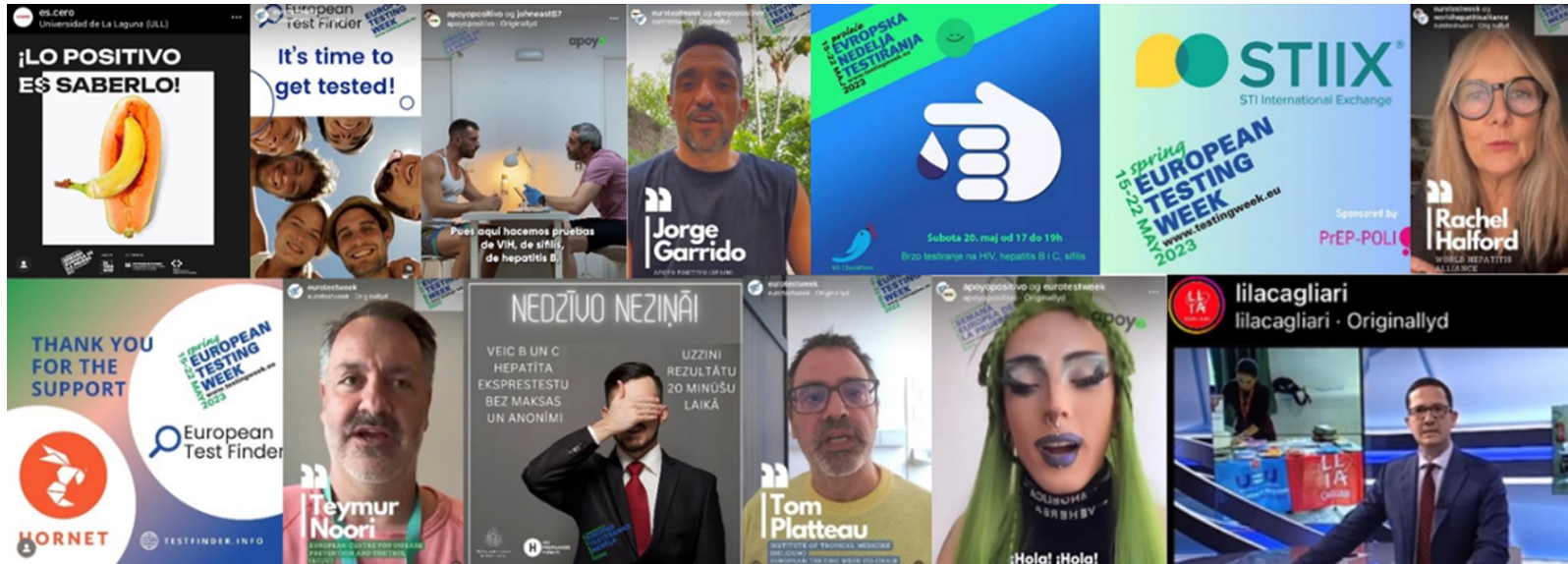


# Increasing testing for HIV and hepatitis through European Testing Week – lessons learned from 10 years of a regional awareness campaign



# Background

Launch

2013



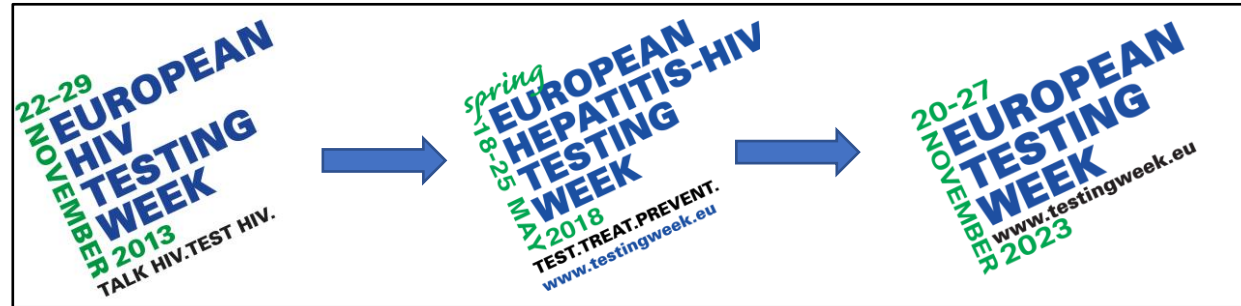
**EuroTEST**

Working together for integrated testing and earlier care

Addressing Hepatitis, HIV, STIs and TB

Objectives:

Increased testing (initially for HIV, later also viral hepatitis and STIs) through increased awareness and improved access to testing



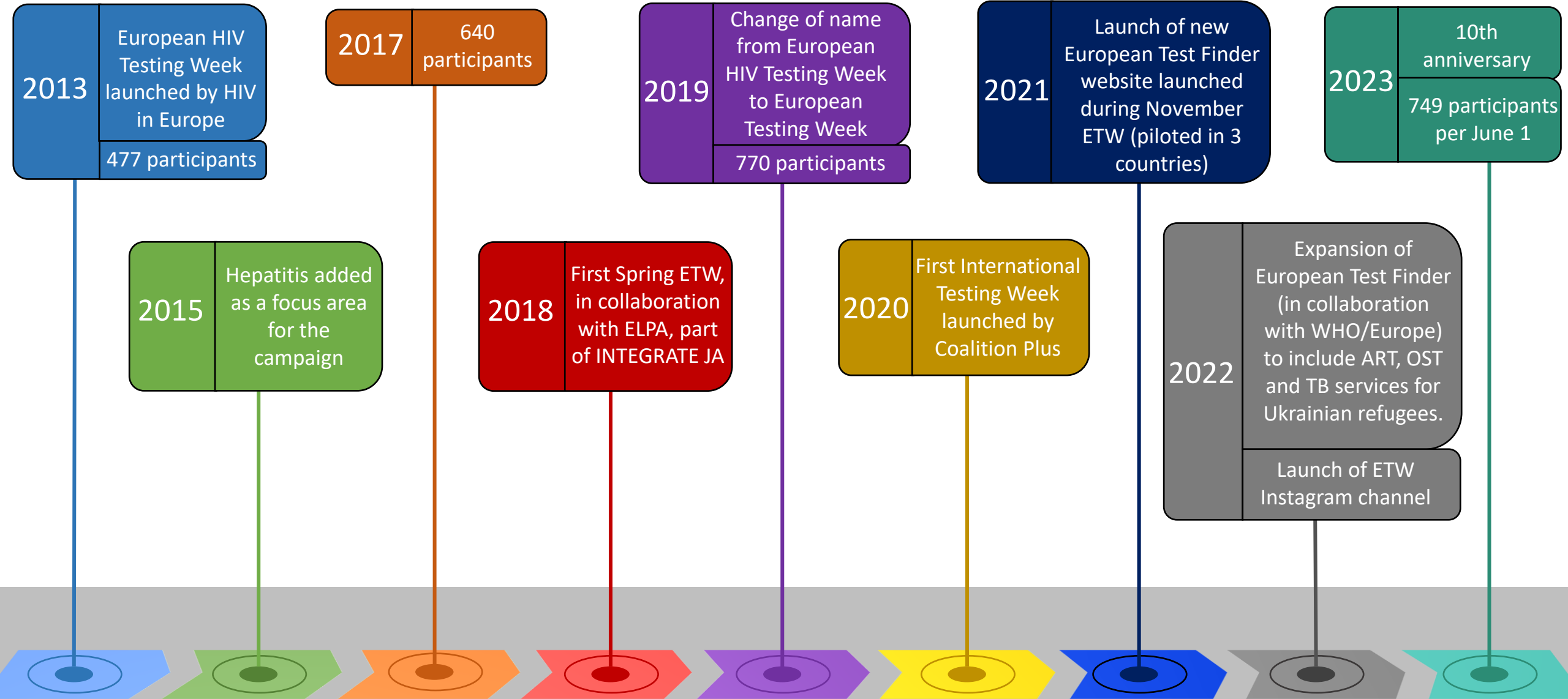
## Participating organisations/institutions

- ✓ Community organisations
- ✓ Healthcare facilities
- ✓ Policy institutions
- ✓ Educational facilities

## Types of activities

- ✓ Testing activities
- ✓ Awareness raising activities
- ✓ Advocacy activities
- ✓ Capacity building activities

# Key Highlights





# Campaign materials



EUROPEAN TESTING WEEK

20-27 NOVEMBER 2023

FIND OUT MORE & GET INVOLVED  
www.testingweek.eu

## Most people accept an HIV and hepatitis test

when suggested by their healthcare provider

TEST for HIV and viral hepatitis.  
TREAT HIV and viral hepatitis.  
PREVENT onward transmission of HIV and viral hepatitis.

Join European Testing Week!



### WHEN should an HIV and/or hepatitis test be offered?

A test should be routinely offered to individuals who:

- Identify as members of certain key populations or have risk behaviours (see opposite page for ECDC's definition of who should be offered a test).
- Have been diagnosed with (other) sexually transmitted infections.
- Present with signs and symptoms that could be related to HIV or hepatitis infection (see opposite page for a list of HIV Indicator Conditions).

### WHY should an HIV and/or hepatitis test be offered early?

- When people are diagnosed late, they are less likely to respond well to treatment and more likely to have health and/or treatment-related complications.
- Late diagnosis and delayed access to treatment are the most important factors associated with ongoing transmission of HIV and hepatitis.
- Late access to HIV or hepatitis care is more costly for the health care system.



The number of people who are diagnosed late or unaware of their HIV or hepatitis infection remains far too high in Europe. Proactively proposing a testing to the above-mentioned groups helps to reduce the stigma related to these infections and increases testing uptake.

For more information about the European Testing Week and how you can participate, visit [www.testingweek.eu](http://www.testingweek.eu)

## EUROPEAN TESTING WEEK

TEST.TREAT.PREVENT.  
[www.testingweek.eu](http://www.testingweek.eu)

### What is European Testing Week?

European Testing Week is a European campaign that encourages participants to unite for one week twice a year to increase testing efforts and promote awareness on the benefits of earlier testing for HIV, viral hepatitis and STIs.

### How can you help?

European Testing Week calls upon its network to strengthen the response to HIV, viral hepatitis and STIs, and pledge to engage in integrated testing and other related activities for European Testing Week. ETW encourages the network to recognise the importance of integration and consider developing ways, big and small, to further inform target audiences about the importance of prevention, testing and treatment for HIV, viral hepatitis and STIs.

### SIGN-UP NOW AND GET INVOLVED!

- Government bodies and officials can help raise awareness of the benefits of integrated HIV, hepatitis and STI testing
- Healthcare professionals can offer integrated HIV, hepatitis and STI tests where relevant
- Community organisations, mobilisers and community members can help to increase awareness and access to HIV, hepatitis and STI testing

Visit [www.testingweek.eu](http://www.testingweek.eu) to find out how to join the campaign and become part of European Testing Week



## European Testing Week Newsletter

• March 2023 •

### Sign up for Spring European Testing Week (15-22 May)

The next Spring #EuroTestWeek is 15-22 May 2023

# SAVE THE DATE

The Spring European Testing week will take place on 15-22 May 2023. If you plan to participate, please make sure to [sign up](#) on the website to show that you support the campaign and to see who else participates. This will also enable you to find potential partners for collaboration and coordination on ETW activities. If you need inspiration for ideas for European Testing Week activities, you can download our [toolkit #2 "Implementation handbook"](#).

[Sign-up here to join](#)



### Theme statement and key messages

#### Spring European Testing Week, 15-22 May 2023

#### Strengthening our collaborations among hepatitis/HIV/STI prevention and key population networks

For this Spring European Testing Week (ETW) 2023, let us unite networks addressing hepatitis, HIV and other STIs and key population networks of people living with or affected by those infectious diseases.

Each spring and autumn, ETW provides international organisations and networks of clinicians, researchers and community activists the opportunity to be part of a European-wide campaign, to support local, national, regional and European prevention, treatment and care initiatives. Networks and organisations can use ETW as a platform for their activities and take advantage of the benefits of ETW being a European-wide campaign, while designing and adapting activities to specific local needs.

We unite to promote the benefits of testing interventions in different settings for greater impact. When uniting our diverse networks, we advocate for integrated testing for HIV, viral hepatitis, and STIs; integrated services for testing, prevention and treatment; and integrated dialogue and decision making among healthcare practitioners, policy makers, and integrated community, for collaborations across countries and regions.

Let's get together 15-22 May to raise awareness of the continued importance of earlier testing and linkage to care!

ETW is unique in being a network of many networks which extend across different disease areas. EuroTEST Steering Committee members, ETW Working Group members and ETW participants represent a wide range of different European networks, including the CO-BATEST Network, European Sex Workers Rights Alliance (ESWA), Correlation European Harm Reduction Network (C-EHRN), European AIDS Treatment Group (EATG), European Liver Patients Alliance (ELPA), Coalition Plus, AIDS Action Europe, European AIDS Clinical Society (EACS), European Centre for Disease Prevention and Control (ECDC), and World Hepatitis Alliance.

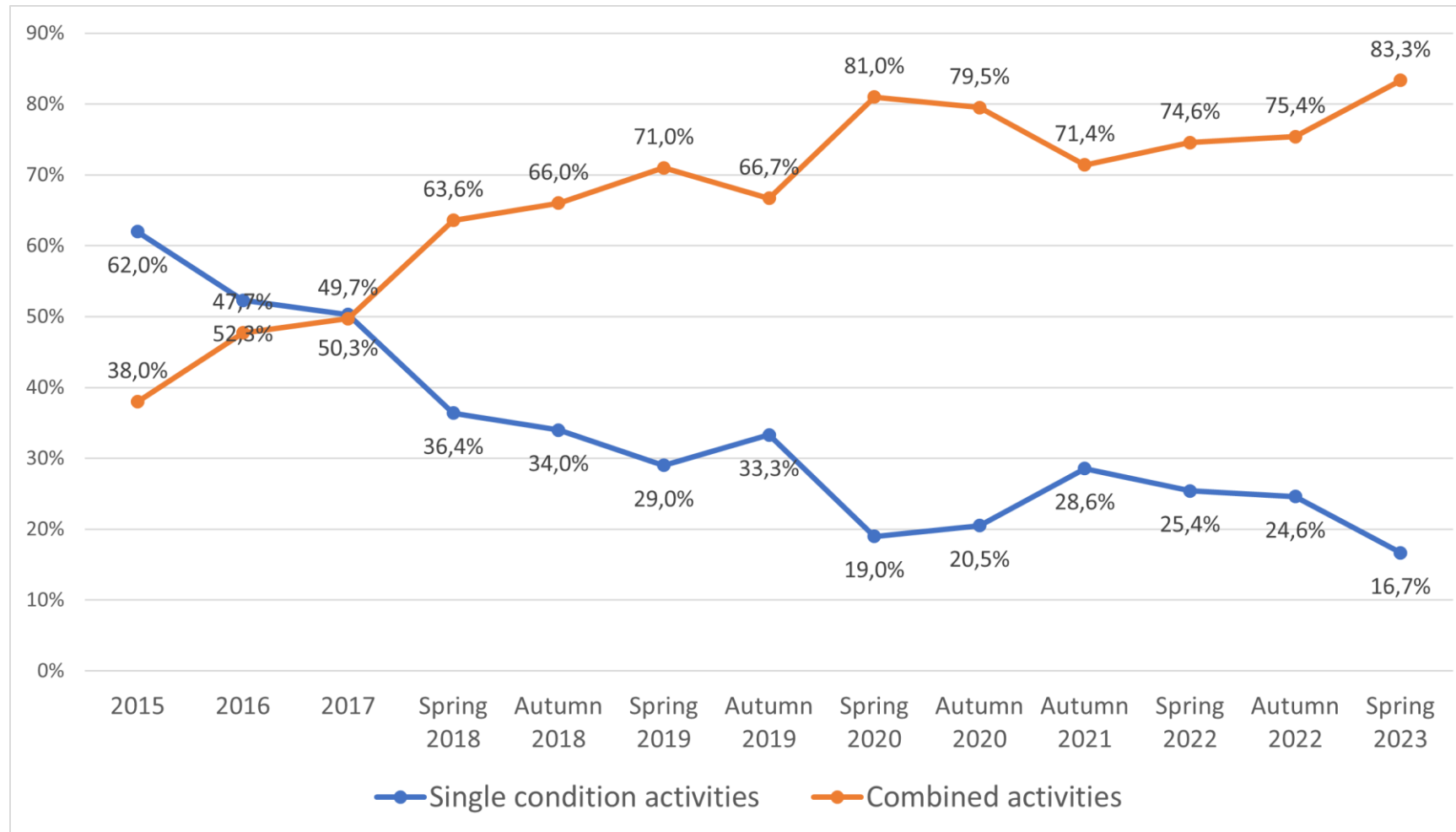
Networks can play an important role in supporting the objectives of ETW by identifying key issues in their area of expertise, sharing the key ETW messages to a wide audience, theme statements and other resources as well as providing relevant capacity building to their members and organizing pre-launch events with their members where information about the campaign can be disseminated.



[www.testingweek.eu](http://www.testingweek.eu)

# Results

## ETW respondents reporting single versus multi-disease ETW activities, 2015-2023



Data sources: post-evaluation survey data and data from online sign-up forms from participating organisations 2015-2023

## Results

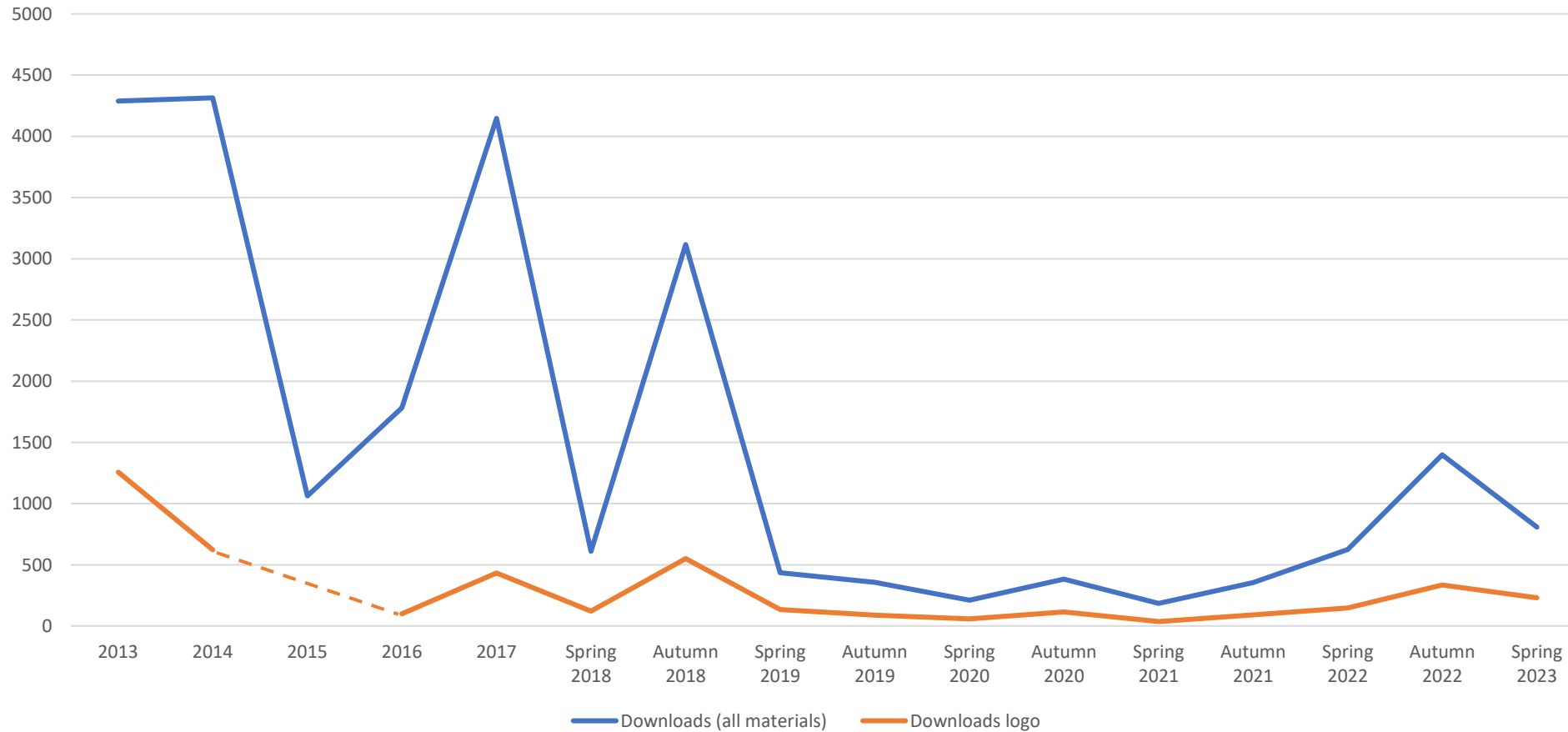
### Media coverage of ETW (number of articles)



Data source: Meltwater (media monitoring tool)

# Results

## Downloads of campaign materials



Data source: Siteimprove (website statistics tool)



## Results – social media

Reach (ETW accounts on FB, IG and X) for November 2022: 27,942  
(Total reach for all ETW posts by participating organisations unknown)

#EuroTestWeek  
Social Media accounts

- @EuroTestWeek
- @EuroTestWeek
- @EuroTestWeek
- @EuroTestWeek

FOLLOW US  
@EuroTestWeek

**#EuroTestWeek**  
**#TestTreatPrevent**  
[www.testingweek.eu](http://www.testingweek.eu)

Data source for social media reach: built-in analytics



Натисніть тут, щоб дізнатися більше про послуги щодо ВІЛ-інфекції, гепатиту, туберкульозу та опіоїдної замісної терапії для людей, які тікають від війни в Україні

Find the nearest place to get tested and treated for infections listed below.

More sites are constantly being added.

Select a country ?

All

City

(Please type the name in the local language)

City

Type of services

(By selecting more than one type of service from the list, your search results will show only sites which match all the services selected)

- HIV testing
- HIV treatment (ART)
- Viral Hepatitis testing
- Viral Hepatitis treatment
- STI testing
- Tuberculosis services
- Opioid substitution treatment (OST)

SEARCH

Number of health facilities included

750 in 44 countries

Please register and include your services in the European Test Finder

We need your help to make sure as many testing and treatment sites as possible are included. If you represent a site offering any of these services in the wider European region, please make sure to register to include your site on this website. For easy instructions, please watch our short video on Youtube: [Instructions' video](#)

Read more

EUROPEAN TESTING WEEK  
TEST.TREAT.PREVENT.  
[www.testingweek.eu](http://www.testingweek.eu)



## European Test Finder



Register your testing site for the new European Test Finder!



- Create a profile for the testing site on <https://www.testfinder.info/register>
- Fill out the form to provide information about your testing services.



November 2022	Week before ETW	The week of ETW	Percentage change
Visits	558	19,517	3,398 %
Page views	1,480	39,858	2,593 %
Unique visitors	484	18,272	3,676 %

Data source: Siteimprove

# Conclusion

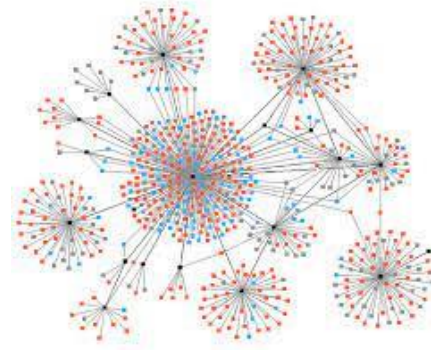
- ❖ ETW has grown and expanded its reach and engagement
- ❖ Social media has been an essential tool for extending the reach of ETW
- ❖ ETW has contributed to increased awareness of the importance of testing for HIV, viral hepatitis and STIs (through a person-centred approach, which emphasizes integrated testing).
- ❖ ETW has documented an increase in integrated testing activities among participants.



## Next steps

ETW – a network of networks.

- ✓ Sign up on the website
- ✓ Subscribe to the newsletter
- ✓ Follow ETW on social media
- ✓ Help us promote participation in ETW
- ✓ Help us promote European Test Finder, and encourage testing sites to register their services
- ✓ Visit the ETW booth in the exhibition area for more information.



### European Testing Week 2024

Spring: 20-27 May 2024

Autumn: 18-25 November



More information: [www.testingweek.eu](http://www.testingweek.eu)  
Contact: [eurotest.rigshospitalet@regionh.dk](mailto:eurotest.rigshospitalet@regionh.dk)

# Thank you!

We wish to thank

- ❖ The 720 different organisations and institutions who have participated in ETW
- ❖ Those who responded to the special survey on impact and use of ETW during the years
- ❖ The European Testing Week working group members

