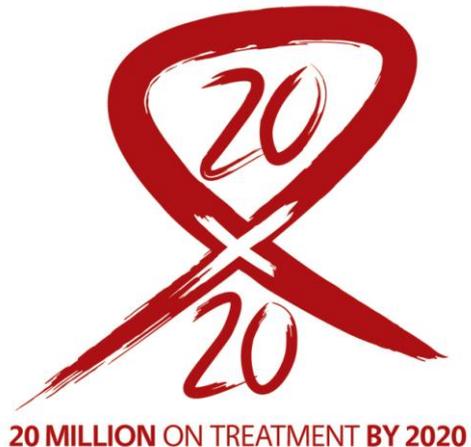
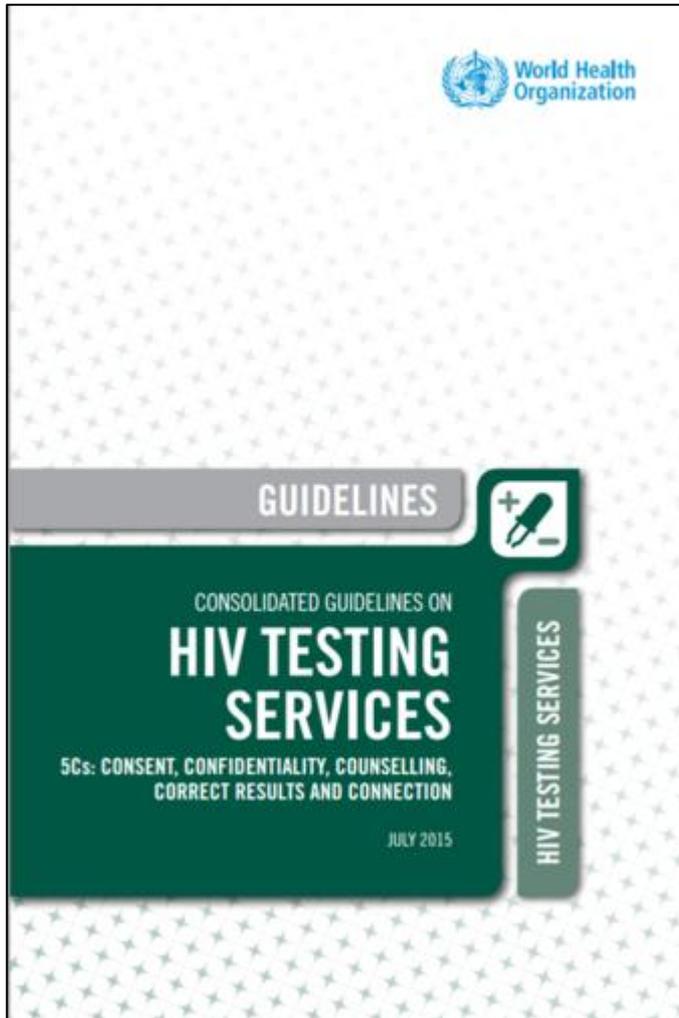


**Implementation & Marketing
of HIV testing services:
A global perspective on how to optimize
TasP & bring HIV under control**



The Challenge

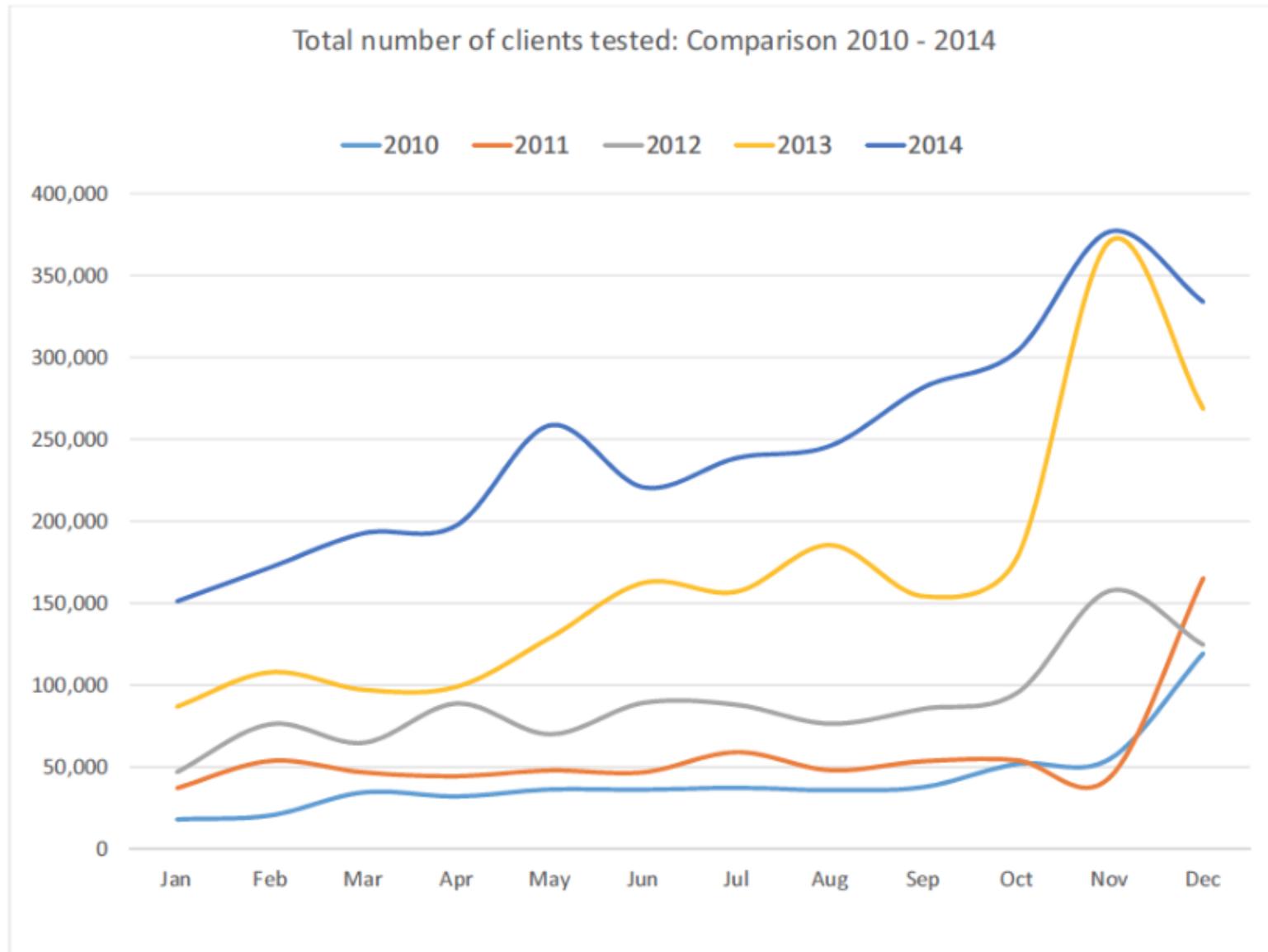


- More than half of all PLWH don't know that they are positive
- 90-90-90 is not possible without a major testing scale up
- New WHO testing guidelines must now be implemented
- The old VCT model is slow to be abandoned
- Old testing modalities are slow and not convenient

What is our contribution to testing scale-up?

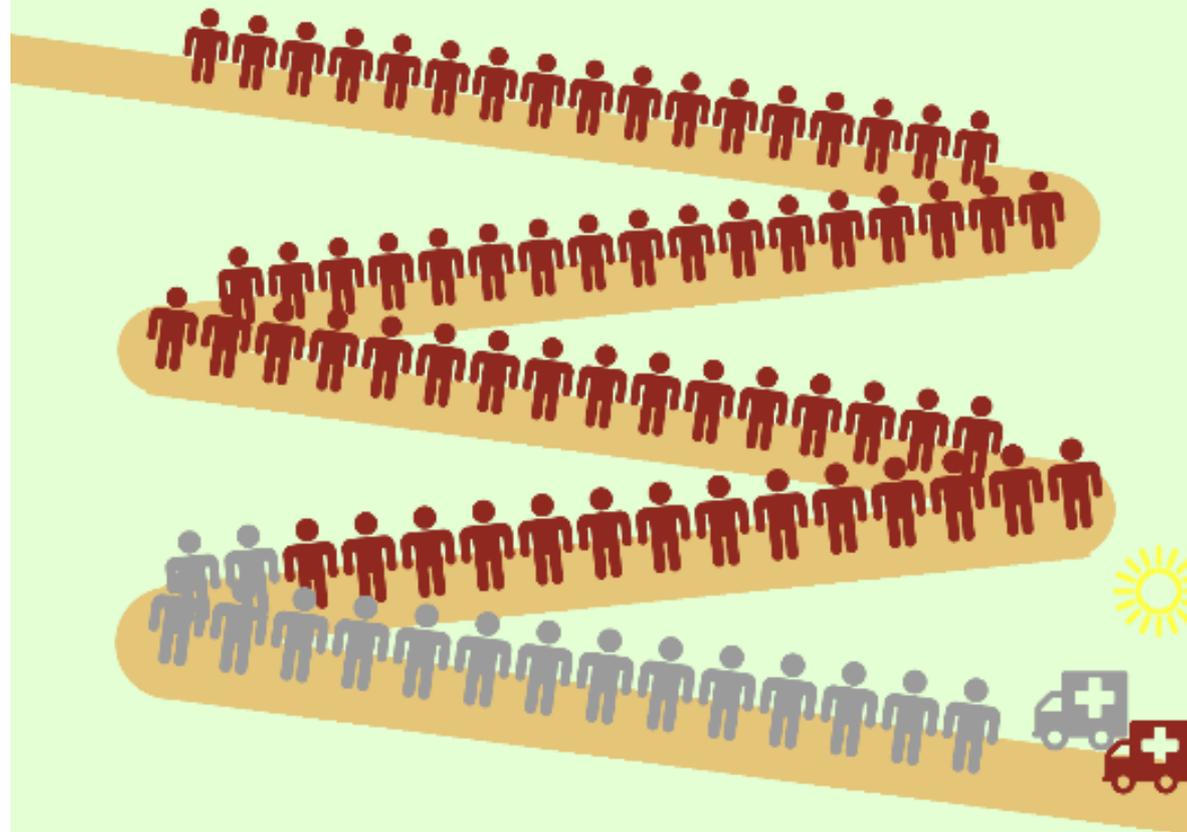
- AHF is on track to test **10 million** clients by the end of 2015, cumulatively since 2010
- Average program sero-positivity - 3.5% across 35 countries (concentrated & generalized epidemics)
- We use efficient rapid testing technologies and targeted social marketing to reach high risk populations

AHF Rapid Testing Program



The INSTI Impact: Mobile Testing

One 8 hour day with INSTI versus a 20 minute test



One day with oral fluid test = 16 people tested
Average session length = 25-30 minutes
Not all people tested return for result



One day with INSTI = 80 people tested
Average session length = 6 minutes
Loss to Follow Up = 0
everyone gets their result!

test

Marketing & Mobilization

- Efficient, cost-effective testing is not enough – there is a need for creative marketing of HIV services
- We create demand for testing services through:
 - * Community testing events
 - * Billboards and other media
 - * Mobile testing units
- These elements are tailored to fit specific risk groups

Testing Events



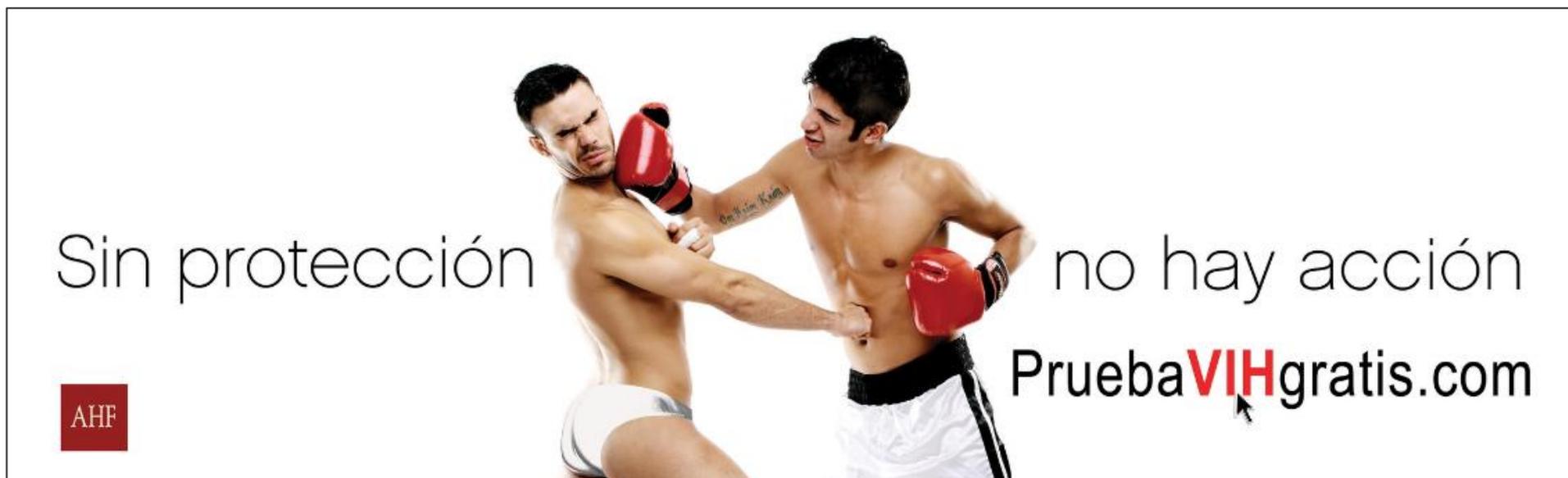
AHF Haiti – HIV testing event

Testing Events



AHF, Brooklyn, NY– HIV testing event

Billboards



A billboard advertisement featuring two shirtless men in boxing gear (red gloves, white trunks) sparring. The man on the left is being hit on the shoulder by the man on the right. The text 'Sin protección' is on the left, 'no hay acción' is on the right, and 'Prueba **VIH** gratis.com' is at the bottom right. A mouse cursor points to the 'H' in 'VIH'. A small red square with 'AHF' is in the bottom left corner.

Sin protección

no hay acción

Prueba **VIH** gratis.com

AHF

Billboard promoting testing for **MSM** in Mexico

Billboards



Billboard promoting testing for migrant workers in Nepal

Mobile Testing Units



Video & Social Media



The video player shows a man in a dark t-shirt with "Knockout NEW YORK" on it speaking. To his right is a graphic of a boxer in red gloves punching the text "KNOCKOUT HIV" and "freeHIVtest.net". The AHF logo is in the bottom right of the graphic. The video player interface includes a progress bar at 0:03 / 0:25, play, next, and volume icons, and settings, full screen, and share icons.

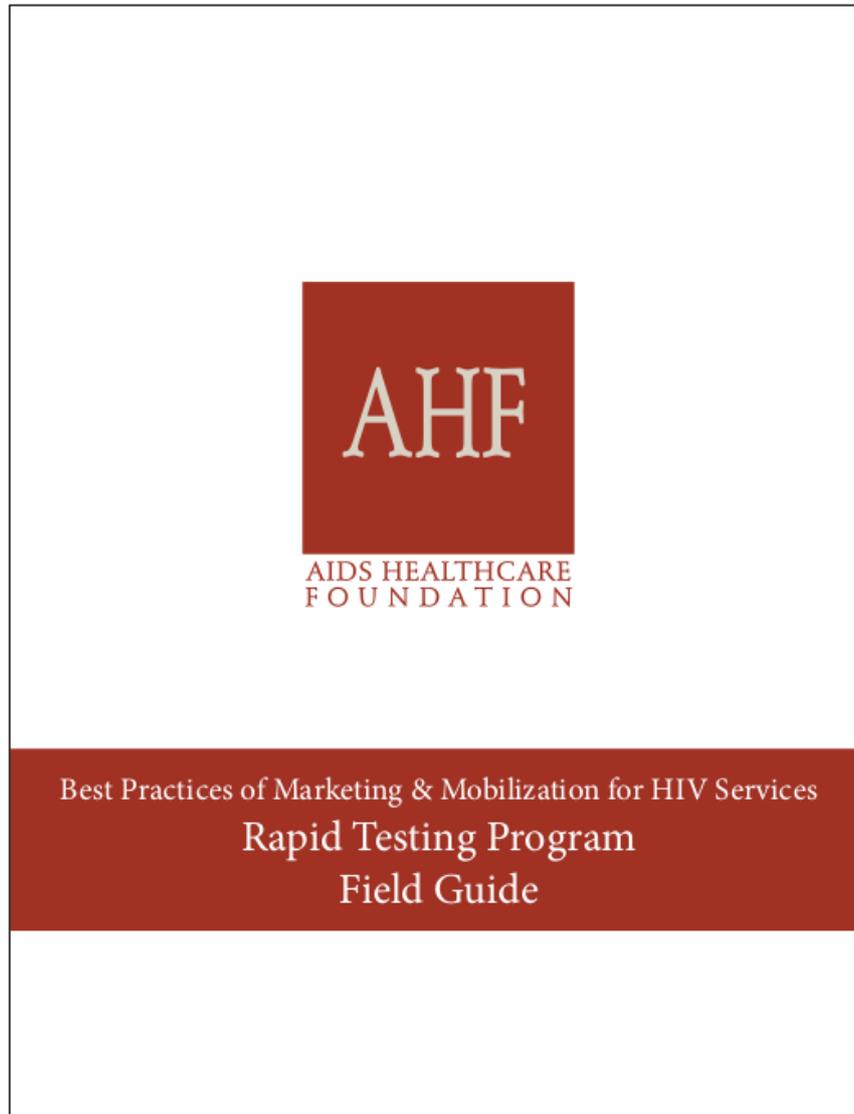
Power 105's Charlemagne for FreeHIVTest.net

 AIDS Healthcare Foundation

 [Subscribe](#) 1,971

53 views

Read more about AHF marketing



**Marketing Field Guide
available here:**

www.goo.gl/sVZqfk

Re-think Condom Marketing



Condom Marketing



World Bank



\$ **2.86** per DAY
is NOT
middle
income.

Discussion

Efficient testing models & effective marketing can help optimize TasP and bring us closer to global AIDS control.

How do we get the buy-in from the governments to implement the new testing guidelines and innovative testing modalities?

