

Reducing barriers to HIV testing among black African communities – Self testing pilot

A Public Health England HIV Innovation Fund Project
December 2017 – November 2018

George Halfin
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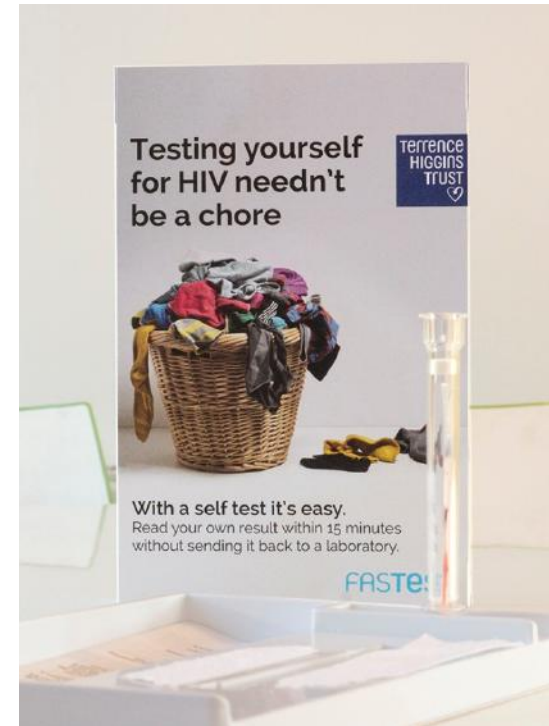
Public Health
England

Black Africans (BA) continue to be **disproportionately affected** by HIV in England:

- Despite increased online availability of self tests since 2015, Terrence Higgins Trust (THT) noted a **lower uptake** amongst BA than other groups in their pilot studies.
- In focus groups, BA stated that primary reasons for this are **privacy and confidentiality**, prompting a reluctance to receive kits in **shared accommodation**.

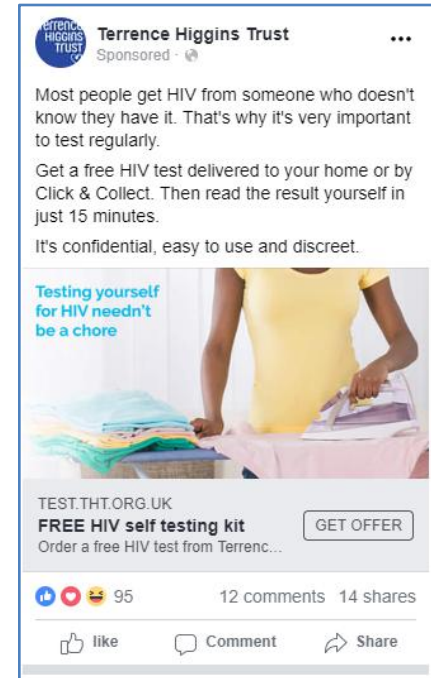
The offer

- 20,000 free HIV self test kits to most at risk communities **including 3,000 ring-fenced for BA**, from May - December 2018.
- Option for delivery to any address or via Click and Collect to **4,000+ collection points**.
- While Click and Collect available to all, **enhanced promotion was aimed at BA**.



The campaign

- A campaign was developed in consultation with BA via a focus group and online surveys to **ensure the messaging and creative resonated** with the target audience.
- Digital advertising was used to promote the service to BA aged 18+, with **enhanced targeting to those aged 35+** due to high levels of diagnoses amongst this age group.



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Most people get HIV from someone who doesn't know they have it. That's why it's very important to test regularly.

Get a free HIV test delivered to your home or by Click & Collect. Then read the result yourself in just 15 minutes.

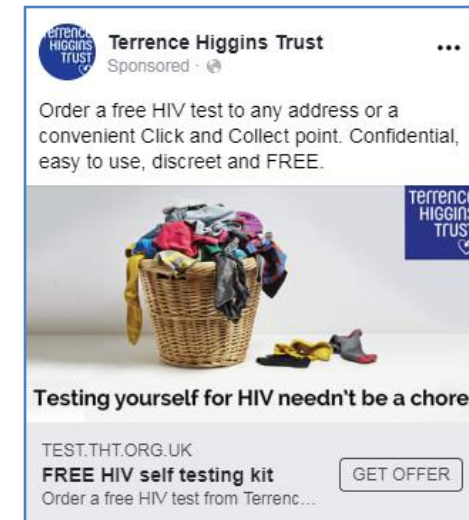
It's confidential, easy to use and discreet.

Testing yourself for HIV needn't be a chore

TEST.THT.ORG.UK
FREE HIV self testing kit GET OFFER
Order a free HIV test from Terrenc...

👍❤️😄 95 12 comments 14 shares

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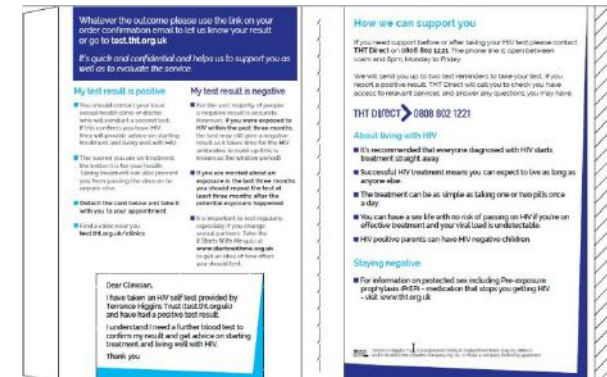
Terrence Higgins Trust Sponsored · 🌐

Order a free HIV test to any address or a convenient Click and Collect point. Confidential, easy to use, discreet and FREE.

Testing yourself for HIV needn't be a chore

TEST.THT.ORG.UK
FREE HIV self testing kit GET OFFER
Order a free HIV test from Terrenc...

The service



Results

3,291 ordered by BA (1,550 men and 1,741 women).

14% of BA orders were via Click and Collect compared to 10% overall.

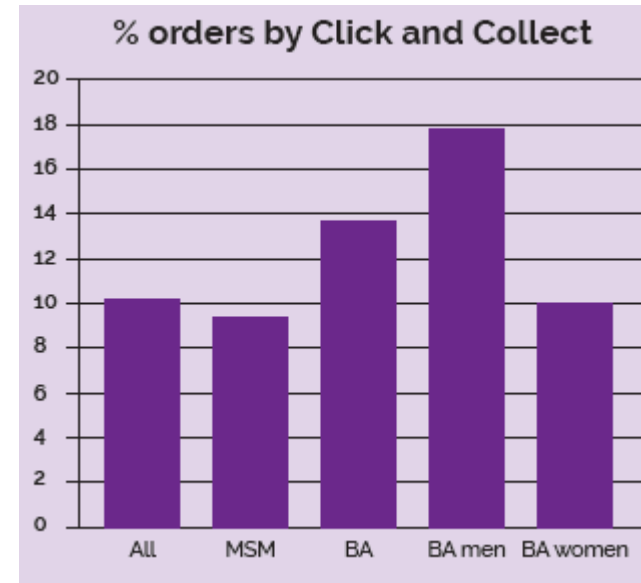
50% of BA reported results, compared to 61% overall.

11 BA reported reactive results, one of these used Click and Collect. The reactivity rate for BA who reported results was 0.7%.

Demographics of Click and Collect

- **18% of BA men** and **10% of BA women** ordered via Click and Collect.
- BA men aged 35-49 (19%) followed by men aged 50-64 (18%) were more likely to use Click and Collect.
- On a relatively small sample of 54 orders, 17% of BA women aged 50-64 used Click and Collect.

There were also **notably higher** Click and Collect rates for **MSM from Pakistani** backgrounds (29%), **Indian** backgrounds (24%) and **Chinese backgrounds** (19%).



Why people chose Click and Collect

From the 78 BA that responded to our user satisfaction survey, 10 had used Click and Collect:

- Over 48% of Click and Collect users stated primary reasons for choosing it were **not wanting anyone they lived with accidentally opening package, or finding out they were taking an HIV test.**
- **50% of BA Click and Collect users** chose the self test **due to confidentiality** – compared to 34% of all other Click and Collect users, for whom it was not a top reason.
- For non-Click and Collect users, **a higher proportion of BA** reported that they would have chosen it had they known about it (**55% compared to 21% in all other groups**).

Conclusions

Results confirm that Click and Collect may **address privacy and confidentiality issues among BA** for whom this is a primary issue.

Compared to other groups, the **proportion of BA men using Click and Collect was higher** (especially within the 35-64 age group).

Click and Collect can **help lower the barriers to testing** for this key group particularly affected by late diagnosis, as well as potentially widening access for MSM from other minority ethnic groups.

The **higher cost per acquisition** for BA is a good indicator that there is a **need to invest more** to get the results required.

This suggests that **Click and Collect should be considered** by other postal interventions **where sensitivity around privacy may be an issue**.

More **research needs to be done into self reporting** to more accurately estimate unreported results based on reported results.

Thank you

george.halfin@tht.org.uk