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HIV in Europe
 Working Together for Optimal
 Testing and Earlier Care

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European HIV-Hepatitis Testing Week 2016

Results from the 2016 evaluation

HIV SWAB 2 KNOW
 BY EDONHEVIGAT

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It's European HIV-Hepatitis testing week:
why should you get tested?

Join @ECDC_EU, @HIVheptestweek,
 @Hep_Alliance, @EATGx, @HepBCPPA
 to discuss the benefits of testing for HIV
 and viral hepatitis.

When: Wednesday, 23 November 2016
 14:00–15:00 CET

Send us your questions
 using the hashtag
#time2test

<http://www.tjedan-testiranja.eu>

**BOLJE JE ZNATI
 NEGO NE ZNATI**
 TESTIRAJ SE NA HIV I HEPATITIS

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Background and methods

Background

- The 2016 European HIV-Hepatitis Testing Week took place from **18-25 November 2016**.
- It was the fourth testing week, and the second to include **viral 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). And 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

- Two **online surveys** in REDCap was distributed to all participating partners to evaluate European Testing Week.
- Four electronic survey **reminders** were sent prior to the survey deadline (11 January 2016).
- A **data collection form** was also distributed to collect weekly testing data (offer, uptake, positivity rate).
- **Limitations** include:
 - limited answering possibilities due to pre-defined answer categories.
 - Possible language barriers and perceptions of questions asked.

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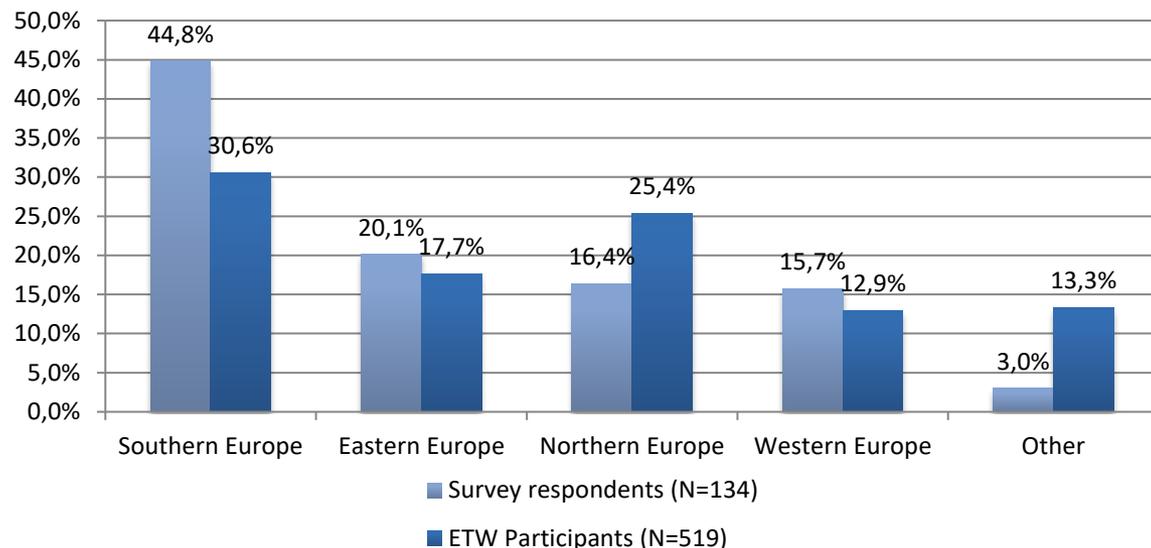
Survey data – a descriptive overview

Survey data – a descriptive overview

By 18 November 2016, 519 participants had signed up for ETW from 47 of the 53 WHO European Region MS (Missing: Andorra, Luxembourg, Monaco, Republic of Moldova, San Marino, Turkmenistan).

- Of those, 200 were new in 2016, and 319 retained from 2015.
- Of those, 134 submitted the evaluation survey about the activities, a response rate of 25.8%
- Respondents represented 47 of the 53 WHO European Region MS, and the majority were from Southern Europe (44.8%) (Figure 1).

Figure 1: Regional distribution of participants (N=519) and respondents (N=134)



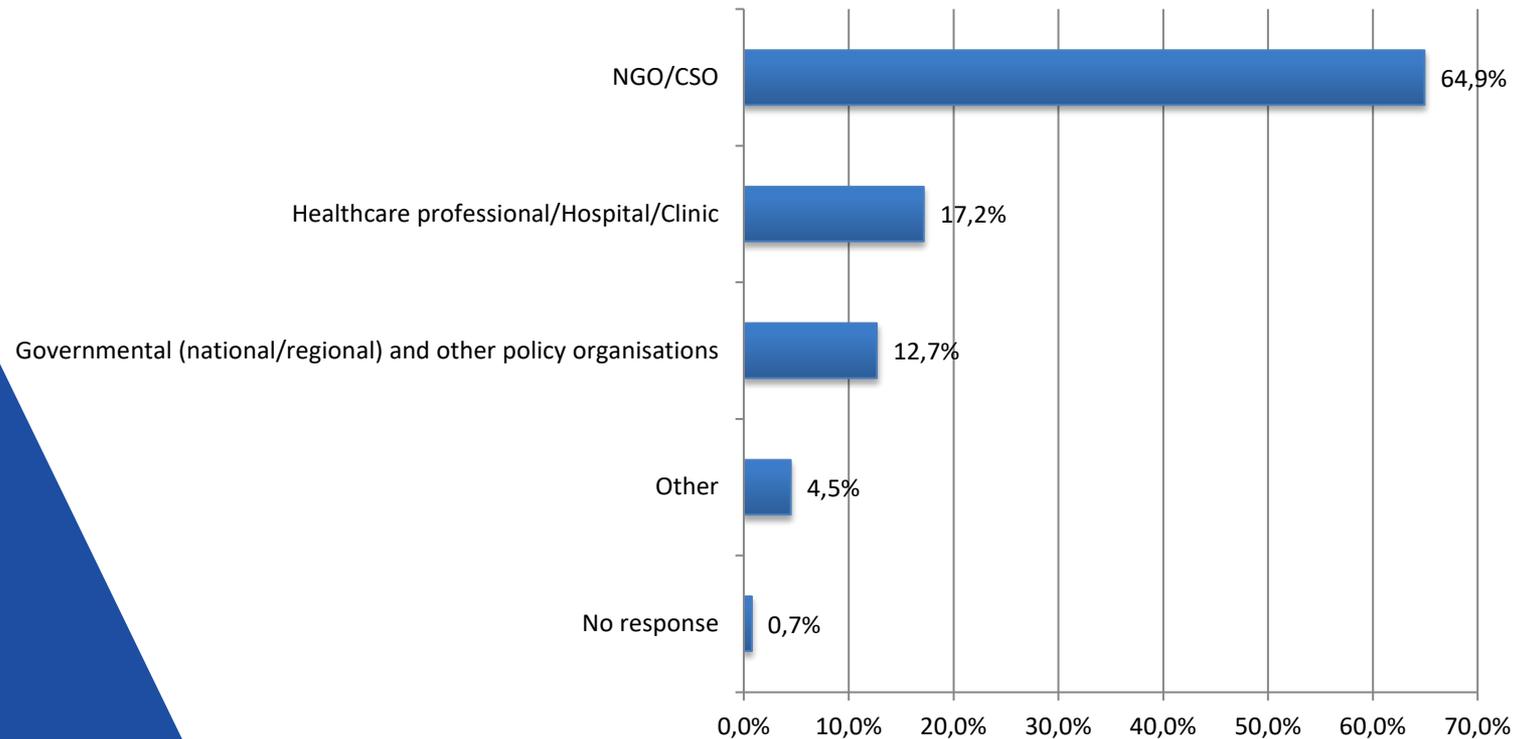
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Types of participating partners and target populations

Types of participating partners

- The majority of respondents represented **NGOs/CSOs** (64.9%) followed by healthcare professionals (Figure 2).

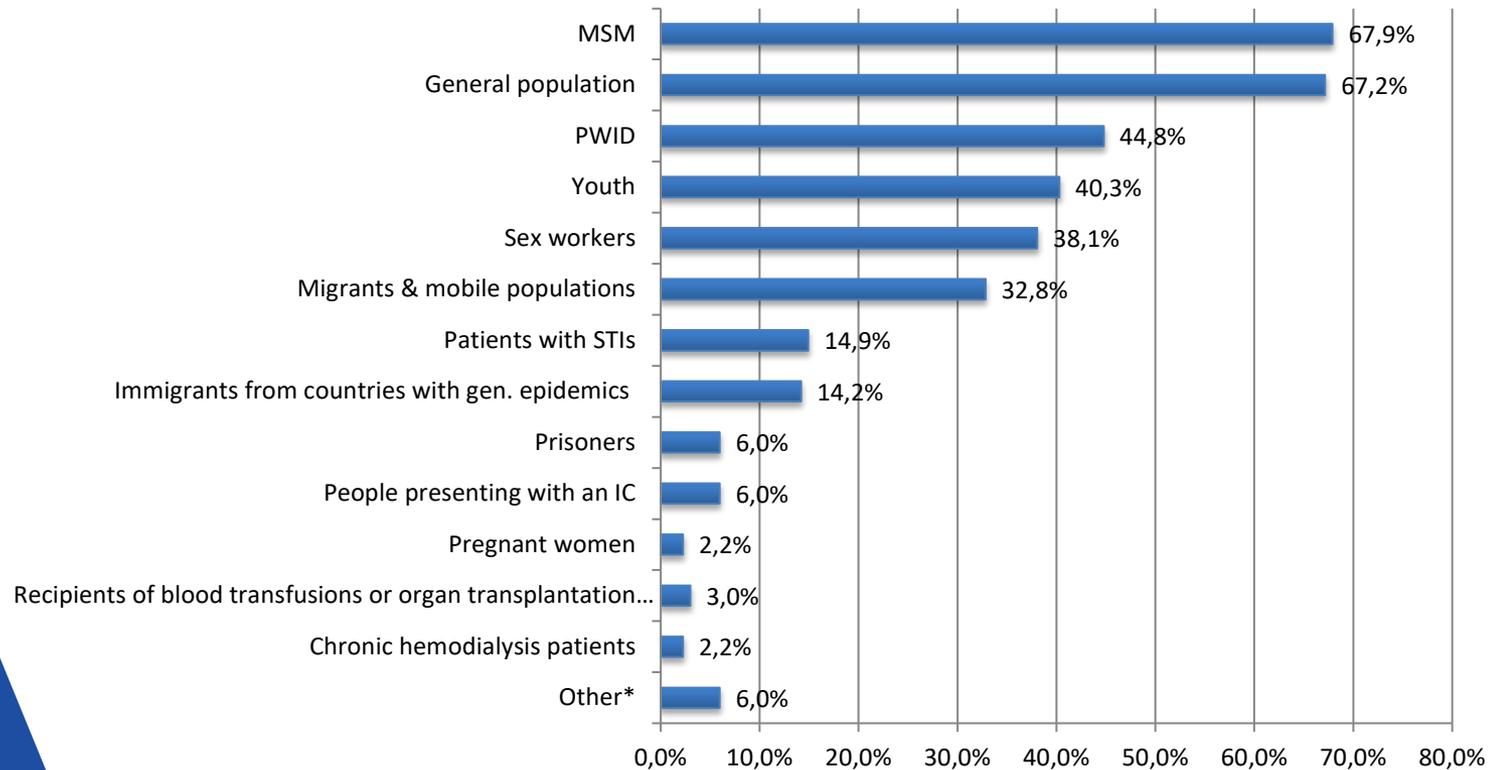
Figure 2: Types of participating partners (N=134)



Target populations

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

Figure 3: Target populations during ETW (N=134)



**Other target populations reported were precarious people, homeless, healthcare workers, testing laboratories and trans people.*

Most successful part of ETW

Successes reported by the survey respondents included:

“Solidarity and active participation, people show a great desire to support this campaign.”
[Southern Europe]

“Providing linkage to care services. Locating those who are at risk, and offering them free and anonymous HIV rapid testing.” [Southern Europe]

“Reaching population groups that do not access services” [Northern Europe]

“It was the first time ever that there was a que[ue] of people who came specifically to get tested. The que[ue] continued all throughout the event which could be explained by two important achievements: - The awareness of the general population on the importance of getting tested has increased significantly - The rate of fear from discrimination if seen being tested has positively reduced.” [Eastern Europe]

“Reach people at risk HIV who had never taken the test”
[Southern Europe]

“The opportunity to change perception on risk behaviors and to develop realistic low risk behavior strategies for drug using female sex workers regarding risk situations during drug use and sex work..” [Western Europe]

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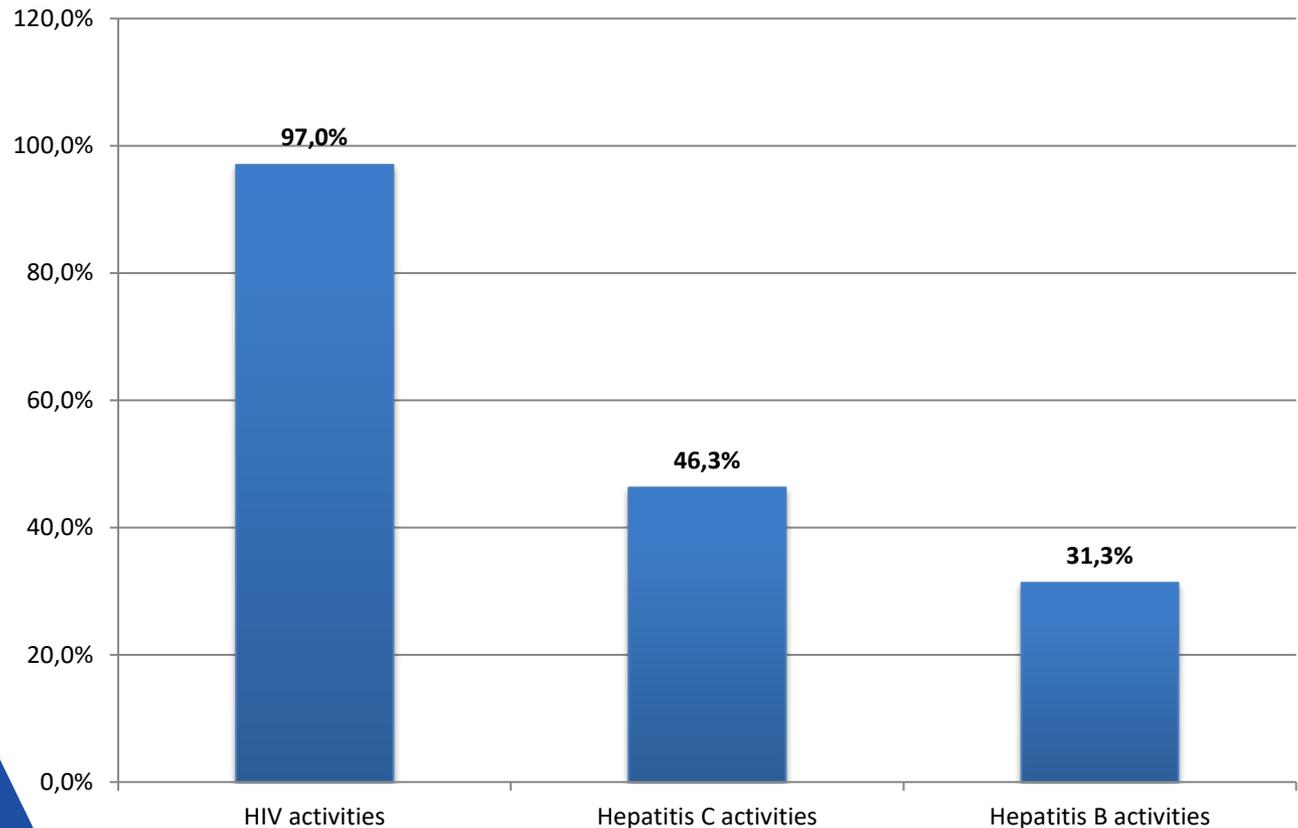
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Type of activities

Type of activities

- The majority of respondents carried out HIV activities (97.0%), followed by hepatitis C activities (46.3%), including testing activities (Figure 4).

Figure 4: Activities during ETW (N=134)



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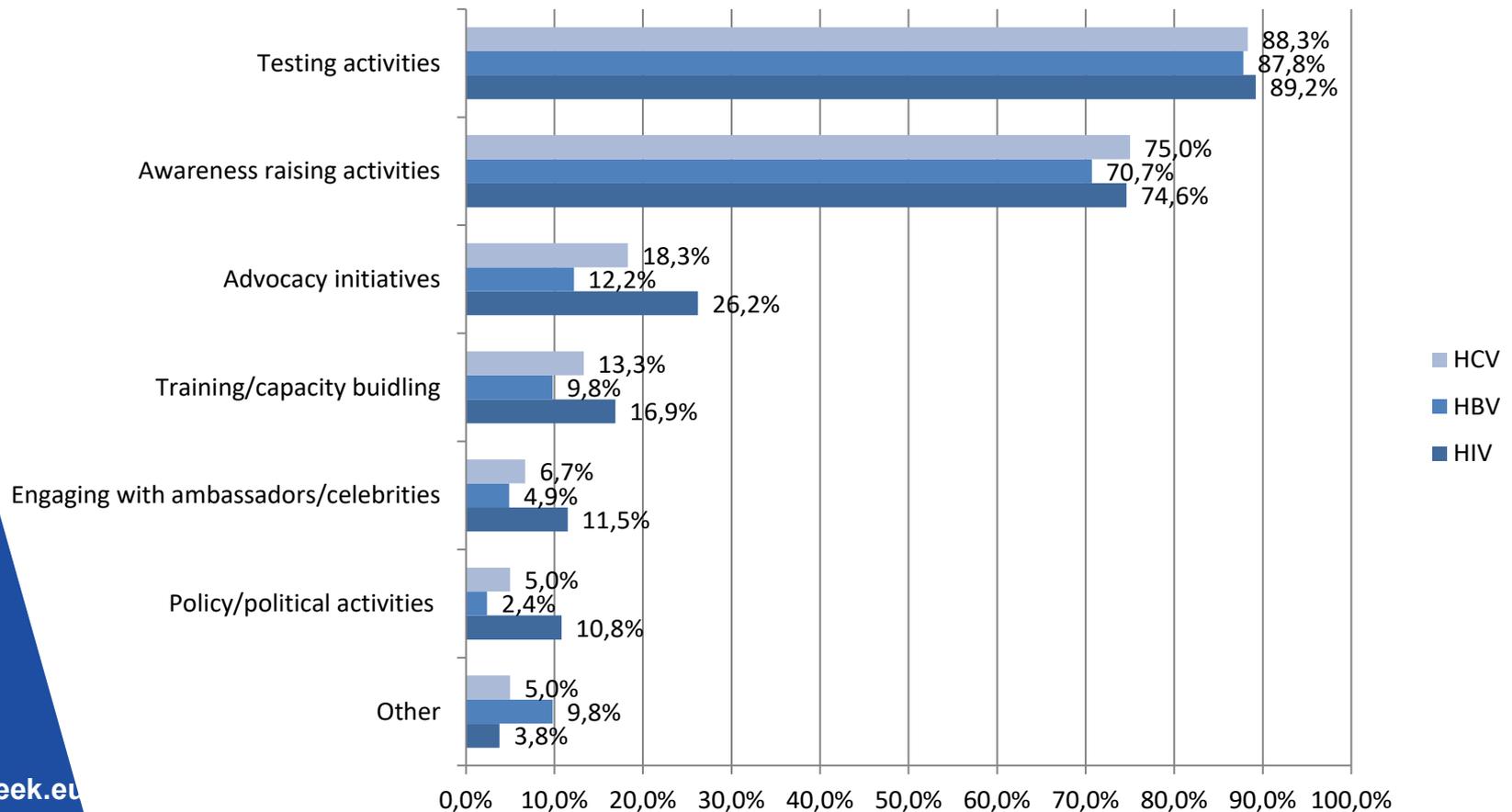
HIV, HBV and HCV activities

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Activities (HIV, HBV, HCV)

Activities carried out differed slightly depending on condition (Figure 5).

Figure 5: type of activity (HIV, HBV, HCV)



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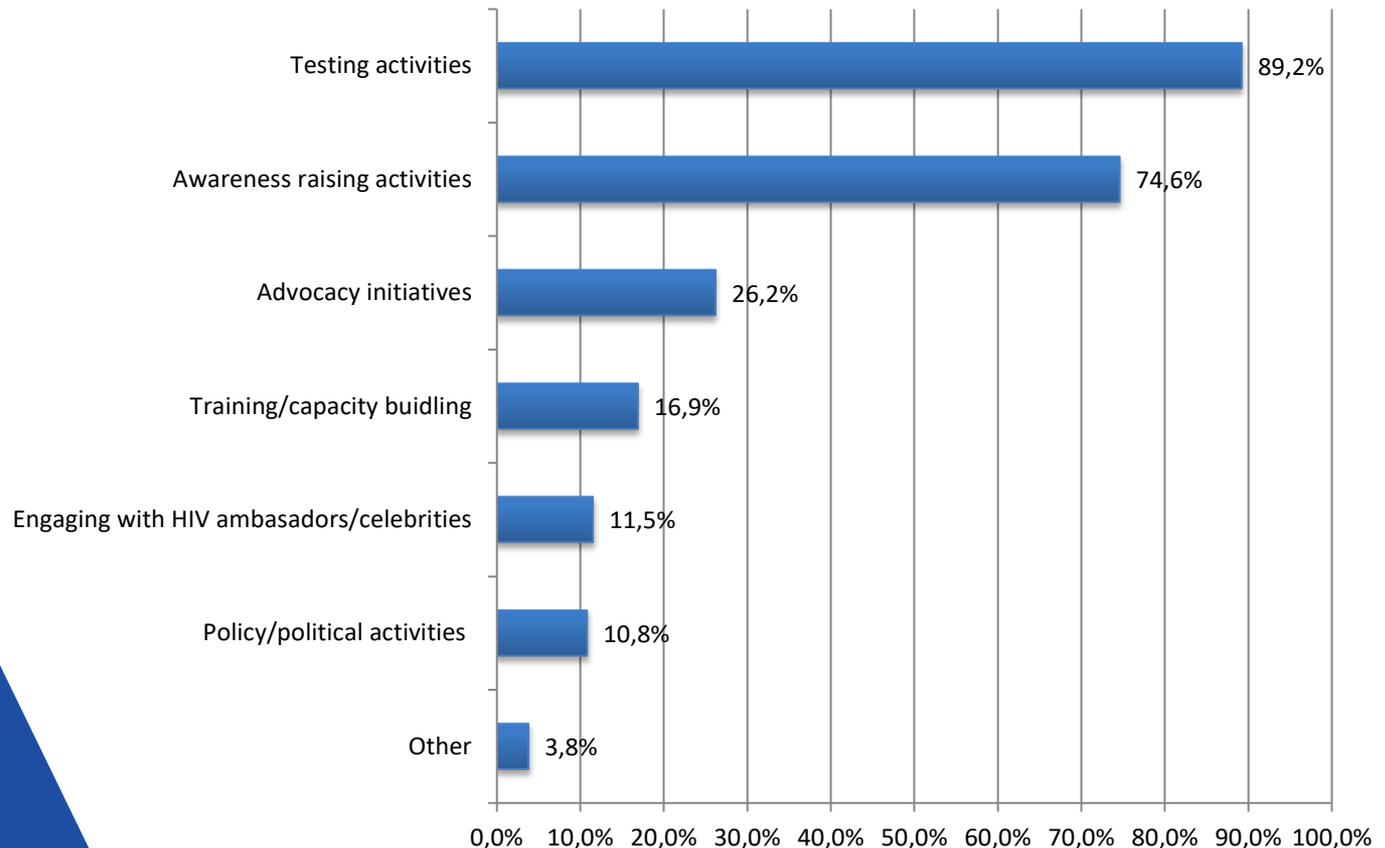
HIV activities

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HIV activities

- Of the respondents carrying out HIV activities (N=130) the majority carried out **HIV testing activities (89.2%)** , followed by **awareness-raising activities (74.6%)** (Figure 9).

Figure 9: HIV activities during ETW (N=130)



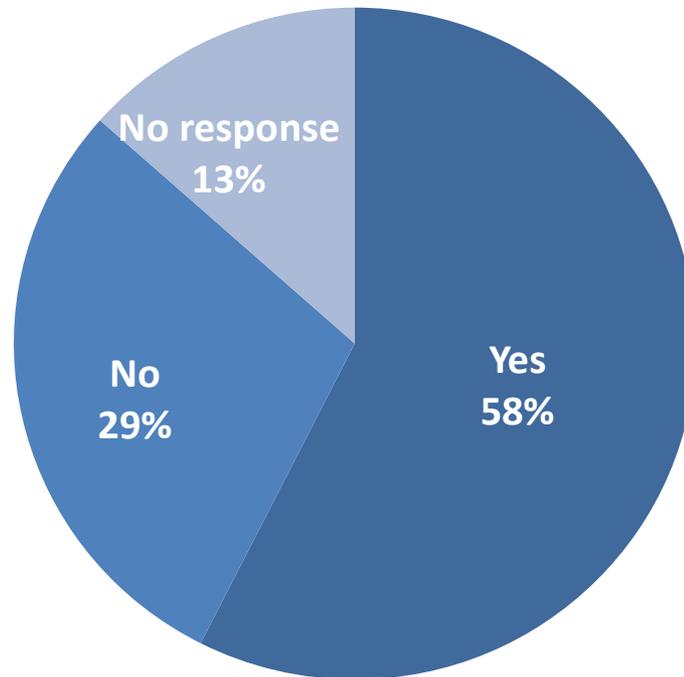
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HIV testing activities

HIV testing activities

- The majority of the respondents doing HIV testing during ETW reported doing **outreach testing (58%)**.

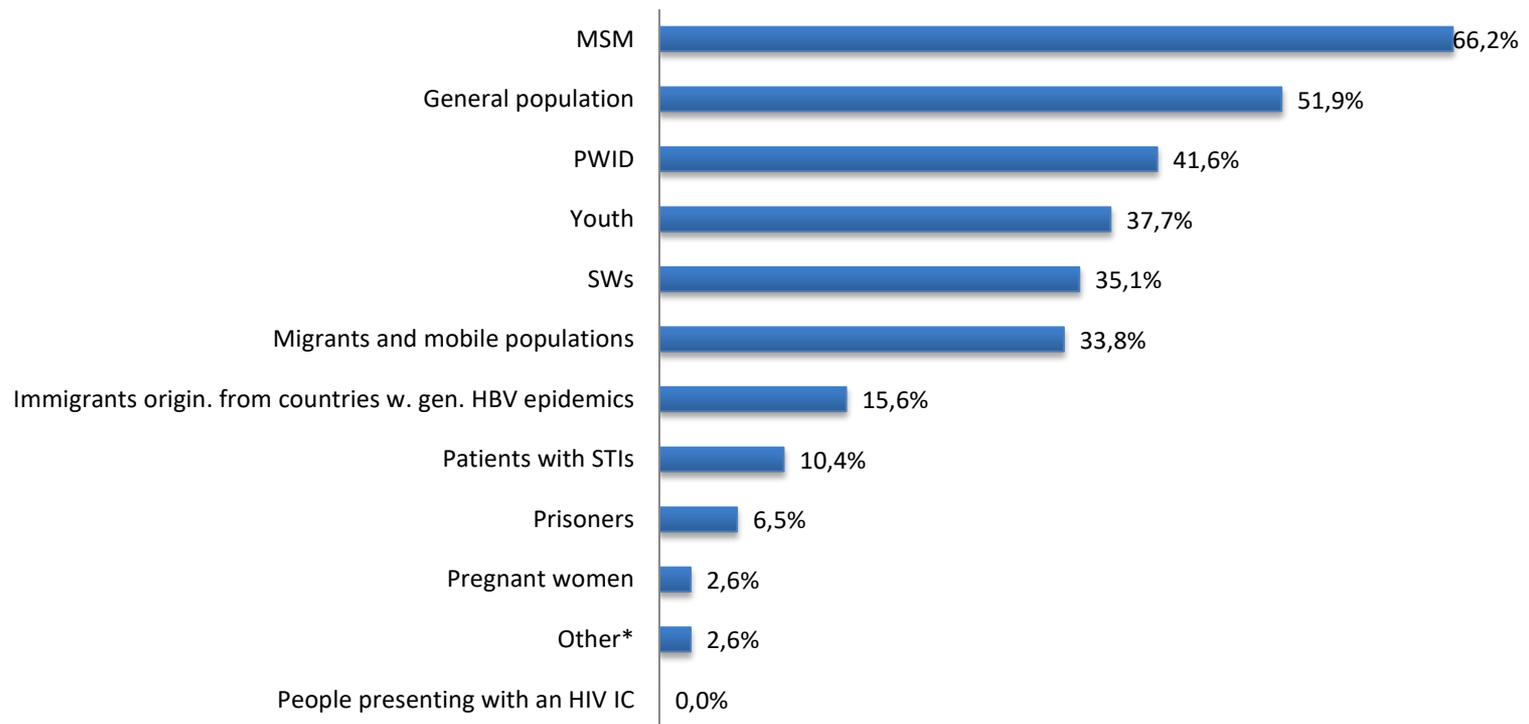
Figure 12: Respondents reporting doing outreach HIV testing (N=116)



HIV testing activities

- The most frequently reported target group for outreach testing activities were MSM, general population and PWID (Figure 13).

Figure 13: Target populations for outreach testing activities (N=77)



*Other target populations reported were the homeless and trans people.

HIV testing activities

- Of the 108 respondents that did HIV testing activities, 41.7% (N=45) reported that someone tested HIV antibody positive during ETW.
- Of the 45, 42 were able at the time of answering the survey, to provide the number of people testing positive which ranged from 1 to 20 people (median: 2, mean: 3.4).
- The majority of the respondents that tested people positive (N=45), referred them to the relevant hospital clinic (91.1%), 8.9% offered treatment and care themselves, zero sites reported no referral due to no system in place and 2.2%* used another method.

*Person was referred to primary care

HIV testing activities

Of the 110 respondents that carried out HIV testing activities, 16 (14.5%) reported carrying out novel HIV testing projects during ETW. Some examples provided were:

“VCT in **refugee homes**, VCT in new **MSM locations**.” *[Western Europe]*

“Outreach testing for asylum seekers and refugees.” *[Western Europe]*

“We started to use **social networks** and **gay chats** to reach people.” *[Southern Europe]*

“Offering **free tests in cooperation** with general practitioners in rural area.” *[Western Europe]*

“We have been conducted **HIV and Syphilis rapid testing** in various venues such as gay-clubs, spaces in central points in old cities of [city], [city] and [city]. Also, we have made intervention to drug-related treatment centres” *[Southern Europe]*

HIV testing activities

The 16 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.”

53.3% strongly agreed with the above statement and 46.7% agreed. None reported to disagree or strongly disagree.

Some further explained why:

“Discrimination against particular groups results in barriers to testing in the formal healthcare system and it was easier for most of the people to come and get tested in our outreach venues. Furthermore the feedback acquired from many participants was that they would have not been tested if we weren't there and many of them were getting tested for the first time!” *[Southern Europe]*

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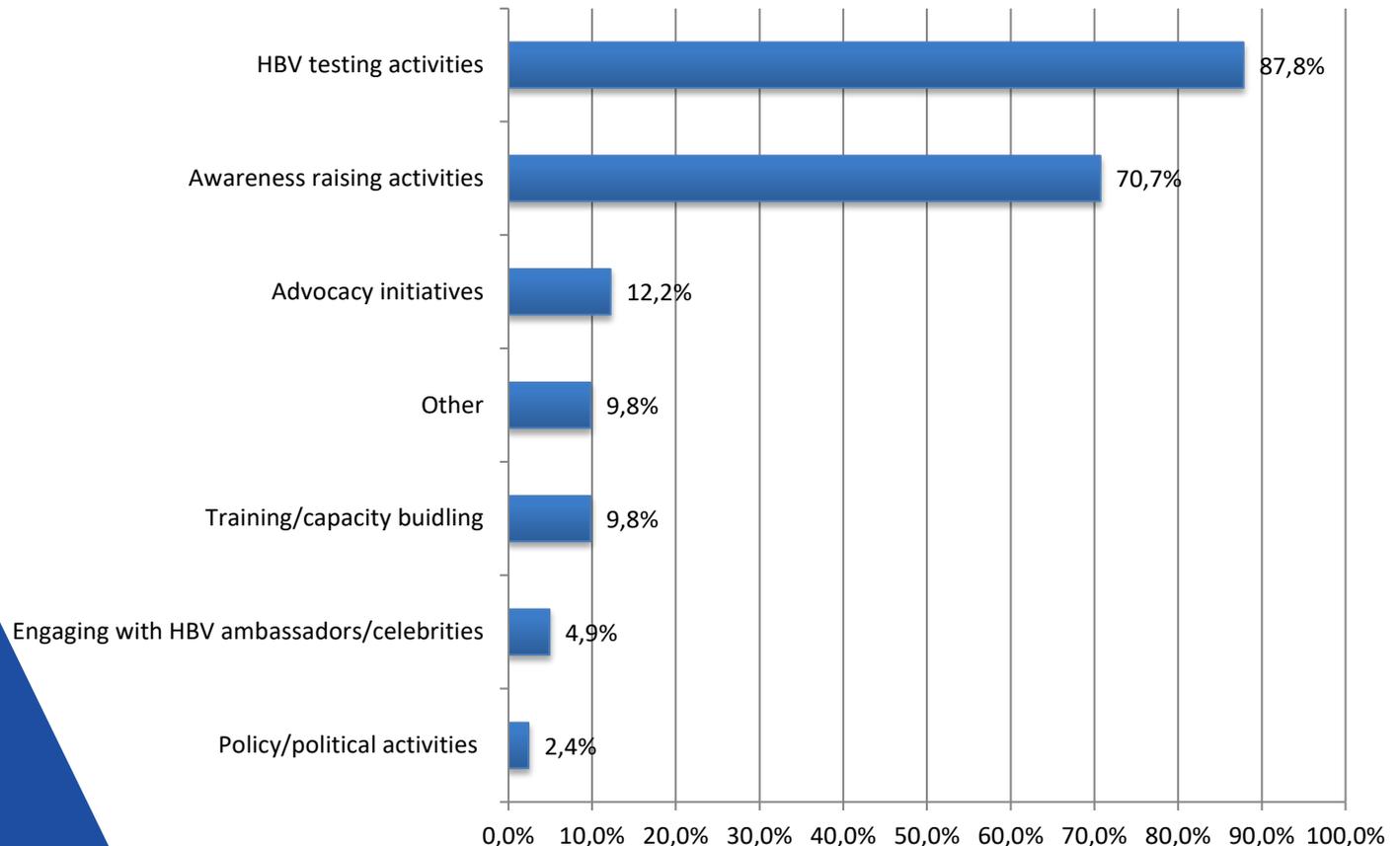
HBV activities

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HBV activities

- Of the respondents carrying out HBV activities (N=41) the majority did HBV testing activities (Figure 14).

Figure 14: HBV activities during ETW (N=41)



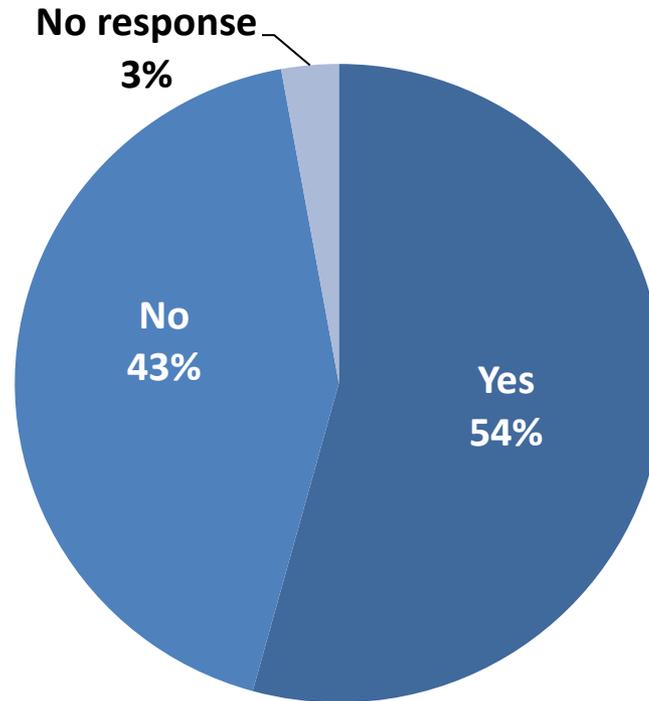
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HBV testing activities

HBV testing activities

- Of the respondents carrying out HBV testing activities (N=34), the majority reported doing outreach testing (Figure 17).

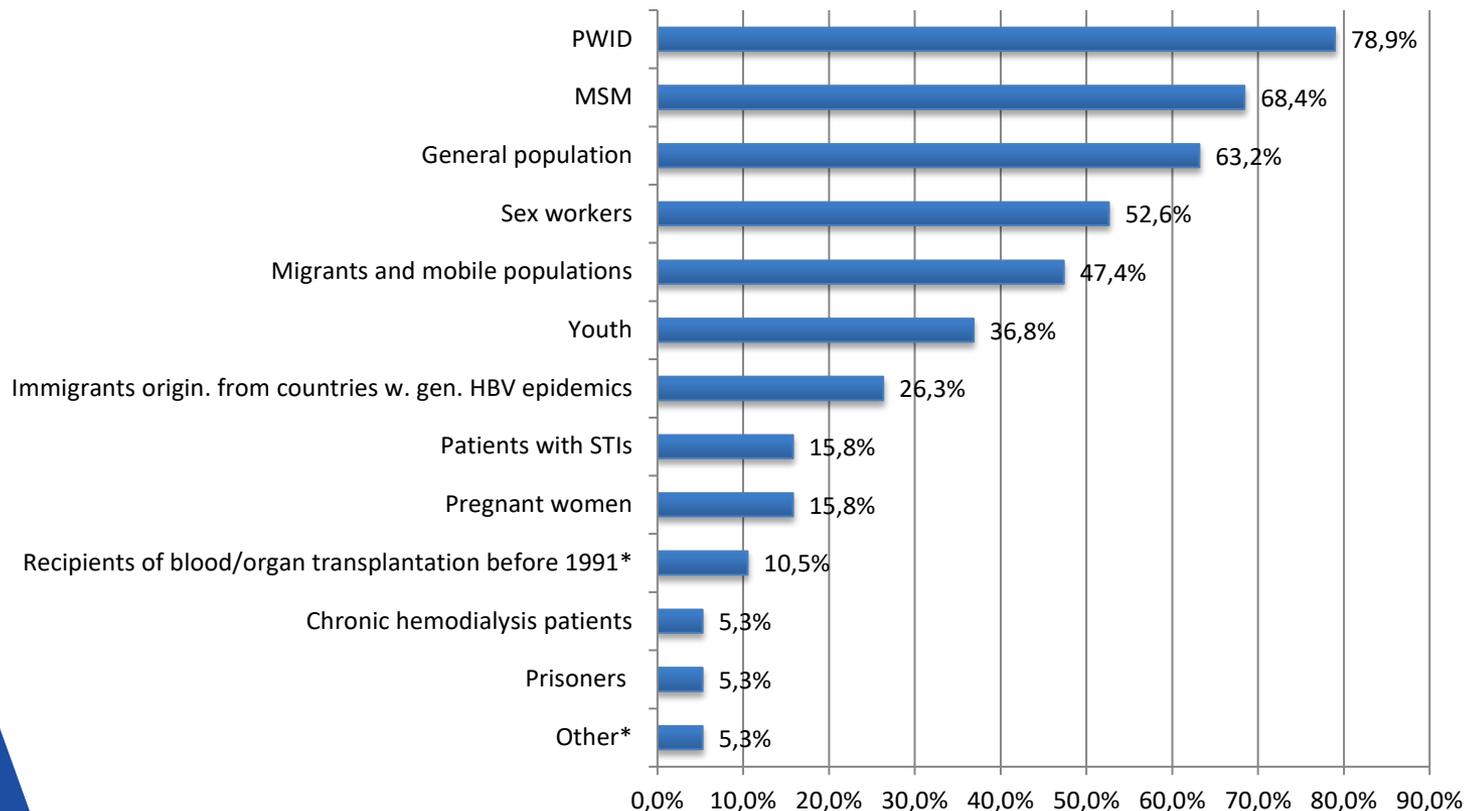
Figure 17: Outreach HBV testing during ETW (N=34)



HBV testing activities

- Of the respondents carrying out outreach HBV testing activities (N=19), the majority targeted MSM, general population and PWID (Figure 18).

Figure 18: Target populations targeted with outreach HBV testing during ETW (N=19)



HBV testing activities

Of the 35 respondents that did HBV testing activities, 28.6% (N=10) reported that someone tested HBV antibody positive during ETW.

- Of the 10, 10 were able at the time of answering the survey to provide the number of people testing positive which ranged from 2 to 20 people (median: 3, mean: 5).
- Of the respondents that tested people positive (N=10), 7 referred them to the relevant hospital clinic (70%), and three reported other methods* (30%).

*One site stated that a hepatologist was present at the testing site. One site stated that their positive HBV patient had no acute or chronic HBV and concluded that the person was vaccinated or naturally immune and the other site was in the process of referring their positive HBV case.

HBV testing activities

- Of the 33 survey respondents that carried out HBV testing activities, 2 (6.1%) reported carrying out novel HBV testing projects during ETW. Some examples provided were:

“Outreach testing for asylum seekers and refugees.” [*Western Europe*]

“Cooperation with hepatologists and Hepatitis NGO.” [*Western Europe*]

HBV testing activities

The two 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.”

Both strongly agreed with the above statement.

Some further explained why:

“The cooperation will hopefully continue also after the testing week.” [WesternEurope]

“For most of them it is not possible to visit our counseling- and testing center.” [WesternEurope]

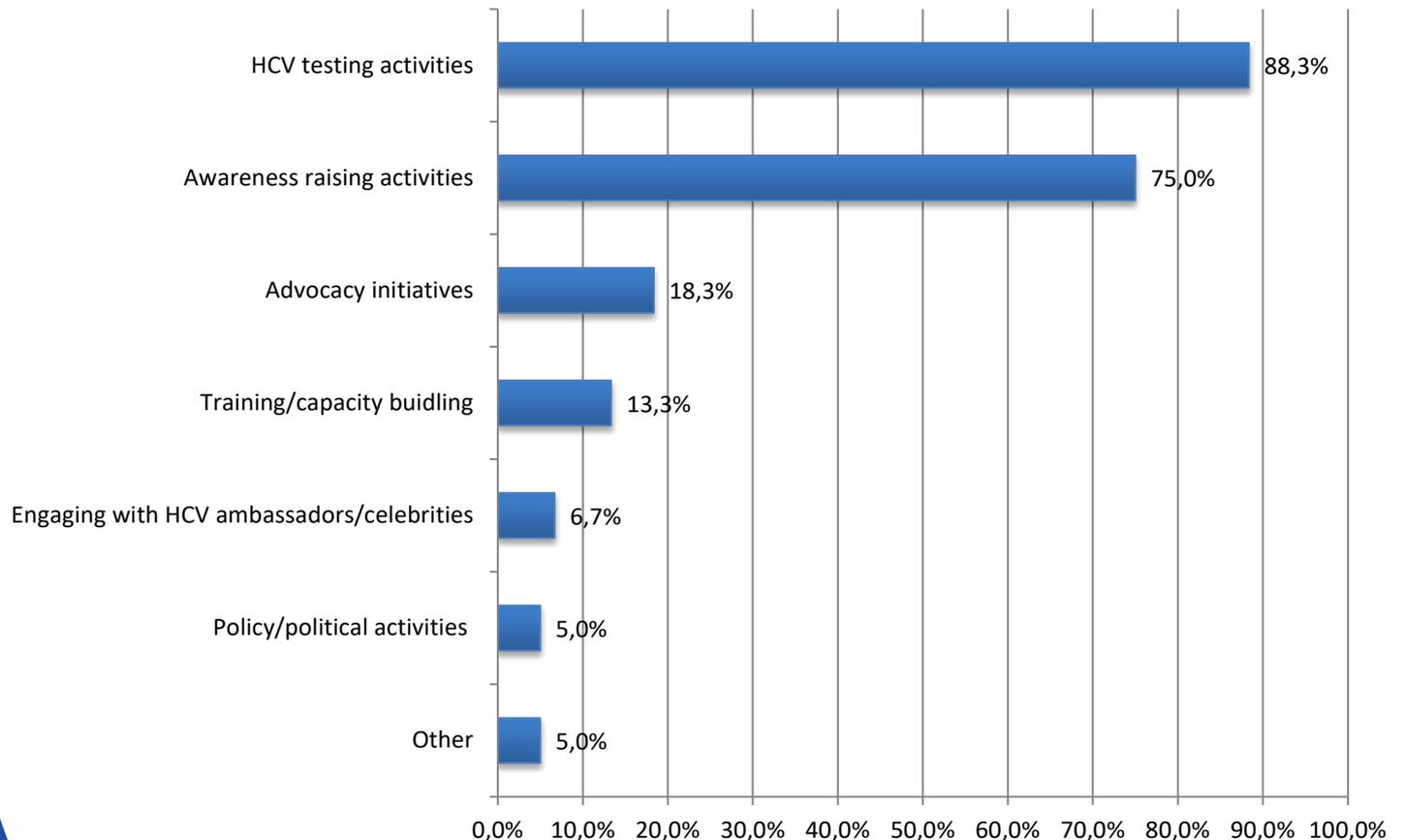
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HCV activities

HCV activities

- Of the respondents carrying out HCV activities (N=60) the majority did HCV testing activities (Figure 19).

Figure 19: HCV activities during ETW (N=60)



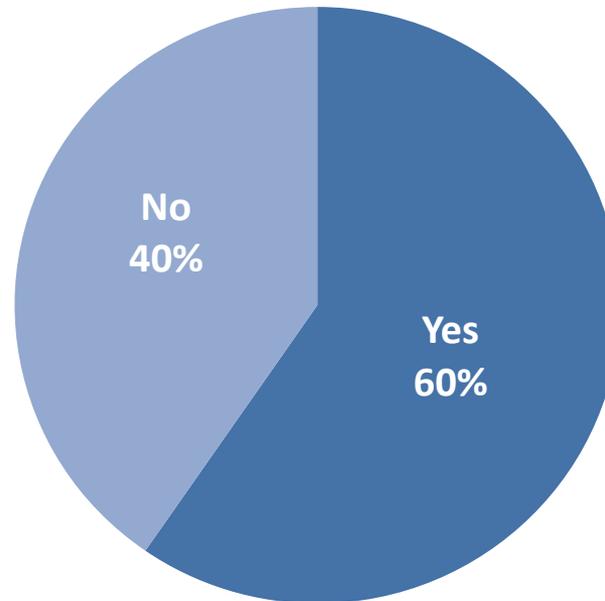
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HCV testing activities

HCV testing activities

- The majority of the respondents performing HCV testing during ETW reported doing outreach testing (60%) (Figure 22).

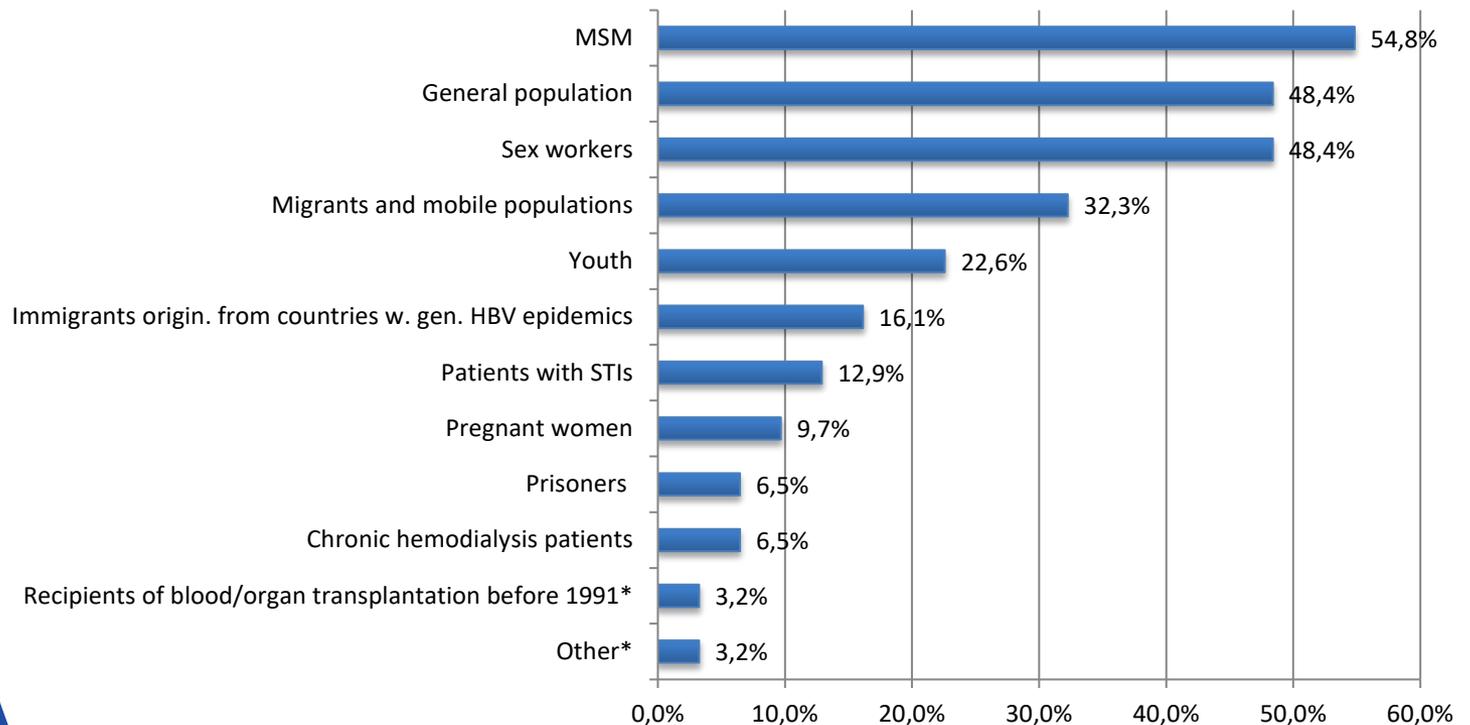
Figure 22: respondents reporting outreach HCV testing (N=52)



HCV testing activities

- Of the respondents carrying out outreach HCV testing activities (N=31), the majority targeted PWID, MSM, general population and sex workers (Figure 23).

Figure 23: Target populations targeted with outreach HCV testing during ETW (N=31)



*Other included the homeless.

HCV testing activities

Of the 53 respondents that did HCV testing activities, **56.6% (N=30)** reported that someone tested HCV positive during ETW.

- Of the 30, 29 were able at the time of answering the survey to provide the number of people testing positive which ranged from **1 to 45 people** (median: 3, mean: 8.04).
- Most of the respondents that tested people positive (N=30), **referred them to the relevant hospital clinic (96.6%)**, two reported offering treatment and care themselves (6.9%) and two reported other methods (6.9%)*.

*Sites who stated 'other' specified that the positive HCV patient would be confirmed at a free clinic and the other site stated that they were in the process of referring their positive HCV patients to primary care.

HCV testing activities

- Of the 52 respondents that carried out HCV testing activities, 10 (19.2%) reported carrying out novel HCV testing projects during ETW. Some examples provided were:

“During testing week, we did mini campaign, called 'Give the finger to HCV', specially addressed to young population.” *[Eastern Europe]*

“Piloting Hepatitis C rapid test first time!”
[Central Europe]

“We engaged in training a multi agency team from drugs and homeless agencies to provide Rapid HCV and HIV Testing to residents of hostels, service users of addiction agencies and invited the general public to come in and get tested as well. The testing venue was one of the local hostels for people experiencing homelessness who are also actively experiencing addiction. Testing appointments took on average 15 minutes and included a test for both HCV and HIV.” *[Northern Europe]*

HCV testing activities

The 10 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 respondents strongly agreed or agreed with the above statement.

Some further explained why:

“Providing point-of-care HCV RNA results in 105 mins allows same day linkage to care of the individuals, avoiding delays due to test results availability.” [Western Europe]

“Public health care does not offer Hepatitis C testing. Our testing is [the]only low threshold service for MSM.” [Northern Europe]

“...During our activities for World Hep Day (28th July) we identified that women with children who are in active addiction are less likely to discuss risk experiences with health care providers for fear of losing their children, this in turn means that those women are not being offered HCV tests. For ETW 2016 we promoted the risk of HCV transmission through sharing snorts. This information was not widely known among our target population, yet was well received, as it de-stigmatised the potential transmission for HCV and removed a barrier for women to get tested. (Their fear of losing their children was based on Injecting drug use, not recreational activities like snorting).” [Northern Europe]

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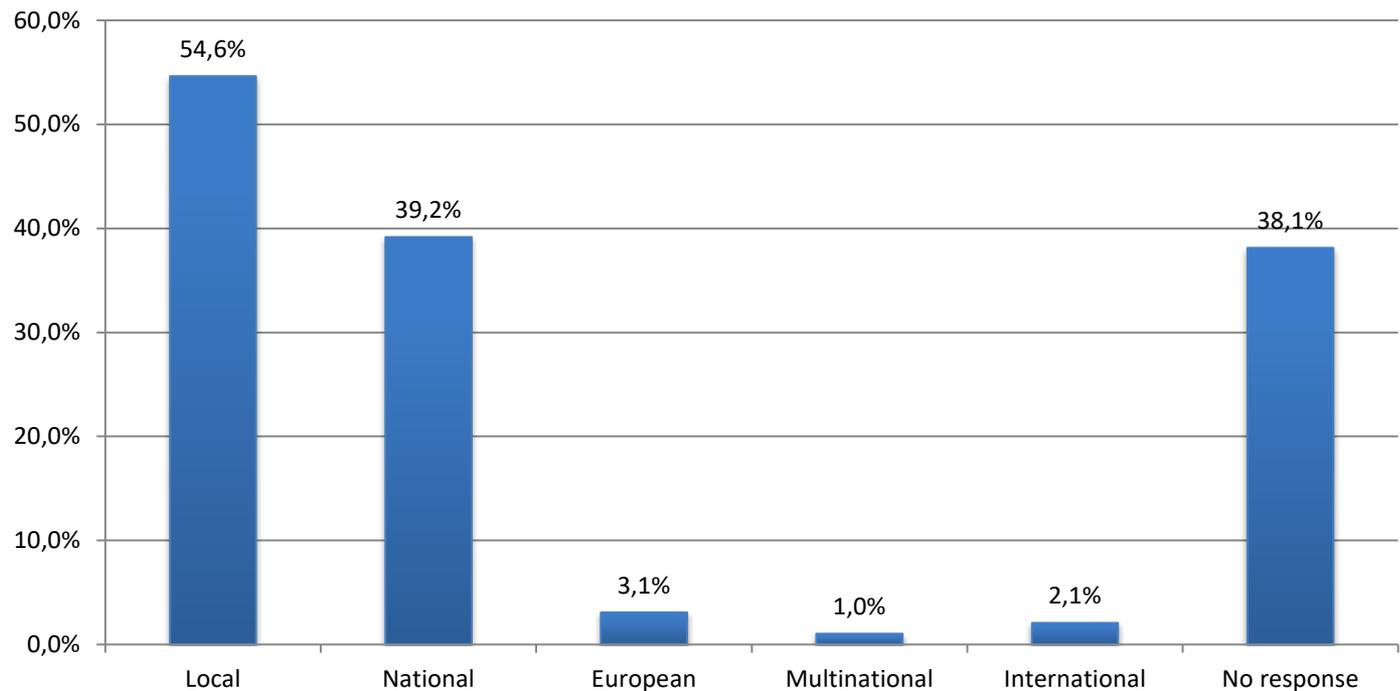
Collaboration with other organisations

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Collaboration with other organisations

The majority of the respondents reported that they **collaborated with other organisations (75.4%)**. The majority collaborated on a **local level** (Figure 24).

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



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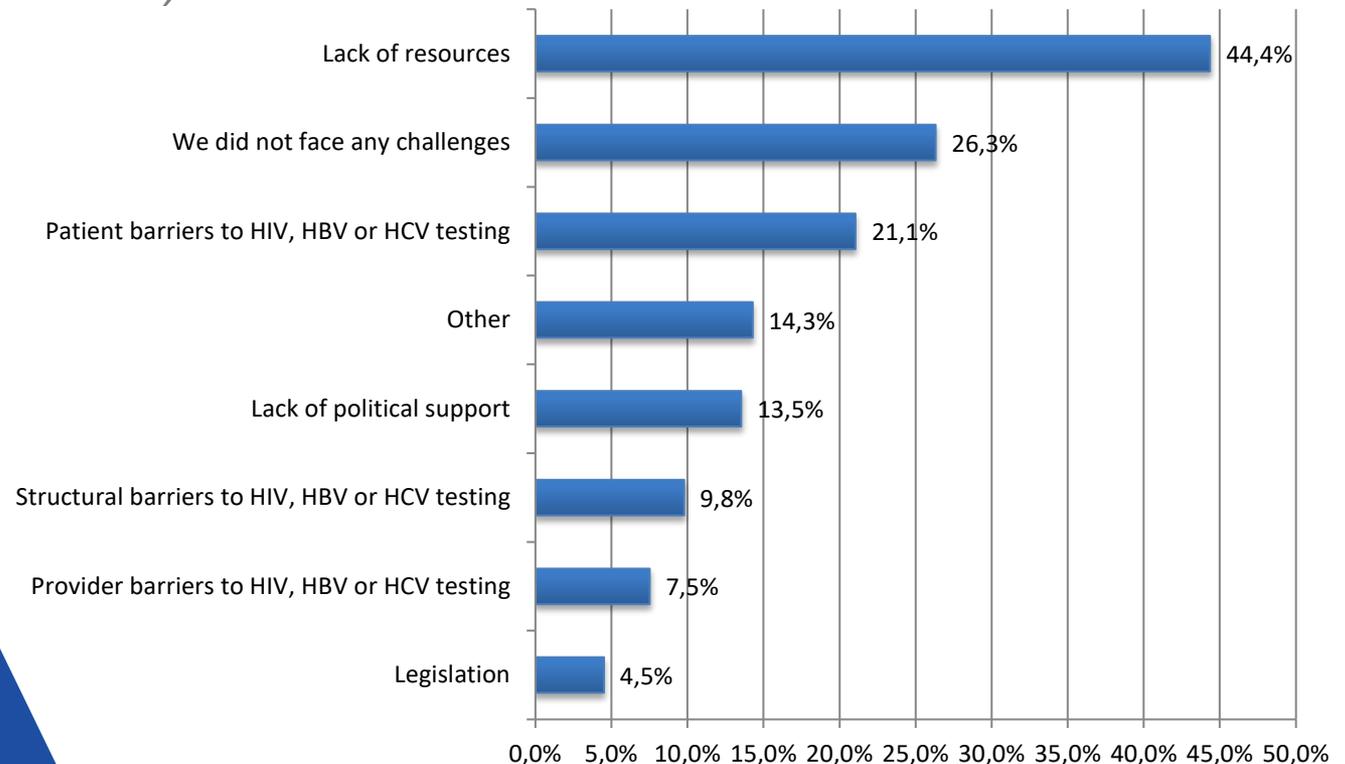
Challenges and new experiences

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Challenges and new experiences

The majority of the survey respondents experienced **lack of resources** as the biggest challenge (44.4%) followed by **patent barriers to HIV, HBV or HCV testing** (21.1%) (Figure 25).

Figure 25: Challenges experienced by participants (N=133)



Challenges and new experiences

Some of the participants further explained their challenges during ETW:

Mostly *human and financial resources* in order to organize and implement more activities that would be louder and would reach a broader public.”
[Eastern Europe]

“*Lack of human resources* to meet all requests” [Southern Europe]

“*No money to buy testing kits. Not enough days or staff to provide testing in all venues that asked for it. Not enough money, staff or time to provide testing throughout the region even though all agencies involved have a regional remit.*”
[Northern Europe].

“The problem is that we *can't do HIV test without a doctor.*”
[Southern Europe]

“For the *third year* in a [row] we were unable to find financial resources to procure rapid HCV testing kits.” [Central Asia]

“We could not provide as many HCV tests as we would have wanted because they are *not funded* and we were not in the condition to buy more.” [Southern Europe]

“We wanted to carry out test in CEPI (integration centres for immigrants), but they *refused to grant us permission.*”
[Southern Europe]

“*Lack of money, people, tests, fuel...*” [Southern Europe]

“*Fear and stigma, underestimation of risk.*”
[Eastern Europe]

Challenges and new experiences

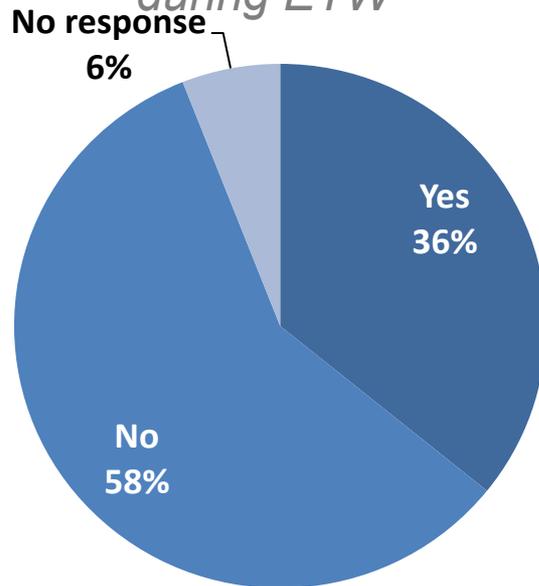
Seven of the 128 (5.5%) respondents reported that they were aware of **negative outcomes of ETW**. One example included:

- “...now has people dropping in requesting **Rapid HCV and HBV tests** and we **do not have the resources** to provide them. We are referring people to local testing services but have no way of knowing if they arrive.” [Northern Europe]
- “The hepatitis-tests in [country] are not allowed to do anonymous. So in the future only the Hepatitis Aid Austria should do the tests, like this year. This is an order from the government.” [Western Europe]

Challenges and new experiences

Several respondents reported gaining new experiences during ETW (36%) (Figure 26).

Figure 26: Respondents reporting gaining new experience during ETW



Examples:

“Engaging community influencers to use their reach to promote the service to our key population.” [Northern Europe]

“Lack of information is the biggest challenge for small number of tested people. We need to have mobile units for testing across the country.” [Southern Europe]

“We will be better organised and improve our communication channels and ability to share experiences and ideas.” [Northern Europe]

“We have chosen a better center and have developed greater experience.” [Southern Europe]

“Focus even more on migrants and MSM.” [Western Europe]

Challenges and new experiences

- 62 respondents (48.8%) reported that they had developed their own materials for ETW. Some examples of materials were provided:

“We have created our own flyer, poster and banners with the slogan “When did you do it last?”, already used in May for the Pride Testing Week. We have promoted the activities in 3 languages, Greek, Turkish and English, which helped us reach all people living on the island. We have included the logo of the European HIV-Hepatitis Testing Week on all these materials.” [Southern Europe]

“Condom packages, specifically designed for the Testing Week.” [Western Europe]

“Posters advertising testing sessions within the community.” [Northern Europe]

“We had templates/posters for testing and visit cards in a preventive packages. Newly we had a button with a logo with ETW.” [Eastern Europe]

“Site specific posters and message specific posters. We also created our own tweet and facebook messages as the wording from the ETW ones was too highbrow for our target population.” [Northern Europe]

“We developed: Safer Sex and safer use quiz, HCV quiz and blood awareness game.” [Western Europe]

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Use and knowledge of social media

Use and knowledge of social media

97 of the 130 (76.8%) respondents reported using social media during ETW.

*"We joined the **Thunderclap action**. Advertised for the testing week on Facebook and Twitter." [Western Europe]*

"News, photos, articles about testing week and scientific information about HIV-Hepatitis, in facebook and our site." [Southern Europe]

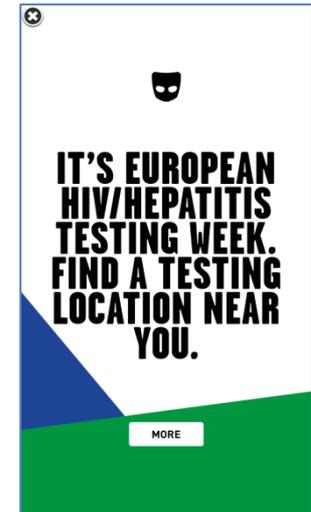
*"**Geo-targeted video advertisement** on Facebook with links to testing sites. We reached about 200 000 people aged 18-55." [Northern Europe]*

*"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 **all of our social media (FB, twitter, instagram)** for promoting: a) The TW initiative, in general b) Our TW activities (both in-premises testing and outreach testing activities through our mobile unit) c) Posting of ambassadors' pictures for raising peoples' awareness and get them to test as well." [Southern Europe]*

Use and knowledge of social media

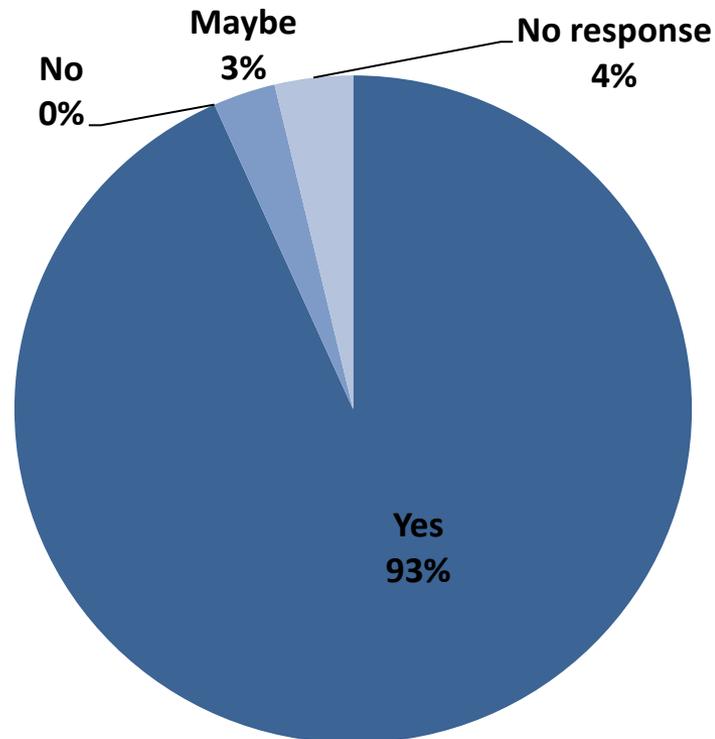
- 55 of the 127 (43.6%) respondents reported having heard about the mobile-optimised European Test Finder.
- 49 of the 126 (38.9%) survey respondents reported having heard about the collaboration with Grindr, Hornet and PlanetRomeo who have provided free advertising to promote the European Test Finder.
- 11 of the 49 (22.4%) 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.



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=129)



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Future European Testing Weeks

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Future European Testing Weeks

Some of the reported reasons for participating again included:

“It is important to be part of a European initiative. In this way, we jointly point out the need for HIV testing in order to find and treat HIV infections.” [Western Europe]

“We have participated for the last several years and have had great feedback. Informing on the topic is also one of the goals of our projects, so the testing week is just one of the weeks during which we prepare more activities/are louder.” [Eastern Europe]

“Every tested person is worth the effort.” [Northern Europe]

“It's a great initiative, and a good moment to raise awareness among vulnerable groups.” [Western Europe]

“We have been a partner since the beginning and it gets better every year!” [Western Europe]

“We believe is the best platform to promote testing for the whole society and target groups but also to raise awareness in the main stakeholders in the HIV response.” [Eastern Europe]

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Future European Testing Weeks

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

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“Support for *rapid hepatitis tests* (free or cheaper) from pharma companies (similar to activities related to rapid HIV tests).”
[Eastern Europe]

“I am disappointed to only hear of the *free hook-up advertising partnerships* that were available. We put a considerable amount of our budget into this so we could have saved this and used for other activities.” [Northern Europe]

“We would be very glad if you provide us with *materials in Ukrainian or Russian*/ And also it'd be better to conduct the testing week in *summer time*.” [Eastern Europe]

“*Better communication, advice notification, reach out to more migrants and migrant organizations in Europe*”
[Northern Europe]

“*Overcoming testing barriers - ban the criteria that only medical staff can perform testing, introduce self testing kits all over Europe, in every drug store, every MSM venue, for free or on sale for very low price.*” [Eastern Europe]

“*Donors of tests. Popularisation on EU level by Internet and other media.*”
[Eastern Europe]

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NOVEMBER
**EUROPEAN
HIV-HEPATITIS
TESTING
WEEK**
2016
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www.testingweek.eu

International collaborations

www.testingweek.eu
www.hiveurope.eu

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International collaborations

- A collaboration with Biolytical has been running since 2104, and like the two previous years BioLytical donated testing kits to the 2016 ETW participants.
- BioLytical gave a 'Buy One, Get One' offer which was distributed to all signed up participants through newsletters and social media.
- 3,000 INSTI HIV & INSTI HIV/Syphilis kits were donated (for a total of 6,000 INSTI HIV & INSTI HIV/Syphilis tests) to 11 participants.
- The tests were distributed in the following eight countries: Croatia, Cyprus, Czech Republic, Italy, the Netherlands, Slovakia, Spain and Sweden.

International collaborations

AIDS Healthcare Foundation Europe has been supporting community based organizations to provide rapid HIV testing during ETW since the conception of ETW . In 2016, 11 community-based organizations from three countries (Croatia, Russia and Ukraine) were supported by AHF Europe.

	Ukraine (7 NGOs)	Russia (3 NGOs)	Croatia (1 NGO)	Total
Tested	2689	1187	440	4316
Reactive	91	45	8	144
Serop-ty	3,38%	3,79%	1,82%	3,34%

Data on % of patients linked to care will be available soon

In 2016 our approach was to use ETW as a way to prepare and train the NGOs to start and/or strengthen their capacity to test at the community level. AHF team conducted a series of on-line trainings for NGOs on AHF RTP model and testing data collection and reporting tools, and provided technical support to the organisations by AHF testing coordinators.

The total AHF Europe contribution towards ETW 2016 community based testing activities was of 40,963 USD. The support covered organization of testing activities, payment for staff and volunteers and marketing. In addition AHF donated rapid tests for 6,600.00 USD to the Ukraine based organisations to support their testing activities.

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Website and social media activity

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Website analytics overview

10 December 2015 – 08 December 2016



Website relaunch

18 July 2016



Average length of visit

**4 minutes
21 seconds**



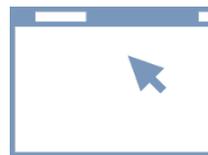
45,951

website visits



15,731

unique users



73,536

page views



1,782

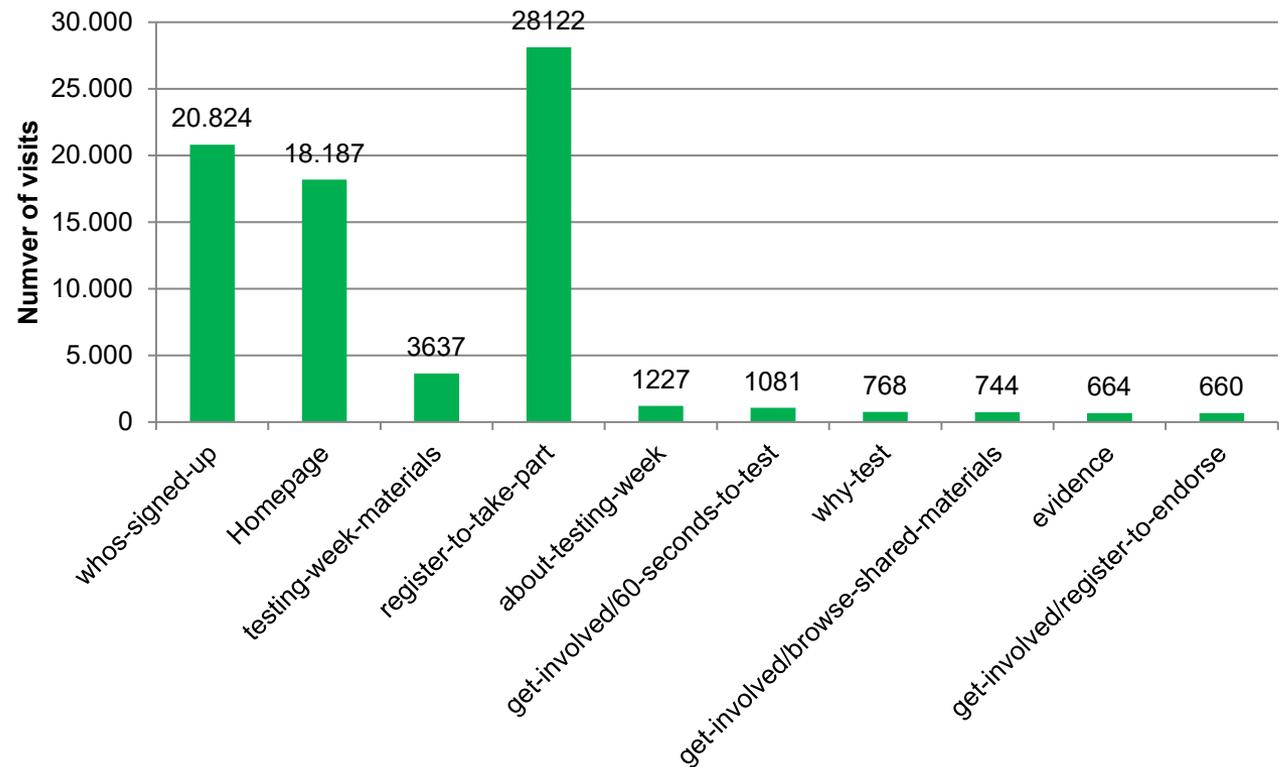
downloads of testing
week materials

Peak traffic to website



- The peak number of visits were seen **during testing week 2016** (Fri 18 Nov – Fri 25 Nov)
- The biggest peak was on **Fri 18 November**, the first day of testing week, with **733 visits**

Most popular website pages

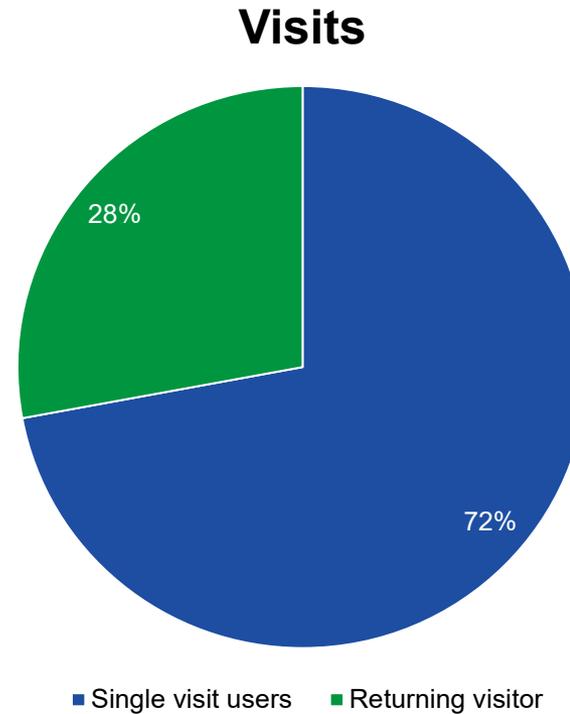


The **register to take part** was the most visited website page, followed by the **who's signed up** section of the website and the **homepage**

Testing week material downloads

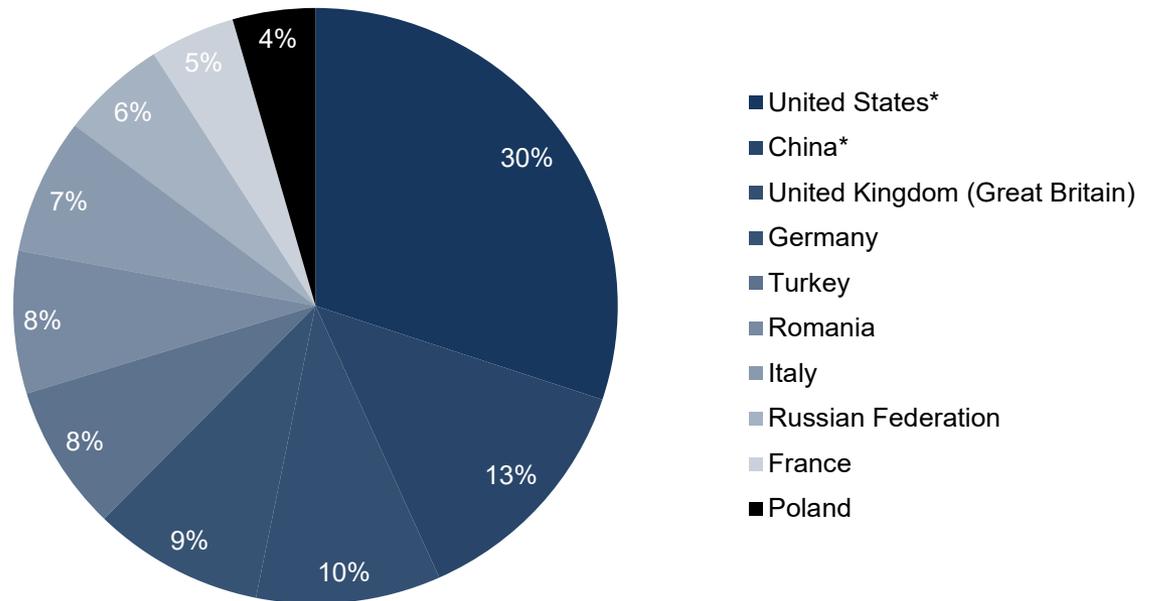


User behaviour and engagement



- **Single visit users** visited **11,340 times**
- **Returning users** visited **4,391 times**
- Of the 45,951 website visits, **1,261** visits lasted in excess of **10 minutes**

Website visits by country



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

Traffic sources

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Organic search



Traffic directed from a search engine

Referral



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

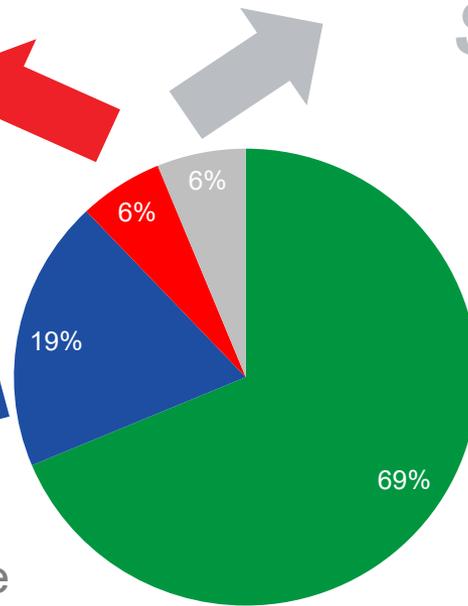
Social

Traffic directed by social media



Direct

Web address entered directly into address bar



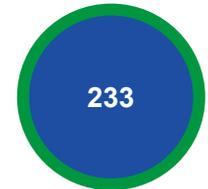
Nearly 70% of traffic came from users **directly** entering the web address, followed by **referral**: visitors clicking on the testing week website link via a third-party website

Traffic source: top referrals by clicks

The **top five sites** which directed traffic to the website



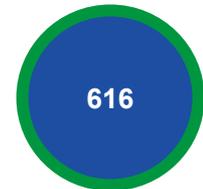
Facebook



FEDITO BXL

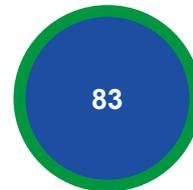


Google translate

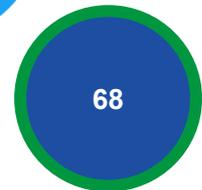


Agenda Ministra Zdrowia

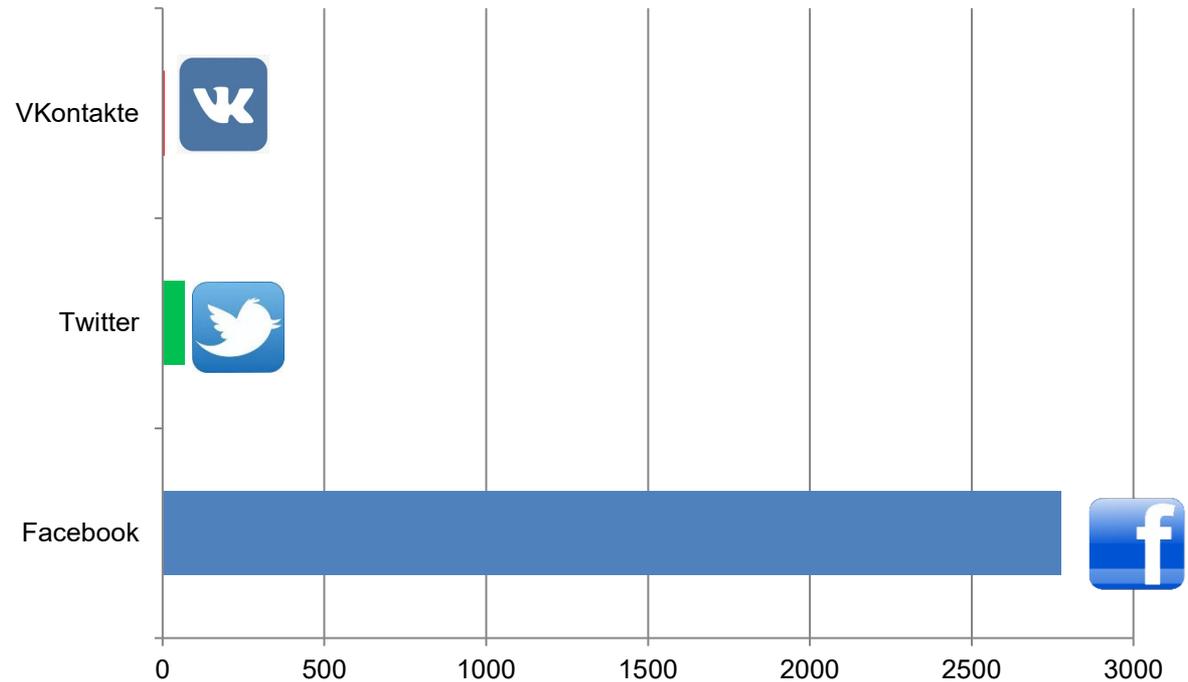
Krajowe Centrum ds AIDS
(National AIDS Centre, Poland)



Twitter

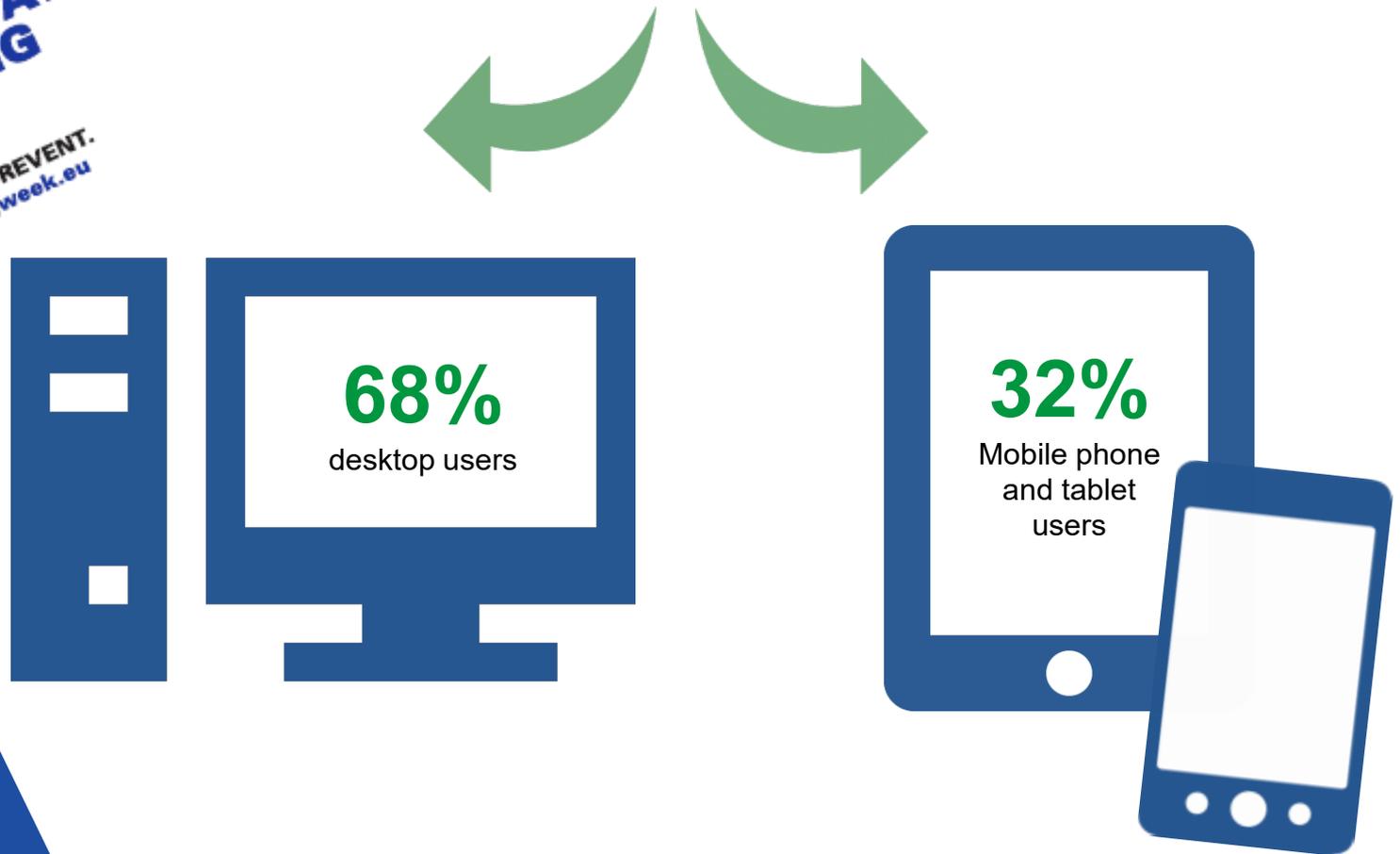


Traffic source: social media



- The majority of social media traffic to the website came from **Facebook (98%)**, with **Twitter** accounting for **2%** of traffic
- **VKontakte**, a social media network particularly popular with Russian speakers, accounted for **3** click-throughs (**0.1%**)

Website usage by device



- The **majority of visitors to the website were desktop users (68%)**
- The remainder accessed the site via a mobile phone or tablet **(32%)**

TW 2015 and 2016: a comparison

VISITS – higher

8,152 → 45,951

UNIQUE VISITORS – higher

6,694 → 15,731

DOWNLOADS – higher

1,063 → 1,782

SIGN-UPS – higher

417 → 519

AVERAGE LENGTH OF VISIT – higher

01:55 → 04:21

- The relaunched testing week website attracted a **considerably higher number of overall visits**
- Unique visitors to the website **more than doubled** in comparison to 2015
- This could be due to the **increased number of total sign-ups** resulting in a higher number of organisations involved in testing week 2016

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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.**
- These profiles have since then been used to keep the momentum going, promote evaluation reports and communicate about the planning and launch of the 2016 ETW.

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European HIV-Hepatitis testing week
 @EuroHIVtestweek

It's European HIV-why should you g

Join @ECDC_EU, @HIVhepte @Hep_Alliance, @EATGx, @ to discuss the benefits of tes and viral hepatitis.

EuroHIVHEPtestweek
 @HIVheptestweek
 Friday 18 - Friday 25 November 2016.
 European HIV-Hepatitis testing week 2016 aims to make more people aware of their HIV and/or hepatitis status.
 Copenhagen
 testingweek.eu
 Joined January 2013
 132 Photos and videos

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European HIV-Hepatitis testing week:
 Would you

**BOLJE JE ZNATI
 NEGO NE ZNATI**
 TESTIRAJ SE NA HIV I SIFILIS
 BEOGRAD 2016

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TWEETS 1,885 FOLLOWING 932 FOLLOWERS 931 LIKES 1,550 MOMENTS 0

Tweets Tweets & replies Media

You Retweeted
David Rowlands @DR_tweetUK · Jan 9
 @HIVheptestweek View my #HIV & ##Hepatitis #Testing week #2016 - #Infographic 9 Events to 867 people across the #UK

David Rowlands
 Presented at 9 Events
 To 867 Patients
 Healthcare Providers
 Physicians
 Stakeholders

Social media – the Facebook page

- By the end of ETW 2015 the Facebook page 1,307 'likes' and by the end of ETW 2016 1,612 has liked the page. 'Likes' were primarily from participating partners of ETW also included organisations that supported ETW.
- During ETW 23 posts were published on the Facebook page by the HiE Secretariat and 147 posts by participants either mentioning ETW or posted on the wall.



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Social media – the Facebook group

The Facebook group continued this year and got 22 new members in 2016.

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.



Alliance.Global har tilføjet 8 nye billeder.
27. november 2016 - Kyiv, Kiev, Ukraine

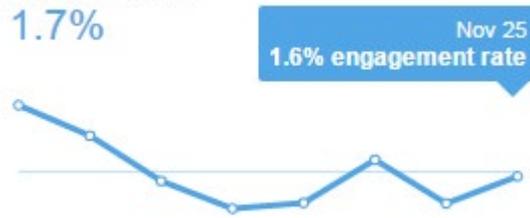


Social media – the Twitter profile

The messages tweeted from the HiE Secretariat served to promote the ETW, its website and the information and materials available.

- From 18-25 November 2016, the ETW Twitter profile (@HIVHEPtestweek) earned **14.8K impressions**.

Engagement rate
1.7%



Link clicks



Retweets



Likes
57



Replies
13



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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 124 different profiles resulting in a social reach of 253,915.

TestTreatPrevent

by European HIV-Hepatitis Testing Week

category: **Health**

“Today #Eurotestweek takes off! Hundreds of participants are united in promoting #HIV & #HEP testing across Europe!

<http://thndr.me/jlvnZs>”



European HIV-Hepatitis Testi...

EMBED
</>

SUPPORTERS

124 of **100**

124% of goal supported

SOCIAL REACH

253,915

People

TIME LEFT

Complete

Ends Nov 18, 9:00 AM CET

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Social media – the Twitter chat

- On 23 November ECDC arranged a Twitter chat with ETW (@HIVHEPtestweek), World Hepatitis Alliance (@Hep_Alliance), EATG (@EATGx), and the Hepatitis B and C Public Policy Association (@HepBCPPA). The chat, used #time2test the chat resulted in 2,472,245 impressions.

It's European HIV-Hepatitis testing week:
why should you get tested?

Join @ECDC_EU, @HIVheptestweek, @Hep_Alliance, @EATGx, @HepBCPPA to discuss the benefits of testing for HIV and viral hepatitis.

When: Wednesday, 23 November 2016
14:00–15:00 CET

Send us your questions
using the hashtag
#time2test

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Media coverage

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Media Coverage

- To evaluate the levels of media coverage a specialist media monitoring agency was used. From **17 November** (the day before the beginning of ETW) to **1 December** 2016:
- 54 articles** were published from eight countries: Austria, Bosnia & Herzegovina, Germany, Ireland, Italy, Spain, Sweden, Belgium and the UK.

Stockholm satsar på hivtest



Hivtestet tas genom ett blodprov.

Nu satsar Stockholms läns landsting på att få fler att gå och hiv, anledningen är att få fler att bli mer medvetna om hiv.

Satsningen är en del av den Europeiska hivtestarveckan, European H

DU BIST HIER: Home » Stormarn » HIV und STI-Testwochen: Ab heute kostenloser Check in Bad Oldesloe

HIV und STI-Testwochen: Ab heute kostenloser Check in Bad Oldesloe

12. NOVEMBER 2016

Stormarn (ve/pm). In der letzten Novemberwoche finden in vielen Gesundheitsämtern und AIDS-Hilfen Europas, auch in Deutschland, die „European HIV/STI Testing Week“ statt. Beteiligt ist auch Bad Oldesloe.

Sexual health advocates join forces with dating apps to encourage gay men to test for HIV

The initiative is being led by Terrence Higgins Trust, Hornet, Grindr and PlanetRomeo in run-up to World AIDS Day

PlanetRomeo | Facebook



Isprepln pregledi na HIV

12. 2016. u 11:44:00

nika za infektivne bolesti, Univerzitetski...
 astvovala je u „Sedmicu testiranja na HI“
 25. novembra 2016. godine.

Redacción | 18 noviembre 2016

BCN Checkpoint presenta una nueva campaña para promover el diagnóstico precoz del VIH en el colectivo gay

La campaña “¡Juntos pararemos el VIH!” busca promover que se incremente la frecuencia de la prueba entre los hombres gays, bisexuales, otros hombres que tienen sexo con hombres y mujeres transexuales, el colectivo más afectado por este virus en todo el continente.



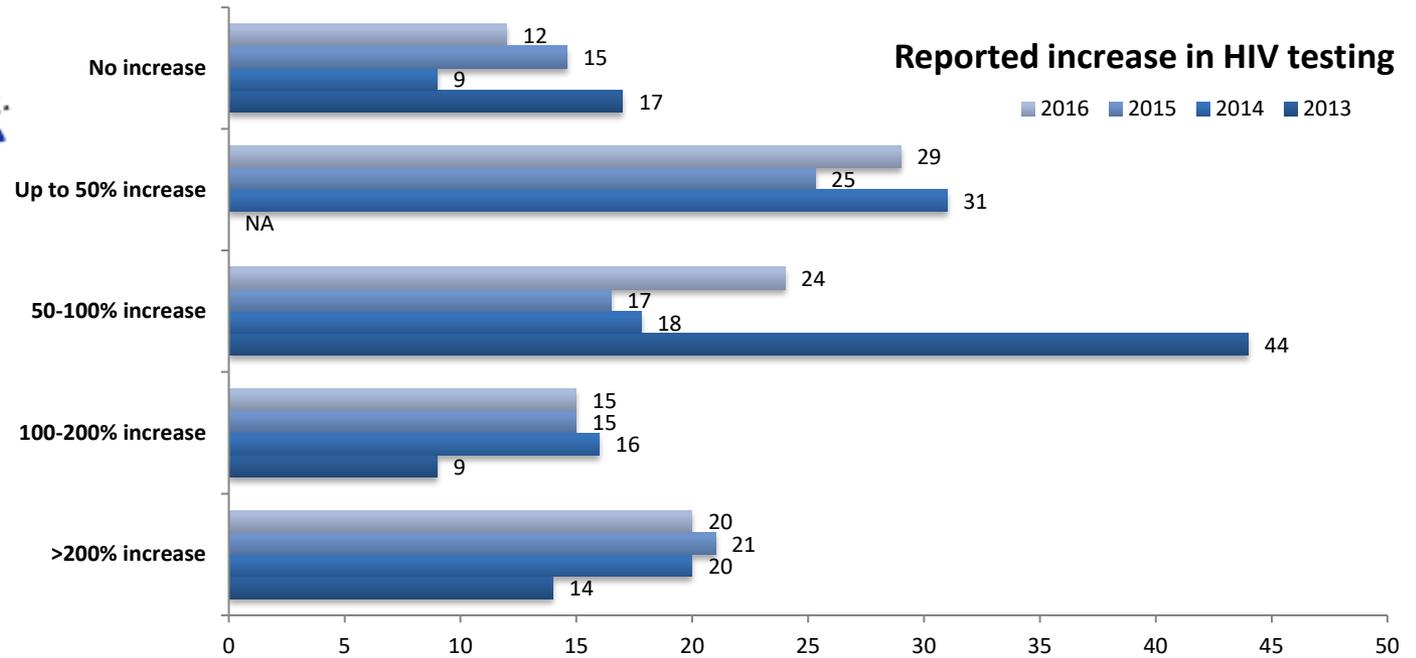
Präventionsarbeit von groß

Die AIDS-Hilfe Vorarlberg leistet diesem Jahr wieder an der “Eur Schnelltests zur Verfügung gest Vorarlberg sei unter anderem a worden. Ebenso wird an Schulen viel Präventionsarbeit geleistet. Des Weiteren würden auch Ärzte aufgefordert, verstärkt über HIV zu sprechen.

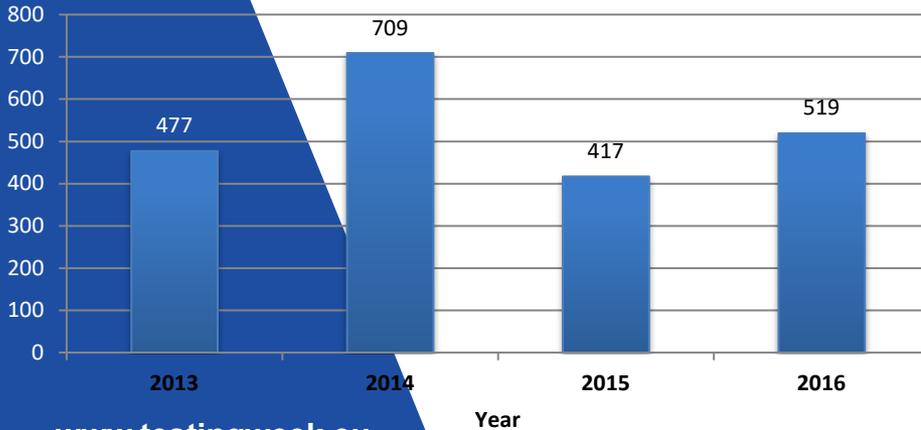


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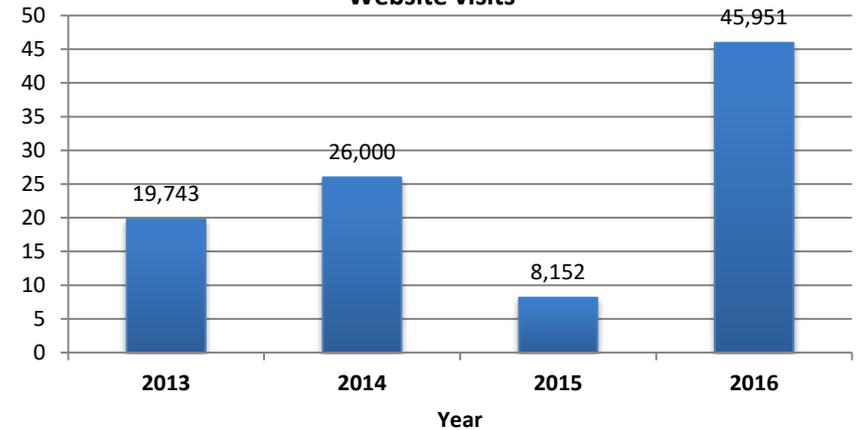
European Testing Week: 2013-2016



Number of ETW participants



Website visits



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www.hiveurope.eu

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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.
- 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.

Conclusions

- The ETW webpage ([www. estingweek.eu](http://www.testingweek.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.
- In 2016, compared to 2015, there were **more participants, more social media and general media attention, and more hits and downloads** on the website.

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Acknowledgements

The HiE Secretariat would like to express their thanks to the following people and organisations for all their hard work and contributions during the development, coordination and execution of the 4th ETW and its subsequent evaluation:

- The 519 ETW participating partners and 34 endorsing organisations
- **The Working Group:** Josip Begovac, Ben Collins, Caroline Daamen, Nikos Dedes, Valerie Delpech, Zoran Dominkovic, Jason Farrell, Ricardo Fernandes, Cary James, Tudor Kovacs, Ann-Isabelle von Lingen, Tonni van Moonfort, Teymur Noori, Lisa Power, Brian West and Anna Zakowicz.
- **Four Health Communications**, London: Freddy Carter, Amy Gower and Gemma Medcalf.
- **AHF Europe:** Oksana Lozytska, Alena Davis and Anna Zakowicz.
- **The evaluation was done** by Ida Sperle and Lauren Combs with input from Dorthe Raben, the HiE SC, the ETW WG and Four Health Communications.

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Financial statements

Financial Statements

- The HiE initiative is governed by an independent Steering Committee (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.
- 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. Financial support of the initiative is provided by:
- AHF Europe, EAHC, Gilead, Sciences, Merck, Tibotec, Pfizer, Schering-Plough, Abbott, Boehringer Ingelheim, Bristol-Myers, Squibb, GlaxoSmithKline, ViiV Healthcare, UNICEF and the Swedish Research Council.