

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



EuroTEST

Working together for integrated
testing and earlier care

Addressing Hepatitis, HIV, STIs and TB

ETW 21-28 November 2022

Evaluation

Background

Face-to-face strategic discussion about ETW in Frankfurt, 7 September 2022:

- Defining a "minimum model" for running ETW, including new ways of evaluating the initiative:
 - Impact survey among those who ever participated will be carried out every 2 years (similar to Spring 2022)
 - Participant surveys after every ETW will be discontinued (due to low response rate)

Evaluation methods

Evaluation data collected for every ETW:

- Data on signed up participants (from online forms)
- Activities organized by secretariat/WG
- Use of ETW website (downloads of campaign materials)
- ETW on social media
- Media coverage
- Endorsements
- Use of European Test Finder
- Testing data from the COBATEST network

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 2022 focused on using testing as a gateway to providing a comprehensive package of prevention and care services in accordance with people's wider needs.
- Dissemination through networks and to ETW participants through newsletters, social media and website.

The screenshot shows the official theme statement for the November 2022 European Testing Week. It features the event logo in the top left and the EuroTEST logo in the top right. The central text reads "Theme statement" followed by "November 2022 European Testing Week (21-28 November)". A key icon is used to highlight the theme: "Testing is key!". Below this, there are three paragraphs of text explaining the goal of the week: to use testing as a gateway to comprehensive care. A "Key considerations" box lists three main points: 1) For healthcare workers, put individuals at the centre of care. 2) For community-based organisations, work with key population representatives to understand needs and provide comprehensive services. 3) For policy makers/decision makers, increase funding and resources to support testing services. The document footer includes the website addresses: www.testingweek.eu and www.eurotest.org.

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EUROPEAN
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EuroTEST
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Theme statement
November 2022 European Testing Week (21-28 November)

 **Testing is key!**

For this November 2022 European Testing Week, let us use testing as a gateway to comprehensive care for those in need, within your service capacity, to not only test but #TestTreatPrevent.

A place where people get tested can serve more than one purpose. Testing is a key which can open the possibility of providing a comprehensive package of both prevention and care services which caters for the wider needs of clients. This can be done by also providing, or referring to, integrated testing for multiple diseases, counselling, harm reduction, treatment, PrEP, behavioural interventions, vaccination, among others.

Testing is key in knowing one's status, which should ultimately lead to care, treatment, prevention and improvement of quality of life. Testing brings knowledge, which can enable people to act and make choices, with support and advice from healthcare providers.

Key considerations

- For healthcare workers, put individuals at the centre of care. Make every contact with clients count and consider it as an opportunity to assess for co-infections and provide (or refer people to) other services, according to their needs, such as PrEP, harm reduction programmes, counselling, vaccination, social support, etc. Engage representatives from key populations for advice to best serve key populations.
- For community-based organisations, work with key population representatives to understand the needs and hopes of those you serve and aim to provide the most comprehensive package of services possible in your context in accordance with needs, and. Consider suggesting behavioural interventions to reduce risk, implement peer-led or peer-delivered interventions, and - if possible - providing referrals for treatment and preventive care. Share information and educate to increase empowerment and knowledge, and to combat misinformation and stigma.
- For policy makers/decision makers, increase funding and resources to support testing services. Adapt testing policies to allow for lay provider testing, and integrated testing. Eliminate punitive laws for key populations (including sex workers, people who use drugs, LGTB* people, and people living with HIV) which hinder uptake of testing services.

www.testingweek.eu
www.eurotest.org

Signed up participants

SPRING 2022

AUTUMN 2022



PARTICIPANTS

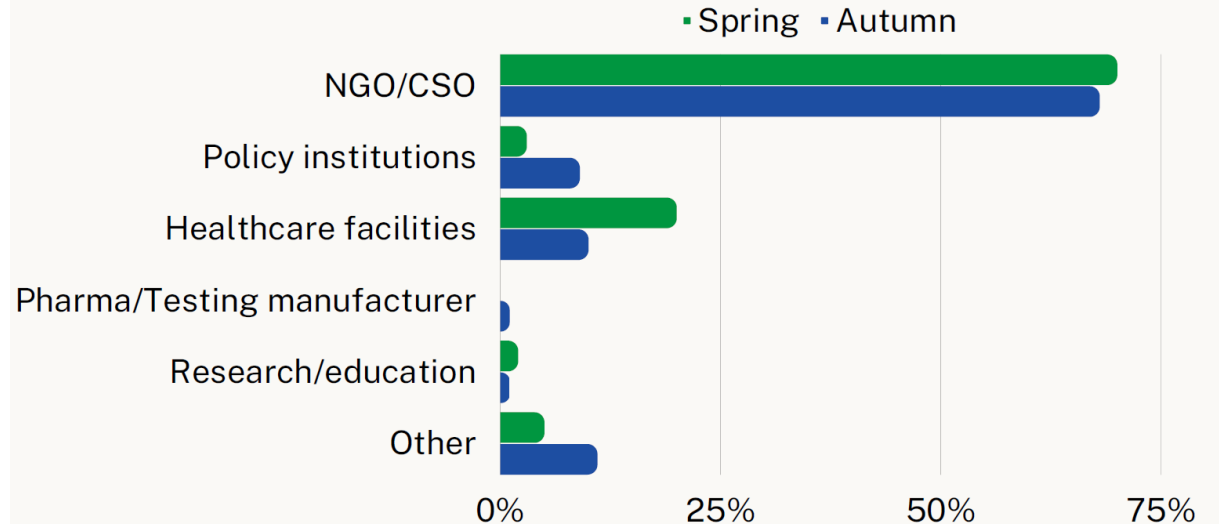
59

123

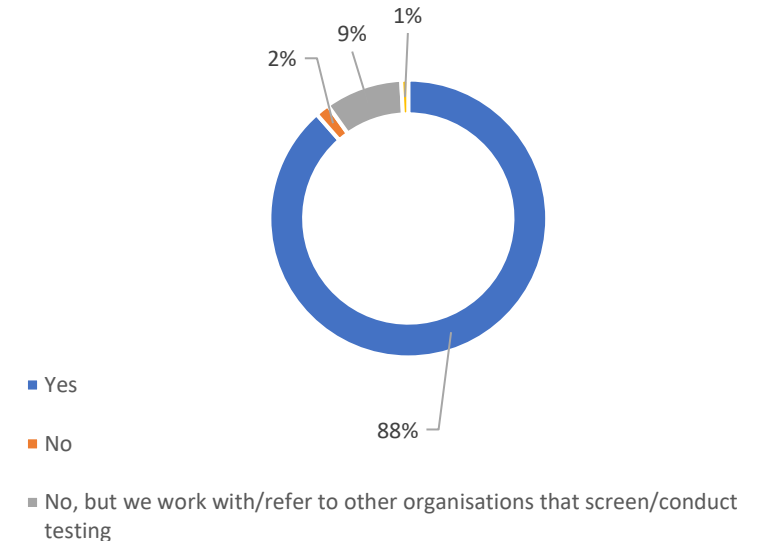
Organizations signed up as **Spring ETW** participants

Organizations signed up as **Nov ETW** participants

TYPE OF PARTICIPANTS (%)



TESTING/SCREENING REGULARLY



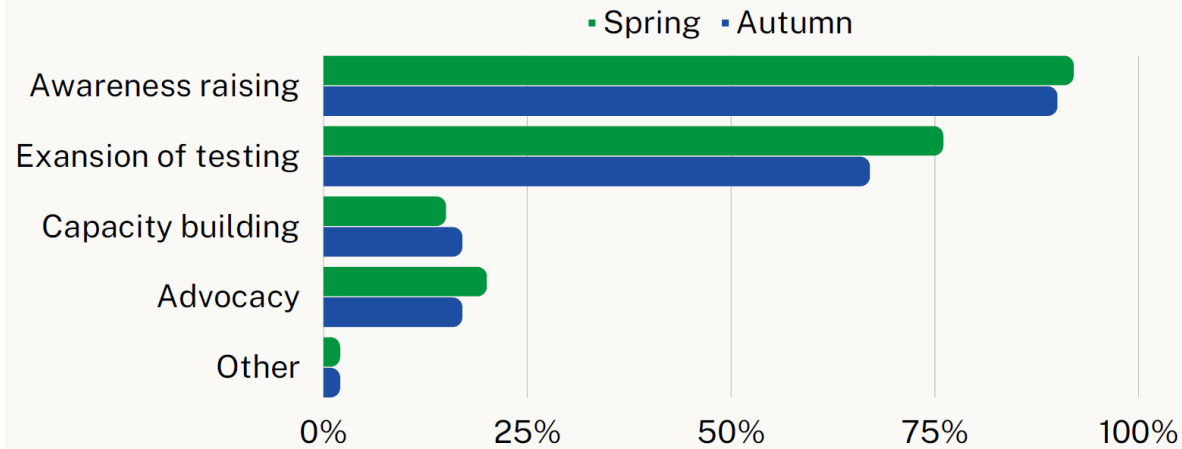
Signed up participants – by country

Austria	4	Lithuania	3
Belgium	5	Luxembourg	2
Croatia	6	Montenegro	1
Czechia	4	Multinational	1
Denmark	2	Netherlands	5
Estonia	1	Poland	6
Finland	2	Serbia	3
Georgia	2	Slovakia	2
Germany	11	Slovenia	2
Greece	4	Spain	10
Ireland	3	Sweden	3
Italy	19	Ukraine	2
Latvia	1	UK	9

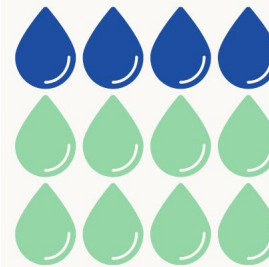
Total number of countries: 29

Signed up participants - activities

TYPE OF ETW ACTIVITIES (%)

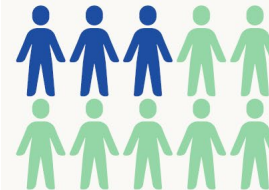


AUTUMN ETW 2022



34%

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



28%

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

Examples of participants' activities

Supplying tests to GPs and OB practices

Awareness campaign at public transport sites

Our focus for ETW 2022 is the promotion of the availability of HIV self-test/home-test kits in Ireland, particularly among young people and young LGBTW+ people

Election of "Mr Sneakers Belgium" who will act as an "ambassador of ETW and promote testing through social media posts

During the Testing Week we'll organise a lot of free testing activities within community meeting places and we'll work more with media

Cultural activities for testing and stigma awareness

Press conferences

We will organize outreach activities (free testing, condom distribution, providing information) targeted at men who have sex with men, people who use drugs, mobile populations, as well as the general population

We will be providing webinars with workers from asylum centers, and the department of immigration to eliminate barriers for asylum seekers to get tested. The goal is to have representatives from both government organisations inform asylum seekers that infection and talking about sexual risks with asylum center staff will not affect immigration policies

Examples of participants' activities

Mobile outreach testing in selected communities/specific target groups

Organise street actions to raise awareness about HIV/Hepatitis and the importance of testing

Promoting HIV testing within hospital since Emergency departments already have BBV opt-out testing incl. staff and testing).

Meeting with members of Scottish Parliament to promote testing services

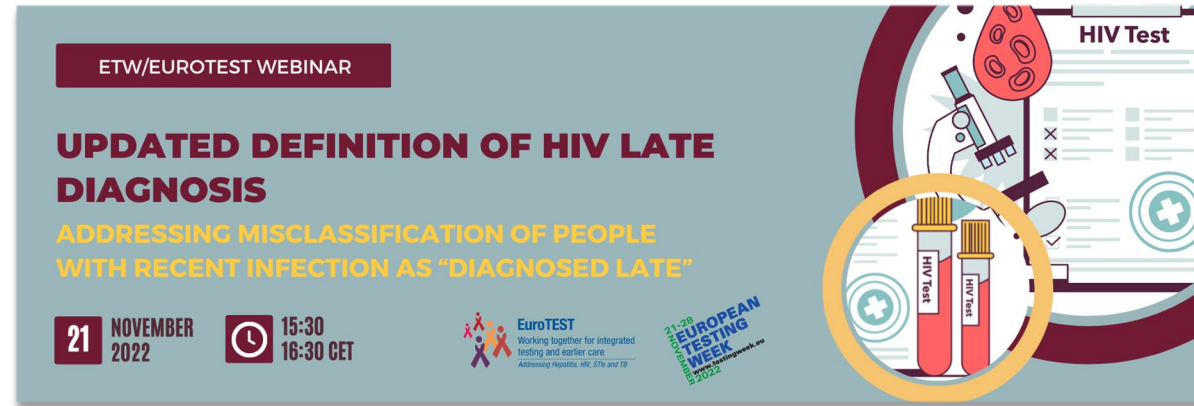
We will offer rapid test for HIV, HCV and siphylis with direct access, without appointment, using external tents already available for nasopharyngeal swabs

We will make testing available for the whole week, instead of just one regular day

Posters and flyers promoting actions and encouraging healthcare workers to recommend testing will be produced

Organize street testing on homeless drug users in the car, confidential and anonymous hepatitis screening and hiv testing in cooperation with Aidshilfe Essen outreach in a city district with many migrants

ETW/EuroTEST webinar 21 Nov: Updated consensus definition of late diagnosis of HIV



- 68 attendees from 25 different countries
- Speakers: Sara Croxford, Anastasia Pharris, Nikos Dedes, Peter Kirwan, Ben Serrien.
- Recording available on ETW website:
<https://www.testingweek.eu/resources/webinars-videos/>
- Views on YouTube: 35 (*as per 1 March 2023*)

Online videos

3 videos produced for Spring ETW 2022 were re-posted on ETW social media

The screenshot shows the YouTube channel page for European Testing Week (@EuroTestWeek). The channel has 14 subscribers. The navigation menu includes HOME, VIDEOS, SHORTS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. Under the 'Videos' tab, five video thumbnails are displayed. A green rounded rectangle highlights the first three videos, which are 'SETW2022: Experiences from Italy of providing stigma-free...', 'SETW2022: Experiences from Spain on ensuring access to...', and 'SETW2022: Experiences from Poland on ensuring access to...'. The fifth video, 'ETW May 2022: Stigma (ENG subtitles)', is partially visible on the right.

European Testing Week
@EuroTestWeek
14 subscribers

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Videos ▶ Play all

- Updated definition of HIV late diagnosis - webinar...**
35 views • 3 months ago
- SETW2022: Experiences from Italy of providing stigma-free...**
41 views • 9 months ago
- SETW2022: Experiences from Spain on ensuring access to...**
41 views • 9 months ago
- SETW2022: Experiences from Poland on ensuring access ...**
36 views • 9 months ago
- ETW May 2022: Stigma (ENG subtitles)**
33 views • 10 months ago

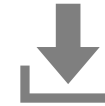
Use of ETW website/materials



336

Downloads

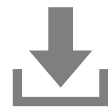
Logos (21 languages)



146

downloads

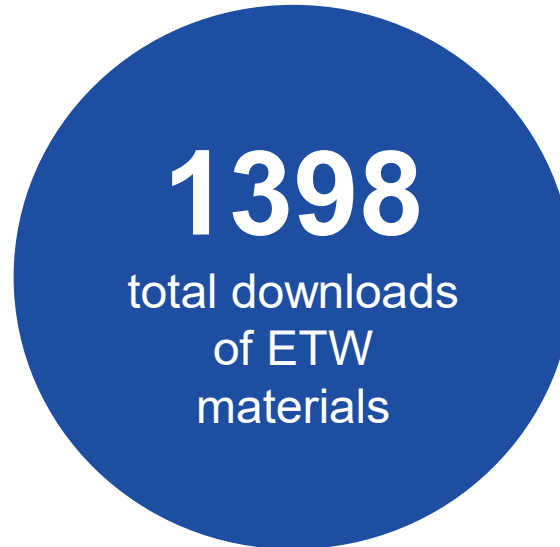
ETW word and Powerpoint template



191

Downloads

Web banners



156

downloads

Toolkits



196

downloads





Posters

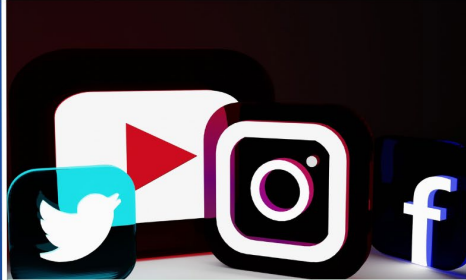
ETW on social media

Period measured: 1 Nov- 22 Dec

- **Facebook** - reach:3,672, engagements: 424
- **Twitter** – impressions: 14,700
 - Mentions of #EuroTestWeek: 1040
 - Mentions of #TestTreatPrevent: 411
- **Instagram (new)** reach: 8,570, engagements: 509

#EuroTestWeek
Social Media accounts


	@EuroTestWeek
	@EuroTestWeek
	@EuroTestWeek
	@EuroTestWeek



FOLLOW US
@EuroTestWeek

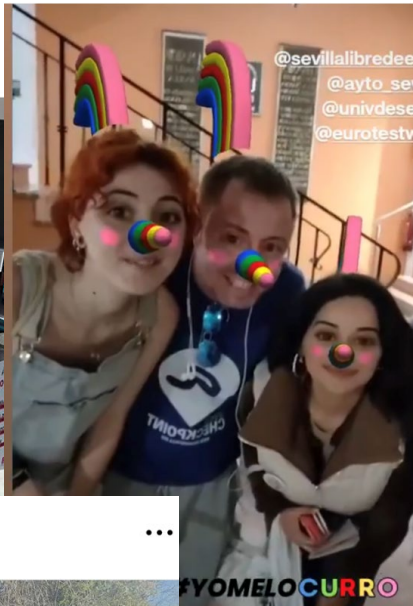
Take over the ETW
Instagram account
for a day

APPLY HERE



ETW on social media

lilapiemonte
 Politecnico di Torino



eurotestweek 14t
 Se oversættelse >

@apoyopositivo has been talking about #EuroTestWeek on Spanish TV. You can watch full clip following the link below starting at 1:14:10

adharavih
 Alameda de Hércules



RTVE.ES

@APOYOPOSITIVO

bausbar @bausbar @my.checkpoint @eurotestweek #eurotestweek. Μίλα... Σπάσε το στίγμα...!!

Media coverage

- A search in Meltwater was conducted to find all online articles mentioning ETW.
- There was a total of 220 publications in 20 different languages from 23 different countries.
- Total reach: **246,065,204** people

Endorsers

- ETW is endorsed by a number of regional and international organisations and institutions, e.g. EACS, WHA, ELPA, EMCDDA, AAE, IPPF, UNITE, and ESWA (<https://www.testingweek.eu/about-european-testing-week/sponsors/>).



- The European Commission also endorsed November ETW and provided a video support message.

European Test Finder (ETF), www.testfinder.info

- During the week of ETW, ETF was promoted in various ways, to support the message of ETW to get tested. As a result, there was a dramatic increase in people using ETF to search for testing facilities (compared with the week before ETW) with 18,272 unique visitors during ETW (an increase of 3,775%).

Visits per time period

12-20 November



Visits 558 Multiple trends ⓘ	Page views 1.480 Multiple trends ⓘ	Unique visitors 484 Multiple trends ⓘ
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21-28 November

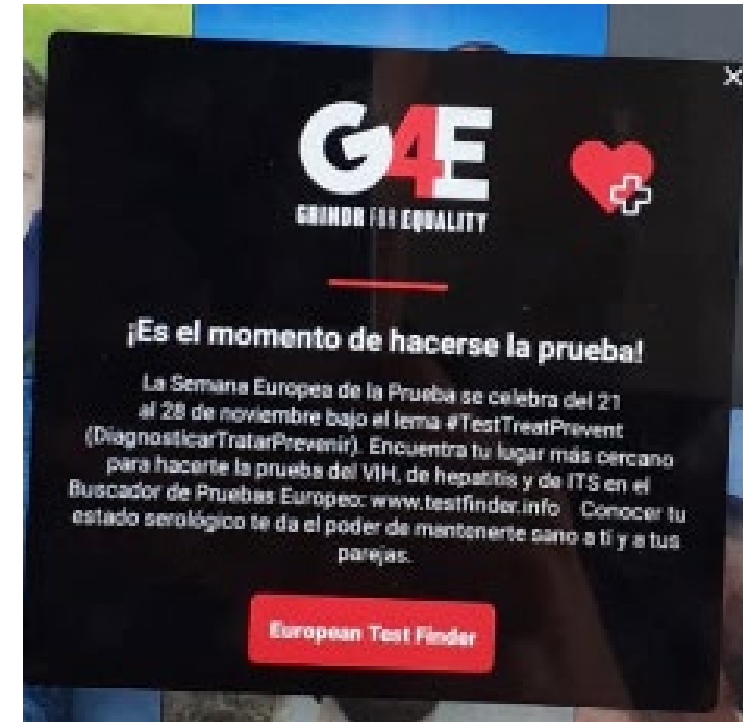
Visits 19.517 Multiple trends ⓘ	Page views 39.858 Multiple trends ⓘ	Unique visitors 18.272 Multiple trends ⓘ
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Testing services
 registered on ETF
 (Nov 2022): 666

ETF promotion

During the week of ETW, an advert for ETF was posted on the dating app Grindr for users in all European countries (and translated to all European languages).

The advert contributed to the increase in visitors to the ETF website.



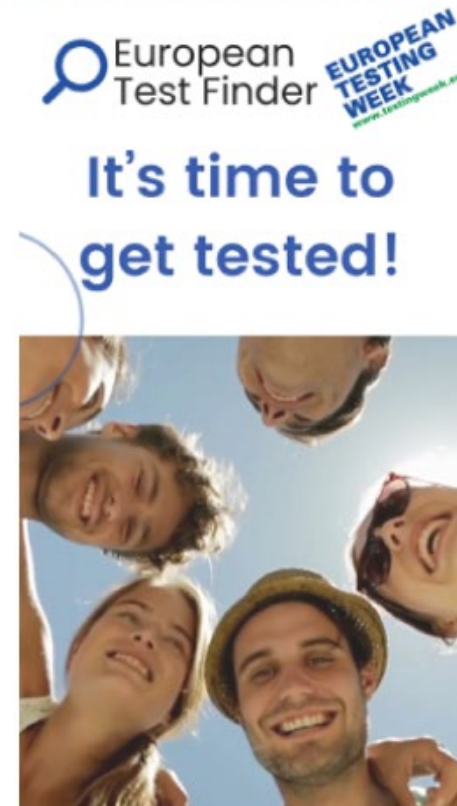
ETF promotion

- 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

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 confirm the impact of ETW on testing uptake:

For November ETW, there was a total increase of **151%** for HIV, HCV and Syphilis tests performed during ETW, compared to the week before ETW, with the highest increase seen for HCV testing (**190%**), followed by HIV testing (**179%**).

HIV, HCV and Syphilis testing volume and percentage change during and after ETW, compared with pre-ETW baseline, 2022

	Tests per week	% change	Tests per week	% change	Tests per week	% change	Tests per week	% change
	HIV		HCV		Syphilis		Combined	
Spring ETW 2022								
Week before ETW (baseline)	225		88		172		485	
Spring ETW 2022	536	138%	154	75%	300	74%	990	104%
Week after ETW	221	-2%	83	-6%	179	4%	483	0%
November ETW 2022								
Week before ETW (baseline)	201		69		176		446	
Nov ETW 2022	560	179%	200	190%	359	104%	1119	151%
Week after ETW	324	61%	56	-19%	185	5%	565	27%

N (centers using the COBATEST tool)= 28

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

Acknowledgements

- The EuroTEST Secretariat would like to express their sincerest thanks to the following people and organisations for all their hard work and contributions during the development, coordination and execution of the November 2022 ETW and its subsequent evaluation:
 - The 124 organizations who signed up for November ETW 2022, and 44 endorsing organisations
 - The COBATEST Network who provided data on testing levels before, during and after ETW.
 - **The ETW Working Group:** Anna Zakowicz, Ann-Isabelle von Lingen, Ann Piercy, Ben Collins, Cary James, Daniel Simões, Dorthe Raben, Igor Gordon, Jack Lambert, Janko Belin, Jason Farrell, Jonas Demant, Jorge Garrido, Josip Begovac, Jules James, Laura Fernandez-Lopez, Magdalena Ankiersztein-Bartczak, Marine Gogia, Milan Mishkovikj, Nikos Dedes, Oksana Panochenko, Sini Pasanen, Tajinder Tiwana, Takudzwa Mukiwa, Teymur Noori, and Zoran Dominkovic.
- 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, ViiV Healthcare, and Merck/MSD.