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

Total number of clients tested: Comparison 2010 - 2014
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!

Based on NO AIDS Task Force Mobile Unit reporting
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

Sin protección no hay acción

PruebaVIHgratis.com

Billboard promoting testing for **MSM** in Mexico
Billboards

Billboard promoting testing for migrant workers in Nepal
Mobile Testing Units
Video & Social Media

Power 105’s Charlemagne for FreeHIVTest.net

AIDS Healthcare Foundation

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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?