AIDS 2020

EXHIBITION

Towards Sustainability and Scalability of HIV Self-Testing

COVID-19 and HIVST: Zoom into HIVST online distribution models, experiences from Vietnam & South Africa

Moderator   Heather Ingold, Unitaid

Presenters   Celeste Madondo, SFH South Africa,
             Hong Anh Doan, USAID/PATH & Tham Tran, USAID/PATH
COVID-19 and HIVST: Zoom into HIVST online distribution models, experiences from South Africa
AIDS 2020
THE NEXT FUTURE: POWER IN MY HANDS
Zoom into HIVST online distribution models, experiences from South Africa

CELESTE MADONDO
HIV Self-Testing Program Manager, Society for Family Health, South Africa
South Africa has an estimated population of 55 million

Current data shows that an estimated 90% PLHIV know their status

Highest proportion of never tested population is among adult males

Adolescent girls and young women show three times higher risk of acquiring HIV

Key populations (men who have sex with men (MSM) and transgendered (TG) people remain disproportionally affected with HIV

HIVST provide an alternative and discreet opportunity to augment HTS and accelerate screening of first-time testers, especially males, young women at high risk and KPs
Conducted consumer workshop wherein FGD with KPs

Designed creative for digital marketing

Define google analytics indicators to be tracked

Conduct market research on digital platforms

Update content on self-testing website

Digital marketing and distribution commence
DIGITAL MARKETING APPROACH

• Initially (Oct 2019) targeted key populations (men who have sex with men (MSM) and transgendered (TG) people)
• At the end of March (SA Lockdown), included older men (30-49) and young women (18-25)

“CALL TO ACTION ‘#OrderNow #StayHome’"
ORDERING APPROACH

- Clients are directed from the relevant social media platform to the https://www.hivselfscreening.co.za/
- Interested clients register on the online platform and provide key information
- Test kit (oral/blood) is delivered within three working days
- Clients use Facebook page to confirm receipt or request further support
**DIGITAL RESULTS: 1 OCT 2019 – 30 JUNE 2020**

Dashboard built in google data studio – live dashboard, thus pull through live data from e-commerce or [www.hivselfscreening.co.za](http://www.hivselfscreening.co.za) website

<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Users</td>
<td>9,320</td>
</tr>
<tr>
<td>↑ 4,402.4%</td>
<td>↑ 135.1%</td>
</tr>
<tr>
<td>Sessions</td>
<td>11,355</td>
</tr>
<tr>
<td>↑ 3,239.7%</td>
<td>↑ 129.5%</td>
</tr>
<tr>
<td>Pageviews</td>
<td>21,422</td>
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<tr>
<td>↑ 2,210.9%</td>
<td>↑ 118.2%</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>73.7%</td>
</tr>
<tr>
<td>↑ 28.5%</td>
<td>↑ -5.8%</td>
</tr>
</tbody>
</table>

- **Users**: Number of unique users that visit site from any of the digital marketing platforms
- **Sessions**: The amount of times someone has logged into the site (not unique)
- **Pageview**: Number of pages viewed within a session
- **Bounce rate**: The number of times someone would land on a page and exit the site directly
  - *the lower the bounce rate the better*
RESULTS: CHANNELS DRIVING ENGAGEMENT (1 OCT 19 – 30 JUNE 20)

- **Paid search**: refers to google ads
- **Direct**: going directly to website
- **Other**: where specific tags are set eg: Gay SA Radio
- **Organic**: search for specific words eg: self-test kit
- **Referral**: Media24 will show as a referral

**Click Through Rate (CTR) and Conversions**

- **CTR** is the % of impressions vs. actual clicks
  - *See an advert and you click on it = CTR*
  - Once you click through and order that is a **Conversion**
- In South Africa, the conversion rate is 2%
  - Globally conversion rate = 0.09%
- High conversion rate given that HIVST kit is free
- Conversion rate from **4.4%** in October 2019 to **17.2%** in June 2020
RESULTS: IDEAL TIME TO TARGET USERS

• We can see on which days we had the most orders
  • Allowing us to view corresponding advert
• 94% of clients prefer using their mobile device
  • Desktop increased due to lockdown
• Ideal time to post adverts is between 2pm and 10pm
RESULTS: ORDER COMPLETIONS 1 OCT 19 – 30 JUNE 20

Online HIVST kit Distribution by sex, age and % of first time testers, Oct 19-Jun 20 (N=5 192)

- 68% of kits were delivered to clients 20-29 years old
- The percentage of male first-time testers are high across all age groups

Online Distribution by HIVST kit type and age category Oct 19-Jun 20 (N=5 192)

- > 70% of clients prefer Insti (blood) test, of which 52% ordered by males
- 68% of Insti orders were among clients 20-29 years old
LESSONS LEARNED

• Best results are seen when an uninterrupted campaign for at least 3-months
• Facebook is best performing social media platform, but not for young women
• Keep campaign visual fresh to reduce advert fatigue online
  • *Remarketing* – once someone has seen a page, we can remarket them back into the platform
• Ensure select relevant targeting social media platforms, by using localized content
  • *No global icons* best to use local and that resonate with the relevant target audience
• Provides an opportunity to target clients who either never tested or tested more than 12-months ago
LESSONS LEARNED

• People have certain behaviors online, and is highlighted with KP niche audience
• Confidentiality is key and need to ensure people feel secure and personal details are protected
• Set up analytic indicators
• Ensure design platform compatible to mobile device (>94% client use mobile)
• When planning online distribution models, focus on Insti kits
ACKNOWLEDGMENTS

- Unitaid
- National Department of Health, South Africa
- Live Moya, South Africa
- Digital Health, South Africa
The #Stayhome #Selftest campaign. Rapid pivot of HIV testing services to enable continuity of care in Hanoi during the COVID-19 lock-down

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Background: HIVST in Vietnam

2015 Assessed preferences and willingness to pay

2016 Launched oral and blood-based HIVST

2017/8 National HIVST guidelines, product performance assessments, demand creation

2019 Registration of HIVST products

2020 Evolution of models: online, secondary distribution, pharmacy, social-enterprise
Generating awareness and demand
HIVST reach before and during COVID-19

- Online risk assessment and HIV service booking app
- Online peer influencers (OPI), opinion leaders and KP CBO staff
- Hook-up app advertisements and OPI postings
- HIV and COVID-19 hotline
- HIV services chatbot
Protect your privacy, self-test for HIV!
HIVST cascade: April 2016 to May 2020

- # tested: 13,379
- # reactive: 713 (5.3%)
- # positive: 635 (89.1%)
- # enrolled in ART: 597 (94.0%)
• COVID-19 HIVST adaptations:
  • “#Stayhome #Selftest" campaign
"#Stayhome #Selftest" campaign: online platform and delivery approaches to ensure continued access

- **Step 1:** Online reach & risk assessment
  - View HIVST advertisement
  - Complete online risk assessment
  - Self-identify HIV testing needs

- **Step 2:** Online test order
  - Select/fill out online HIVST delivery order (mail, grab, self-pick up)

- **Step 3:** HIVST kit delivery
  - HIVST kits delivered to clients within 48h
  - Client confirms receipt through Zalo/SMS

- **Step 4:** Follow-up HIVST
  - Perform HIVST, using instructions-for-use and/or video
  - Provide feedback to distributors via telephone, Zalo, SMS within 7 days
  - If no feedback, distributor contacts client
HIVST home delivery options: Grab or post?

**Courier for short distance**

**Fast**: Deliver within one/few hours; easily check-in with clients (phone) to inform client when kit will arrive

**Convenient & reasonable cost**: Low-cost for short distance.

**Disadvantage**: High-cost with long distance (only relevant for short-distance).

**Post for long distance**

**Reasonable cost**: especially for long-distance; much cheaper for long distance compared to courrier delivery

**Disadvantage**: Longer wait time to receive the kit (around 1 day; sometimes 2)
Home delivery of HIVST kits: Grab

Packaging preparation: client address; clinic or CBO contact/ name card in the package

Packaging

Grab delivery
Home delivery of HIVST kit: Post

Packaging ——— Post delivery
• Key results
Results: Online platform used by MSM for HIVST and PrEP (April - June 16)

Online booking of HIVST and PrEP

- 322 (69%) contacted post testing thus far, no HIV reactive results – referred for PrEP services

HIVST delivery channels selected by KP

- 150 (47%) Grab
- 126 (39%) Post
- 46 (14%) Pick-up at CBO/clinic

Reported risk behaviors (e.g. condomless anal sex)
- 61%

Have never tested for HIV
- 53%

Had not heard of PrEP
- 64%

Source: HM online risk calculator allows clients to do self-screening of HIV risk online then book HIV services (April - June 16, 2020)

- [Only in Hanoi] – Order an OraQuick HIV self-test kit
- PrEP service booking
- No
COVID-19 lock-down: Significant increase in HIVST use; preference for unassisted HIVST and online ordering platform

HIVST testing model, FY20 Q1, Q2 & April, May

- **Assisted**: Q1 336, Q2 787, Q3 (April + May) 839
- **Unassisted**: Q1 268, Q2 577, Q3 (April + May) 1511
- **Total**: Q1 604, Q2 1364, Q3 (April + May) 2350

Stated preferred channel for procuring an HIVST

- **Online**: 556 (24%)
- **Directly at CBO office/events**: 451 (19%)
- **Peer network**: 1343 (57%)
Those opting for unassisted HIVST more likely to be new HIV testers (April - May, 2020, assisted vs. unassisted)
• Conclusions and next steps
Conclusions and next steps

• HIVST is an empowering self-care tool, allowing individuals to seek an HIV test based on their own assessment of risk and need.

• It also provides testing options for those who may be reluctant to go to a clinic for an HIV test due to COVID-19.

• Increasing access to HIV self-testing during and after the COVID-19 lock-down is an essential measure to ensure that those at risk of HIV, including those who have never tested for HIV before, have continued access to COVID-19 safe HIV testing.
Acknowledgements

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• Thank you!
STAR INITIATIVE AT AIDS 2020
6-10 JULY 2020
WEBINAR

HIV Self-Testing: Where Are We with Policy, HIV Self-Test Kit Regulation and Registration and Safety Monitoring

Thursday 09 July 2020
11am EST/ 5pm UTC