

#testathome: Implementing HIV self-testing through CBO partnerships in New York City

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Senior Program Planner

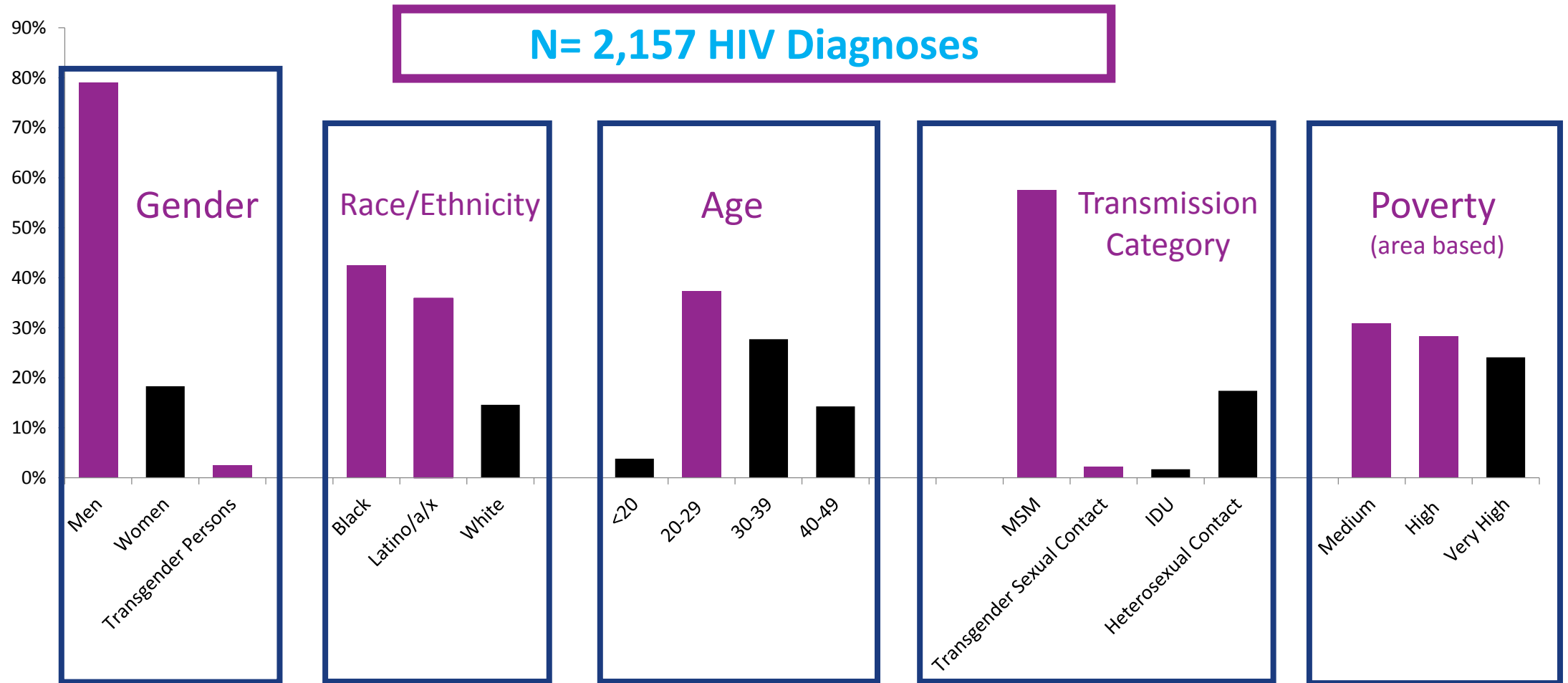
Bureau of HIV/AIDS Prevention and Control

New York City Department of Health and Mental Hygiene



Background

Disparities in New HIV Diagnosis NYC, 2017



HIV Testing Barriers in Clinical Settings



- HIV self-tests (HIVST) can decrease testing barriers and increase HIV status awareness
- HIV-affected communities may experience barriers to HIVST access, including lack of awareness and cost

Community Home Test Giveaway (CHTG)

1. Improve access to HIV testing for priority populations in NYC
2. Decrease barriers to obtaining the HIVST among priority populations in NYC
3. Increase awareness of linkage to care resources for persons testing positive using an HIVST in NYC

Priority Populations

Gay, bisexual, and men who have sex with men (GBMSM), especially Black/Latino

Transgender and gender nonconforming (TGNC) persons, especially Black/Latino

Black and/or Latina women

Persons who exchange sex

Persons who are unstably housed

Persons who live in high-poverty neighborhoods

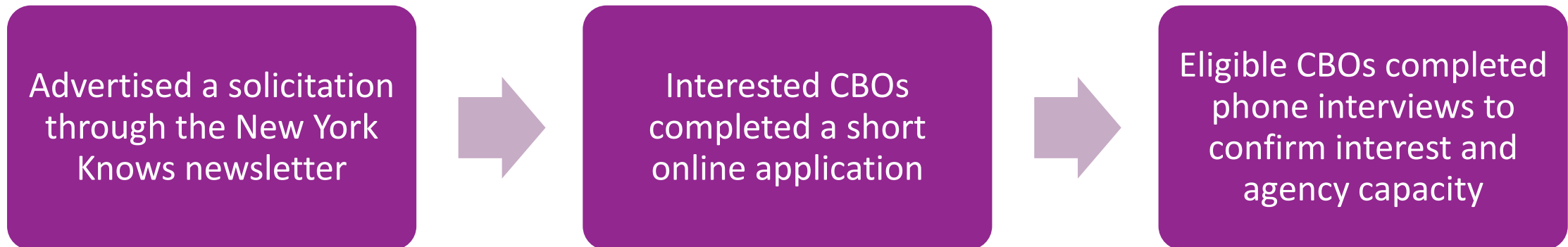
CHTG Program Model

CBO Partnerships

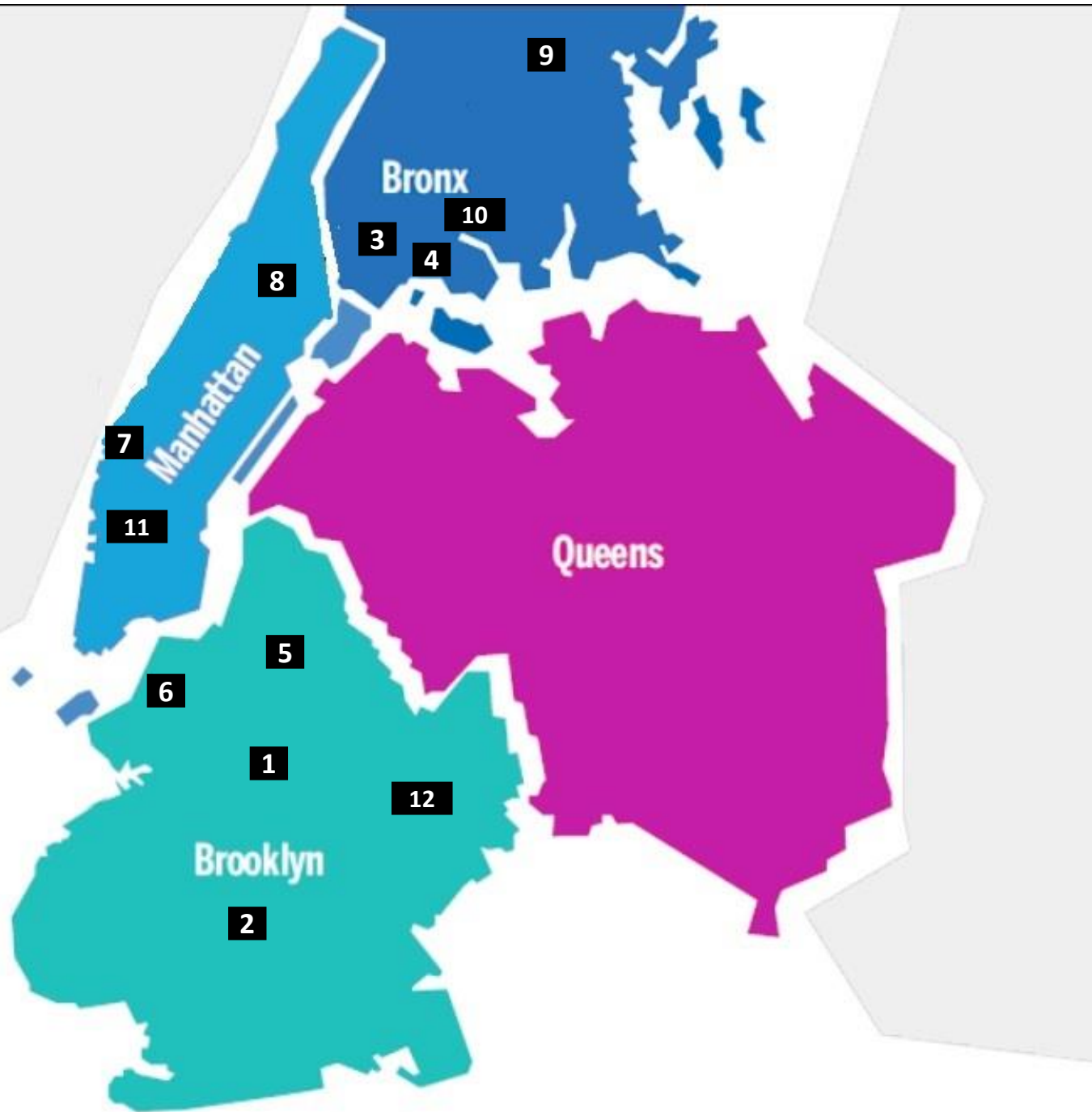
- CBO partners are the cornerstone of the CHTG Model
 - Leverages CBO partners' experience and high-yield outreach activities among priority populations to distribute the HIVST
- CBO Recruitment

CBO Eligibility:

- Experience with priority populations
- No current testing program



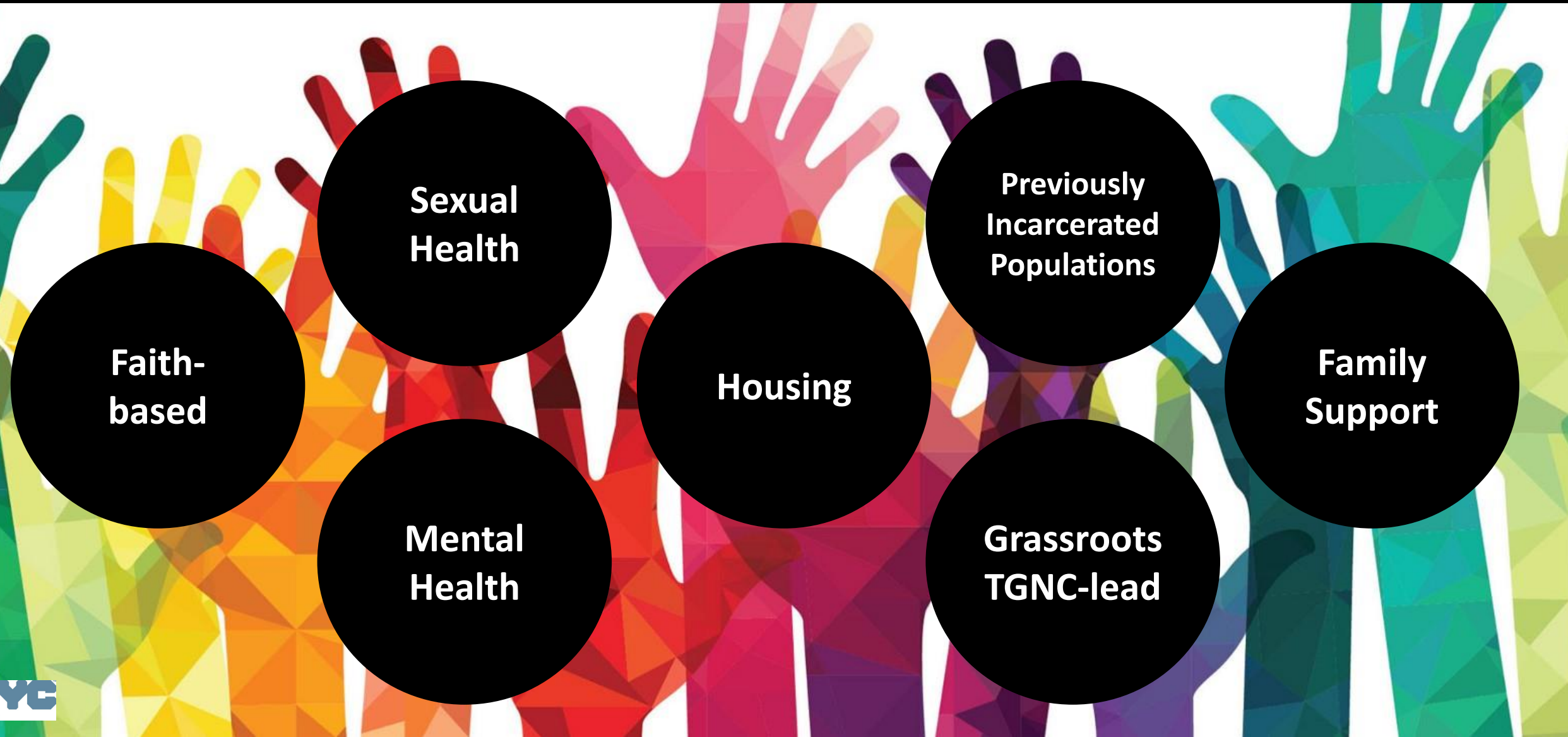
CBO Partners' Headquarters



Agency

1	Black Veterans for Social Justice
2	CAMBA
3	Destination Tomorrow
4	Health People
5	La Nueva Esperanza
6	Living Positive
7	New York Council on Adoptable Children
8	New York Transgender Advocacy Group
9	Princess Janae Place
10	The Osborne Association
11	Translatinx Network
12	United Community Centers

CBO Partnerships: Diverse Organizations



Program Flow



PROMOTE



DISTRIBUTE

AAXPL

Get a Free HIV Home Test Kit

NYC is giving away HIV home test kits.
Claim yours while supplies last!

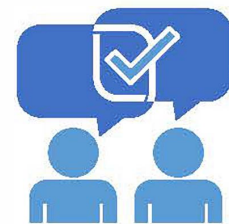
Visit bit.ly/chtgiveaway and enter the code above
to see if you qualify for a free HIV home test.



Program Flow

Eligible participants

- ≥17 years old
- NYC resident
- HIV negative/unknown status
- Member of one or more priority populations



PROMOTE



DISTRIBUTE



SURVEY



EMAIL

Program Flow



PROMOTE



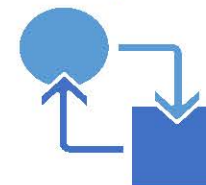
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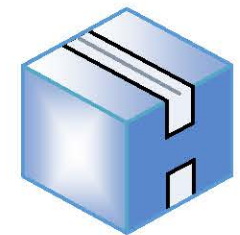
SURVEY



EMAIL



ORDER



TEST

Program Flow

English ▾

CHTG Participant Experience Survey

You have been asked to take this survey because you participated in the Community Home Test Giveaway.

We appreciate your participation! After you submit the survey, you will receive a **\$25 CVS electronic gift card** as a thank you.

The survey takes about 5 to 10 minutes to complete. Questions will address the Giveaway, HIV testing, and sexual health.

Your participation is completely voluntary, and you can decline to answer any question. To safeguard your identity, the data collected will be carefully protected. Program staff will not share your information with anyone.

If you have any questions about this survey, please contact:

Stephanie Hubbard
347-396-7714
chtgiveaway@health.nyc.gov

Or call the New York City Department of Health and Mental Hygiene Institutional Review Board, at (347) 396-6118.

Next



PROMOTE



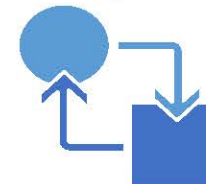
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SURVEY



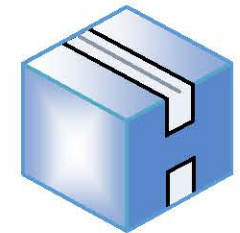
EMAIL



ORDER



Follow-Up



TEST



Program Flow

CBO Responsibilities

1. Promote the CHTG through distribution of recruitment cards.
2. Store home HIVST kits for pick up
3. Submit Monthly Data Reporting Form to DOHMH

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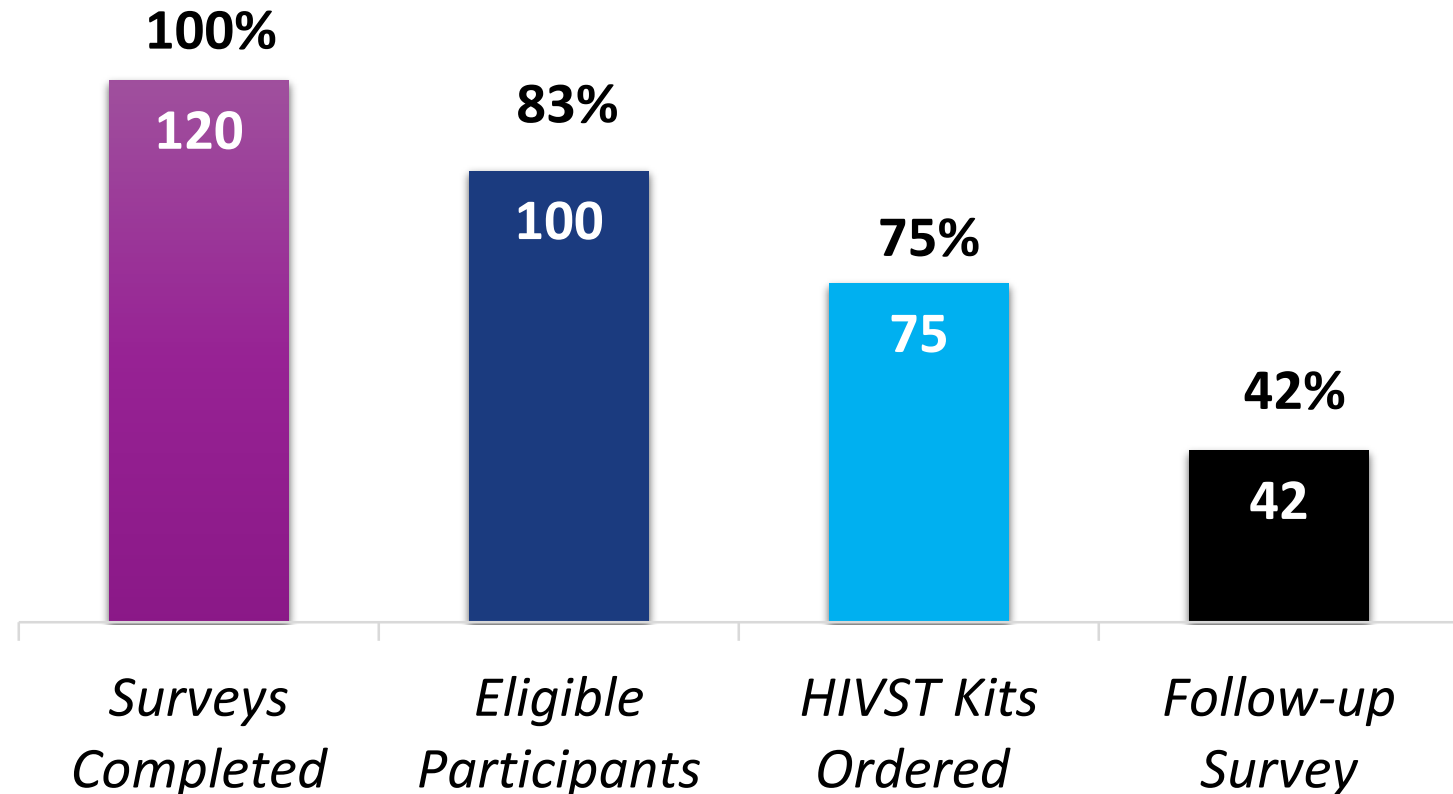
FREE
Home **HIV**
TESTING
#TESTATHOME

Program Outcomes

March 2017 - January 2019

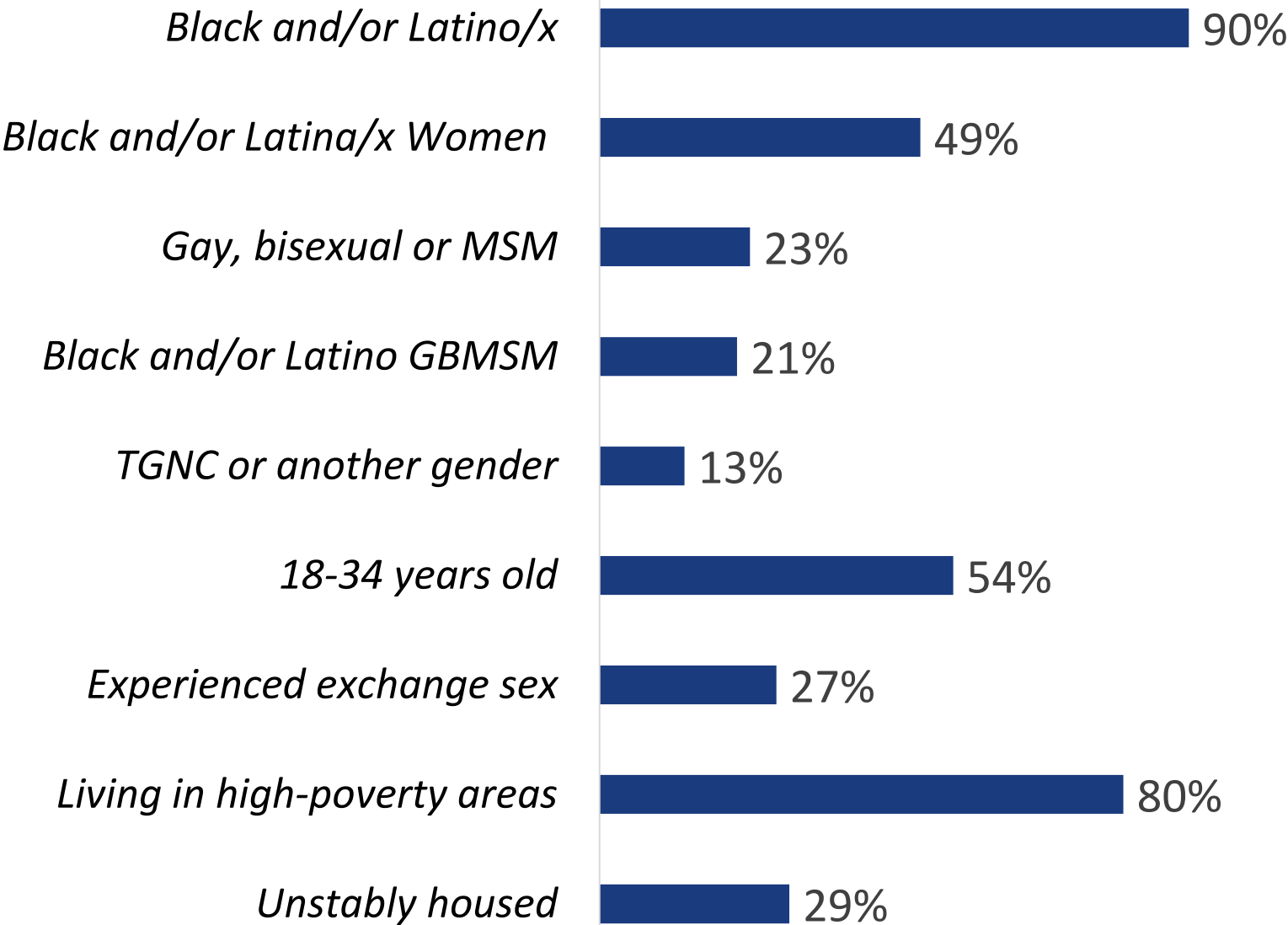
18 partner
organizations
distributed
over 22,000
recruitment
cards

Of the **120 participants** who completed an eligibility survey, **83% were eligible**, of those **75% ordered their HIVST kit** and **42% completed a follow-up survey**



Eligible Participant Characteristics

**The CHTG
reached
all intended
priority
populations**

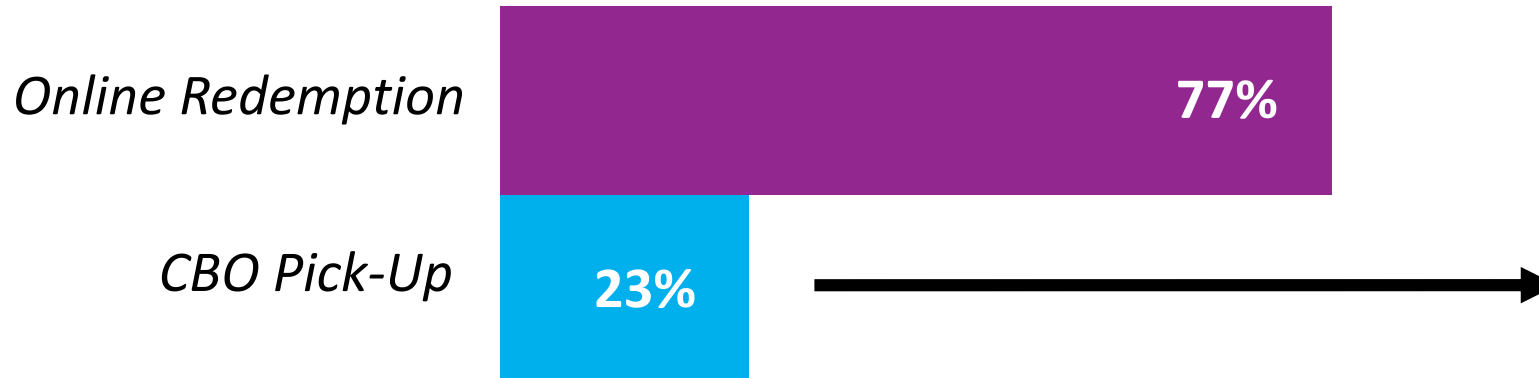


The proportion of eligible participants who reported **never testing for HIV** prior to the CHTG was:

35%

Follow-Up Survey

The majority of participants chose to
redeem their kits online



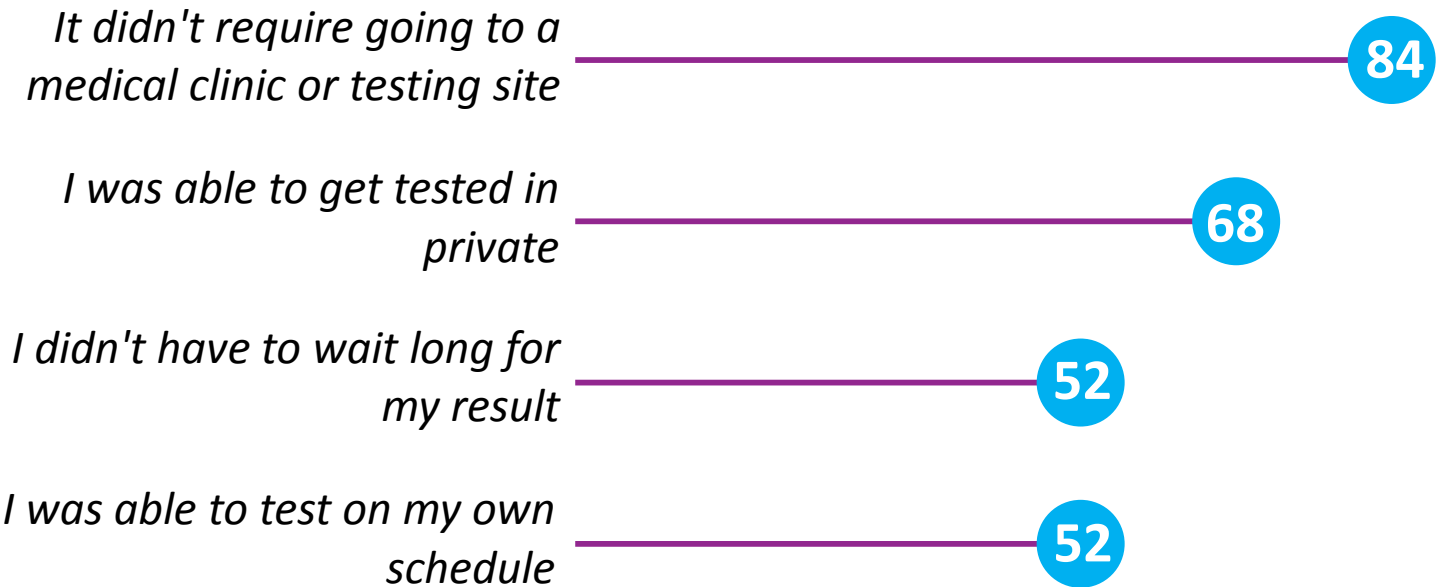
Among participants who chose to pick up the HIVST kit at a CBO, **100% reported a positive experience**

Follow-Up Survey

60%

of those who reported using the HIVST **tested sooner** than they otherwise would have.

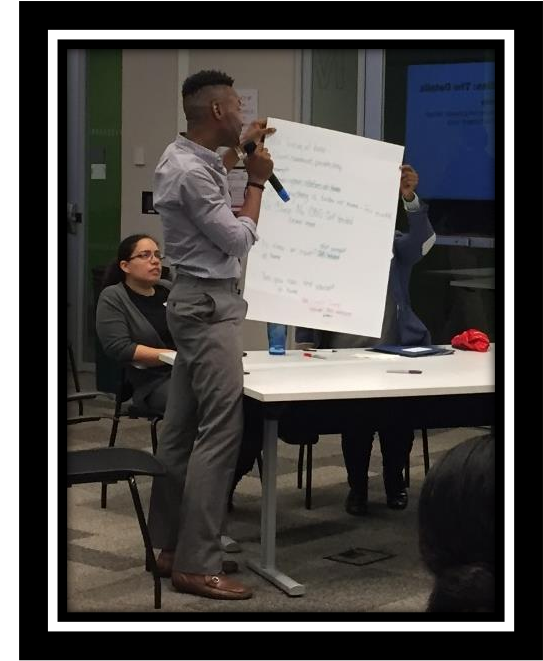
The proportion of participants who **liked the HIVST** because*



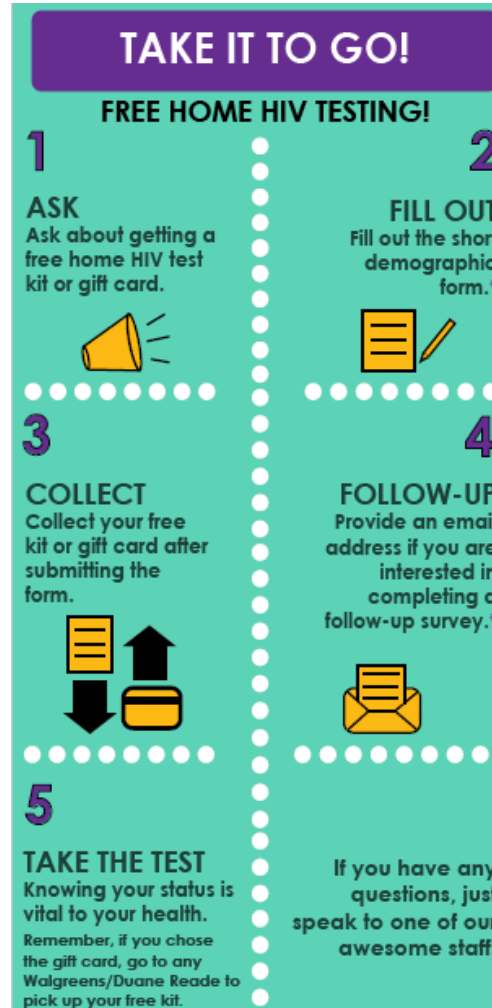
*Answer options included "check all that apply"

Conclusion and Lessons Learned

- The CHTG reached a majority of the intended populations, especially the harder-to-reach and never-tested
- Supporting agencies through each step of the process was key
 - Developing materials for both staff and participants
- Close collaboration with CBO partners has been integral to interpreting the successes and challenges of the CHTG
 - CBO partners identified the required online components posed significant barriers to scale-up and suggested significant revisions



Phase 2 – Launched in August 2018



Acknowledgements

Health Department Team

- Maria Ma
- Amanda Wahnich
- Alyson Clarke
- Lena Saleh
- Julie Myers

Orasure Team

CHTG Participants!

CHTG Partners:

- Black Veterans for Social Justice, Inc.
- CAMBA, Inc.
- Destination Tomorrow
- Health People
- La Nueva Esperanza, Inc.
- Living Positive, Inc.
- New York Council on Adoptable Children
- New York Transgender Advocacy Group
- The Osborne Association, Inc.
- Princess Janae Place
- Translatinx Network
- United Community Centers, Inc.

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Thank you!

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