 2019 ETW

- **Over half (52%)** reported organising new activities for ETW

Figure 17. Percentage who reported new activities for the November 2019 ETW (N=52)



Examples of new activities

appearances in the media, meetings with young people, testing in migrant residences (bus stations)

Free and anonymous test on Syphilis available during ETW.

Informing the public; Offering free testing; Offering testing beyond our normal office hours

Implementing new testing services: syphilis, chlamydia and gonorrhoea (beside existing HIV and HCV) and implementing new campaign communication and approach focusing on those STIs.

Ads about HIV testing free and anonymously on public transport. Increased mass media interest.

HCV rapid tests were available

Screening for HCV and confirmatory test in local, near a treatment clinic for [people who use drugs]

[Translation] It was an information campaign specially prepared for the occasion

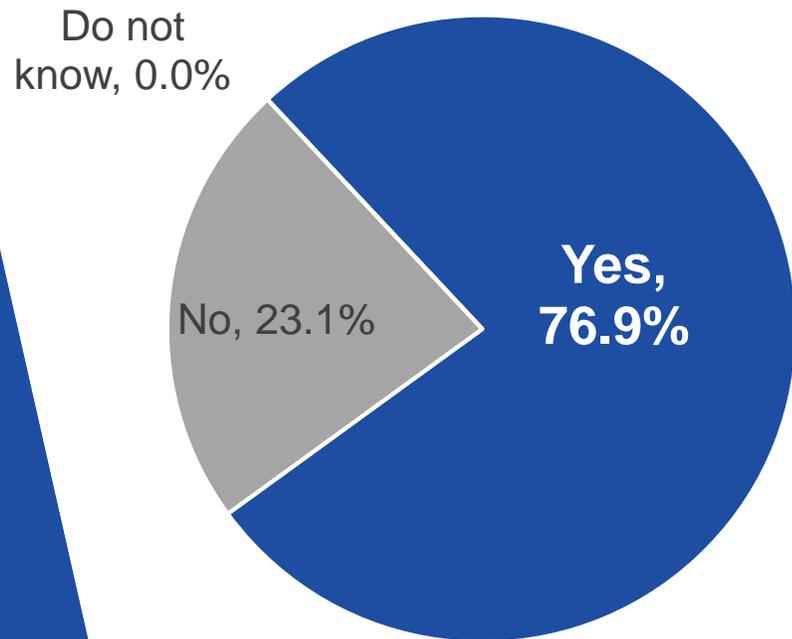
[Translation] The team is present in university contexts to carry out screening for these infections

We have a lot of support of [different] patients, community Cancer society, diabetes, rare disease society, [dialysis]

Collaborations

- The majority (77%) reported collaborating with other organisations for ETW.

Figure 18. Percentage reporting collaborations for the 2019 Nov ETW (N=52)



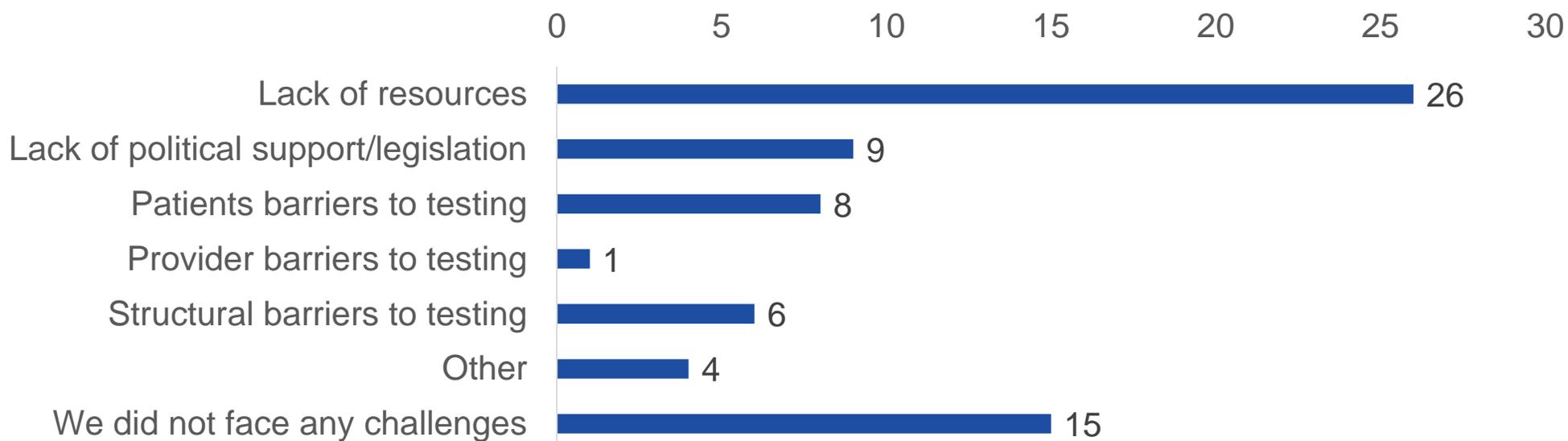
Examples include:

- HIV reference laboratory ... Hepatitis C Network for the linkage to care and partners which work with our target group to offer testing activities in their office
- More than 100 participants were brought together at the World AIDS Day Symposium ... Clinicians, scientists, Ministry of Health representatives, civil society representatives and other established national experts and NGOs involved in different aspects of HIV infection and related co-infections (HCV, syphilis...) actively participated... We collaborated with 2 other checkpoints to provide care and confirmatory test.
- NGOs, activists, laboratories, students, Ministries of Health, clinics, harm reduction centres, etc...

Challenges experienced

- Most respondents (N=26) reported lack of resources as the biggest challenge to ETW.

Figure 19. Reported challenges* for the Nov 2019 ETW (N=53)



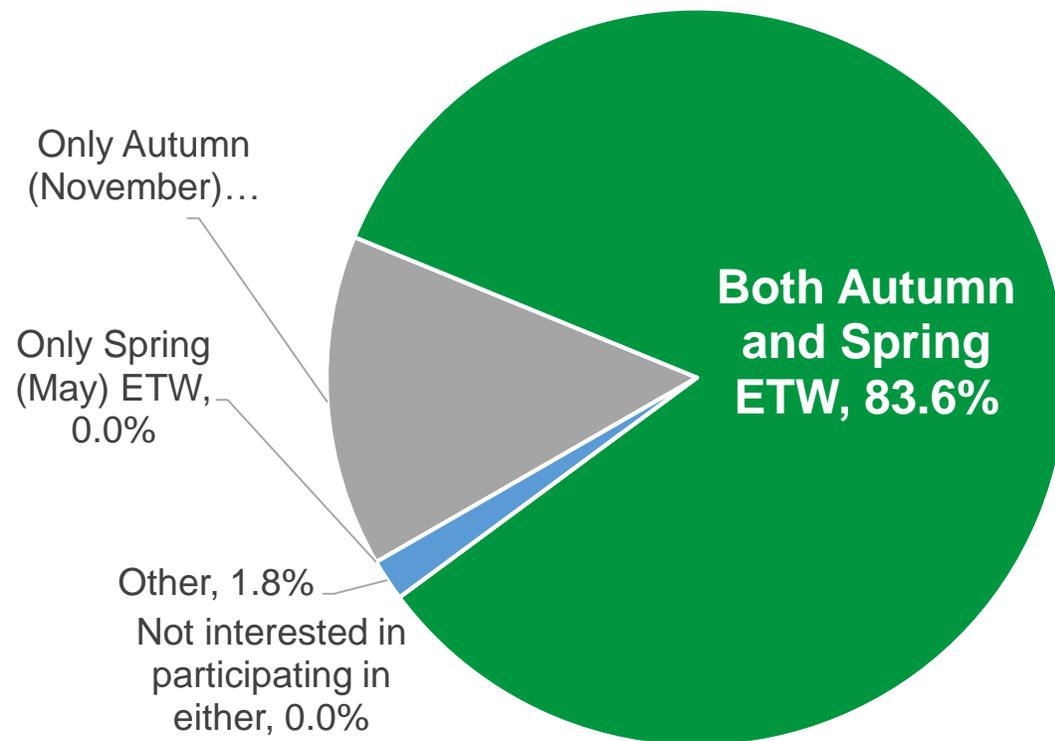
*Respondents could choose more than one answer option

Future ETWs

Participation in future ETWs

- The majority of respondents (84%) reported that they would be interested in participating in both the Spring (May) and Autumn (November) ETWs in the future.

Figure 20. Percentage interested in participating in future ETWs



European Test finder

Knowledge and use of the European Test Finder

The majority (80%) of respondents reported knowing of the European Test Finder (ETF) (Figure 23). However, only 2% reported that a client discovered their organisation through the finder (Figure 24). A major limitation on this indicator includes a lack of a universal method of assessing the number of respondents who asked their clients if they used the ETF.

Figure 21. Percentage reporting knowledge of the European Test Finder (N=54)

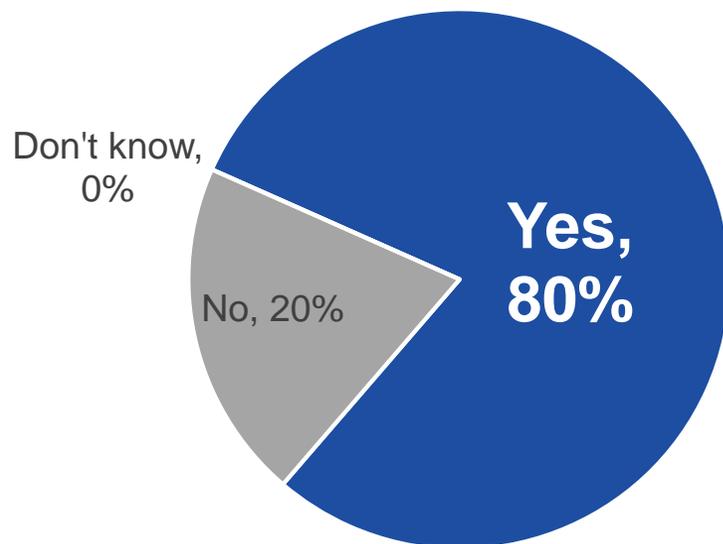
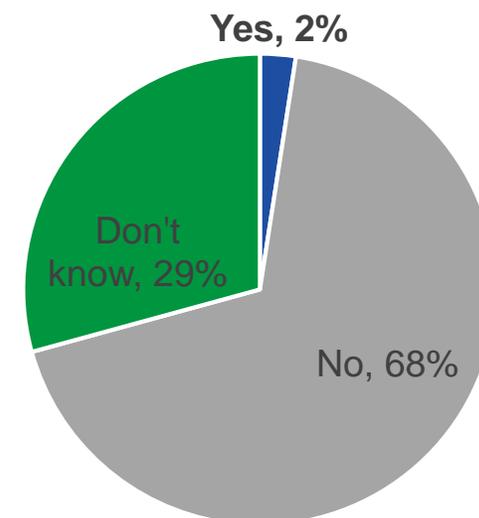


Figure 22. Percentage reporting clients accessing services due to the European Test Finder (N=41)



European Test Finder

- For the Nov 2019 ETW, the ETF underwent an re-structuring to improve functionality and the process for information to be updated, including:
 - Accessible links to update site details
 - A form to submit new services
 - Automated email system to remind sites to update their info
- Over **3 000** sites were listed on the ETF
- Available in **15 languages**

European Test Finder results

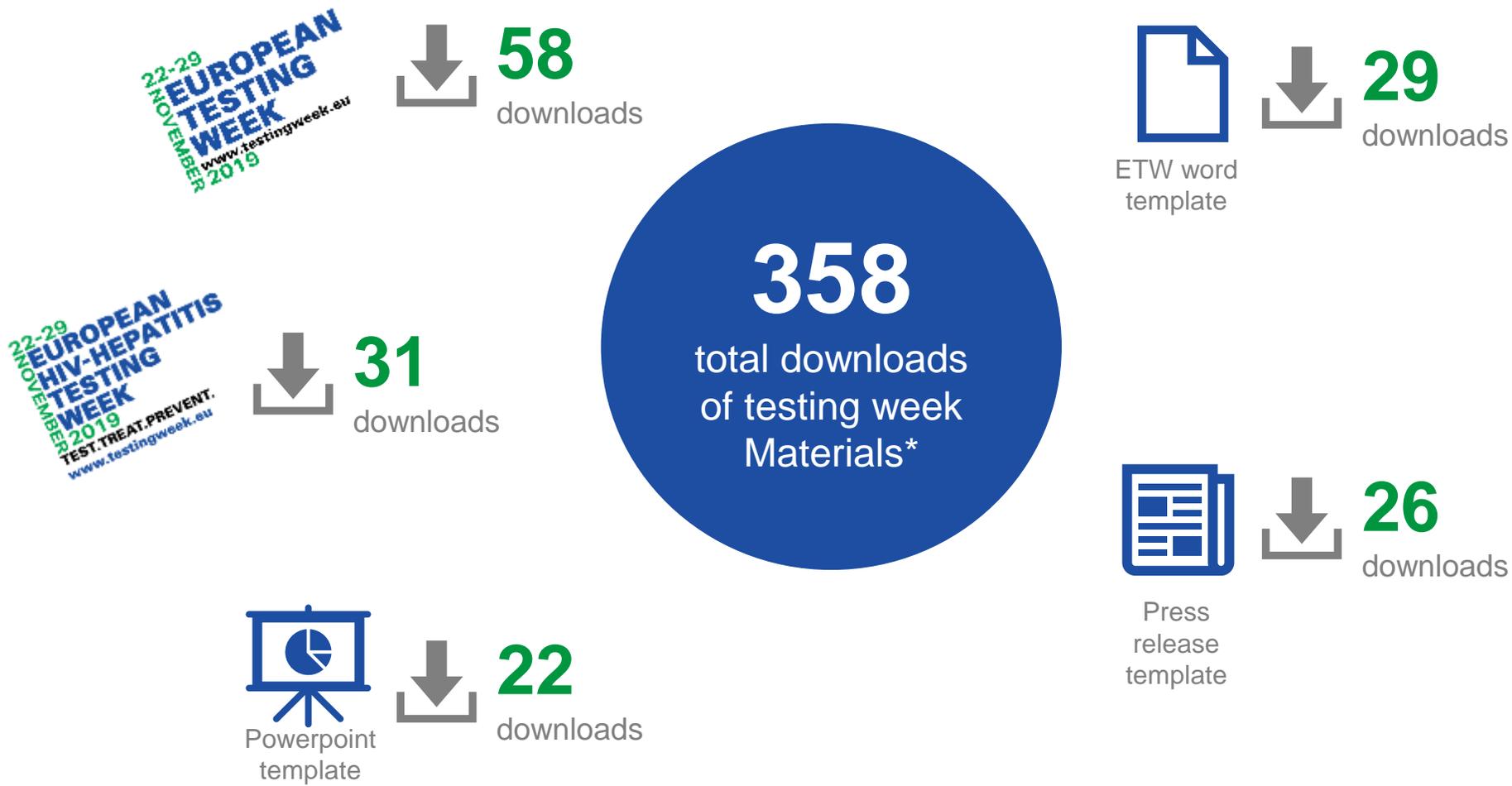
TOTALS 22-29 November 2019	
Total page views	14 030
Total searches	5 933
Hep C searches*	5 677
HIV searches*	5 770
STI searches*	5 687

- **Top 5 search languages:**
English, French, German, Spanish, Italian
- **Top 5 countries:**
Germany, UK, France, Spain, Italy

Referral	Views
Grindr	86%
Planet Romeo	5.88%
Direct	3.72%
www.testingweek.eu	1.45%
Google	0.85%

Materials usage

ETW materials downloads (Top 5)



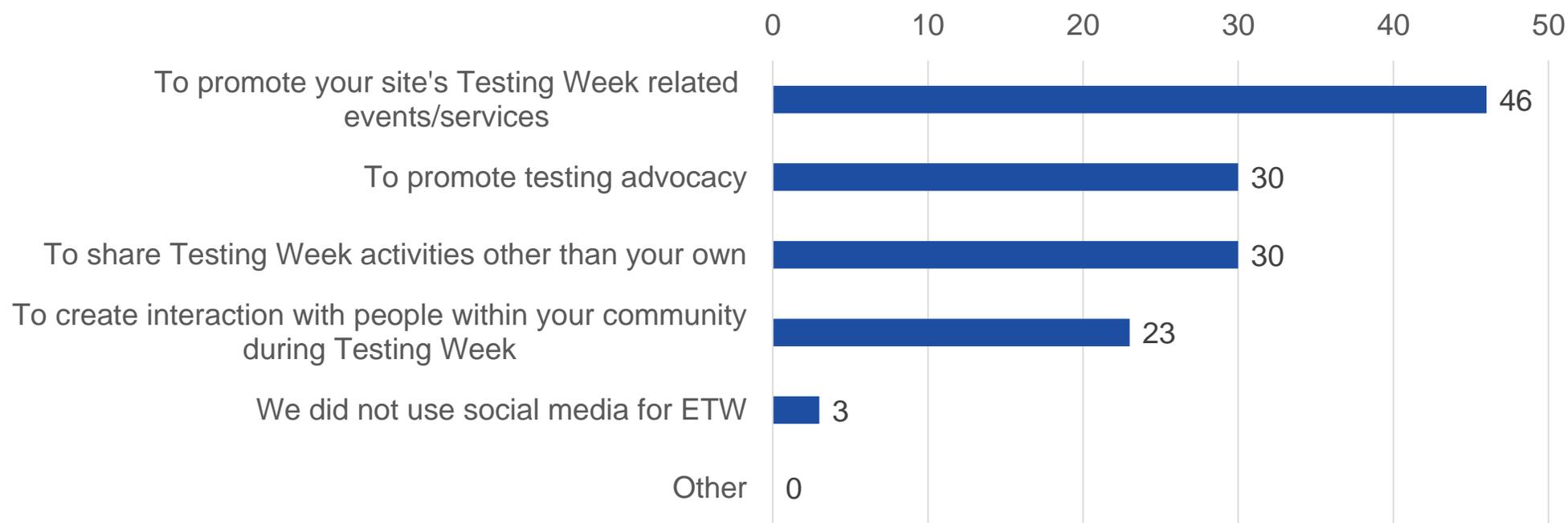
*From the period between 1 August – 20 December 2019

Use and knowledge of social media

Social media activities

- The majority of respondents (N=46) reported using social media to promote their ETW related events/services.

Figure 23. Use of social media for ETW 2019 (N=54)



Media coverage

Media coverage

- A publication search was conducted utilising the media service, Meltwater
- In total, **141** online articles were found for the 2019 Nov ETW
 - Search was limited due to language restrictions and less accessibility of publications in local media
- International organisations including the WHO Regional Office for Europe, European Centre for Disease Prevention and Control and the European Commission, promoted ETW online

European Testing Week 2019

Communicable diseases

News

Events

Rapid HIV testing saves lives – it's time to make the switch



European Centre for Disease Prevention and Control

An agency of the European Union

Topics in this category

- Hepatitis
- HIV/AIDS
- Influenza
- Measles and mumps
- Poliomyelitis
- Rotavirus
- Sexually transmitted infections
- Tuberculosis
- Vector-borne diseases

EU_Health @EU_Health · Nov 25, 2019

"Across Europe today, 1 in 8 people living with HIV are not aware of their status" @V_Andriukaitis supports #EuroTestWeek! European HIV-Hepatitis Testing Week is happening now, testing saves lives.

Find a testing site online: bit.ly/TestFinder

#TestTreatPrevent



Collaborations

Owen Mumford collaboration

- For the November 2019 ETW, Owen Mumford provided free Simplitude™ Pro HIV (Rapid Diagnostic Tests) to participating ETW partners in the UK, Ireland, Poland, Netherlands, Belgium, Germany, Austria and Switzerland.

Conclusions

Conclusions

- The initiative saw the **most ever sign-ups** for the November 2019 ETW. The total number is cumulative, meaning all previously signed-up organisations were carried onto the Nov 2019 ETW, however, the list of signed-up organisations underwent de-duplication and a new “opt-out” option was introduced through the e-newsletters where 40 organisations opted-out. This process helps to **provide a better picture of organisations who are actively participating in ETW**, thus, the **practice of de-duplication and the option to “opt-out” at any time** should be **continued for future ETWs**.
- **Ukraine** has now surpassed the UK, who had been the longstanding top country with the most signed-up organisations for ETW. Although initial attempts of assessing how ETW is promoted and organised in the country have not fielded results, **more efforts** should be made by the secretariat to **assess the growing interest** and use the country as a possible **best practice example** for ETW.
- **NGOs/CSOs** continue to be the predominant type of organisation that participates in ETW, however, it's important to continue to **attract other types of organisations** to participate raise awareness of the importance of testing and offering testing.

Conclusions

- The majority of respondents reported testing as part of their organisation's daily services. However, of the those who reported that testing was not part of their organisation's regular services, 11% of them did do testing activities for ETW, which signifies that there is a proportion who are able to provide direct testing access despite not regularly providing those services. Future evaluation indicators should better assess how these organisations were able to organise these activities and act as good practice examples.
- In order to better assess if organisations targeted key groups for ETW, respondents were asked a new question to identify the main key groups that access their regular services. Both the general population and MSM were the reported majority, followed by PWID. This indicator was then compared to a follow-up question asking if respondents targeted their ETW activities for populations that do not normally access their regular services. Even though more than 50% reported No, of those who reported Yes, many respondents provided feedback on the different groups that they targeted which improves the assessment of this indicator and showcases participant's use ETW to target specific at-risk groups.
- Similarly to previous ETWs, the majority of respondents reported doing testing, awareness raising and training/capacity building activities for ETW. Testing continues to be the main type of activity, however, ETW messaging should continue to encourage all organisations to engage in other awareness activities other than testing especially if there are barriers in implementing testing.

Conclusions

- Even though a large proportion of respondents reported targeting only one condition for ETW, **more respondents reported targeting more than one condition** with a considerable proportion including testing for STIs, which could be a result of the 2019 theme encouraging integrated testing.
- When comparing the proportion of respondents reporting testing for more than one condition (HBV, HCV, HIV, STIs and/or TB), there was a **slight decrease from Spring ETW 2019 to November 2019**, however, the **overall percentage has remained stable**. Many factors could have contributed to that decrease (e.g. low response rate, differences between Spring and Autumn campaigns, response bias, etc).
- The **majority of respondents** reported doing **testing activities in community settings** for ETW and therefore the secretariat should continue to **support efforts in those settings** and emphasise stakeholder support for community-based services.
- When comparing to the 2018 Nov ETW, there were more respondents who reported a **perceived percentage increase** of at least 100% or more, while for the **2019 Nov ETW, there were less**. This question is only asked to respondents who report being unable to submit testing data. However, the reported increases in testing calculated from **respondents who provided testing data shows a slight difference**, where there were testing increases of over 100% for HBV and HCV. **Surveillance should be improved** to better access increases in not only testing but all services including counselling, service inquiries/requests, site visits, etc. during ETW.
- **Over half of respondents** reported 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 **measure ETW's impact** and assess why/why not organisations target more than one condition for ETW.

Conclusions

- A large majority of respondents reported collaborating with other organisations for ETW and the WG should consider developing more materials or guidance on how to collaborate with other organisations at different organisational levels, including the benefits, possible challenges and other considerations.
- The overall total of ETW material downloads has decreased but logos and templates continue to be the most popular. ETW should re-assess any plans to update the other materials since it is time-consuming process and the lack of downloads signifies that they may not be widely used.
- A large majority of respondents know of the European Test Finder, higher than previous years, however more communication must be done to improve awareness of the tool and assess its impact on service-seeking behaviour.
- Lack of resources continues to be a major challenge in participating in ETW, therefore ETW should continue to work with stakeholders to provide support to participating organisations.
- Majority of respondents reported willingness to participate in two ETWs per year which continues to support 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 which is governed by an independent Steering Committee (SC). ETW is also led by an independent Working Group. 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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