



EuroTEST

Working together for integrated testing and earlier care

Addressing Hepatitis, HIV, STIs and TB

Evaluation European Testing Week

20-27 November 2023

Evaluation methods

Evaluation data :

- Theme for ETW
- Data about participating organisations (from online sign up forms)
- Activities organized by secretariat/WG
- Use of ETW website (downloads of campaign materials)
- ETW on social media
- Media coverage
- Use of European Test Finder
- Testing data from the COBATEST network
- Newsletters

Limitations:

- Data on participants is limited to those who sign up on the website and therefore does not include those who may participate without signing up.
- Information about participants' activities is limited to those who sign up and those who use social media to share information about their ETW activities.
- Measuring the impact of ETW on testing uptake is limited to use of European Test Finder, combined with testing data from COBATEST members who used their online tool.

Theme

- The theme statement for November ETW 2023 focused on stigma and discrimination as barriers for testing and ways to address this challenge
- Dissemination through networks and to ETW participants through newsletters, social media and website.

Theme statement
Stigma and discrimination are barriers to testing
You can help change that!

European Testing Week 20-27 November 2023

European Testing Week (ETW) this November marks the 10th anniversary of the campaign aiming to increase testing for HIV, viral hepatitis and STIs, reduce late diagnosis and the most harmful impacts of these infections, thereby leading to healthier lives. This one week is an opportunity to join together across Europe to improve and optimize testing and empower people to reduce the impact of stigma and discrimination.

Despite continuous efforts to increase testing across Europe, progress towards reduction of new HIV, viral hepatitis and STI infections, as defined in the Sustainable Development Goals and internationally set targets, remains a challenge. The number of undiagnosed people with HIV, viral hepatitis and STIs remains high in Europe, and a high percentage of people continue to be tested at a very late stage of infection. Late diagnosis and lack of testing has severe consequences for a person's individual health outcomes and remain a driver of onward transmission.

One major barrier to testing is the stigma associated with HIV, viral hepatitis and STIs. In relation to HIV and viral hepatitis, stigma can be understood as negative perceptions of people living with these infections, solely based on their HIV or hepatitis status. Discrimination (experienced stigma) occurs when people experience negative or unfair treatment based on the perceptions¹.

HIV, viral hepatitis and STIs share common modes of transmission, disproportionately affect many of the same populations and are associated with similar stigmas. Beyond stigma related to the infections themselves, these populations are often subject to stigma due to their gender, sexual orientation, ethnic background, imprisonment, drug use or sex work and are often at increased risk of acquiring HIV and hepatitis². Fear of being stigmatized and discriminated against deters people from accessing health services, including testing, and creates further barriers to elimination of HIV and viral hepatitis as public health threats.

¹ <https://www.ecdc.europa.eu/en/publications-data/hiv-stigma-survey>
² HIV-Related Intersectional Stigma and Discrimination Measurement: State of the Science, 2022. <https://pubmed.ncbi.nlm.nih.gov/35763729/>

Addressing stigma and discrimination is therefore one of the priority areas of the current Spanish EU presidency. In September, a high-level meeting was held under the title "HIV and Human Rights: political action to achieve zero stigma".

Together, we contribute to reducing stigma related to HIV and viral hepatitis. Find out how you can contribute!

You can help to reduce stigma and discrimination

- If you think you are at risk of HIV, hepatitis or STI, get tested. Encourage other people at risk to get tested.

Community testing centers

- Create safe and supportive environments for all.
- Review your testing services. Are they inclusive and welcoming?

Healthcare facilities

- Recognise the essential role you can play in HIV and hepatitis responses
- Normalise testing by offering a test when relevant. You can use the [list of indicator-conditions](#) and offer integrated testing in accordance with [ECDC's public health guidance on HIV, hepatitis B and C](#).
- Ensure your staff receives training specifically related to stigma and discrimination.
- Increase knowledge and awareness through educational campaigns.
- Provide accessible information and link to mental health services and peer support programmes.
- Actively establish partnerships with community and civil society organisations to ensure well adapted services and the link to complementary support services when necessary.

Policy institutions

- Review existing laws and policies to facilitate testing initiatives and reduce discrimination.
- Provide diversified testing models, in order to ensure the provision of testing services adapted to the needs of different communities.
- Fund effective testing. Testing early improves health outcomes and reduces costs.
- Promote engaging testing initiatives.
- Increase knowledge and awareness through educational campaigns.

Research or educational institutions

- Increase knowledge and awareness through educational campaigns
- Promote testing and stigma research
- Identify potential research and educational initiatives related to testing and stigma
- Use research results to advocate for non-discriminatory laws against key populations

What is European Testing Week?

[European Testing Week \(ETW\)](#) is a biannual campaign which takes place in May and November every year with the aim to increase early diagnosis of HIV and viral hepatitis. This year, ETW celebrates its 10th anniversary. Since its start, around [750 organisations](#) have participated in the campaign. During the campaign week, community-based organizations, healthcare facilities, policy institutions and educational facilities and others organize various local activities to raise awareness and increase access to testing.

[Sign up](#) now to participate and show your support in achieving targets for HIV and viral hepatitis!

Follow @EuroTestWeek on Instagram, Facebook and X

Test.Treat.Prevent.

Resources on HIV and hepatitis-related stigma

[Stigma: survey of people living with HIV – Monitoring implementation of the Dublin Declaration on partnerships to fight HIV/AIDS in Europe and Central Asia: 2022 progress report](#). European Centre for Disease Prevention and Control. September, 2023.

[Measuring HIV knowledge and attitudes in healthcare setting](#). European AIDS Clinical Society and European Centre for Disease Prevention and Control. (Ongoing).

[Evidence brief: Impact of stigma and discrimination on access to HIV services in Europe](#). European Centre for Disease Prevention and Control. 2017.

[Policy brief on discrimination in the healthcare sector against employees and patients living with HIV](#). AIDS Action Europe and European HIV Legal Forum.

[The impact of stigma and discrimination affecting people with hepatitis B](#). World Hepatitis Alliance. 2021.

[Addressing hepatitis B stigma and discrimination](#). Webinar. World Hepatitis Alliance. 2023.

[Hepatitis Stigma Watch](#) is a survey tool that measures stigma among people living with hepatitis B and hepatitis C. Developed by the European Centre for Disease Prevention and Control (ECDC) and the World Hepatitis Alliance (WHA), the Stigma Watch will be piloted in Europe the week commencing 6 November and later implemented globally. The findings will be presented at the World Hepatitis Summit in April 2024.

Signed up participants

SPRING 2023

126



PARTICIPANTS

Organizations signed up as **Spring ETW** participants

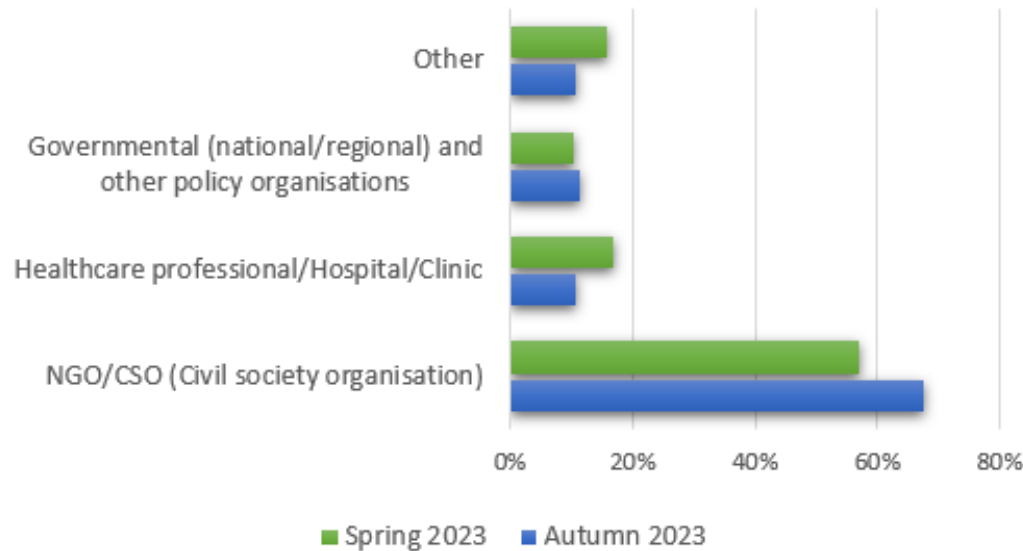
AUTUMN 2023

141

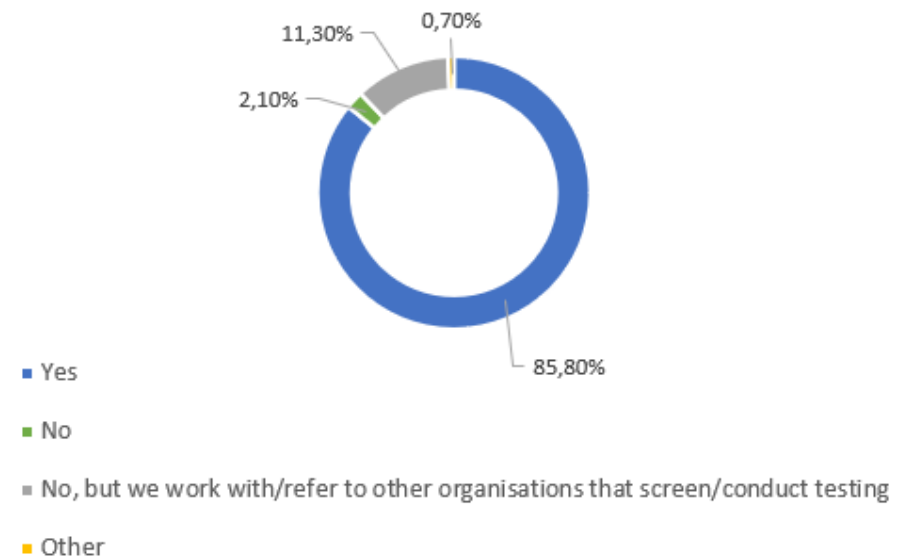


Organizations signed up as **Autumn ETW** participants

Type of participants (%)



Testing/screening regularly



Signed up participants – by country

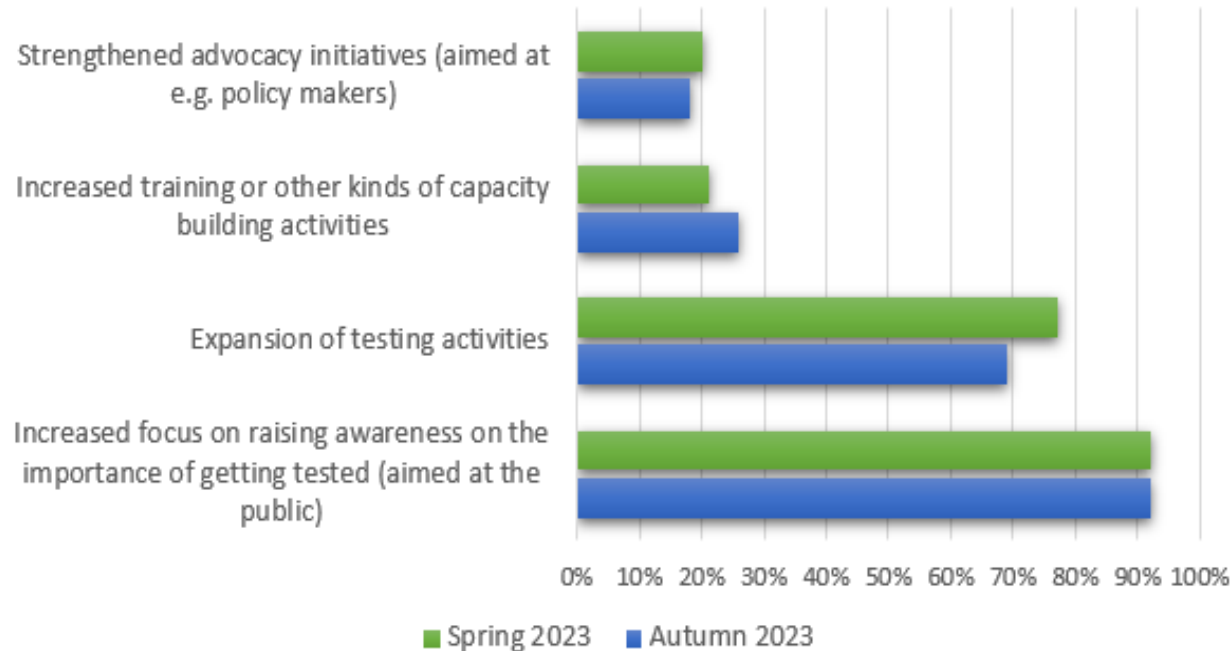
| | |
|---------------|----|
| Austria | 1 |
| Belgium | 3 |
| Croatia | 5 |
| Czechia | 4 |
| Estonia | 2 |
| Finland | 2 |
| Georgia | 6 |
| Germany | 9 |
| Greece | 2 |
| Hungary | 3 |
| Iceland | 1 |
| Italy | 20 |
| Latvia | 2 |
| Lithuania | 3 |
| Luxembourg | 1 |
| Montenegro | 1 |
| Multinational | 1 |

| | |
|-----------------|----|
| Netherlands | 1 |
| North Macedonia | 1 |
| Poland | 2 |
| Portugal | 29 |
| Romania | 1 |
| Serbia | 1 |
| Slovakia | 8 |
| Slovenia | 3 |
| Spain | 14 |
| Sweden | 4 |
| Tajikistan | 1 |
| Ukraine | 2 |
| UK | 8 |
| Uzbekistan | 1 |

Total number of countries: 30

Signed up participants - activities

Type of ETW activities (%)



Autumn ETW 2023

64%

of Autumn ETW participants **focused on different infections during ETW** than in their daily work

21%

of Autumn ETW participants **targeted more groups for ETW**

Examples of participants' activities

"We offer more free tests during this time, are working more at On-Site-Testing Events."

(...) "highlight the free screening offered in some family planning centers (a service that is not free the rest of the year)."

"We will have partnerships with other types of institutions in order to test in different settings than ours and with different people than our target population."

*"- Extended opening hours
- Additional outreach activities targeting all HIV-vulnerable populations
- Social media campaign: inviting celebrities to get tested and share the word on their social media platforms."*

"We will publish one video a day on specific topics (tests, PrEp, lies about HIV)."

"We will advertise our testing possibilities via our social media, paper flyers etc. We are in contact to the local university, which will also inform via flyers and email. We will increase our testing time for general public, who work on regular times (so more appointments possible in the evening)."

"We will use social media to engage our audiences and use sponsored posts to raise awareness of the importance of testing for STIs among a broader audience. We will also launch our online testing platform, the first Portuguese website to offer at home testing for STIs."

Activities organized by secretariat/WG ETW at HepHIV conference (November)

- Celebration at opening reception
- Oral presentation
- Open side meeting
- Booth



ETW meeting at European Parliament 29 November

- Host: Portuguese MEP Sara Cerdas
- Co-organizers: UNITE, EACS, WHA, EATG
- Speakers: EC, ECDC, EuroTEST, GAT
- Roundtable: MEP Sara Cerdas & MEP Karen Melchior



Use of ETW website/materials

21-28
NOVEMBER
EUROPEAN
TESTING
WEEK
www.testingweek.eu
2022



219

Downloads

Logos
(in 24
languages)



68

downloads

ETW word
and
Powerpoint
template

663

total downloads
of ETW
materials



141

Downloads

Web
banners



51

downloads

Toolkits



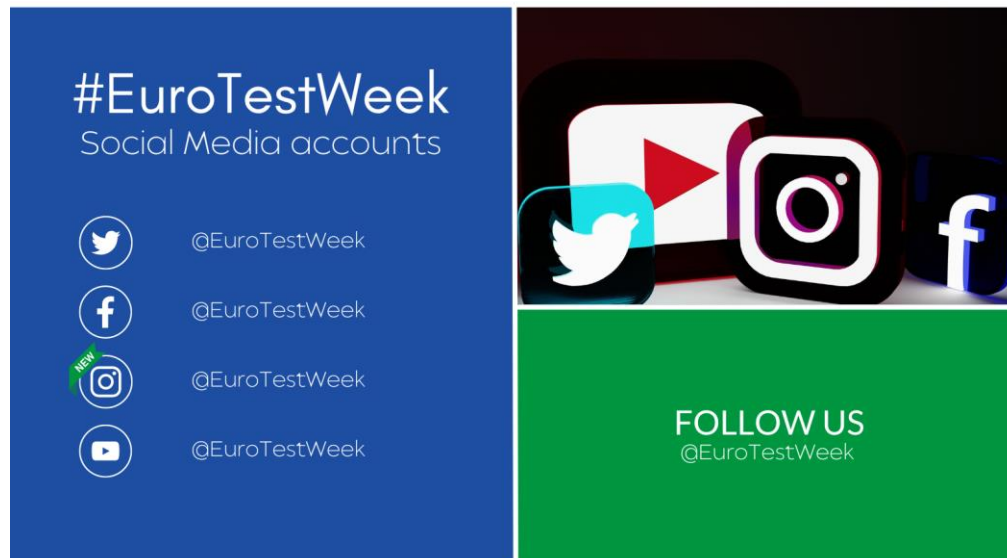
48

downloads

Posters

ETW on social media

- **Facebook** (90 days) - reach: 6,613, engagements: 575
- **Instagram** (90 days) - reach: 3,345, engagements: 471
- **X** (63 days) – impressions: 8,600
 - Mentions of #EuroTestWeek: 413
 - Mentions of #TestTreatPrevent: 98



ETW on social media



Media coverage

- A search in Meltwater was conducted to find all online articles mentioning ETW.
- There was a total of **419** publications in **16** different languages from **27** different countries.
- Total reach: **800 million** people

European Test Finder (ETF)

www.testfinder.info

During the week of ETW, ETF was promoted in various ways to facilitate easy access to testing. As a result, there was a dramatic increase in people using ETF to search for testing facilities (compared with the week before ETW) with 19,248 unique visitors during ETW (an increase of 7548%).

Testing services registered on ETF (Nov 2023): 758 (from 44 countries)

| | Visits | | Page views | | Unique visitors | |
|----------------------------|--------|--------------|------------|--------------|-----------------|--------------|
| | Number | % change | Number | % change | Number | % change |
| Week before ETW (baseline) | 284 | | 763 | | 255 | |
| During ETW | 20508 | 7221% | 39091 | 5123% | 19248 | 7548% |
| Week after ETW | 411 | 145% | 864 | 113% | 356 | 140% |

European Test Finder

Free promotion through dating apps

Grindr

Inbox messages

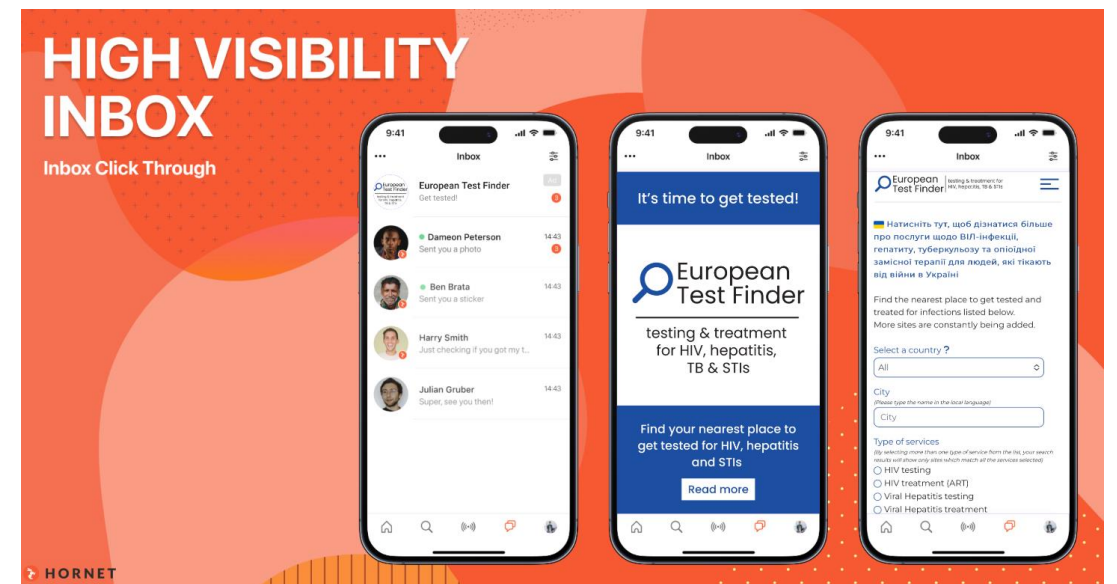
(Generated 89% of all traffic during ETW)



Hornet

Inbox messages

(Generated 2% of traffic)



ETF promotion

- A number of messages and videos were produced and disseminated on ETW social media to promote ETF:

Promotion to testing sites



Promotion to end users



Testing during ETW

Data from the COBATEST Network:

Besides from data on the use of European Test Finder, indicating a huge increase in testing in relation to ETW, testing data from the COBATEST network (45 of their members) confirm the impact of ETW on testing uptake:

For November ETW, HIV testing increased by **165%**, Syphilis testing by **148%** and HCV testing by **202%**

HIV, HCV and Syphilis testing volume and percentage change during and after ETW, compared with pre-ETW baseline, 2023

| | Tests per week | % change | Tests per week | % change | Tests per week | % change | Tests per week | % change |
|----------------------------|----------------|---------------|----------------|---------------|----------------|---------------|----------------|-------------|
| | HIV | | HCV | | Syphilis | | Combined | |
| Spring ETW 2023 | | | | | | | | |
| Week before ETW (baseline) | 207 | | 131 | | 198 | | 536 | |
| Spring ETW 2022 | 429 | 107,2% | 389 | 196,9% | 371 | 87,4% | 1189 | 222% |
| Week after ETW | 354 | 71% | 292 | 122,9% | 332 | 67,7% | 978 | 182% |
| November ETW 2023 | | | | | | | | |
| Week before ETW (baseline) | 285 | | 161 | | 206 | | 652 | |
| Nov ETW 2022 | 756 | 165,3% | 486 | 201,9% | 510 | 147,6% | 1752 | 269% |
| Week after ETW | 644 | -14,8% | 294 | -39,5% | 419 | -17,8% | 1357 | 208% |

N (centers using the COBATEST tool)= 45

Data provided by the COBATEST Network,
<https://cobatest.org/en/>

Acknowledgements

The EuroTEST Secretariat would like to express their sincere thanks to the following people and organisations for all their hard work and contributions during the development, coordination and execution of the November 2023 ETW and its subsequent evaluation:

- The organizations that participated in November ETW.
- The organisations that signed up on the website and provided information.
- The COBATEST Network which provided data on testing levels before, during and after ETW.
- The ETW Working Group members

The evaluation was completed by Cæcilie Bom Kahama, with inputs from Olena Valdenmaier, Georgi Ovalov, and the ETW Working Group.

Financial Statement

- European Testing Week is coordinated under the EuroTEST initiative which 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 receives funding and grants from Gilead Sciences, and ViiV Healthcare.