

Five Waves of an Online HIV Self-Test Giveaway in New York City, 2015-2018

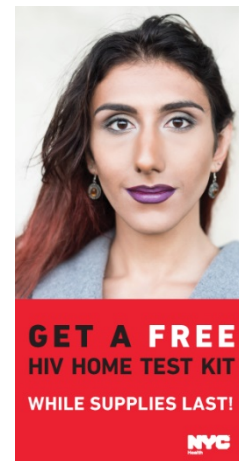
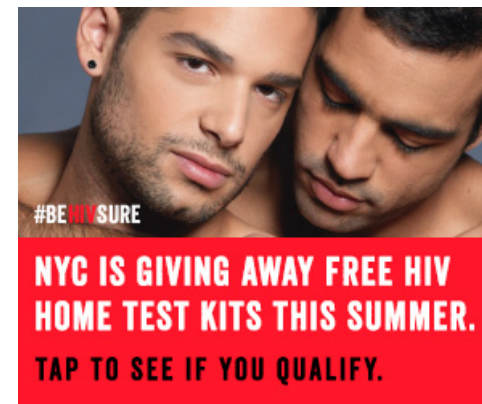
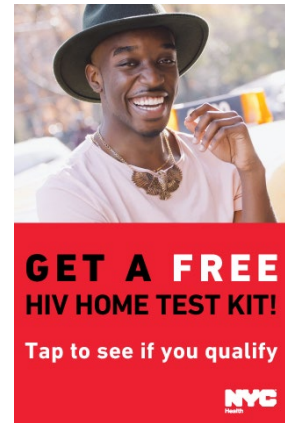


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HIV and Testing in NYC



- NYC has one of the largest HIV epidemics in the US¹
 - 2,157 new HIV diagnoses in 2017
 - More than 125,000 people living with HIV/AIDS
 - High burden among men who have sex with men (MSM) and transgender individuals
- HIV status awareness is a key component of the national and New York State's Ending the Epidemic plans^{2,3}
- In NYC HIV testing rates are high, but there is still room for improvement
 - 34% of adults report never testing for HIV⁴
 - 19% of MSM participating in NYC NHBS reported no HIV test in past year⁵

¹NYC Department of Health and Mental Hygiene (DOHMH). *HIV Surveillance Annual Report, 2017*; ²<https://www.hhs.gov/sites/default/files/ending-the-hiv-epidemic-fact-sheet.pdf>; ³https://www.health.ny.gov/diseases/aids/ending_the_epidemic; ⁴NYC DOHMH Community Health Survey, 2017; ⁵NYC NHBS MSM 2017 <https://www1.nyc.gov/assets/doh/downloads/pdf/dires/hiv-risk-among-msm-in-nyc-2017study.pdf>



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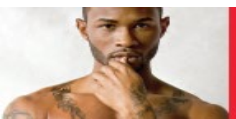


HIV Self-Test (HIVST)

- US FDA approved in July 2012
- Over-the-counter, rapid test for personal use
- May help address barriers to testing, including concerns about privacy, stigma and inconvenience of testing
- Potential barriers to HIVST use:
 - ▣ Price: ~\$40
 - ▣ Availability: approximately 1 in 4 NYC pharmacies¹
- Addressing HIVST barriers: giveaway programs!
 - ▣ As of 2015: Los Angeles², Washington State³, London⁴ (home specimen)



¹Myers et al., *AIDS and Behav.*, 2017; ²Rosengren et al. *Sex Health.* 2016; ³Katz et al., *National HIV Prevention Conference*, 2015.; ⁴Nardone et al. *Lancet*, 2013

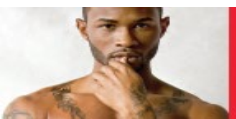


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NYC Online Home Test Giveaway (HTG)

- In 2015, NYC Department of Health launched online Home Test Giveaway (HTG)
 - ▣ Distribute HIVST to MSM and transgender individuals who have sex with men
 - ▣ Tests sent at no cost, through the mail
 - ▣ Conducted entirely online – recruitment, eligibility assessment, kit order
- After successful pilot Nov. 2015,^{1,2} more HTG waves conducted!
 - ▣ Similar model, plus innovations: more kits to inventory; broadened reach of marketing and length of ad campaign; offered surveys and resources in Spanish; ads with transgender and gender nonconforming persons (TGNC)
- **Objective: Examine results across 5 waves of NYC's online HTG**

¹Edelstein et al, *APHA* .2016; ²Edelstein et al, *CROI* 2017.



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Methods: Flow for Participants

Views digital campaign ads (e.g., social media, display ads, mobile dating apps) and clicks link to eligibility survey

Answers basic eligibility questions (online questionnaire)

If eligible

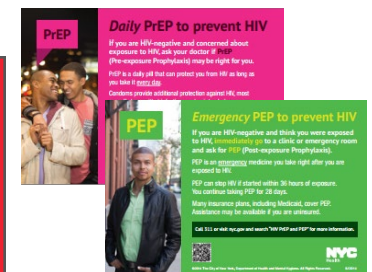
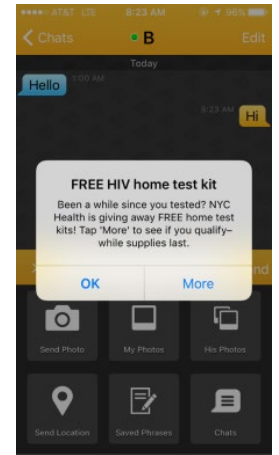
If ineligible

Receives “discount code” in email and directed to manufacturer's website to place order

Directed to NYC HIV prevention and care resource websites

Receives test package by mail

Receives follow-up survey by email



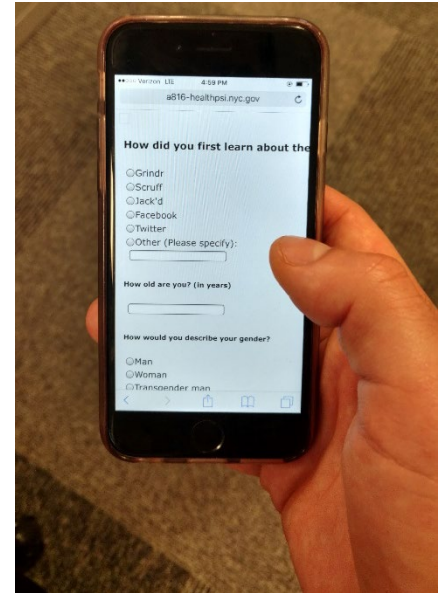
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Eligibility Survey

- Eligibility assessed via online survey; all of the following:
 - ▣ Men, transgender and intersex 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



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Follow-up Survey

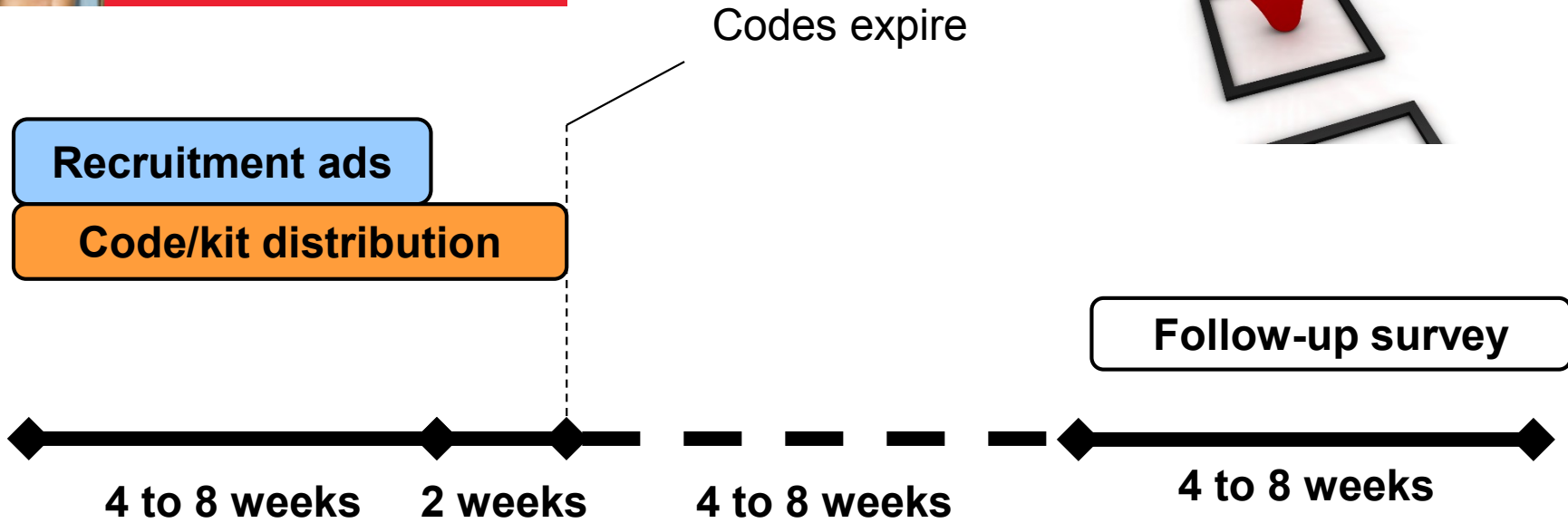
- All eligible HTG participants invited
- Data collected on test receipt, use, experience, result (and, if appropriate, confirmatory testing), and recent HIV-related behaviors
- Participation incentivized by \$25 eGift card



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Program Timeline

Each wave is for a **limited time** – 3 to 6 months!

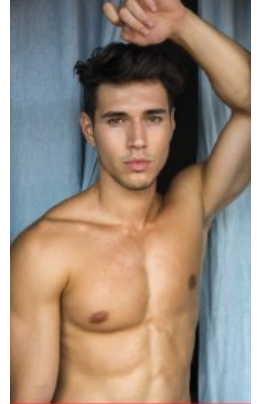


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Data Analysis

- **To examine across 5 waves of NYC's online HTG:**
 - Participation in flow of HTG activities
 - Characteristics of participants
 - Demographic characteristics
 - HIV testing history
 - Potential recent HIV exposure- report of any of the following in the past 6 months: condomless anal sex; post-exposure prophylaxis use; STI diagnosis; sex with a partner with HIV; or stimulant or injection drug use
 - HTG related HIVST use and results
 - Acceptability of HIVST and HTG program
- **Descriptive statistics and means (ranges)**
 - Efforts were made to ensure only one code per person per wave, with no such restriction across waves



**RECIBA GRATIS
UNA PRUEBA
CASERA PARA
EL VIH**

**Presione para
averiguar si
es elegible**

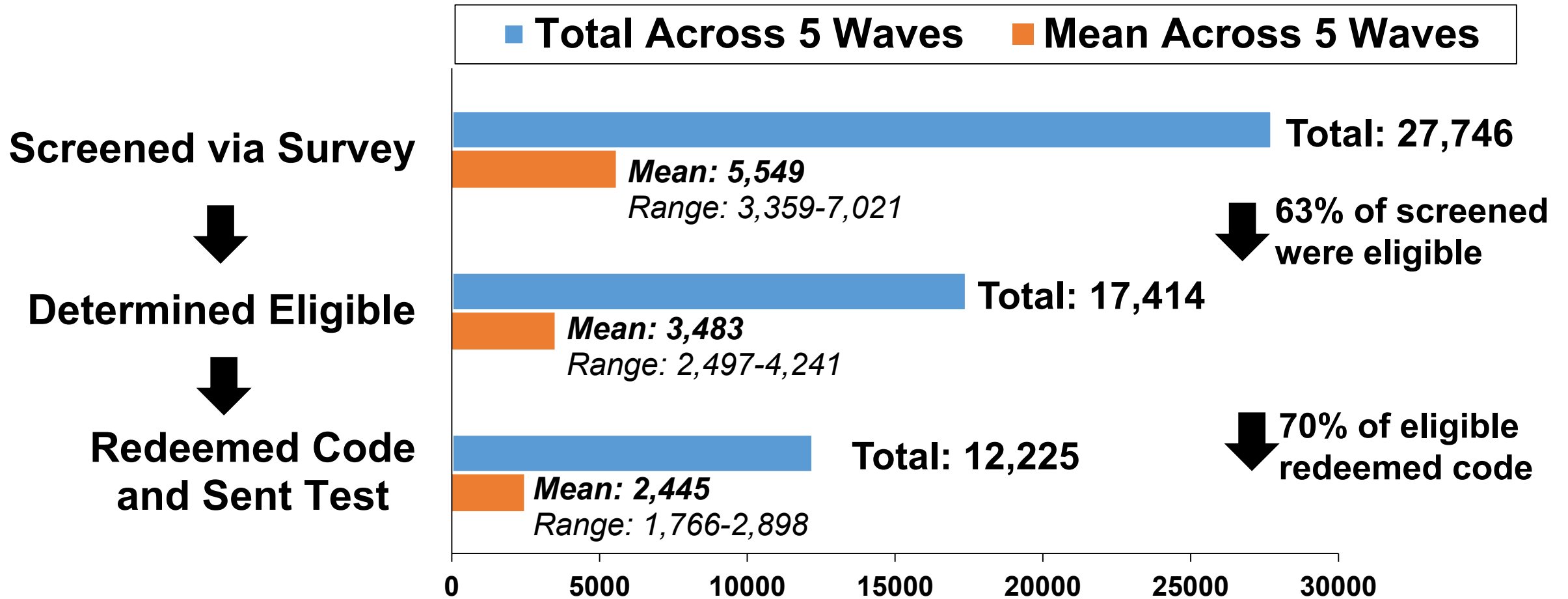
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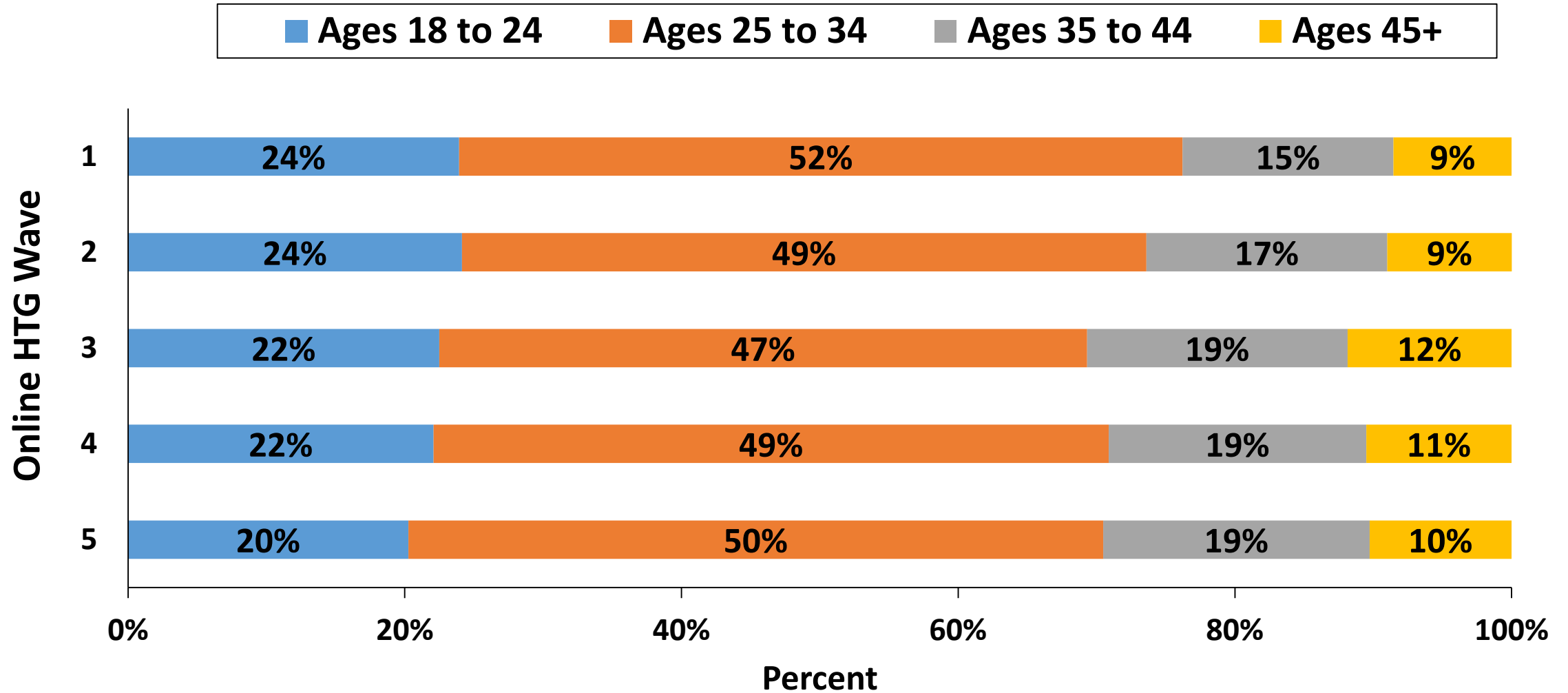
Results: Participation and HIVST Distribution



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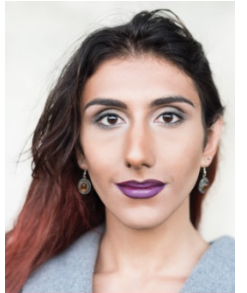
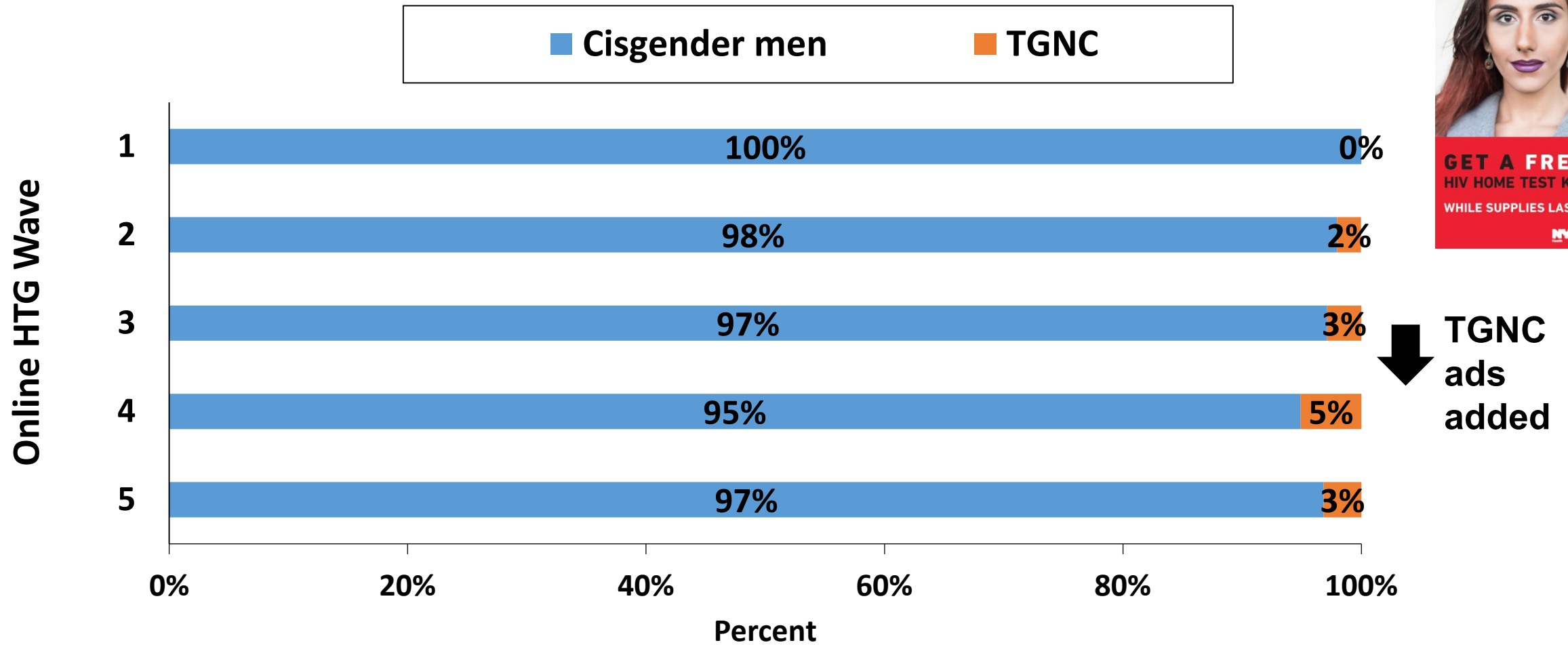
Age Distribution among Eligible Participants



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Gender among Eligible Participants



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HIV HOME TEST KIT**
WHILE SUPPLIES LAST!

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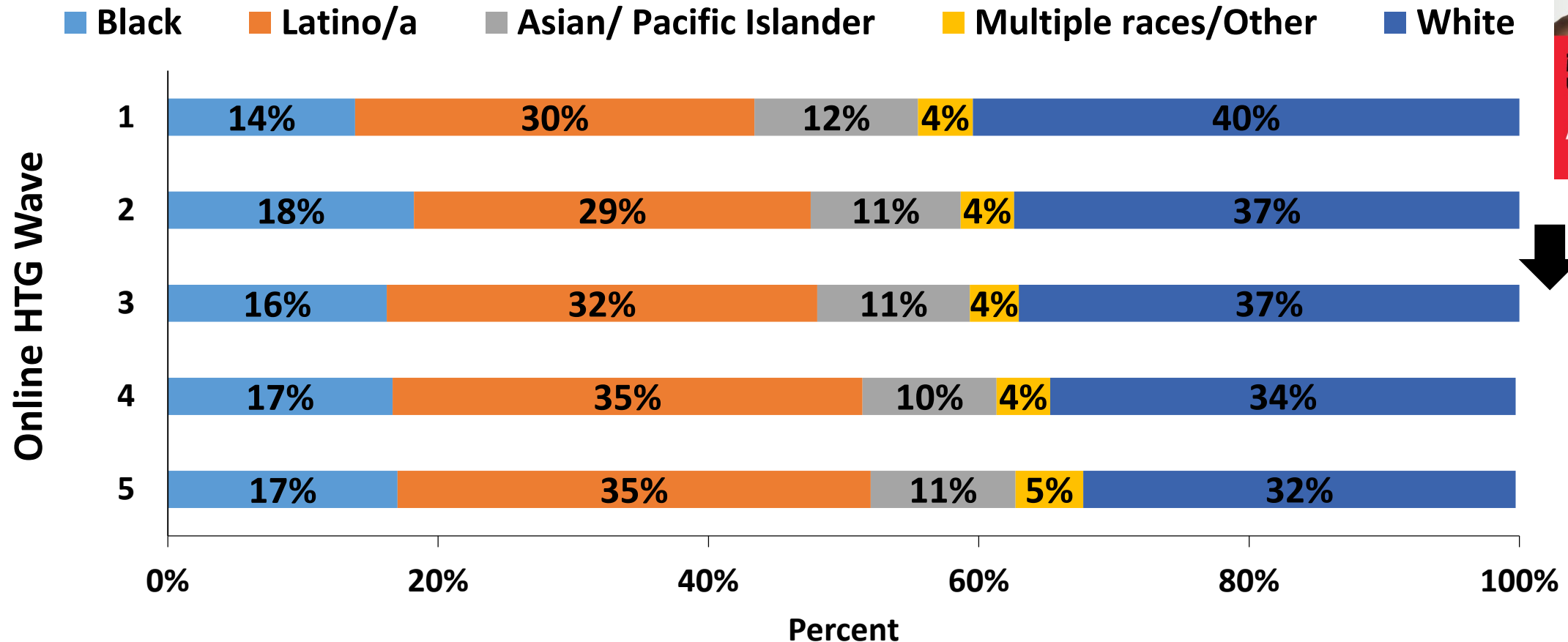
↓
**TGNC
ads
added**



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Race/Ethnicity among Eligible Participants



Spanish language option added

Note: Black, Asian/Pacific Islander, Multiple races/Other and White categories do not include individuals who identified as Latino/a.

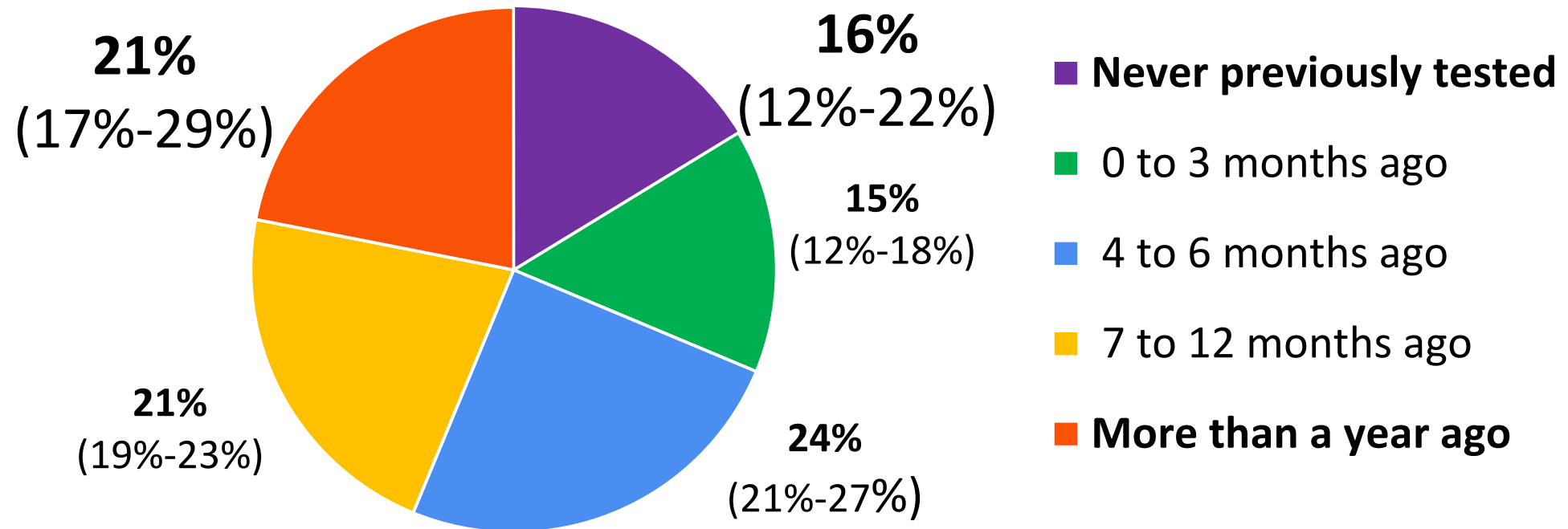


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Prior HIV Testing among Eligible Participants

Most recent HIV Test: Mean (range) across five waves



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Follow-up Survey and HIVST Receipt and Use

Mean (range) across five waves

45% (39%-56%) of eligible participants responded to the follow-up survey

↳ **93%** (92%-94%) of follow-up survey participants received the HIVST

↳ **80%**(76%-83%) used the HIVST



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Report of HIVST Results and Care among All Follow-up Surveys

Characteristic	n/N	%
% with reactive results	42/5,767	0.7%
% new HIV diagnoses	33/5,767	0.6%
% with confirmatory HIV test	25/33	75%
% had 1 st HIV care appt. among confirmed positive	20/21	95%
% started HIV treatment (ARV) among those with appt.	17/20	85%

Note: New diagnoses are reactive results among those who reported “yes” or “don’t know” to if they had a previous HIV positive result

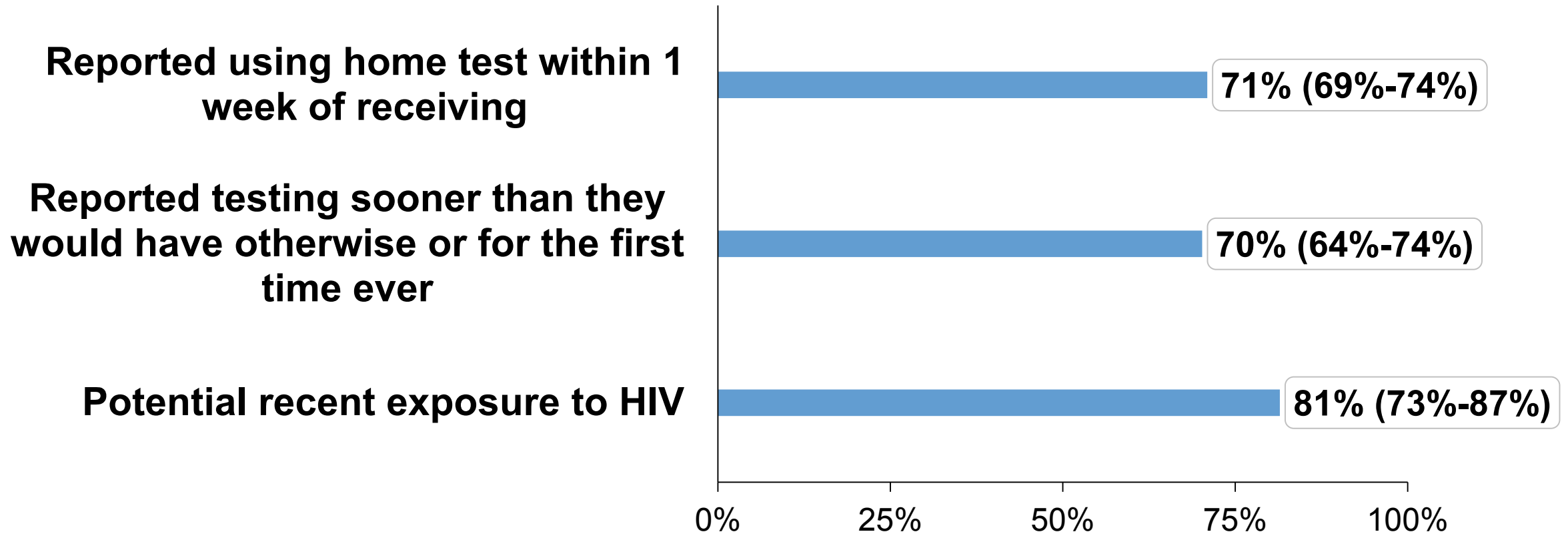


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Testing and Exposure among Follow-up Surveys

Mean (range) across five waves



Note: All of the above are among HIVST users

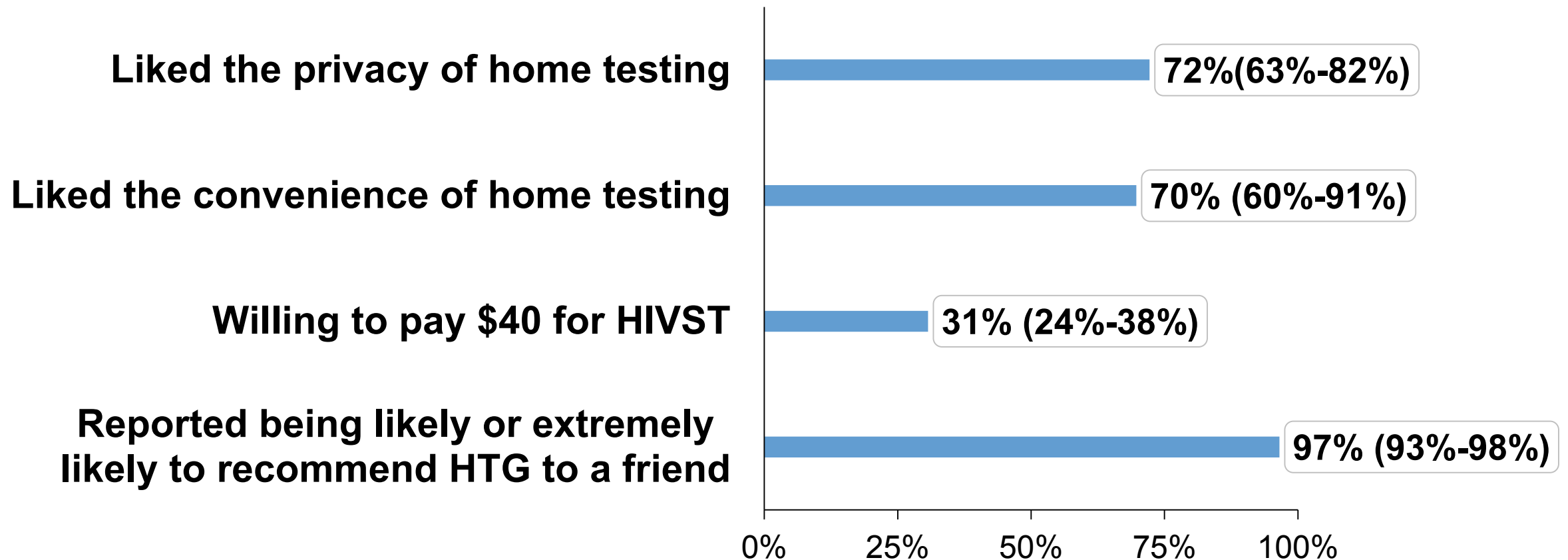


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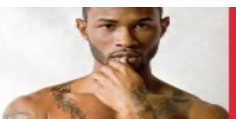


Acceptability among Follow-up Surveys

Mean (range) across five waves



Note: All of the above are among HIVST users except willingness to pay



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Summary of Results

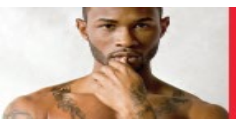
- Over 5 waves of online HTG, we distributed a large volume of HIVST
 - Over 12K HIVST sent out with approximately 2-3K each wave
- Findings were consistent over 5 waves of NYC HTG:
 - Participants were diverse NYC MSM and transgender individuals who were potentially at risk of HIV exposure
 - Prior HIV testing results suggested may be reaching those not regularly connected to HIV prevention care
 - Reported seropositivity was low though similar to other NYC testing programs; and most of those with reactive results were linked to care
 - Positive feedback on the experience, suggested that this is one acceptable to way to reach MSM and transgender individuals for HIV testing



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Limitations of Results

- Data on characteristics of participants were self-reported and thus subject to social desirability bias, recall error, and misinterpretation
- Follow-up survey participants may not be representative of all HTG participants
- Results of this giveaway may not be generalizable to other settings or populations



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Implications of Results

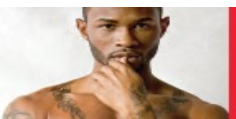
- Success of these waves of HTG has led to continued use of the model in NYC and expansion to partnership with New York State DOH (Johnson et al)
- Limitations of the model - including not reaching those who may not be reached online- has led to NYC HTG programs using other modalities (Hubbard et al)
- NYC HTG model for distributing HIVST may be adaptable to other settings, though modifications may be needed to meet the local needs and to reach different priority populations



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Acknowledgements

- Julie Myers
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- Jennifer Macgregor
- Lawrence Purpura
- Oni Blackstock
- OraSure partners
- **Participants!**



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Thank you!

Contact:

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Questions?



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Extra slides



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NYC Online HTG Multiple Waves

- Following the pilot's success, NYC has launched 4 more giveaways with a similar model, adding innovations:
- **Wave 2: June 2016 – Aug 2016**
 - Added more kits to inventory
 - Broadened reach of marketing and length of ad campaign
- **Wave 3: Nov 2016 – Jan 2017**
 - Offered surveys and resources in English & Spanish
- **Wave 4: May 2017 – Jul 2017**
 - Updated ad images to include transgender and gender nonconforming persons (TGNC)
- **Wave 5: Dec 2017 – Feb 2018**
 - No major changes in protocol
- Efforts were made to ensure only one code was emailed per person per wave, with no such restriction across waves

Wave	Days for Recruitment
1	23
2	47
3	51
4	47
5	43



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NYC Apps/Sites Used by Wave

- **Wave 1:** Grindr (Facebook, Twitter were planned for later in roll out, but all codes were sent out)
- **Wave 2:** Grindr, ***Scruff, BGCLive, GayAdNetwork (banners), Facebook and Twitter***
- **Wave 3:** Grindr, Scruff, BGCLive, GayAdNetwork (banners), Facebook and Twitter, ***Jack'd***
 - ***English and Spanish***
- **Wave 4:** Grindr, Scruff, BGCLive, GayAdNetwork (banners), Facebook and Twitter, Jack'd; ***Instagram Edge Network (banners)***
 - English and Spanish
- **Wave 5:** Grindr, Scruff, BGCLive, GayAdNetwork (banners), Facebook and Twitter, Jack'd; Instagram, ***Hornet***
 - English and Spanish



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