

# EUROPEAN TESTING WEEK

**Ideas for campaign activities – making testing accessible, inclusive and empowering for all**

**Anyone can participate in European Testing Week and organise campaign activities, big or small, that contribute to raising awareness of the importance of testing and/or to increasing access to testing for HIV, hepatitis and STIs**

## Expanding Access to Testing

- **Extend your opening hours** (if you provide testing services) and implement open-door policies (free, anonymous, no booking/referral needed).
- **Set up additional or temporary testing sites** in collaboration with municipalities and partner organisations.
- **Offer mobile outreach point-of-care testing** at locations frequented by key populations (e.g., food kitchens, shelters, addiction centres, migration centres, prisons, urban areas, faith-based settings, harm reduction sites, social service centres, barber shops).
- **Provide mobile testing** in rural communities and at workplaces with migrant workers (e.g., agriculture, construction), or language/education centres.
- **Partner with clubs, saunas, event spaces, and municipalities** to host testing promotion activities.
- **Refer people to testing services** if you do not provide testing, by partnering with service providers or by encouraging people to use the European Test Finder ([www.testfinder.info](http://www.testfinder.info)).
- **Promote your testing services** by including them on the European Test Finder.

## Community Awareness & Engagement

- **Use digital materials** add the ETW web banner to your site, download the social media kit from [www.testingweek.eu](http://www.testingweek.eu), and post about European Testing Week and the importance of getting tested. You can also share ETW's posts. Tag **@EuroTestWeek** and use the tagline **"Test.Treat.Prevent"**.
- **Place posters and informational banners** on testing in public spaces, including train stations, clinic waiting rooms, etc. You can download European Testing Week logos and print files for your materials.
- **Set up awareness booths** at hospitals, pharmacies, universities and at community events; distribute flyers, factsheets, key messages, and facilitate access to testing by referring people to nearby services.
- **Engage influencers** as ambassadors for promoting testing.
- **Promote the European Test Finder** ([www.testfinder.info](http://www.testfinder.info)) to help people find testing services near to their location.
- **Distribute safer sex kits** and testing promotion materials (including free condoms and lubricant) at relevant events.
- **Host events:** University events, municipal employee sessions, community talks/seminars with local influencers talking about the benefits of testing.
- **Partner with local actors** for joint campaign activities: Red Cross, sexual health organisations, LGBTBI+ communities, sports teams, faith leaders, and social media influencers.
- **Promote testing on dating apps** tailored to specific groups (e.g., MSM, young people).
- **Publish information** about testing and testing services in local media, raise awareness and share success stories.

## Tailored Testing for Key Populations

- **Target different key population groups** than in everyday work, with special promotion and tailored approaches.
- **Provide culturally appropriate services**, including interpretation for non-native speakers, intercultural mediators, and outreach to migrants and mobile populations.
- **Collaborate with organisations** that work with key populations to increase reach and effectiveness.

## Integrated & Innovative Testing Services

- **Offer different types of tests** (e.g., integrated testing for multiple infections, rapid testing, self-testing).
- **Train staff, volunteers, and community members** in non-stigmatising, inclusive, and integrated testing services, indicator condition-guided testing, and testing as an entry point for prevention.

## Advocacy & Policy Engagement

- **Invite local politicians** to test or pledge support for testing initiatives.
- **Organise meetings** with local and national health authorities to advocate for increased funding and support.
- **Train community advocates** to educate and mobilise within their networks.

## Note on Implementation

Many of the activities listed require **planning, funding,** and the **establishment of partnerships** with other relevant stakeholders. We encourage organisations to collaborate on campaign activities to explore available resources, ensure successful implementation and improve impact.

**Sign up to show  
that you  
participate!**

Don't forget to show  
your support for the  
campaign by signing up  
on the website:  
[www.testingweek.eu](http://www.testingweek.eu)

