

**EUROPEAN
TESTING
WEEK**

TEST.TREAT.PREVENT.
www.testingweek.eu

Toolkit 2
Testing week
implementation handbook

Toolkit 2

European Testing Week implementation handbook

Thank you for downloading the European Testing Week implementation handbook

This toolkit has been developed to provide you with guidance about how to use ETW materials and advice and ideas for implementing ETW locally.

European Testing Week is relying on the following three core groups to help ensure it achieves its aim and is a success: civil society organisations, healthcare professionals and government bodies. These groups may be active within the HIV and/or hepatitis fields, in line with the wider campaign, which aims to encourage testing and raise awareness in both of these disease areas. The content of this toolkit is applicable to civil society organisations and healthcare professionals working in HIV and/or hepatitis. Government bodies should refer to **Toolkit 3** for a summary of the evidence to support HIV/hepatitis testing.

We are aware that in some European countries, community-based hepatitis and/or HIV testing is not legal or not in line with local guidelines. We recommend that organisations participating in ETW adapt and tailor their activities according to their capabilities and local considerations.

Expanding to include hepatitis in ETW

In widening the scope of ETW to include hepatitis, we are conscious that some organisations may only be able to offer either HIV or hepatitis testing. For example, if hepatitis testing is not routinely available through civil society organisations or some healthcare settings in your country, you may want to focus your activities on lobbying government bodies at a national level to improve access by making them aware of the individual, societal and economic benefits of hepatitis testing initiatives.

This toolkit includes:

- Section 1 – Background information about European Testing Week
- Section 2 – Understanding your target groups and setting your objectives
- Section 3 – Ideas for testing week activities
- Section 4 – An overview of materials available and how they can be used
- Section 5 – Guidance for working with the media
- Section 6 – Advice for online and social media activities
- Section 7 – Evaluating the impact of testing week
- Section 8 – Testing week planning calendar

This toolkit aims to provide support and guidance only; it is not mandatory that your organisation uses the information outlined in this toolkit nor is it obligatory to engage with other partners. If you have any questions do get in touch:

eurotest.rigshospitalet@regionh.dk

Please also remember we are active on [Facebook](#) and [Twitter](#). Tell us about your plans, share information and photos and tweet us (#EuroTestWeek or #TestTreatPrevent) to help build anticipation and excitement for the week.

Section 1 – Background information about European Testing Week

Background of European Testing Week

European Testing Week (ETW) began in 2013 and was expanded to include hepatitis testing in 2015. For 6 years, the week has occurred during the last full week of November leading up to World AIDS Day on the 1st of December. However, in 2018, in collaboration with the European Commission-funded Integrate Joint Action and the European Liver Patients' Association, the first ever Spring ETW was piloted in May 2018. With the success from the first Spring ETW pilot, ETW now occurs twice a year in Spring (May) and Autumn (November).

What is the aim and tagline of ETW?

The ultimate goal of ETW is to make more people aware of their HIV and/or hepatitis status and reduce late diagnosis by communicating the benefits of testing. The longstanding tagline for ETW is **Test. Treat. Prevent**, with the aim of supporting ongoing dialogue between all partners in the HIV and hepatitis communities, in order to:

- Encourage people who could be at risk of HIV and/or hepatitis to get a test
- Encourage healthcare professionals to offer an HIV and/or hepatitis test as part of routine care in specific settings and conditions (in line with present [European guidelines](#))
- Support and unite community organisations to scale up HIV and/or hepatitis testing as far as possible and share lessons learned between countries
- Make more government bodies aware of the individual, societal and economic benefits of HIV and hepatitis testing initiatives and how to evaluate testing practices

Why is European Testing Week needed?

Unmet need in HIV

In 2017, at least [one in five of the 2.3 million people living with HIV in Europe](#) were unaware that they are HIV positive. Over 50% of those living with HIV are diagnosed late – which delays access to treatment.

This means that many people are not being tested prior to symptoms emerging. This could be because there are barriers to requesting an HIV test, barriers to offering HIV tests, or barriers to the implementation of European HIV testing guidelines despite the benefits of early HIV diagnosis being well-documented. These statistics suggest that we need to be doing more to encourage individuals, who are

unknowingly living with HIV, to take an HIV test and to better target people at risk for testing.

Unmet need in hepatitis

Hepatitis B and C are common among people at risk of and living with HIV. It is estimated that around [15 million people are living with hepatitis B in the WHO European Region](#); approximately 20-30% of infected individuals will develop cirrhosis, liver failure or hepatocellular carcinoma. [14 million people in the WHO European Region are living with hepatitis C](#); however, the majority of people with hepatitis C remain undiagnosed and only a small minority in Europe (4.6%) receive treatment. By encouraging people to become aware of their hepatitis status as soon as possible, people living hepatitis B can live long with early treatment, and those with hepatitis C can be cured.

We hope that ETW provides you with a valuable platform to help promote and increase HIV and hepatitis testing.

Who is European Testing Week for?

ETW is relying on three core groups to help ensure it achieves its aim: government bodies, healthcare professionals and civil society organisations. These groups may be active within the HIV and/or hepatitis fields, in line with the wider campaign focus which aims to encourage testing and raise awareness in both of these disease areas. These groups can help promote HIV and hepatitis testing and timely access to treatment as a national priority.

Key populations for HIV testing

In terms of who should be accessing HIV testing, key populations at higher risk in Europe vary from country to country, but in general they include:

- Men who have sex with men (MSM)
- Sex workers
- People who inject drugs (PWID)
- Migrants (including persons originating from a high prevalence country) and mobile populations
- Prisoners
- Transgender community

Key populations for hepatitis testing

The key populations at higher risk of hepatitis are the same as those for HIV, above. In addition, those at increased risk of living with undiagnosed hepatitis include:

- People on long-term haemodialysis

- People who have received blood, blood products or organs before screening for hepatitis C was implemented, or where screening is not yet widespread

Who coordinates European Testing Week?

ETW is coordinated by the EuroTEST initiative (formerly HIV in Europe). All interested countries, organisations and individuals in the WHO European Region are invited to implement activities during the week and support dialogue to promote HIV and hepatitis testing. Whilst the EuroTEST Initiative is helping to provide the platform for ETW, implementation of activities can only be taken forward by you, the participating partners.

We hope that ETW will continue to be welcomed by many partners across Europe. For more information about those involved and how testing week came about visit the [About testing week](#) section of the website.

Section 2 – Understanding your target groups and setting your objectives

Understanding your target groups

Before planning your testing week activities, you might want to first consider who your target audience is and what you want to achieve during testing week.

You may already have a strategy and plan in place to reach the higher risk groups in your country. However, if you haven't, you may want to consider ways to better understand HIV and hepatitis prevalence and barriers to testing as part of your activities. For more information on how you can do this refer to [Toolkit 3](#), the European Centre for Disease Prevention and Control (ECDC) and the guidelines available on the ETW website.

Additionally, it's important to highlight testing for HIV and/or hepatitis for key populations within your community and ensure that they are being reached by your objectives. For more information on the benefits of focusing on key populations and how to develop education resources that resonate with them, read [Factsheets 9 & 10](#).

Setting your own objectives and aligning them to the ETW key messages

You may already have objectives in place for the year and you may wish to align these to the key messages for ETW. We would encourage you to develop local messages that resonate in your country or region with your target groups.

Here are some steps that you may wish to follow:

1. ***Set your long-term objectives*** – you may already have them in place for the year. But if not, consider what you want to achieve in the following year
2. ***Set your short-term objectives*** – what do you want to achieve this year to realise your long-term objectives?
3. ***Lastly consider how the 'Test. Treat. Prevent' theme can help you reach your objectives*** – for example you might want to focus on one target group and align testing week messages to this group

Networking with other participating partners

Once you have established your objectives, we would recommend that you get in contact with other participating partners in your country to find out what their plans are for ETW. This will help reduce duplication of efforts and you may be able to combine resources and implement some activities together. If you are unsure about

who else is participating from your country, you can find an up-to-date list in the [**Get involved**](#) section of the testing week website.

If there are no other partners registered in your country, you may wish to contact organisations and individuals who you think might want to participate. Have a look at [**Toolkit 4**](#) for some suggestions and guidance to help you do this.

Section 3 – Ideas for ETW activities

This section contains ideas for activities that you might want to implement during testing week. All of the suggested activities will support you to do at least one of the following:

- Encourage individuals who may be unknowingly living with HIV or hepatitis to take a test
- Encourage healthcare professionals to offer an HIV or hepatitis test where relevant
- Encourage health authorities to focus on HIV and hepatitis testing and to ensure implementation of evidence based testing guidelines

Awareness raising activities targeting key populations at higher risk

- ***Make a list of where your target groups can get tested in your region and share it on your website*** – one basic, but extremely useful activity that you may wish to do is develop a list of places where HIV and/or hepatitis testing takes place in your region or country. Such a list may already exist, but if it doesn't you may wish to consider doing this in preparation for testing week and uploading it to your website.
- ***Leaflets and posters*** – you may want to develop leaflets and posters targeted at your key populations to inform them about the benefits of HIV and/or hepatitis testing and where to get tested. (For information on how to develop materials for key populations, refer to **Factsheet 10**). [Testing week logos](#) and Word templates may be used for these and are available in numerous languages for download from www.testingweek.eu.
- ***Advertising opportunities*** – these could be online or in print. Advertising usually needs to be paid for but some organisations have charitable rates or have an allowance for free advertising – make a list of core outlets to approach and find out if they would be willing to help.
 - You can download a banner advert from the ETW website, which you might like to use on your own homepage

- **Talks and seminars** – you may want to hold a talk or seminar and invite an influential figure within the community to talk about the benefits of HIV and/or hepatitis testing. See [Toolkit 5](#) for details about how to identify and approach influential figures.

Testing outreach activities targeting key populations at higher risk

- **Testing clinics** – in many countries temporary testing initiatives (outreach activities) were a great success during previous testing weeks in non-traditional locations such as gay bars, sex clubs, saunas or festivals. Whilst temporary testing activities have an important role, we would encourage, where possible, more permanent solutions to be put in place to reach populations at higher risk.
- Recognising that populations at higher risk of HIV may also be at higher risk of hepatitis C and other sexually transmitted infections (STIs), if resources and local guidelines allow, you could consider offering rapid, oral point-of-care testing for hepatitis C or additional screening for STIs in community-based testing facilities, either on a pilot basis for a defined period or as part of routine procedure. These tests would be administered by the same team that is clinically trained in the delivery of HIV tests. Offering point-of-care hepatitis C testing in the HIV/STI community-based testing setting also creates opportunities to deliver guidance, information and materials on more than one infection and ways to prevent transmission and ensure prevention.
- **'I will have an HIV/hepatitis test' pledges** – if it is not possible to take blood samples in non-clinical settings, you may want to consider running a 'pledge campaign'. This could entail handing out cards for completion by the target group pledging 'I will have a test'. The organisation can follow-up with each person at a later date to schedule a convenient appointment. Consider branding your pledge cards with the ETW logo.

Capacity building initiatives

- **Training opportunities for HIV and hepatitis testing** - If you work in a hospital or clinic you may want to train your staff on the benefits of HIV and/or hepatitis testing and indicator condition-guided HIV testing, so that they are competent and feel confident to offer tests whenever relevant. To help pull together the content for the slides, refer to the [indicator condition-guided HIV testing guidelines](#) on the EuroTEST website – you may want to use the ETW slide deck template, too.

- **Extend opening hours** – if you work in a clinic, consider extending your opening hours during testing week to enable more people to get tested before or after work, when it may be more convenient for them. This proved very successful in many countries during previous ETWs.
- **Influence and change hospital policy** – if you work in a hospital you may want to consider approaching the senior management team or board of directors to ask if you can discuss with them how the hospital can scale up access to HIV and hepatitis testing. As an example, you could suggest that the hospital adopts screening for HIV and/or hepatitis as part of routine care, in high prevalence settings and through indicator condition guided HIV testing.
 - Information about indicator condition guided HIV testing can be found in the [Why Test](#) section of the testing week website
 - A poster is available to download for your patient waiting room/area

Policy meetings

- **Tackle a political barrier to HIV and/ or hepatitis testing** – consider convening a steering committee meeting or working group of influential people within your country to tackle a specific issue that is stopping people from voluntarily taking an HIV and/ or hepatitis test.
 - Refer to [Toolkit 3](#) for evidence to support HIV and hepatitis testing
 - Refer to [Toolkit 4](#) for suggested ideas for how to convene your group

For further inspiration around testing week activities that have been successfully carried out by other organisations and clinics, please visit the [Success stories](#) section of the ETW website.

Section 4 – An overview of materials available and how they can be used

A number of materials have been developed as part of testing week to support local activities and are available in the [Get involved](#) section of the testing week website. The materials available have been designed to help support implementation of your testing week activities. The materials are available in multiple languages. If further translation of any of the materials would be useful for you then please get in touch using the email address eurotest.rigshospitalet@regionh.dk; additional translations will be provided on a first come first served basis.

European Testing Week logos

However you decide to take part, we are asking all participating partners to help us raise recognition of ETW amongst target groups by using the logo and branding available.

Three versions of the logo have been developed that you can download:

- Version 1 – [European HIV-Hepatitis Testing Week](#)
- Version 2 – [European Hepatitis-HIV Testing Week](#)
- Version 3 – [European Testing Week](#)

The logos are available to download from the website in a number of languages and are provided in the following formats:

- CMYK used in any four-colour printing process, such as a magazine
- RGB used in non-printed material, such as a website or PowerPoint presentation on screen
- Greyscale and black used for black and white printed media such as a newspaper
- The knockout (reversed) version used when logo is placed on black or solid colours

Where possible the European Testing Week logo should be placed on the top left-hand corner of a page and should be used on a white background. Please feel free to position your organisation's logo with the testing week logo, but preserve the identity of both logos by maintaining a clear space between them. The suggested minimum size for the logo when printed is 28mm high. We also suggest that you leave a minimum space around the logo which is the same size as the height of the "N" in the word "European".

There may be times when you may wish to use tints (shades) of these colours. These can be useful for charts, graphs and tables. We recommend the following percentage tints: 100%, 80%, 60% and 40%.

Primary colours



CMYK:		RGB:	
Cyan	96%	Red	29
Magenta	79%	Green	78
Yellow	1%	Blue	162
Black	0%		

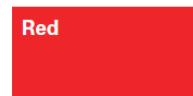


CMYK:		RGB:	
Cyan	100%	Red	0
Magenta	0%	Green	150
Yellow	100%	Blue	64
Black	0%		

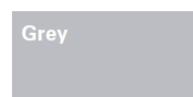


CMYK:		RGB:	
Cyan	0%	Red	0
Magenta	0%	Green	0
Yellow	0%	Blue	0
Black	100%		

Supporting colours



CMYK:	RGB:
0/98/95/0	237/33/39



CMYK:	RGB:
27/20/18/0	186/190/195

The European Testing Week fonts

Microsoft Office and HTML

For most documents in Word, PowerPoint, Outlook or other Microsoft Office programmes, Arial is used. Line spacing for all titles, headings and body text should be set at a multiple of 1.15 (this is slightly wider than single line spacing).

Arial 18 Bold blue for main titles

Arial 14 Bold blue for headings

Arial 12 Bold blue for sub-headings

Arial 12 Bold italic for second level sub-headings

Arial 12 Regular black for main body text

Printed documents

If you have access to graphic design facilities/programmes you may wish to use Univers.

Univers 65 Bold blue 18 point for main titles

Univers 65 Bold blue 14 point for headings

Univers 65 Bold blue 12 point for sub-headings

Univers 65 Bold oblique green 12 point for second level sub-headings

Univers 55 Roman black 12 point for main body text

Toolkit 1 – Fundraising for European Testing Week: How to fund your activities

This toolkit has been developed to provide support and guidance on the many ways in which to secure funding for your ETW activities. This toolkit aims to provide support and guidance only and it is not mandatory that your organisation uses the information outlined in this toolkit.

This toolkit includes:

- Section 1 – Introduction to fundraising
- Section 2 – Funding providers
- Section 3 – Developing applications and proposals

Toolkit 3 – Dossier of evidence: a summary of the evidence to support free, confidential and voluntary HIV and hepatitis testing

In order to support you while engaging with government bodies and other partners, we have summarised the key evidence to support the rationale for improved access to free, confidential and voluntary HIV and hepatitis testing. This evidence will help you build a compelling case when approaching partners and can be used:

- To improve and increase understanding within organisations around the necessity of increasing HIV and hepatitis testing activities
- For advocacy purposes to support engagement with cooperating partners (such as government bodies, national and local HIV/hepatitis programme planners and coordinators, healthcare providers and civil society

organisations) with the aim of gaining their support for endorsing regular testing

The toolkit comprises of two materials:

- **A slide set**
 - This is an easy-to-understand presentation targeted at governmental, commissioning and decision-making organisations. It includes information that presents the current evidence base for scaling up HIV and hepatitis testing
- **Accompanying guidance**
 - This is to provide background information to the slide set and additional data

You may also find **factsheets 4 – 7** useful supporting materials, which include short summaries on the key points from the HIV and hepatitis testing dossiers of evidence aimed at government bodies, and two one-page summaries on HIV and hepatitis, aimed at local health authorities/hospital departments/clinics to help senior administrators understand how they can make a difference.

The information can be adjusted by you to reflect local statistics and relevant information for your target audience. Please feel free to include your organisation's logo on the slide deck and tailor the content as needed.

Evidence from this toolkit has also been summarised in the form of factsheets tailored to suit the media, as explained below.

Toolkit 4 – Engaging with other partners: HIV and hepatitis organisations, healthcare professionals and government bodies

This toolkit provides guidance to assist you to identify and invite other partners to sign-up to testing week activities, with the aim of engaging with as many organisations and individuals across Europe as possible.

The toolkit comprises of:

- An introduction to engaging with other partners
- How to identify and work with other partners
- Template letters which can be edited to inform other partners, organisations, governing bodies and commissioners about the testing week and invite them to participate

Toolkit 5 – Working with key opinion makers: HIV and hepatitis experts, people living with HIV and/ or hepatitis and influential figures

Key opinion makers can support you with mass and social media activities, attend events and talks or help communicate your messages to as wide an audience as possible.

This toolkit comprises of guidance to assist you in identifying and inviting people to work with you for testing week, including:

- An introduction to key opinion makers
- How to identify and work with key opinion makers
- Supporting key opinion makers to work with the media

Toolkit 6 – Guidance overview: a summary of resources to support regular HIV and hepatitis testing in healthcare settings

This toolkit has been developed to support you in engaging with primary healthcare professionals and clinicians.

The toolkit comprises of:

- A summary of the key guidance and useful existing resources to build a compelling case for regular HIV and hepatitis testing in primary care settings and hospitals

Toolkit 7 – Evaluating media coverage

This toolkit has been developed to help you monitor and evaluate any media campaign you carry out as well as track media coverage effectively. Refer to [Section 6](#) of this toolkit for more information on working with the media.

This toolkit comprises of:

- A guidance document on how to monitor the media and evaluate coverage (i.e. articles in newspapers or online publications)
- A template Excel spreadsheet for you to use to capture any media coverage of your campaign
- A template Power Point presentation for you to use to develop a short evaluation report analysing your coverage

Template news release and factsheets

A template news release has been developed for you to edit for local use to announce testing week to the media. This news release is supported by the provision of factsheets summarising the evidence to support the rationale for improved access to HIV and hepatitis testing.

The first factsheet includes background information about testing week, the other factsheet includes European HIV and hepatitis prevalence statistics and information to engage with the most at risk groups.

You may wish to adapt the news release with key messages that will resonate with your target groups. For more information about working with the media, refer to [**Section 6**](#) of this toolkit.

Banner advert for websites

A selection of banner adverts are available, which you can upload to your website. By placing a banner on your website and linking it to www.testingweek.eu you will help raise the profile of testing week and encourage people to visit the site.

Poster for primary care staff

A poster for primary care staff is available for you to share with primary care clinics and practices, to put up in their staff areas. The poster will serve as a reminder for staff to test for HIV whenever relevant and underline the importance of testing.

Section 5 – Guidance for working with the media

An effective way of reaching your target audience is via the media. This section of the toolkit offers advice to help you to achieve your desired media coverage during the testing week, including:

- Setting an objective for gaining coverage
- Use of media hooks
- Identifying which media to target
- Media materials
- Approaching journalists
- Timings

Setting an objective for gaining coverage

Before developing your media plan for the testing week you may find it helpful to set a realistic objective in terms of how much coverage you want to achieve.

Use of media hooks

When approaching journalists, it is essential to have a clear angle or news hook that makes the story relevant and interesting for them to cover. You may decide to use different news hooks for different publications – tailored to what you know they are likely to be interested in. Examples of news hooks for testing week are summarised in the table below.

Topical issues	Link your story to any topical and newsworthy issues related to HIV and/ or hepatitis, such as current government priorities for HIV or hepatitis healthcare provision in your country.
Data	New national or regional epidemiological or prevalence statistics for HIV and/ or hepatitis can provide an effective news hook. If you do not have access to any new data you may wish to use existing data and package it in a way that provides a new angle aligned to your target audience. You will find European statistics in the factsheets available on the website.
Events	If you are planning to host an event you might consider inviting journalists to attend.
High profile endorsement from a key opinion maker	Support for the testing week from a high profile local figure or key opinion maker can help to attract media interest. For guidance on how to work with key opinion makers see Toolkit 5 .

Identifying which media to target

Having set a clear objective and decided upon a relevant news hook, the next step is to identify appropriate media outlets for your target audience using desk-based research to create a bespoke media list. Your media list might include print media, broadcast media such as TV and radio and online news publications.

Media materials

You may wish to make use of the **template press release** and supporting **factsheets** outlined in [Section 5](#) to build a compelling story around the launch of testing week. Where possible you may wish to use local statistics and spokesperson quotes that will appeal to your target audience. [Toolkit 5](#) provides some guidance on how to identify and approach key opinion makers which you may find helpful in order to obtain the ideal quote for your press release.

Approaching journalists

Once you have developed a media list and your media materials, you might wish to follow the below suggested steps to approach journalists:

1. Be clear on who to contact

If a relationship doesn't already exist then do your research to identify the best person to speak to and the kind of stories they usually cover

2. Email them with your press release

Approach your journalist with an email including your press release and additional information in the form of factsheets. A **template press release** and supporting **factsheets** are available on the testing week website, which you might find useful

3. Follow up with a call

Journalists are often sent a lot of news stories each day so it is worth giving the journalist a call to talk through your news item. This will also help to build a relationship with them

4. Monitor

Journalists can't always get back to you to confirm if they will cover a news item so it's worth keeping an eye on publications to see if they do feature your story

Timings

You may want to consider the following steps when embarking on your media activities:

1. Liaise with other partners to find out what media plans they have so that you are not approaching the same journalists with the same information
2. Identify the media outlets that you would like to target

3. Consider the news angles and if there are any publications that might want to work with you to develop a feature or a longer article that you can plan ahead of launch
4. Identify and brief key opinion makers to be spokespeople
5. Develop your press materials

The calendar in **Section 8** sets out key stages in a media outreach timeline to help you to plan your strategy in the run up to the testing week.

Section 6 – Advice for online and social media activities

Using online and social media during testing week

You may decide to engage with online and social media as an increasingly important way to communicate with target audiences. This section of the toolkit covers the online activities already underway for testing week, as well as advice to help you to utilise online media, including:

- Our social media strategy
- Developing your own social media strategy
- Using blogging to engage with audiences

The benefits of using online and social media are that they are relatively cheap to set up, they are easy to do and they reach a wide audience quickly. Importantly, social and online media can be a significant tool for breaking down social stigma as it can encourage active dialogue about HIV and hepatitis. However, although it is cheap to set up you will need to dedicate time to maintaining and facilitating online discussions that you initiate.

Our social media strategy

Our website is intended to be used as a platform for the sharing of ideas, materials and information around testing week. To help ensure as many people as possible are aware of it, we have set up both [Facebook](#) and [Twitter](#) pages to drive visitors to the website.

Developing your own social media policy

We are encouraging implementing partners to use social media in the run up to and during testing week to raise awareness about regional testing week activities. These online activities can be affiliated to testing week by using the #EuroTestWeek hashtag on Twitter and by linking your profiles to the testing week website and Facebook page.

These five steps may help you develop your social media approach:

1. *Familiarise yourself with the social media sites*

Look at the social media sites available and research how other organisations interact on social media; employ a tone in your posts which appeals to your target audience and appears friendly and engaging

2. *Refresh and update your online activities*

It is important to update your online activity regularly so that there is always something new or interesting for followers to read or look at – this gives them a reason to engage or come back

3. Create an online network

Link your profiles to that of other organisations by ‘liking’ and following each other to create an online network

4. Use tagging, bookmarks and hashtags

Highlight key words such as HIV, hepatitis, testing and health by tagging and book marking. Tag the ETW account @EuroTestWeek and use the #EuroTestWeek hashtag in posts related to and during ETW

5. Use photos and videos

Generate interest in your page and encourage followers to ‘share’ and ‘like’ your posts by uploading photos and videos. If you have any pre-existing videos or animations link these to your page to increase the number of people who view the content

Using blogging to engage with audiences

Blogging during the testing week provides an opportunity to share your opinions and engage with your target groups. As blogs are interactive, allowing visitors to leave comments, they provide an opportunity to build social relations with their readers and other bloggers. This can be very powerful and if done well, blogging may help you to breakdown some of the social stigma associated with HIV and hepatitis.

How to be a blogger

A blog is a great platform to share stories, ideas and allows you to contribute to the online conversation about HIV, hepatitis and testing. Setting up your own blog on WordPress, Blog.com or Blogger is relatively simple. Below are some tips for how to write for the internet.

- **Keep it brief** – use short sentences where possible and keep the word count short. Use carefully structured sub headings and titles to maintain interest and draw the eye of the reader to key points
- **Keywords** – use keywords and messages to help anyone searching for your blog to locate it easily
- **Interact** – encourage readers to interact with you and respond to questions and comments. Build an online network by linking to other sites and bloggers that are relevant to the content of your posts

Approaching bloggers and relevant social media personalities

Approaching bloggers is in many ways similar to approaching journalists. Below are some tips for approaching bloggers.

- **Identify** – you might choose to identify suitable bloggers using a keyword searches on Google blogs, or by looking for blogs affiliated with prominent organisations in your region such as universities, media outlets or HIV or hepatitis patient/community organisations
- **Research** – make sure you read their previous posts and find out what they like to blog about. Personalise your approach to show that you have considered what they like to write about
- **Contact** – compose a short and friendly email to the blogger including a comment about the content of their blog and why you think they might be interested in talking about the testing week. Where possible try and offer bloggers exclusive content such as pictures from an event or ETW materials you have developed

Section 7 – Evaluating the impact of European Testing Week

In order to ensure a lasting legacy, testing week will be properly evaluated each year in order to obtain the evidence to act as leverage for implementing organisations to gain local funding for future years. The evaluation of testing week will consist of three parts and the evaluation report will be circulated to those who have signed-up to and endorsed testing week.

Part 1 – Questionnaire for participating partners

We will be asking participating partners to help us evaluate ETW by completing a questionnaire in order to get your feedback on the value of the testing week in helping to reduce late diagnosis.

If possible we would also like to gather information about:

- Any media coverage you obtained in relation to testing week
- How useful the materials provided were and what materials would be useful in future years
- What activities you undertook as part of testing week
- What target groups you were aiming to reach and how successful this was
- Whether you feel testing week contributed to any policy changes or might do in the future
- How many HIV or hepatitis tests you administered (if relevant)

If you have signed-up for ETW we will send you information about how to take part in the evaluation to the email address provided on registration.

Part 2 – National HIV and hepatitis testing statistics

Parts 2 and 3 of the evaluation process will be managed centrally by the HIV in Europe Initiative.

Where possible and readily available we will be gathering national and regional HIV and hepatitis testing statistics, including:

- Number of HIV and hepatitis tests undertaken
- Number of positive HIV and hepatitis tests
- Measurement of whether those diagnosed were diagnosed early or late

Part 3 – Measuring participation

Finally, we will gather information on the number of participants and organisations that take part as well as website traffic and social media activity to get an idea of the coverage achieved by ETW.

Section 8 – The European Testing Week planning calendar

This guide corresponds with the testing week calendar, providing an overview of activities you may wish to undertake in the 9 weeks prior to the launch of ETW. We hope this calendar will be useful in helping you to plan in the run up to testing week.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	September 16 Read Toolkit 2 and develop a ETW strategy and objectives	17 Use Toolkit 4 to develop an engagement strategy	18 Use toolkit 4 and contact other implementing partners in your country – find out who is arranging initiatives for HIV and hepatitis communities	19 Place a ETW banner on your website Tweet and post that you are participating in ETW using campaign hashtag #EuroTestWeek	20 Let us know if you need help with translations	21	22
Week 2	23 Review Factsheet 9 to help develop ETW objective(s)	24 Convene a meeting with partners to agree ETW objective	25 Adapt Toolkit 3 – the dossier of evidence – using regional data	26	27	28	29
Week 3	30 Tweet and post about who your partners are	October 1	2 Review Factsheet 10 to help develop educational resources for key populations	3	4	5	6

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	for testing week						
Week 4	7	8	9	10	11	12	13
			Use Toolkit 5 to develop a key opinion maker strategy	Use Factsheet 8 on how to reach government bodies for ETW	Use Toolkit 5 to approach key opinion makers		
Week 5	14	15 Design and print campaign materials	16	17	18 Tweet and post about the activities you are planning to inspire others	19	20
Week 6	21 Use Toolkit 7 to develop a media strategy	22	23	24	25 Adapt the template press release and factsheets	26	27
Week 7	28 Discuss extending opening hours for ETW	29	30	31 November 1 Schedule and plan training activities among healthcare professionals on the benefits of testing and	2	3	

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					indicator conditions/ screening assessments		
Week 8	4	5	6	7	8	9	10
	Put up posters and distribute flyers among target groups to promote ETW	Start advertising planned testing activities on social media					
Week 9	11	12	13	14	15	16	17
			Tweet and post photos of your branded campaign materials	Confirm arrangements with ETW volunteers			
European Testing Week	18	19	20	21	22	23	24
European Testing Week	25	26	27	28	29	30	December 1

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
							World AIDS Day
Post-ETW	2 Complete the post-Testing Week evaluation survey	3	4	5	6	7	8

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