

Key messages – pharmaceutical industry

The following key messages have been developed to support you when communicating the benefits of HIV, hepatitis B and C testing to the pharmaceutical industry/ rapid test manufacturers. The messages can be edited for local use to allow you to communicate HIV and/or hepatitis messages, as relevant according to your individual testing week programme.

Overarching message

EuroTEST is calling on the European community to unite for **one week twice a year**, in Spring (**May**) and Autumn (**November**), to increase awareness regarding the benefits of HIV and hepatitis testing, so that more people become knowledgeable about their risks, understand that there is effective treatment available and are aware of their HIV and/or hepatitis status.

Core messages

- In 2015, the ETW expanded to include not only HIV but also hepatitis due to high prevalence of co-infection and overlaps in key populations and/or common modes of transmission. This is because hepatitis B and C are transmitted in many of the same ways HIV is transmitted – through injection drug use and condomless sex
It's better to know your status as soon as possible because today people living with HIV and/or hepatitis B can live well with a long-life expectancy when treatment starts early; and those with hepatitis C can be cured.

Messages for pharmaceutical industry and rapid test manufacturers

- European Testing Week presents a unique opportunity to promote your company and market its products, whilst simultaneously demonstrating a high level of corporate social responsibility through donating rapid testing kits to participating partners.