

HIV Home Test Giveaway: Rapid Distribution among Men and Transgender People who have Sex with Men (MTSM), New York City 2015



Zoe Edelstein, PhD MS

NYC Department of Health and Mental Hygiene

Paul Salcuni, Amina Khawja, Grant Roth, Arjee Restar, Benjamin Tsoi,
Paul Kobrak, Adriana Andaluz, Demetre Daskalakis, Julie E. Myers

APHA 2016

November 2, 2016

Innovations in HIV Testing Strategies and Technologies

HIV and Testing in NYC

- NYC has one of the largest HIV epidemics in the US¹
 - 2,718 new HIV diagnoses in 2014
 - More than 119,000 people living with HIV/AIDS
- High burden among men who have sex with men (MSM) and transgender individuals
 - In NYC, MSM were 59% of new dx in 2014 and 74% of new dx among men¹
 - Among 3.3 million HIV testing events reported to CDC in 2013, highest percentages of new HIV dx were among transgender persons²
- HIV testing rates in NYC are high, but still room for improvement
 - 64% of adult New Yorkers reported ever testing for HIV³
 - Among surveyed NYC MSM, 84% reported testing for HIV in past year⁴
 - In 2015 serosurvey at Bronx hospital, 5.6% HIV-positive and unaware of their status (14% in 2010)⁵

¹NYC Department of Health and Mental Hygiene (DOHMH). *HIV Surveillance Annual Report, 2014*

²<http://www.cdc.gov/hiv/group/gender/transgender>; ³NYC DOHMH Community Health Survey, 2014; ⁴NYC DOHMH Sexual Health Survey, Spring 2015; ⁵ <https://www1.nyc.gov/site/doh/about/press/pr2016/pr052-16.page>

HIV Home Test

- US FDA approved in July 2012
- Over-the-counter, rapid HIV self-test for personal use
- May help address barriers to testing, including concerns about privacy, stigma and inconvenience of testing
- Potential barriers to home testing:
 - ▣ Price: ~\$40
 - ▣ Availability: sold at approximately 1 in 4 NYC pharmacies¹
- Various HIV home test programs have been conducted
 - ▣ Los Angeles², Washington State³, London⁴ (home specimen)



¹Myers et al., *AIDS and Behav.*, in press; ²Rosengren et al. *Sex Health*. 2016; ³Katz et al., *National HIV Prevention Conference*, 2015.; ⁴Nardone et al. *Lancet*, 2013

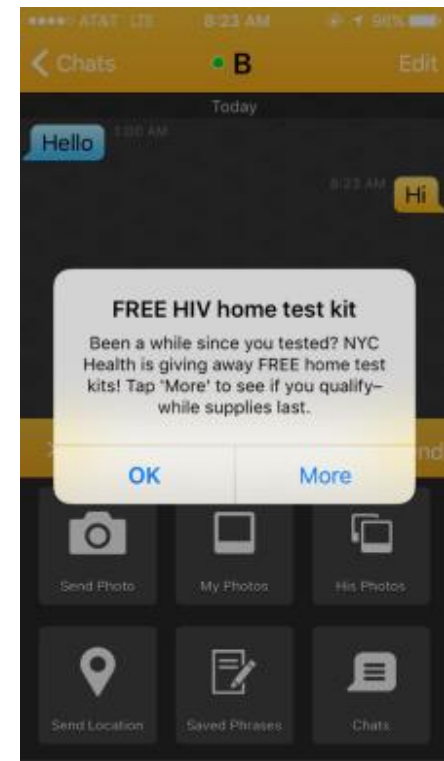
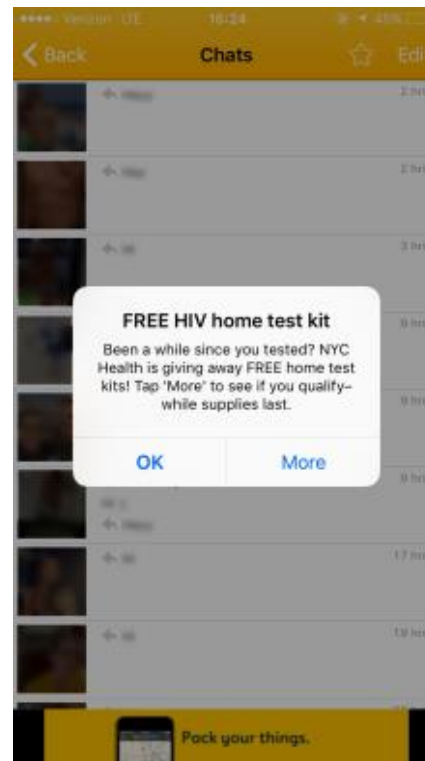
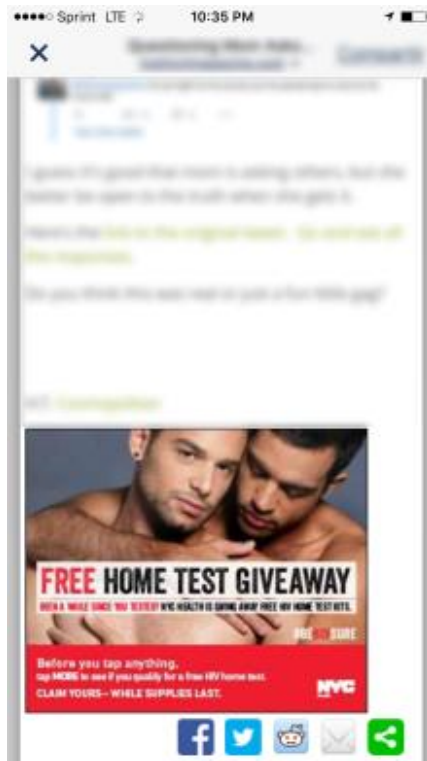
Home Test Giveaway Pilot

- **Goal:** Distribute 2,000 HIV in-home test kits to men and transgender individuals who have sex with men (MTSM)
 - Tests sent at no cost, through the mail
 - Conducted entirely online – recruitment, eligibility assessment, kit order

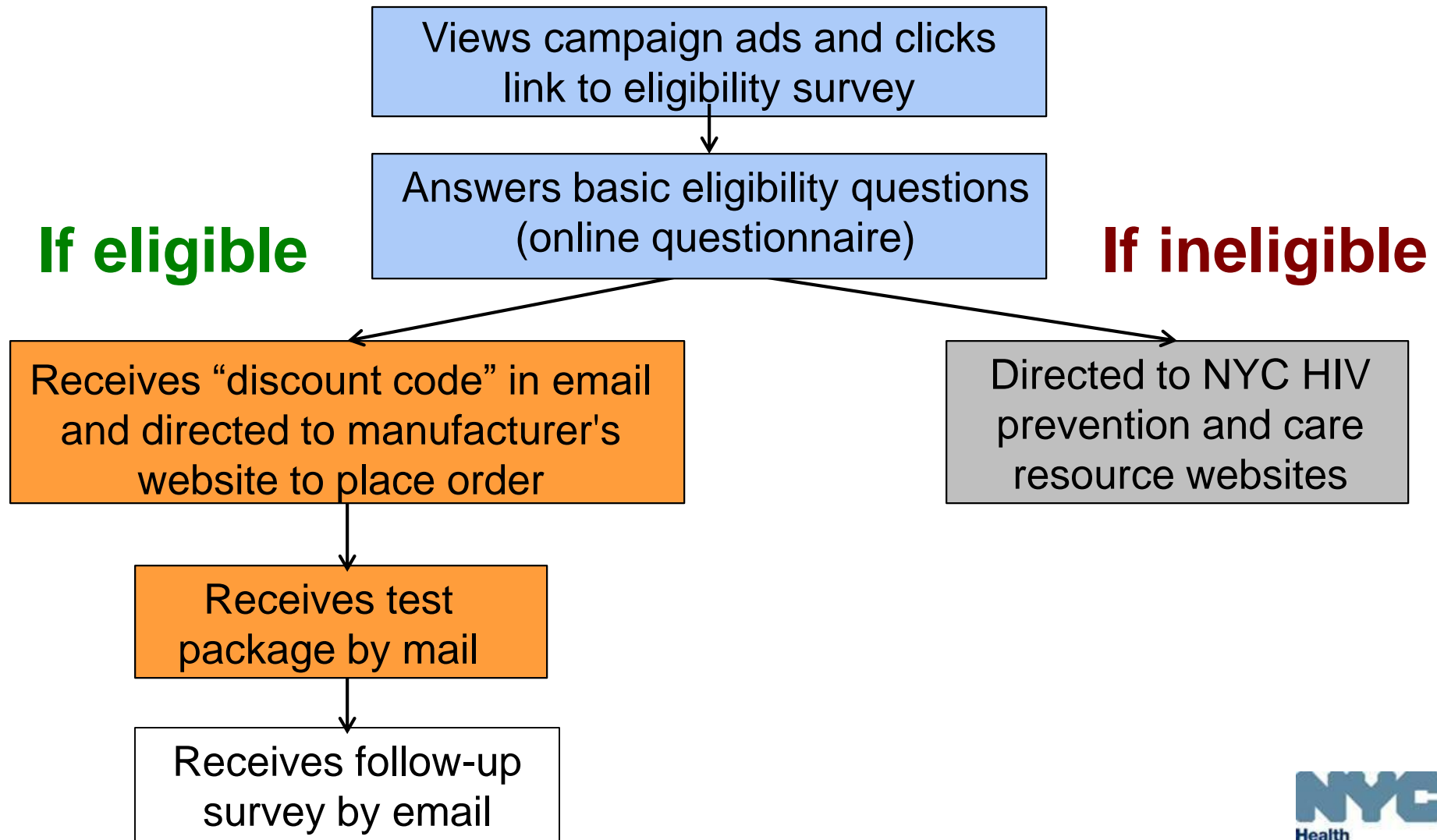


Recruitment

Recruitment: Dating apps and websites

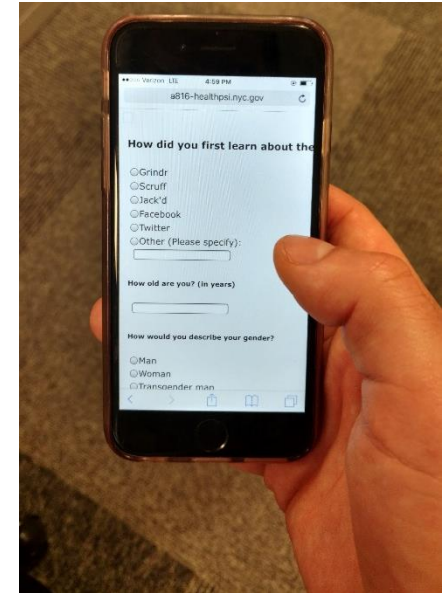


Flow for Participants



Eligibility Survey and Code Redemption

- Eligibility assessed via online survey
 - Men and transgender individuals
 - Sex with a man in past 12 months
 - Residing in NYC (by ZIP)
 - Aged 18 and older
 - No previous HIV diagnosis
- Data collected also included
 - Race/ethnicity
 - Time since last HIV test
- Eligible participants were emailed codes (2500 available)
- Directed to manufacturer's website to redeem the code within 2 months of launch



The Package

The Kit



Testing Insert

The OraQuick® In-Home HIV Test

- The OraQuick® In-Home HIV Test kit lets you check your HIV status quickly and privately.
- The test checks your oral fluid for antibodies to HIV.

Recommendations from the New York City Health Department

- Go to a clinic, doctor's office or hospital instead of using this test:
 - If you might have been infected with HIV recently. It takes up to three months before the OraQuick® In-Home HIV Test can detect HIV.
 - If you had a fever, swollen glands or a rash in the past three months – this could be a sign of a new HIV infection.

BE SAFE, BE SURE, AND GET TESTED FREQUENTLY

#BEHIVSURE

NYC Health

It takes 30 minutes to take the test. Follow the instructions in the kit for accurate results. For more information about the test or how to read your result, call the toll-free representative at 844-669-2364 (toll-free, available 24/7) or watch the how-to video at OraQuick.com.

It is [NEGATIVE]
If the test is negative, you do not have antibodies to HIV in your oral fluid. If you have not been exposed to HIV in the past three months, you do not need PrEP and PEP – medicines that can help prevent HIV. Use condoms and lube during anal or vaginal sex.

It is [POSITIVE]
If the test is positive, go to a clinic or doctor's office to confirm your result. If you are in a testing location in New York City, call 311 or text NYC311. If your result is confirmed, see a doctor and start taking medicine right away to control the virus, stay healthy, and reduce your chance of passing HIV to others. If you are even if you don't have insurance and regardless of your immigration status. To find a provider, call 311 or text CARE to 877-877.

*Message and data rates may apply. Text STOP to quit. HELP for more information. For Terms of Use and Privacy Policy, visit nyc.gov/health.

More information about HIV

4/2015

PrEP and PEP

PrEP

Daily PrEP to prevent HIV

If you are HIV-negative and concerned about exposure to HIV, ask your doctor if PrEP (Pre-exposure Prophylaxis) may be right for you. PrEP is a daily pill that can protect you from HIV as long as you take it every day. Condoms provide additional protection against HIV, most sexually transmitted infections and unintended pregnancy.

PEP

Emergency PEP to prevent HIV

If you are HIV-negative and think you were exposed to HIV, immediately go to a clinic or emergency room and ask for PEP (Post-exposure Prophylaxis). PEP is an emergency medicine you take right after you are exposed to HIV. PEP can stop HIV if started within 36 hours of exposure. You continue taking PEP for 28 days. Many insurance plans, including Medicaid, cover PEP. Assistance may be available if you are uninsured.

Call 311 or visit nyc.gov and search "HIV PrEP and PEP" for more information.

NYC Health

©2015 The City of New York, Department of Health and Mental Hygiene. All Rights Reserved. 4/2015

Evaluation of Kit Distribution

- Evaluation of kit distribution included examining:
 - Flow and timing of pilot activities
 - Characteristics of eligible participants
 - Redemption rates by participants' characteristics
- Data (and data sources) included:
 - Ad impressions and click-throughs (ad buyer)
 - Participant demographics, testing history (eligibility survey)
 - Codes redeemed (manufacture's website)

Evaluation, continued

- Participant characteristics examined included:
 - Age, years
 - Gender identity
 - Race/ethnicity
 - Time since last HIV test
 - Neighborhood poverty rate (2010-2014) by ZIP, dichotomized:
 - Low: <20% of residents below federal poverty level (FPL)
 - High: ≥20% of residents below FPL
 - Neighborhood HIV diagnosis rate (2013) by ZIP, dichotomized:
 - Lower three quartiles
 - Top quartile

- Significant differences were tested by chi-square ($p < 0.05$)

Pilot Flow

Estimated ad impressions

N ~ 6,000,000

Click-through to eligibility survey

N = 39,605

Participants screened for eligibility

N = 3,359

Eligible

74% (2,497/3,359)

Ineligible

26% (862/3,359)

Reasons for ineligibility*

Under 18 years of age (1%)

Cisgender woman (4%)

Diagnosed with HIV (11%)

No recent sex with a man (14%)

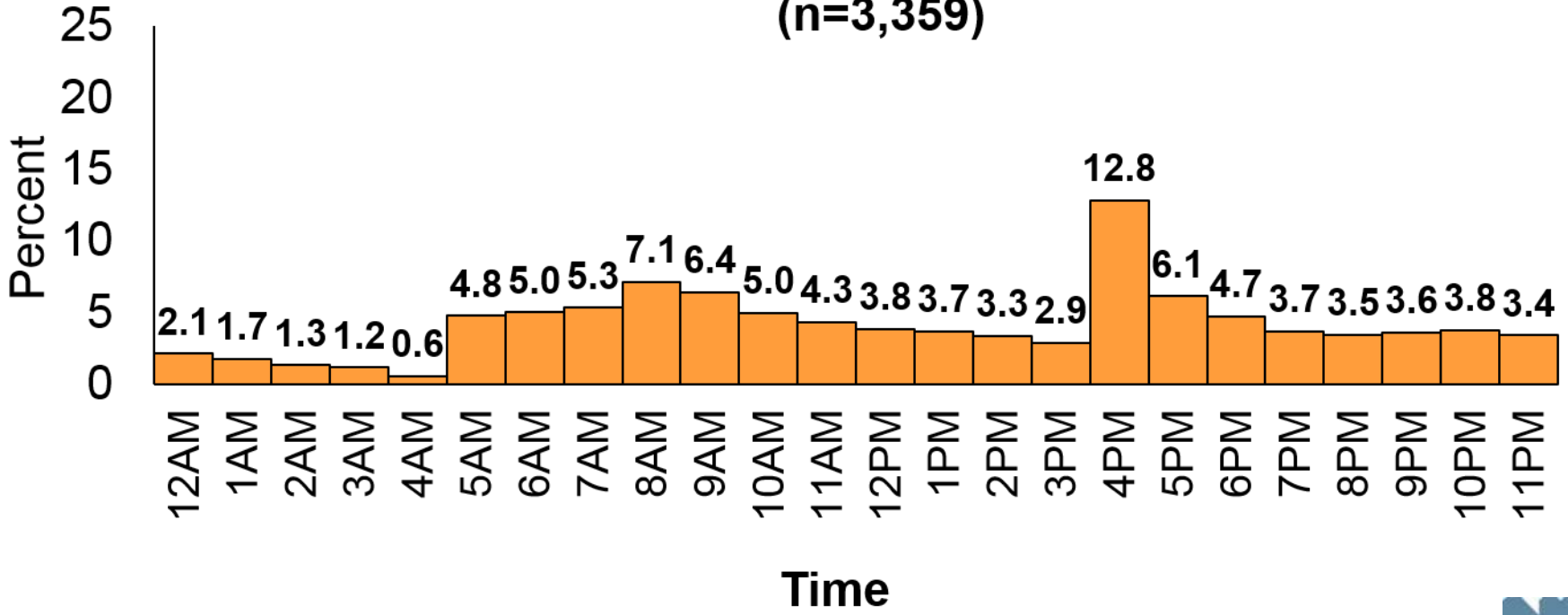
Lived outside of NYC (78%)

*Criteria not mutually exclusive

Pilot Timing

- Pilot recruitment concluded within 23 days
- Participation occurred throughout the day

**Time of Participant Response to Eligibility Survey
(n=3,359)**

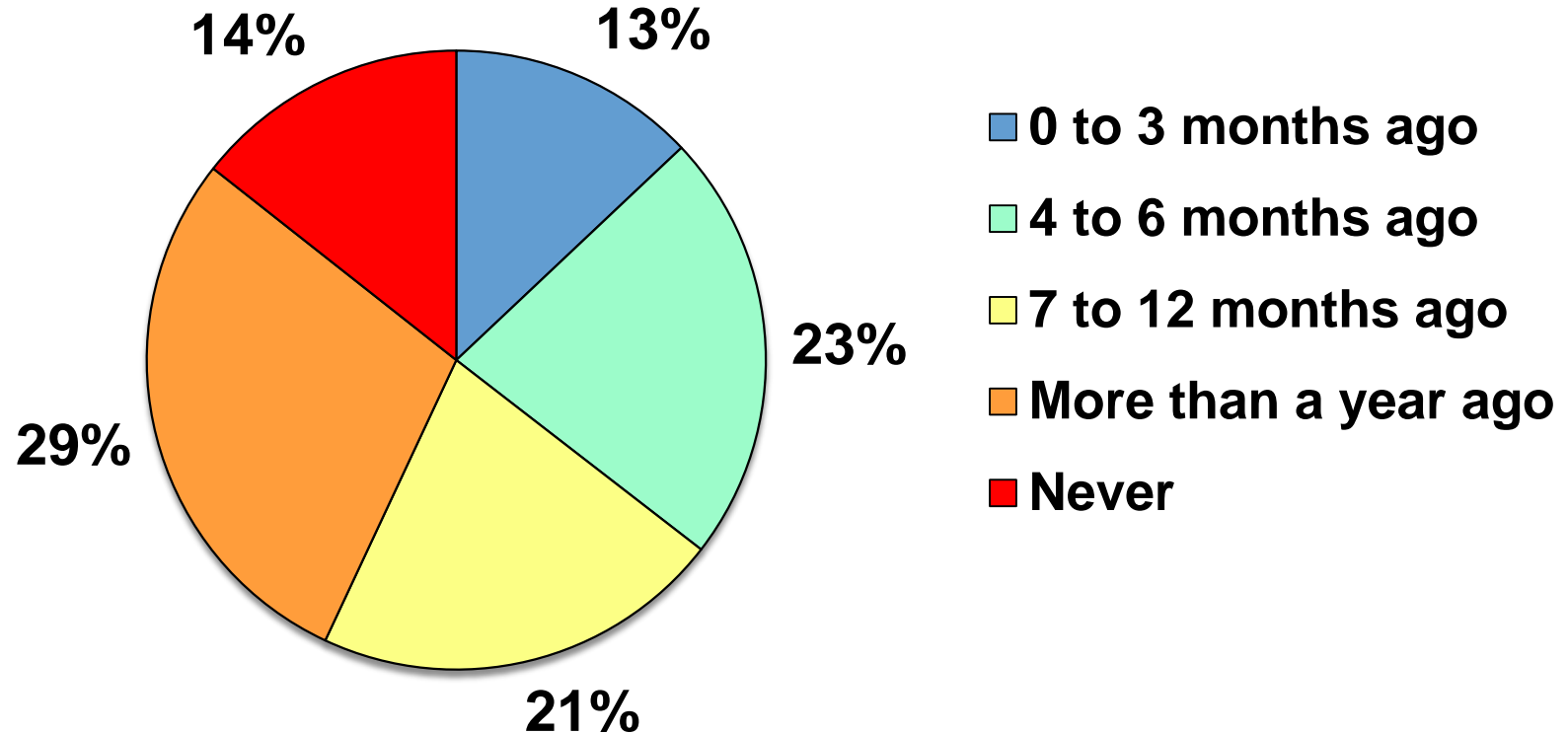


Characteristics of Eligible Participants (N=2,497)

Characteristic	n (%)
Age, years	
18-24	506 (20.3)
25-34	1,254 (50.2)
35-44	481 (19.3)
45+	256 (10.3)
Gender identity	
Cisgender man	2,471 (99.0)
Trans* or other gender identity	26 (1.0)
Race/ethnicity	
Asian/Pacific Islander	295 (12.1)
Black, non-Hispanic	338 (13.9)
Hispanic	720 (29.5)
Multiple/other race, non-Hispanic	99 (4.1)
White, non-Hispanic	986 (40.4)
Neighborhood poverty level	
Low	1,350 (54.8)
High	1,115 (45.2)
Neighborhood HIV diagnosis rate	
Lower three quartiles	1,427 (58.0)
Top quartile	1,035 (42.0)

Characteristics of Eligible Participants, continued

Most recent HIV test (N=2,407)



Pilot Flow – Code Redemption

Estimated ad impressions

N ~ 6,000,000

Click-through to eligibility survey

N = 39,605

Participants screened for eligibility

N = 3,359

Eligible

74% (2,497/3,359)

Ineligible

26% (862/3,359)

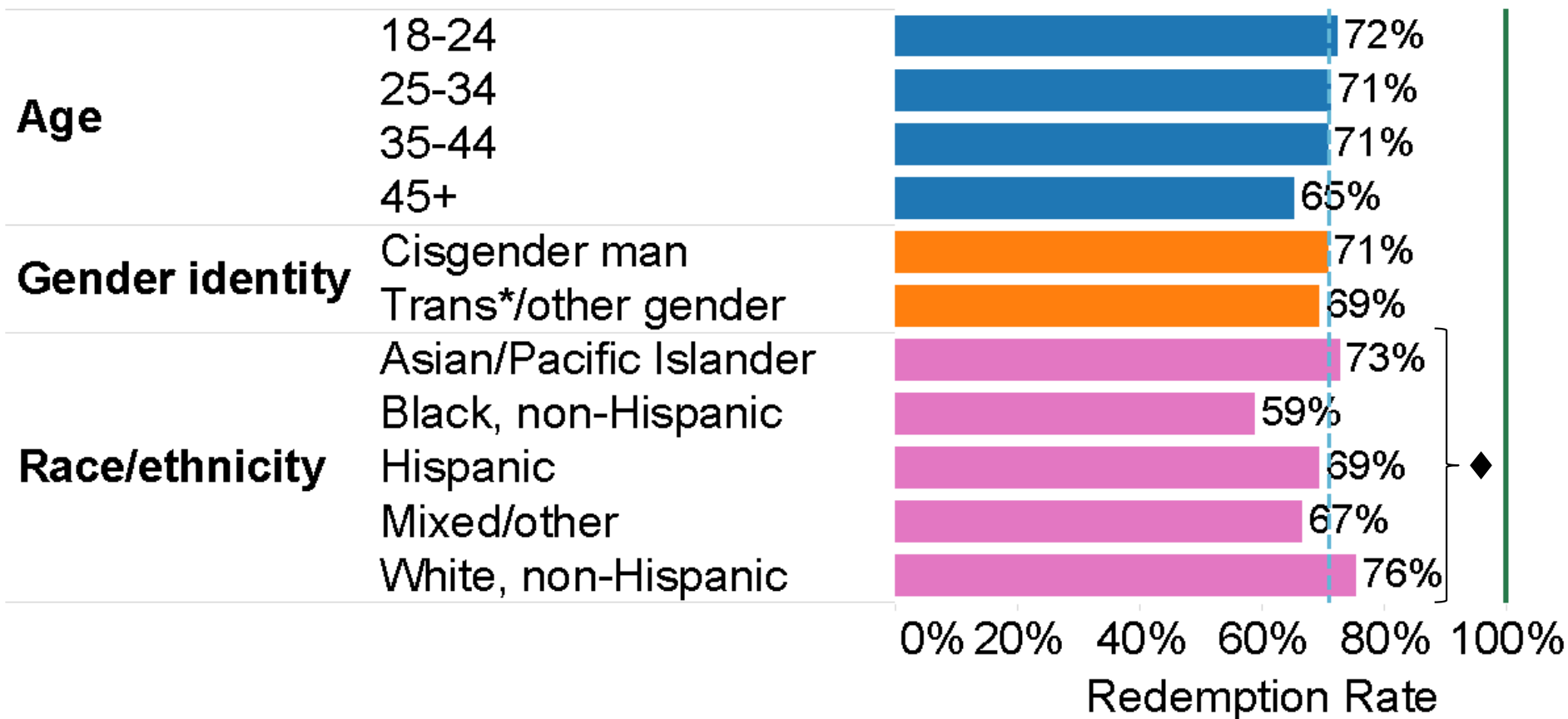
Redeemed

71% (1,766/2,497)



Redemption Rates by Select Characteristics

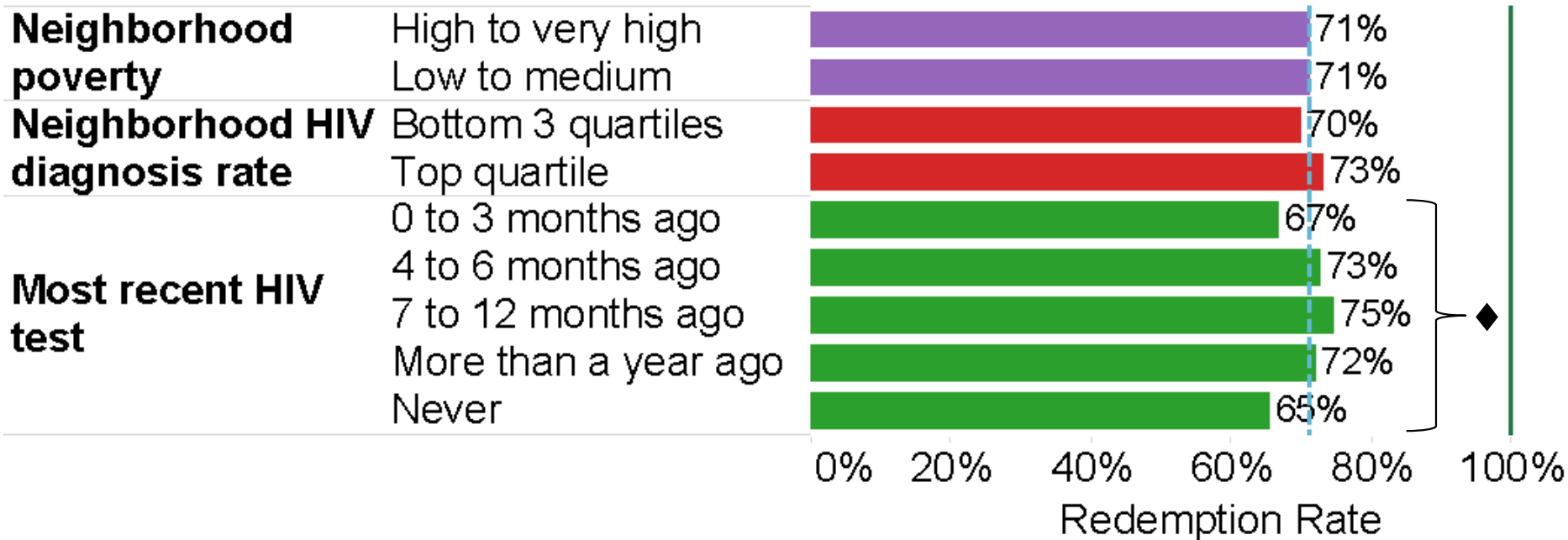
Overall redemption rate = 71%



◆ = $p < 0.05$

Redemption Rates by Select Characteristics, continued

Overall redemption rate = 71%



◆ = $p < 0.05$

Summary

- Rapidly distributed over 1750 tests to a diverse population of NYC MTSM
- Among eligible participants,
 - 44% were MTSM of color; 14% black, non-Hispanic and 30% Hispanic
 - 14% reported never testing for HIV prior to the Giveaway
 - 29% reported not having tested in the past year
- Redemption rates high across all characteristics measured, though significantly lower among
 - MTSM of color, especially black MTSM
 - Those reporting a recent HIV test and those who had never tested



Limitations of Results

- Data on ad impressions and click-throughs are estimates and cannot be de-duplicated
- Data on characteristics of eligible participants were self-reported and thus subject to social desirability bias, recall error, and misrepresentation
- Information on eligible participants was limited; associations examined may be subject to residual confounding
- Results of this giveaway may not be generalizable to other settings or populations

Implications and Next Steps

- Successfully piloted a giveaway of HIV home tests in NYC
 - Rapid distribution
 - High redemption rate
- Reached populations of interest, but would like to improve potential impact
 - Recruit a greater proportion of MTSM of color
 - Recruit more transgender individuals and members of other priority populations
- Next steps/future plans
 - Analyze data on barriers to redemption, test use/results and linkage-to-care
 - Repeat pilot activities semi-annually with adjustments following community feedback
 - Pilot a partnership with community-based organizations to recruit priority populations not reached online



Acknowledgements



**FREE TEST
GIVEAWAY**

BEEN A WHILE SINCE YOU TESTED?
NYC HEALTH IS GIVING AWAY FREE HIV HOME TEST KITS.

#BEHIVSURE

CLAIM YOURS - WHILE SUPPLIES LAST.
Before you tap anything,
tap **MORE** to see if you qualify
for a free HIV home test.

NYC Health
10010 100th St
New York, NY 10035
212-512-3100

- Julie Myers
- Demetre Daskalakis
- Paul Salcuni
- Amina Khawja
- Benjamin Tsoi
- Adriana Andaluz
- Paul Kobrak
- Jay Bala
- Reyes Garcia Guzman
- Grant Roth
- Arjee Restar
- Lena Saleh
- Paul Santos
- Anisha Gandhi
- Estella Yu
- OraSure partners
- **Participants!**

Thank you!

Contact:

Zoe Edelstein

zedelst1@health.nyc.gov

Questions?



Extra Slide - Lessons Learned

- Cast a wide net when conducting formative research
 - ▣ Included home test programs and past giveaways by NYC Health Dept.
- Engage community at multiple stages
 - ▣ Initial planning, material development, beta testing surveys, sharing initial results
- Automate as much of the process as possible
 - ▣ Emailing of instructions with unique codes, reminders, and follow-up survey recruitment; collaboration with Orasure website for delivery
- Be aware of private information needed for emailing, shipment and follow-up communications
 - ▣ Used survey tool that does not store data in the cloud (Feedback Server)