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 HIV\(^1\)
  - Among surveyed sexually active NYC MSM aged 18-40, 84% reported HIV test in past year\(^2\)

\(^1\)NYC Department of Health and Mental Hygiene (DOHMH). Community Health Survey, 2014, \(^2\)NYC 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 pharmacies

\(^1\)Myers 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

Views campaign advertisement and clicks link to eligibility survey

Answers basic eligibility questions

Receives “discount code” in email and directed to manufacture's website to place order

Receives test package by mail

Receives follow-up survey by email

Incentive: Gift Card

Directed to NYC HIV prevention and care resource websites

If eligible

If ineligible
Recruitment
The Package

The Kit

Testing Insert

PrEP and PEP
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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