

Results and experiences
from the UK's largest free
HIV self-testing service

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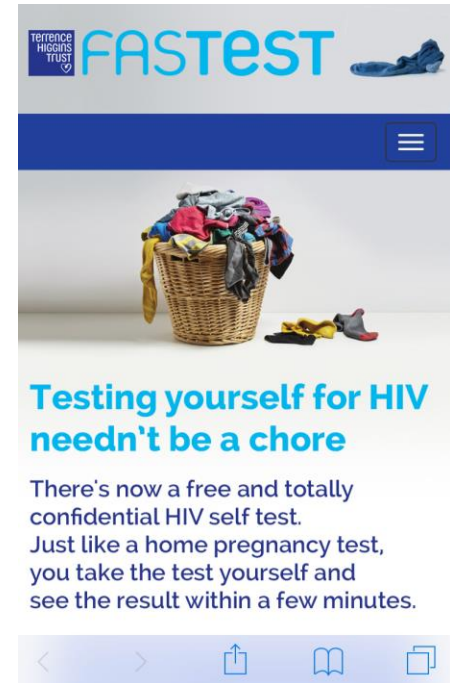


Background

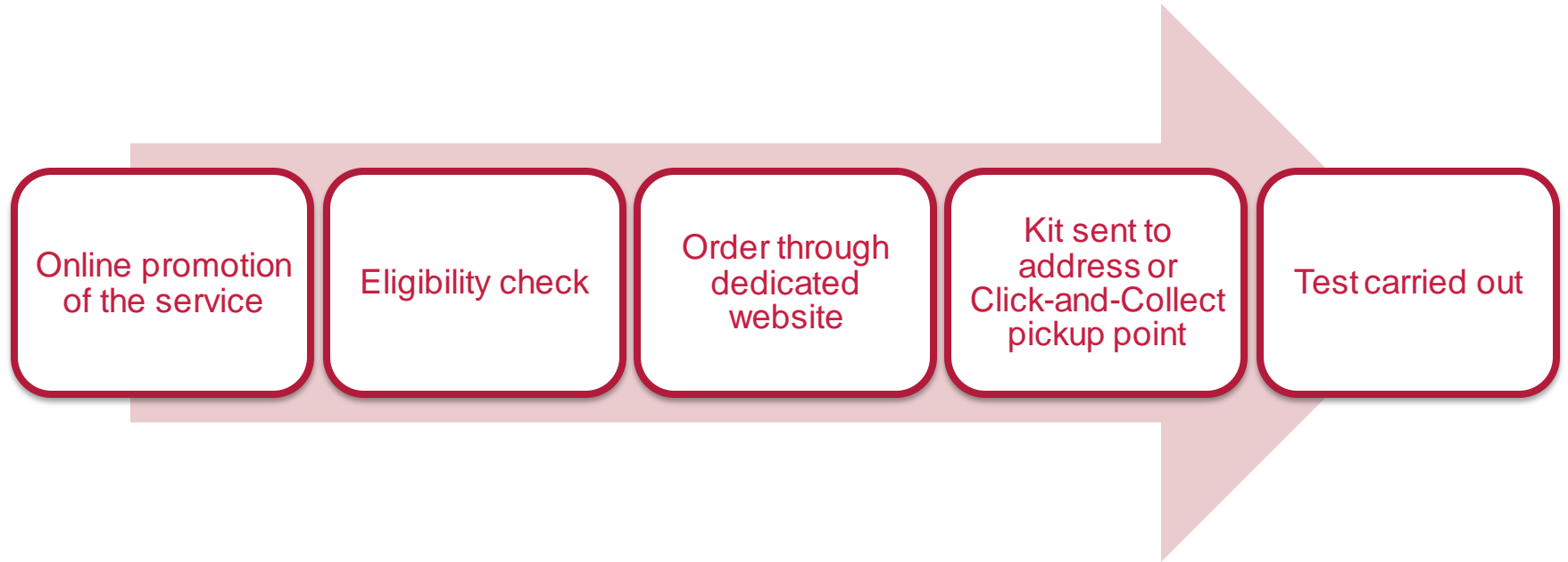
- Self-testing kits for HIV on sale since 2015.
- Terrence Higgins Trust pilots in 2016 and 2017.
- SELPHI study running from 2017 to 2020.
- In 2018, a legacy left to Terrence Higgins Trust funded a larger-scale rollout.
- Trial of Click-and-Collect option for black African people funded by Public Health England.

Dedicated website

- Mobile-optimised website for ordering and reporting results.
- Data stored in separate secure server.
- Marketing campaign develop with audience focus groups.
- Service available to men who have sex with men (MSM), black African people, trans people and others at higher risk



How it worked: ordering



How it worked: results

Result reminder
SMS sent 7
days after order

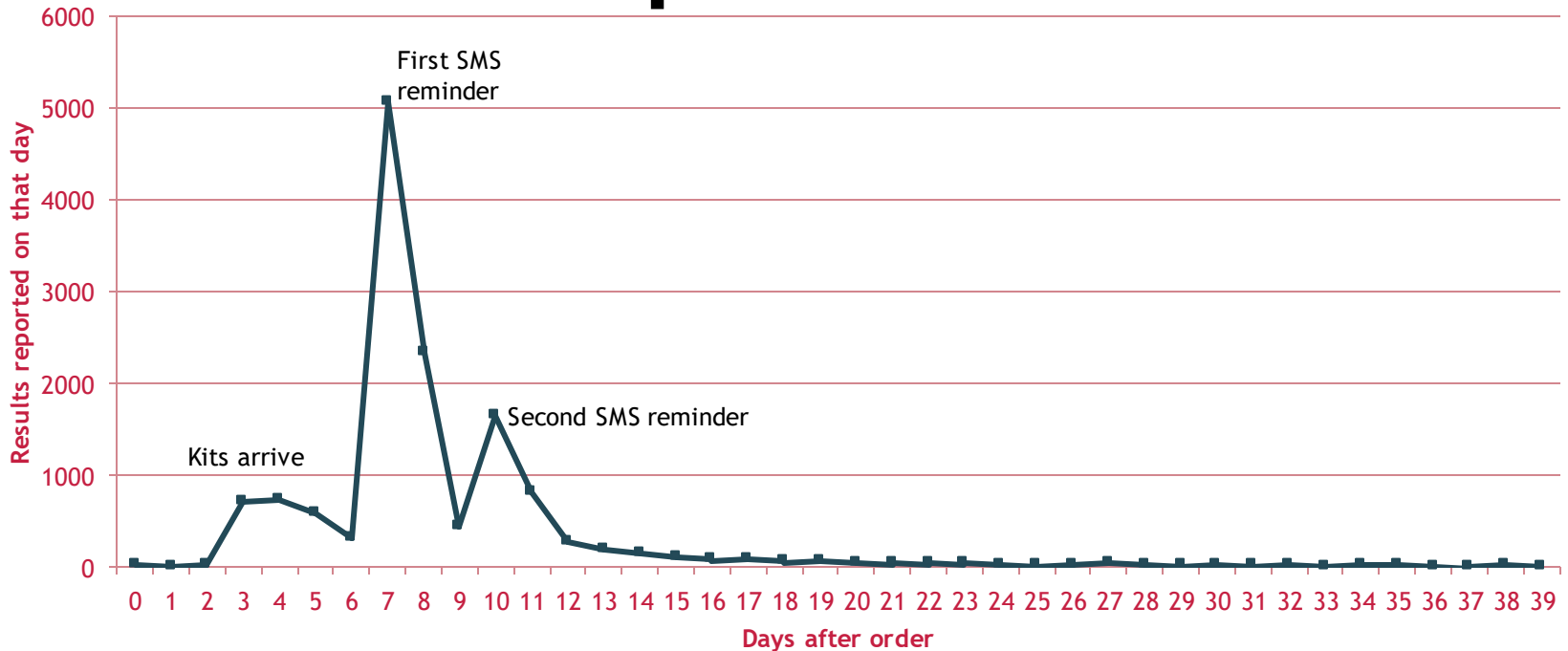
Additional SMS
reminder 10
days after order
if needed

Result reported
through website

Follow-up
information
provided
immediately

THT Direct
helpline call for
reactive results

Results reported over time



Key results

- Over 24,000 kits ordered
 - 75% MSM; 16% black African
- 25% had never tested;
37% hadn't for > a year
- 60% of users reported results
 - Return rate for PHE self sampling
Nov 2017 to Oct 2018: 60%
- 0.61% of reported results reactive



Key results

- 10% used Click-and-Collect
 - 18% for black African men
 - Higher take-up for BAME MSM
- 98% of those surveyed would use service again
- Over 40% of reactive results from orders generated by targeted marketing

Summary

- Strong demand and acceptability for HIV self-testing from target audiences
- With suitable reminders, result reporting can be on a par with return rates for self-sampling
- Click-and-Collect was a valuable addition to the service, especially for BAME men

Recommendations

- Click-and-Collect should be considered for other services based on postal fulfilment, including self-sampling and free condoms
- Research into those who don't report their results and their reactivity rates.

Questions

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Current version of service:

test.tht.org.uk