

# **Ending the HIV Epidemic (EHE) Regional Learning Collaborative**

*Alameda, Los Angeles, Orange, Riverside, Sacramento,  
San Bernardino, San Diego, and San Francisco Counties*



## **Session 3: At-Home HIV Testing**

**Tuesday, December 15, 2020  
10-11:30 a.m. PST**

# Session Agenda

## **Contra Costa Public Health’s “HOME is where the SWAB is” Program**

- *Obiel Leyva, Community Education and Testing Manager, Contra Costa Public Health*

## **San Ysidro Health’s At-Home HIV Testing Program**

- *Lucia Franco, Prevention and Testing Manager, San Ysidro Health*
- *Jazmine Arias, Outreach and Testing Supervisor, San Ysidro Health*

## **Building Healthy Online Communities’ TakeMeHome Program**

- *Jen Hecht, Director, Building Healthy Online Communities consortium and TakeMeHome Program*

## **Panel Discussion/Q&A**



# HOME is where the SWAB is...

**confidential, free, contactless HIV/STI testing in the  
comfort of your own home/private space!**

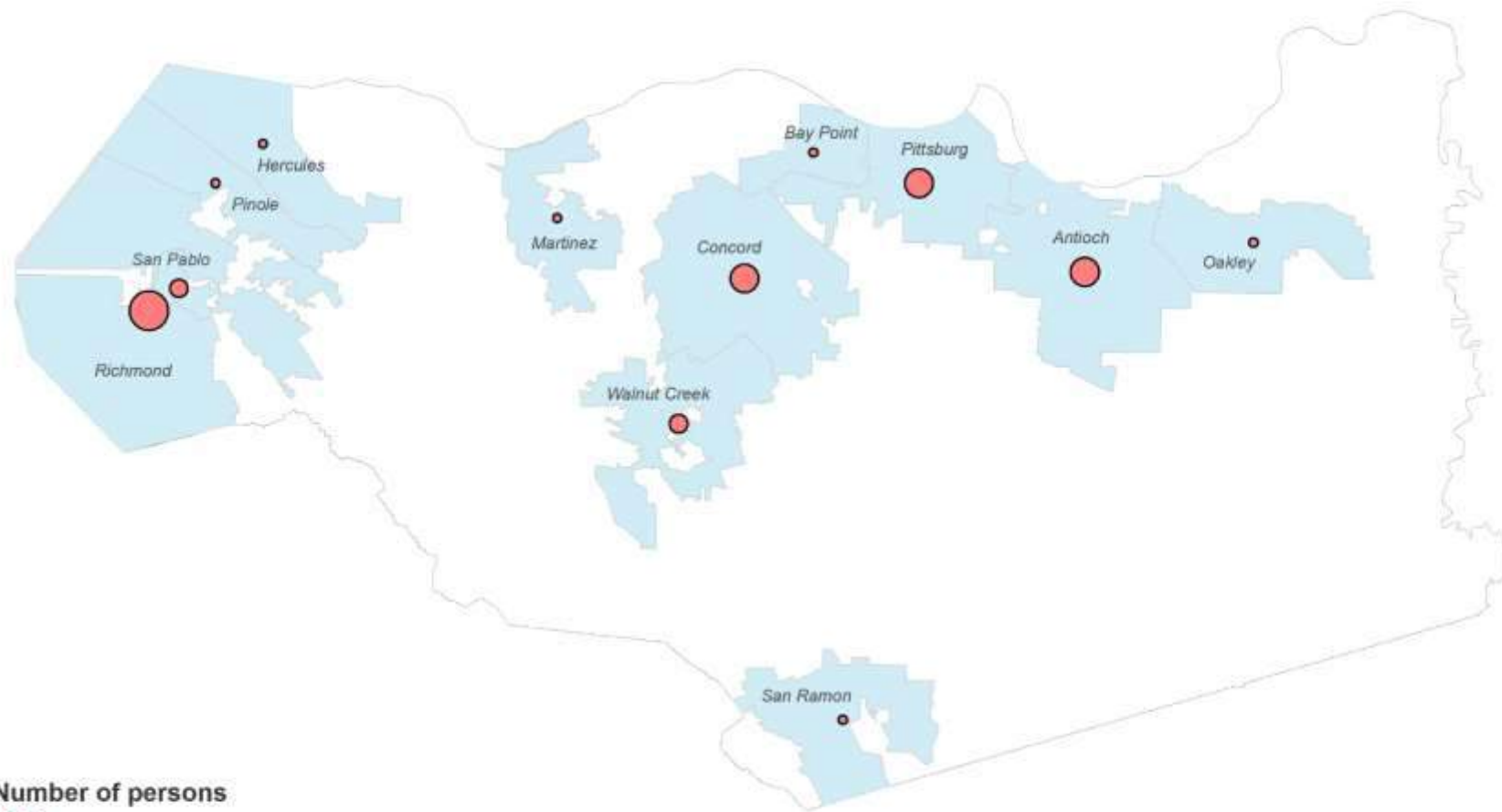


## LIFE BEFORE COVID-19

- Focused Community testing
  - ❑ Rapid HIV/HCV Testing
  - ❑ 3-Site STD Testing for GC/CT
- PrEP education/navigation
- Health navigation for new positives
- Line List intervention reaching high-risk negative and coinfecting clients
- Two prevention contractors: HEPPAC and RCC. LOA with CAL-PEP



# Persons Newly Diagnosed with HIV, 2017-2019 (n=317) Contra Costa County



## Number of persons

- 42 - 76
- 18 - 41
- 13 - 17
- 8 - 12

Source: eHARS, Q3 DUA, 09.30.2020.  
Places with six or fewer persons not included.

# HOME is where the SWAB is...

- ❑ Confidential, free, no contact
- ❑ Rapid HIV testing
- ❑ Lab-based testing for GC/CT (rectal/throat/vaginal swab, urine)

## How it works:

- Test Counselor w/PPE
- Self-collected samples
- HIV test processed immediately
- GC/CT: lab-processed, results take about 1 week
- Linkage to treatment
- HIV Waiver for preliminary positives

# Outcomes (thus far...)

## Total clients tested: 62

HIV and GC/CT tests=40

HIV test only=10

GC/CT test only= 12

- ◆ HIV preliminary positive results = 0
- ◆ GC/CT confirmed results = 8
- ◆ All eight clients linked to treatment and offered testing three months after treatment.

## Demographics

- ◆ 71% male identified; 29% female identified including two transgender woman.
- ◆ Of the male identified individuals, 81% identify as MSM.
- ◆ 45% identify as Latino, 21% as White, 21% as African American, and 13% as Asian/Pacific Islander.
- ◆ Ten monolingual Spanish-speaking clients.

Condom/lube drop off only= 34 clients

## To make it happen...

- ◆ Support from Local Public Health Leadership.
- ◆ Rethink how we provide testing services to make them contactless and paperless.
- ◆ Allow verbal consent and test results over the phone.
- ◆ Set up a system with Public Health Laboratory to process specimens and send results.
- ◆ Diverse outreach efforts including social media advertising.



# Lessons Learned (thus far...)

- ◆ Difficult to remain “contactless.”
- ◆ Some clients cannot test at home/private space.
- ◆ Need to gather information on how to get to front door/private space.
- ◆ If client does not confirm day of appointment: cancel and reschedule!

The background of the slide is a collage of numerous colorful sticky notes in various colors including pink, green, blue, yellow, red, and white. Each sticky note has a large, bold, black question mark printed on it. The notes are scattered and overlapping, creating a textured, busy appearance.

For more information, please contact:

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Contra Costa HIV/AIDS and STD Program**

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**Pronouns: El/He**

# San Ysidro Health HIV Home Testing

An alternative during COVID19  
stay-at-home recommendations

December 15<sup>th</sup>, 2020

Jazmine Arias, Testing & Outreach Supervisor

Lucia Franco, Prevention & Testing Manager



**SAN YSIDRO  
HEALTH**

# San Ysidro Health



In 1969, San Ysidro Health's Founding Mothers came together with a common mission that would set the tone for health and well being in their community for generations to come. The mothers, with their entire families, typically had to travel to University Hospital in Hillcrest to receive medical care. This was often a day-long trek transferring from bus to bus. To solve this problem, the Founding Mothers formed *el Club de Madres* to help their children and people in the community find affordable and culturally-appropriate health care in their own neighborhood.

# San Ysidro Health Today



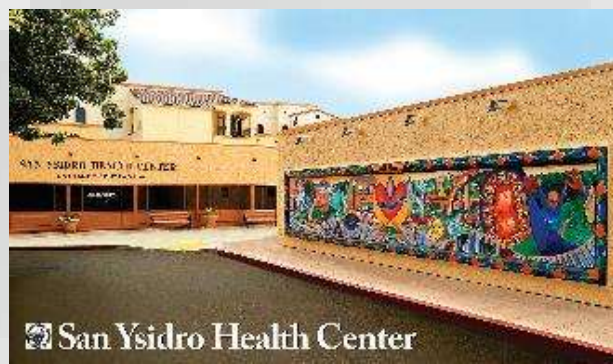
- Large Federally Qualified Health Center (FQHC), multiple clinics serving Central/Southeast and Eastern Regions of San Diego County
- 94,225 Patients (2017): 37% 0-18yrs, 53% 19-64yrs, 10% 65yrs & over
- 83% Latino, 7% Asian and Pacific Islander, 5% African American
- 92% at or below 200% of Federal Poverty Level (70% below 100% FPL)
- 31% Uninsured, 57% Medi-Cal, 8% Medicare, 4% Private
- Embedded Family Medicine Residency Program focused on Community Medicine

# Our Unique Community



- One of the busiest borders in the world: 29 million north-bound crossings at San Ysidro in 2014
- San Diego County population 3.2 million & 2<sup>nd</sup> most populous County in CA
- Population-wise, Tijuana is the sixth most populous city in Mexico, 1.5 million

# HIV Department Service Locations



## South Bay:

San Ysidro Health Center  
650+ patients  
CASA drop in center



## Southeast:

King Chavez Health Center  
350+ patients  
Our Place drop in center



## Chula Vista:

GeMS Health Clinic (Gender-Affirming Medicine and Sexual Health Services)

# HIV Department Services

## Coordinated Services:

Case management  
Mental health services  
Food assistance  
Housing assistance  
Transportation services  
ADAP enrollment  
Legal services  
Substance & addiction counseling  
\*Support groups/Art group  
\*Client events and activities

\*not currently occurring due to social distancing regulations

## Prevention & Testing Services:

Online outreach  
Condom distribution  
HIV home testing  
Routine testing (dental and medical settings)  
Linkage to ART and PrEP  
PrEP Navigation  
PrEP-AP Enrollment  
\*Health fairs and community outreach

## HIV Medical Services:

HIV Primary care  
PrEP Services  
Treatment adherence & health education  
Specialty referrals

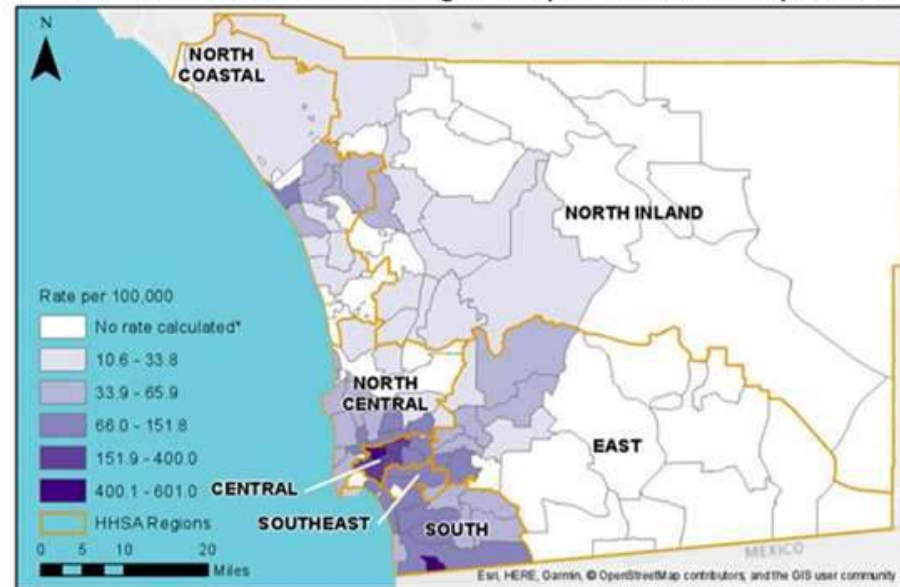


# Local Epidemiology

## RATE OF RECENT HIV DIAGNOSIS



San Diego County, 2013-2017  
Five-Year Rate of HIV Diagnosis per 100,000 Population



\*No rates calculated for zip codes with fewer than five cases or population less than 1,000

Southeast is part of the Central Region

Rates based on zip code of residence for HIV disease cases diagnosed between 2013 and 2017 and population data from SANDAG for the midpoint, 2015. HHSAR region and zip code layers from SanGIS

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[http://www.sangis.org/Legal\\_Notice.htm](http://www.sangis.org/Legal_Notice.htm)

Map Date: 07/27/2018, County of San Diego, HHSAR, Epidemiology Program and Office of Business Intelligence

# Poll Question

Nationally, what percentage of people that have HIV are unaware of their status?

- A. 2.8%
- B. 5%
- C. 10%
- D. 14%

Data from HIV.gov

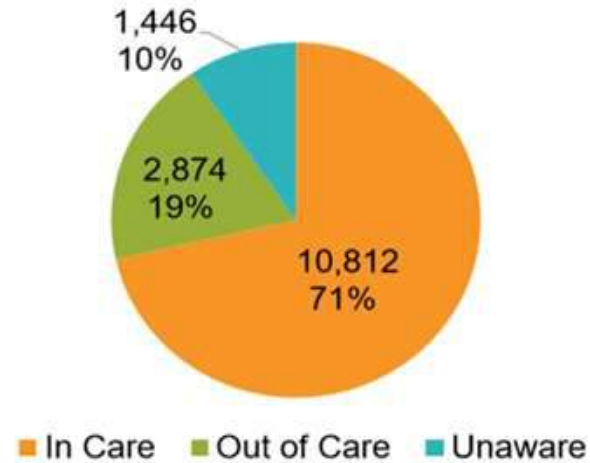
# Local Epidemiology

## SAN DIEGO HIV STATUS



### EPIDEMIOLOGY

Persons Living with HIV, San Diego County,  
2016 (n=13,686\*)



\*Estimated

# COVID-19 Affects on HIV Testing

- In compliance to the CA Stay-at-home order, one-on-one client interaction was limited, and in-person rapid HIV Testing was suspended.
- SYHealth developed an HIV Home Testing protocol, which was finalized in June, and implementation started by the end of that same month.

# HIV Home testing

**KNOW YOUR HIV STATUS!**



- Free and Confidential HIV Testing
- Delivered to your door or pick up at our locations
- Over the phone assistance provided by a certified HIV test counselor
- Results available in 20 minutes



For more information, please call us at:  
**619-662-4161**



**SAN YSIDRO HEALTH**

*Restrictions apply.  
Delivering only to certain areas within San Diego at this time.  
Test counselors will conduct an initial assessment prior to delivery of test.*

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**¡CONOCE TU ESTATUS DE VIH!**



- Pruebas de VIH gratuitas y confidenciales
- Recíbela en tu domicilio o recógela en una de nuestras ubicaciones
- Un Consejero de VIH certificado te brindará asistencia telefónica
- Resultados disponibles en 20 minutos



Para más información, por favor llama al:  
**619-662-4161**



**SAN YSIDRO HEALTH**

*Aplican restricciones.  
Servicio a domicilio disponible sólo en ciertas áreas de San Diego.  
Los consejeros de VIH llevarán a cabo un cuestionario inicial antes de la entrega de la prueba.*

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# How does it work?

- Client contacts (email/social media/phone) SYHealth and will be transferred to the testing team.
- The testing team will complete the CAQ (Client Assessment Questionnaire) with the client over the phone.
- If client has an address within our service areas in San Diego County, a delivery will be scheduled. Clients outside of our service areas will be referred to our partnering agencies.

# How does it work?

- Upon delivery, a date and time will be scheduled for the client to perform the test at home while on the phone with the Health Educator.
- The Health Educator will do an HIV counseling and testing session over the phone. After the client discloses the results, they will make the appropriate referrals (to PrEP Services or to Bridge Worker)

# Linkage to Care

- If client is preliminary positive, Test Counselor will link them to a Linkage to Care Worker, who will determine what coverage the client has, if no coverage, client will be enrolled into Ryan White.
- We will schedule an appointment for a laboratory-based HIV Confirmatory Test, and schedule a follow-up appointment.



# HIV Home Test Kit

- Antibody Test  
(window period still applies!)
- Results are confidential and ready in 20 minutes
- A preliminary positive result still needs to be followed-up by a confirmatory lab test



# Video Tutorial

- English:

[https://www.youtube.com/watch?v=RWcQ\\_eahsDU](https://www.youtube.com/watch?v=RWcQ_eahsDU)

- Spanish:

<https://www.youtube.com/watch?v=-VwV6xFYDjs>

# Thank you!

## Contact us:

Jazmine Arias, Testing & Outreach Supervisor [jazmine.arias@syhealth.org](mailto:jazmine.arias@syhealth.org)

Lucia Franco, Prevention & Testing Manager [lfranco@syhealth.org](mailto:lfranco@syhealth.org)



# TakeMeHome

How to bring home testing  
to your community



# Agenda

- BHOC overview
- TakeMeHome project background and model
- FAQs
- Preliminary outputs and participant information
- Preliminary outcome data
- What's coming next

# About BHOC

Building Healthy Online Communities (BHOC) is a consortium of public health leaders and gay dating website and app owners who are working together to support HIV and STI prevention online.

BHOC has worked with Grindr, Adam4Adam, GROWLr, and Daddyhunt to update their profile options to increase sexual health information exchanged by users. In partnership with BHOC, HIV testing reminders were implemented on A4A and Grindr.

Multiple PSAs and a web series exploring the sexual health of MSM were developed with Daddyhunt, and have **received over 14 million views**.

Grindr's Sexual Health FAQs, viewed by **15.5 million unique users** since November 2016, was developed with BHOC's input.

TellYourPartner.org, a partner notification service developed and disseminated by BHOC, launched in March 2019.

# Public Health Partners



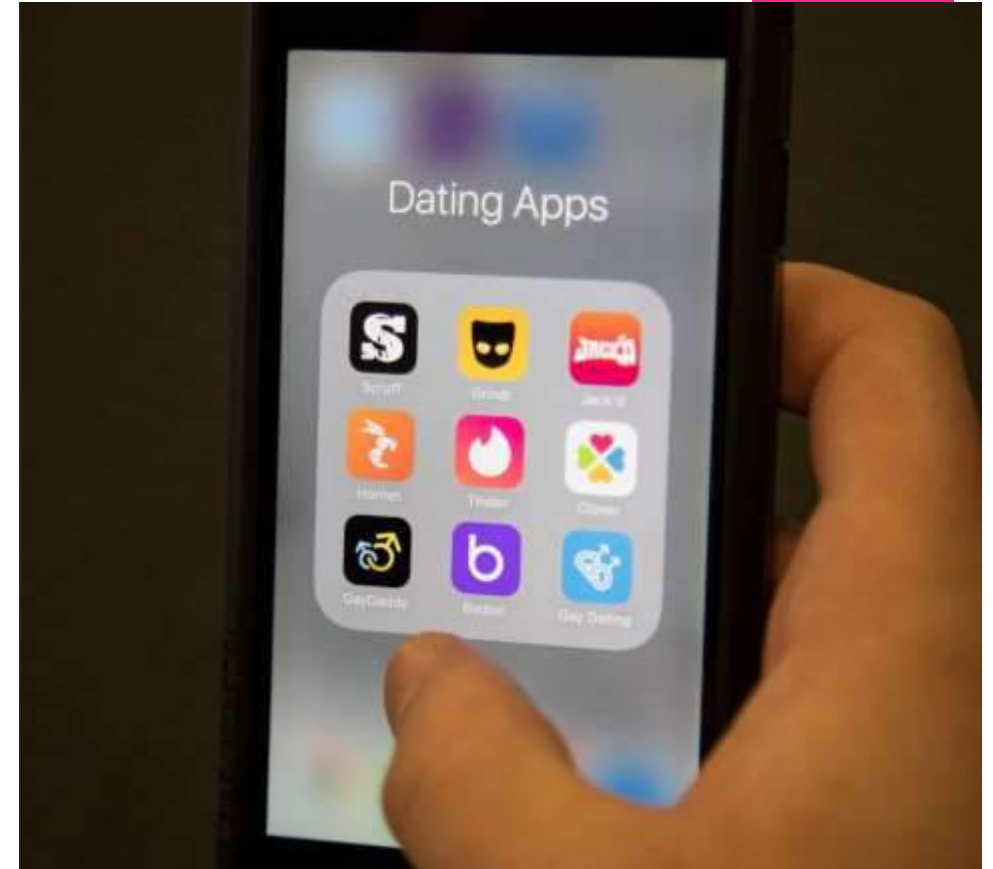
# Website and App Partners





# Why focus on apps?

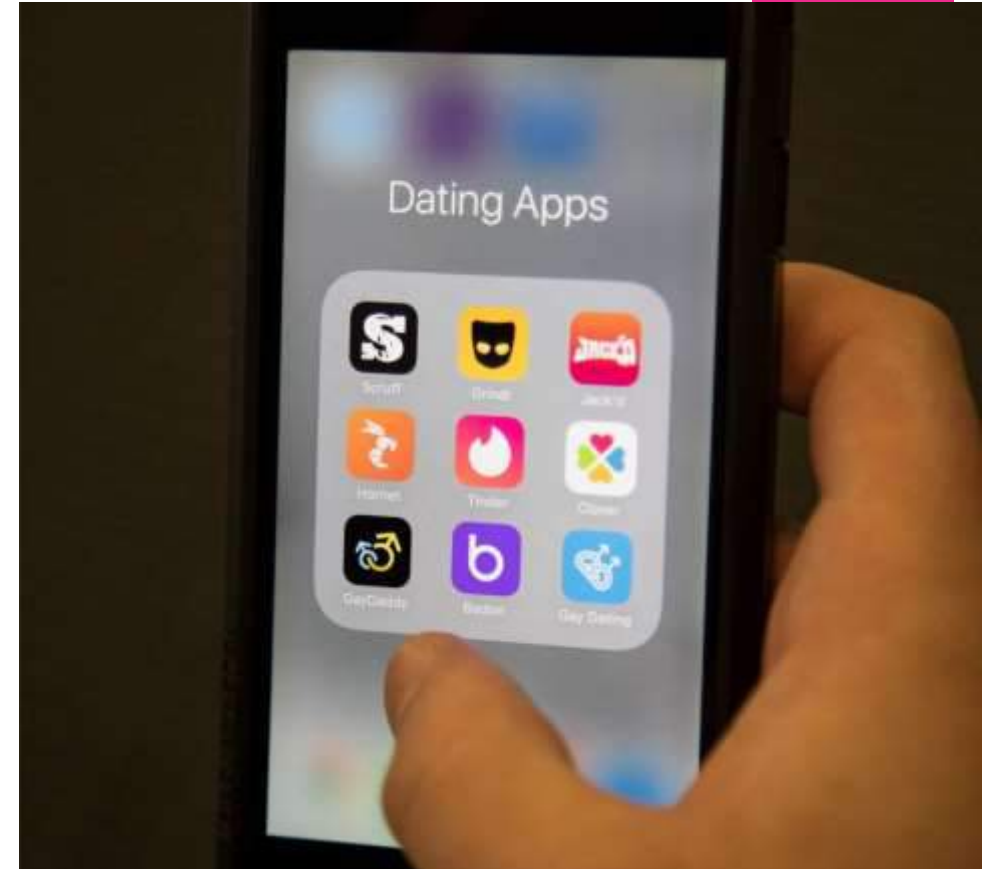
- Nearly **75% of MSM** reported using dating apps in the past year to meet a partner. (Emory University AMIS survey, 2019)
- Grindr users reported more: higher-risk sex acts, male partners, condomless sex in the past year, and higher rates of gonorrhea and chlamydia. (Hoenigl, 2019)
- App users more likely to have received a sexual health assessment (56% v. 40%) and to have received an STI test (57% v. 35%) (CDC/NCHS National Survey of Family Growth, 2011-2017)



# Background

**22% of MSM who use dating apps reported that they had NEVER tested for HIV.**

77% of app users reported that they wanted to be able to order a home HIV test through a dating app.



# What is TakeMeHome?

TakeMeHome is a national platform for ordering home test kits that helps public health departments ensure testing access for folks who might hesitate about walking into a clinic.

TakeMeHome is available to community members for free in participating health jurisdictions at [TakeMeHome.co](https://www.takemehome.co) and promoted through our dating app partners.



# Partnership Model

To make mailed HIV testing most efficient for public health, BHOC created a partnership model:

1. Centralized system for HIV test kit ordering, distribution and results
2. Partnerships with public health agencies to fund HIV test kits and system infrastructure
3. Partnerships with apps, who engage with higher-risk persons, and can promote HIV testing to their users





2

PERSONAL INFO / MAILING ADDRESS

# YOUR MAILING ADDRESS?

ADDRESS & STREET NAME

CITY, STATE AND ZIP CODE

PHONE NUMBER (OPTIONAL)



Watch: [How to order a test](#)

# Frequently Asked Questions (FAQs)

## **Who is eligible to participate?**

- Over age 18
- Have not had an HIV test in at least a year
- In a participating zip code

## **What happens when an individual tests positive?**

Individuals will be directed back to our site, where they will be encouraged to get confirmatory testing and given **local** resources to care, as well as OraSure resources. All participants will receive basic STI (sexually transmitted infection) testing, condoms, PrEP (pre-exposure prophylaxis), and U=U information.

## **How much does it cost, and what is included?**

Costs are for the complete service, but when calculated on per-kit basis, it is \$46/kit. The service includes promotion, kit, shipping and handling, access to the ordering platform, and monthly data reports.

Inventory is stored offsite, and health departments do not have to handle any logistics or hire any staff.

# Frequently Asked Questions (FAQs)

## **What testing technology is being used?**

TakeMeHome currently offers the OraQuick test, which is a 3rd generation rapid antibody test. HIV dried blood spot testing will become available soon, and uses 4th generation technology.

## **What do I need to do to get this service set up in my area?**

- Identify your budget
- Work with NASTAD on contracting
- Gather local resources and zip codes

## **How do I promote self-testing?**

BHOC has been able to work with our app partners to add in-app links and get free ads. However, we encourage you to promote as well. We will provide you with digital assets that you can use for additional free or paid promotion.

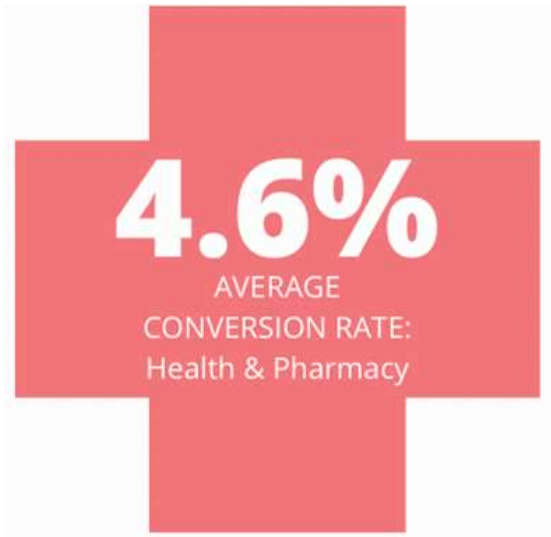
# Orders Since Launch and Participation

- Over 3,500 kits mailed
- Started with 4 health departments in late March, currently have 15 health departments participating and 7 in contracting process

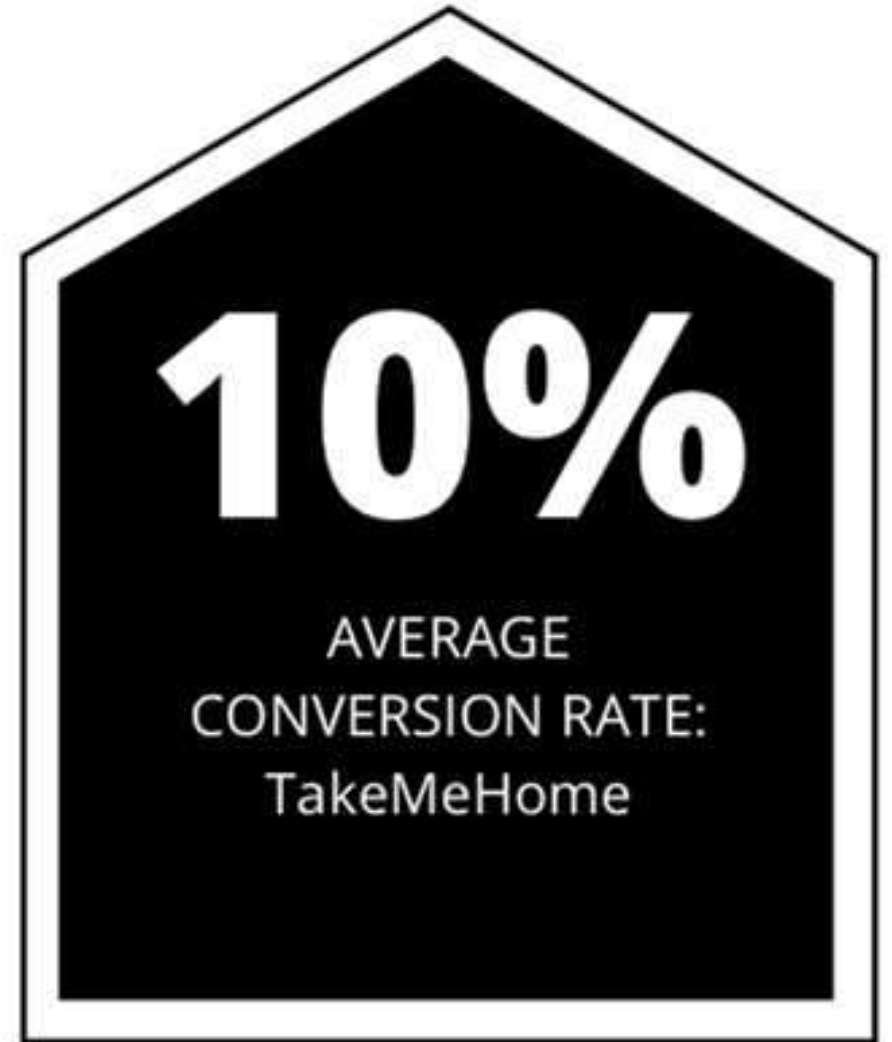




# Web traffic and conversion rate



**VS**



## Date Range

1/1/20

to

11/30/20

## Locations

Alameda County (CA), Idahc ▾

📄 Kit Orders

📄 Follow-up Survey

3541

Total Kits Ordered



3151

Total Orders



15

Jurisdictions



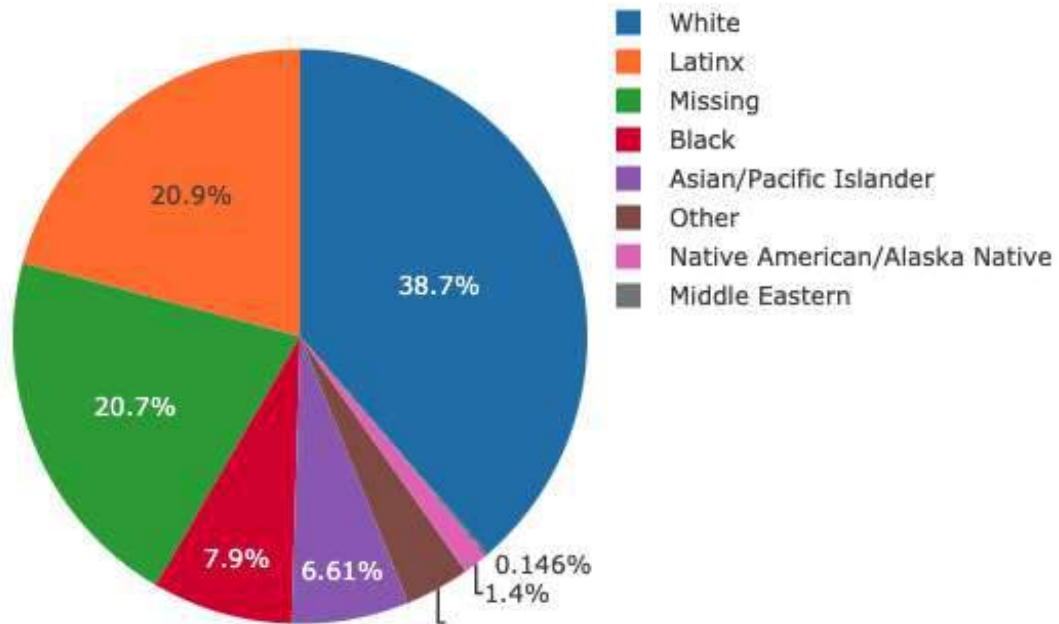
## Location

Location	# of Orders	# of Kits
Oregon	813	859
Tennessee	367	440
Los Angeles County	357	357
Tarrant County (TX)	253	404
San Francisco	193	312
San Diego	155	155
Tri County Colorado	148	149
Orange County (CA)	144	144
Montana	135	135
Sacramento County (CA)	124	124
Idaho	110	110
Riverside County	106	106
Maine	103	103
San Bernardino County (CA)	80	80
Alameda County (CA)	63	63

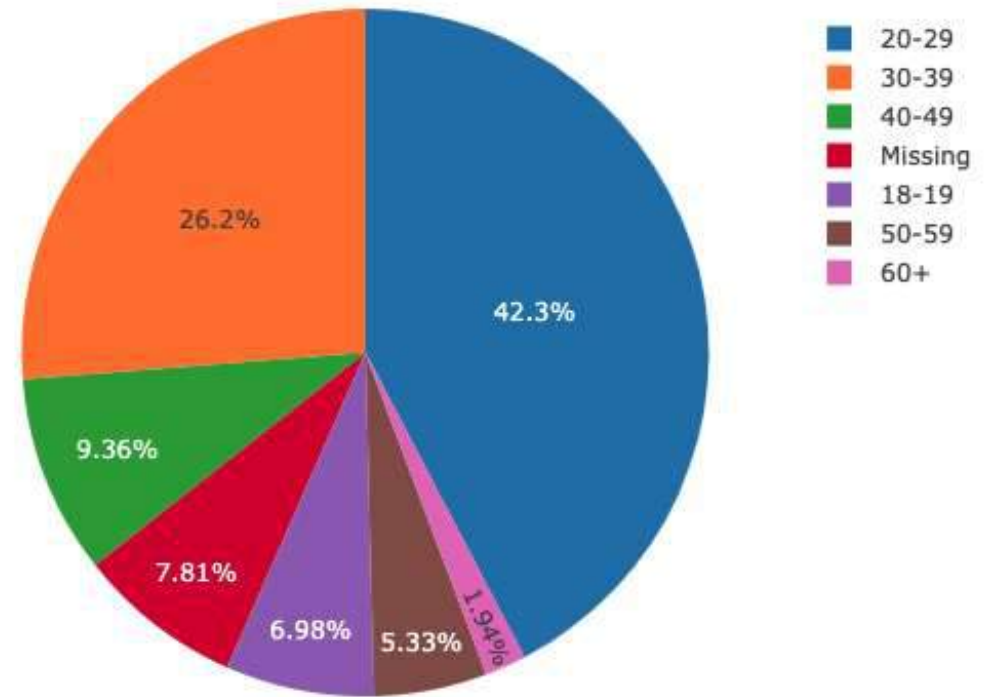
# Participants

35% report never having taken an HIV test before

Race (Orders)



Age (Orders)



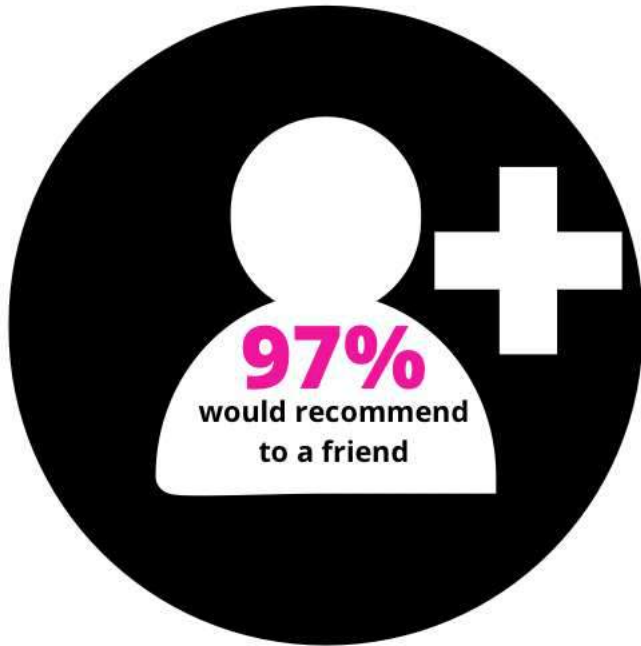
# Positivity data to date

15 participating jurisdictions, over 3000 orders

- We received data from 12 jurisdictions
  - 6 have completed matching with their surveillance (but most for only part of the time period)
  - 7 new positives have been confirmed, with 5 others suspected
  - 100% linkage rate among confirmed data
- Oregon was able to complete a full match over 7 months for a positivity rate of 0.9%



# Participant Feedback



*"Thank you for this wonderful service. After losing my job and benefits, I could not afford the tests any longer."*

*"It was great being able to do this in the comfort of my own home. The whole experience can be traumatizing so it's nice to do it somewhere comfortable."*

*"I have been putting off getting tested because of the pandemic, and coming across this free service is really helpful for me right now. Thank you!"*

# What's Next: STI Testing & Admin Portal

## **New additions:**

- STI testing — coming soon
  - Client portal for access to results
  - Immediate reporting of positive results to health departments
- More eligibility options
- Early 2021 for translation to Spanish

# STI Self-collection Implementation

## STI packages:

- HIV dried blood spot (DBS) only
- Gonorrhea and Chlamydia (3-site) + Syphilis + HIV DBS
  - + Hepatitis C, depending on risk eligibility
- PrEP panel
  - HIV DBS + creatinine



Watch a demo of the ordering process at [tinyurl.com/TMHstiorder2020](https://tinyurl.com/TMHstiorder2020).

# THANK YOU!

Sign up and learn more at  
[BHOCpartners.org/home-testing](https://BHOCpartners.org/home-testing)  
[jhecht@sfaf.org](mailto:jhecht@sfaf.org)

## BHOC

BUILDING HEALTHY ONLINE COMMUNITIES

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