

New York City Home Test Giveaway



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Innovations in HIV Self Testing
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HIV and Testing in NYC

- NYC had one of the largest HIV epidemics in the US with:
 - ▣ 2,718 new HIV diagnoses in 2014
 - ▣ More than 119,000 people living with HIV/AIDS
- High burden among men who have sex with men (MSM)
 - ▣ In 2014, 59% of new dx overall and 74% of new dx among men
 - ▣ No significant decrease in new dx among MSM between 2001 and 2014
- HIV testing rates in NYC are high, but still room for improvement
 - ▣ 64% of adult New Yorkers reported ever testing for HIV¹
 - ▣ Among surveyed sexually active NYC MSM aged 18-40, 84% reported HIV test in past year²

¹NYC Department of Health and Mental Hygiene (DOHMH). Community Health Survey, **2014**, ²NYC DOHMH Sexual Health Survey, Spring **2015**

HIV Home Test

- US FDA approved in July 2012
- Over-the-counter, rapid HIV self-test for personal use
- May help address barriers to testing, including concerns about privacy, stigma and inconvenience of testing in a clinic
- Potential barriers to home testing:
 - Price: ~\$40 dollars
 - Availability: sold at approximately 1 in 4 NYC pharmacies¹



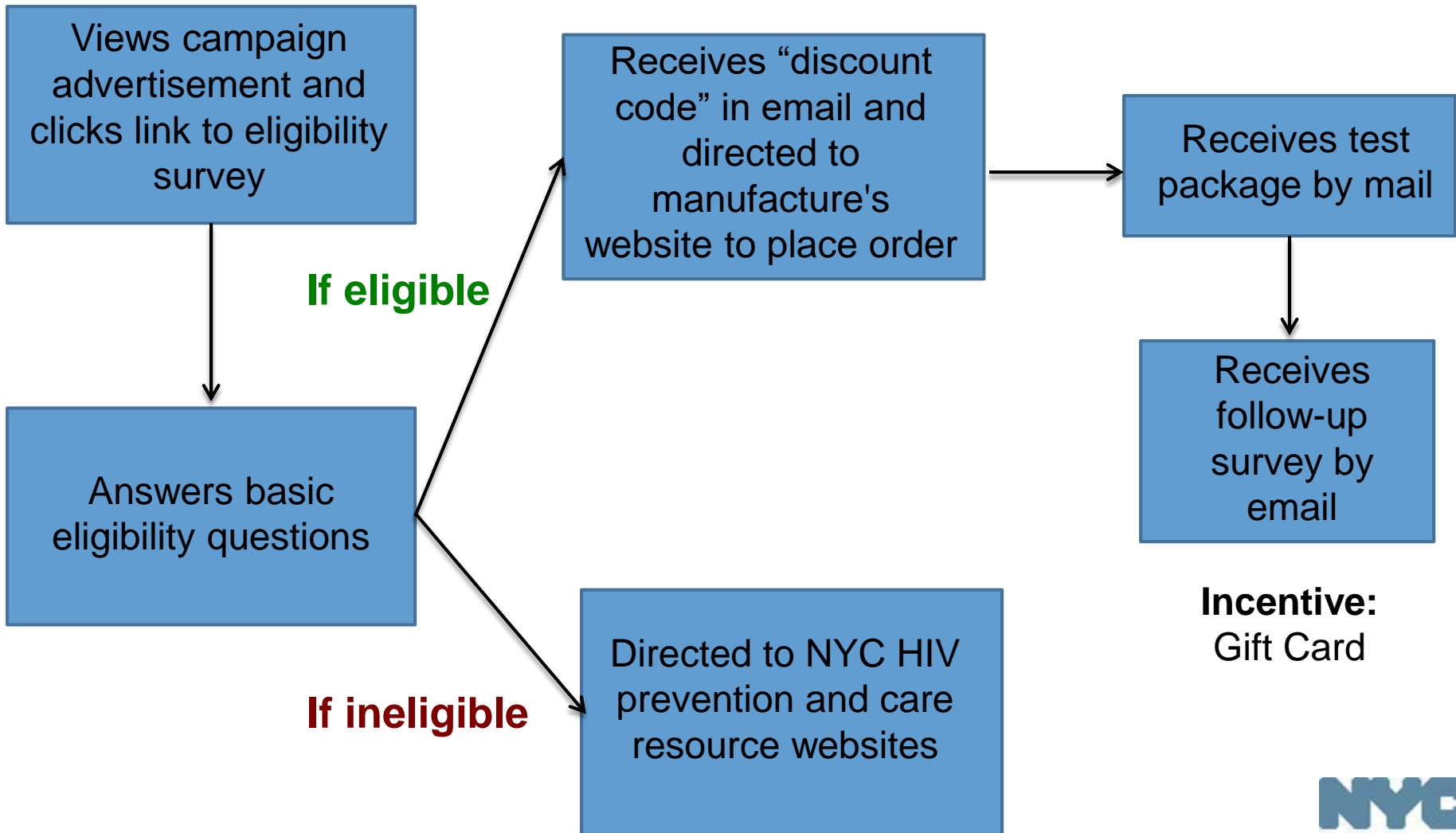
¹Myers et al. CROI 2014 Abstract 970

Home Test Giveaway Pilot

- Approach: Distribution of 2,000 new HIV in-home test kits at no charge by mail, bypassing pharmacy and pharmacist interaction
- Promotion: MSM dating app and websites
- Eligibility (online survey): Sexually active men and transgender individuals who have sex with men in NYC (by ZIP), age 18 and older, HIV-negative
- Timeline: Launched November 10, 2015!

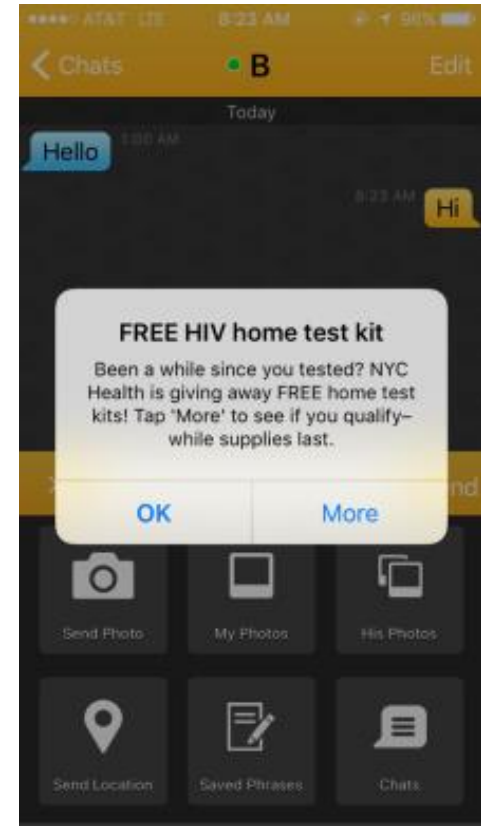
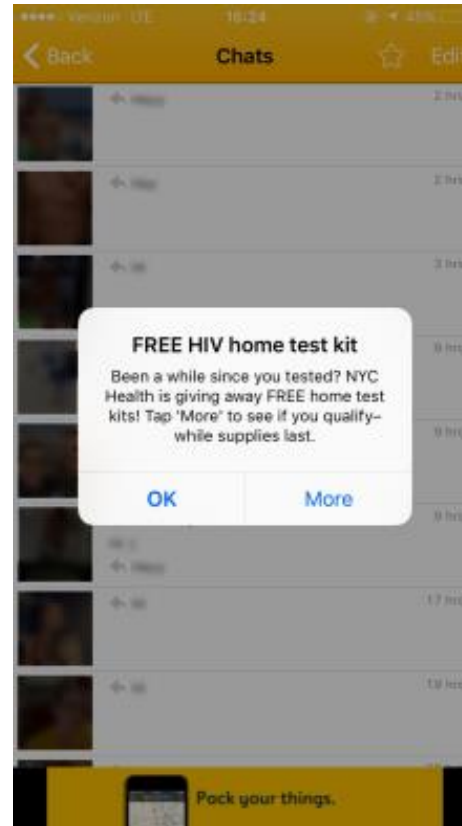
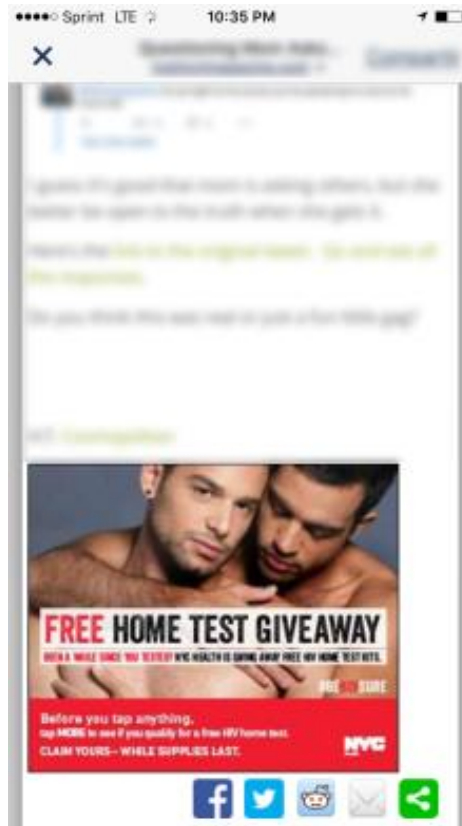


Pilot Flowchart



Incentive:
Gift Card

Recruitment



The Package

The Kit



Testing Insert



The OraQuick® In-Home HIV Test

- The OraQuick® In-Home HIV Test kit lets you check your HIV status quickly and privately.
- The test checks your oral fluid for antibodies to HIV.

Recommendations from the New York City Health Department

- Go to a clinic, doctor's office or hospital instead of using this test:
- If you might have been infected with HIV recently. It takes up to three months before the OraQuick® In-Home HIV Test can detect HIV.
- If you had a fever, swollen glands or a rash in the past three months – this could be a sign of a new HIV infection.

BE SAFE, BE SURE, AND GET TESTED FREQUENTLY

#BEHWSURE

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... 30 minutes to take the test. ... on in the kit for accurate results. ... on about the test or how to read your result, representative at 844-669-2364 (toll-free, available 7 watch the how-to video at OraQuick.com.

It is [NEGATIVE]

... antibodies to HIV in your oral fluid. ... been exposed to HIV in the past three months, ... hospital and ask for a recent or "acute" HIV ...

It is [POSITIVE]

... at a clinic or doctor's office to confirm your ... ing location in New York City, call 311 or text* ...

... result is confirmed, see a doctor and start ... ons right away to control the virus, stay healthy and reduce your chance of passing HIV to others.

- You can get HIV care even if you don't have insurance and regardless of your immigration status. To find a provider, call 311 or text* CARE to 877877.

*Message and data rates may apply. Text STOP to quit. HELP for more information. For Terms of Use and Privacy Policy, visit nyc.gov/health.



More information about HIV

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PrEP and PEP



PrEP

Daily PrEP to prevent HIV

If you are HIV-negative and concerned about exposure to HIV, ask your doctor if PrEP (Pre-exposure Prophylaxis) may be right for you.

PrEP is a daily pill that can protect you from HIV as long as you take it every day.

Condoms provide additional protection against HIV, most sexually transmitted infections and unintended pregnancy.

PEP

Emergency PEP to prevent HIV

If you are HIV-negative and think you were exposed to HIV, immediately go to a clinic or emergency room and ask for PEP (Post-exposure Prophylaxis).

PEP is an emergency medicine you take right after you are exposed to HIV.

PEP can stop HIV if started within 36 hours of exposure. You continue taking PEP for 28 days.

Many insurance plans, including Medicaid, cover PEP. Assistance may be available if you are uninsured.

Call 311 or visit nyc.gov and search "HIV PrEP and PEP" for more information.



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Preliminary Process Data

- Pilot recruitment concluded within 23 days
- 25,274 hits to eligibility survey
- 2,493 eligible participants
- 1,763 codes redeemed/kits sent
 - ▣ Redemption rate: 71% (n/N=1,763/2,493)
- 1,194 completed follow-up survey
 - ▣ Response rate: 49% (n/N= 1,194/2,493)

Lessons Learned

- Cast a wide net when conducting formative research
 - ▣ Included home test programs and past giveaways by NYC Health Dept.
- Engage community at multiple stages
 - ▣ Initial planning, material development, beta testing surveys, sharing initial results



Lessons Learned

- Automate as much of the process as possible
 - ▣ Emailing of instructions with unique codes, reminders, and follow-up survey recruitment; collaboration with Orasure website for delivery
- Be aware of private information needed for emailing, shipment and follow-up communications
 - ▣ Used survey tool that does not store data in the cloud (Feedback Server)
- Consider keeping a low profile
 - ▣ Did not publicize widely to avoid recruiting only those “in the know”



Next Steps

- Repeat the pilot activities semi-annually
 - ▣ First repeat launched in June 2016
- Pilot in-person recruitment in partnership with CBOs
 - ▣ Community HTG, launching September 2016



Thank You

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- **Participants!**

