CDC's direct-to-consumer distribution of 100,000 HIV self-tests

Pollyanna R. Chavez, PhD

Centers for Disease Control and Prevention, Atlanta GA, USA

Disclosure: None

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

Background

- **Ending the HIV Epidemic in the US (EHE)**
  - Key strategy: HIV self-testing
- **CDC's Evaluation of HIV Self-Testing Among MSM Project (eSTAMP)**
  - Mailing HIV self-tests to internet-recruited men who have sex with men (MSM) increased awareness of HIV infection among intervention participants & peers compared with control arm

  JAMA Intern Med. 2020;180(1):117-125. doi:10.1001/jamainternmed.2019.5222
- **COVID-19 pandemic**

CDC's direct-to-consumer HIV self-test distribution program

- **Provide the opportunity for persons to order free HIV self-tests**
  - Contract to distribute 100,000 self-tests with Insignia Federal Group
  - September 2020 until February 2022, or until kits were distributed

- **OraQuick In-Home HIV Self-test**
  - FDA-approved since 2012

- **Online ordering portal**
  - TakeMeHome portal (Building Healthy Online Communities, BHOC)
  - Amazon fulfillment centers processed the orders

Image from: https://www.fda.gov/consumers/consumer-updates/facts-about-home-hiv-testing

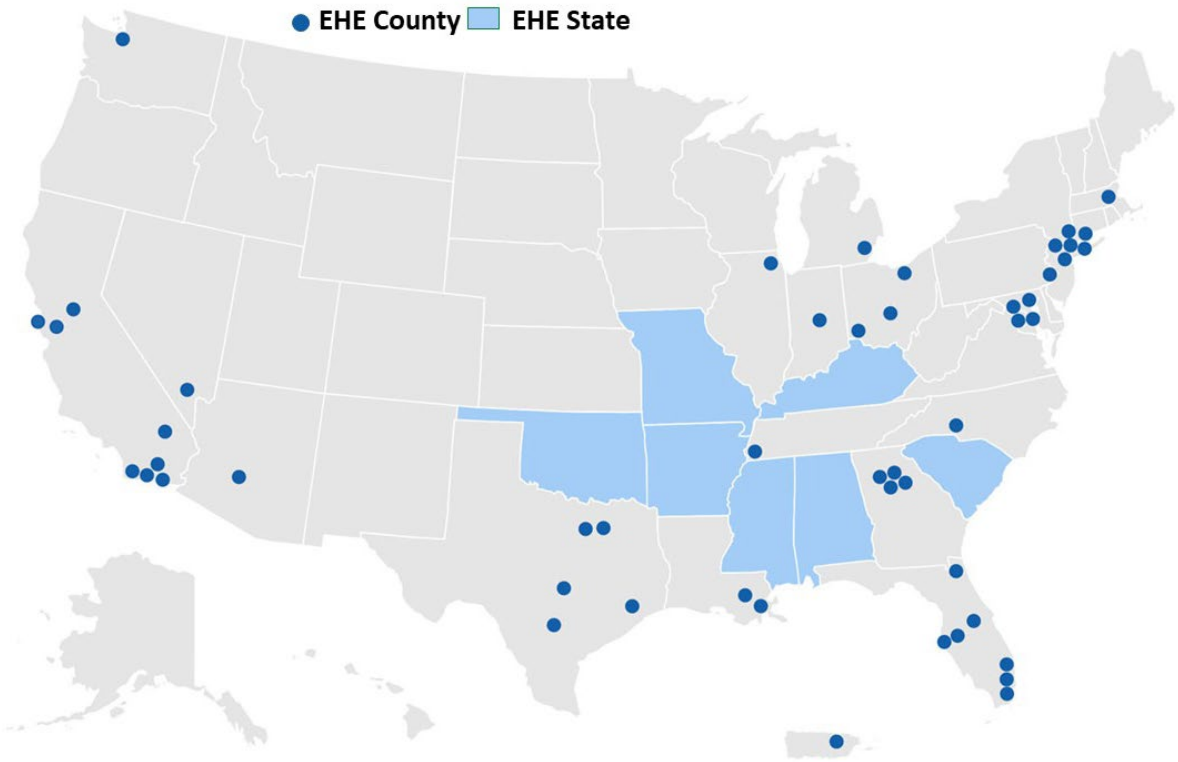
CDC's Marketing Campaign

Priority Audiences

Black and Latino gay men

Transgender women, all races/ethnicities

Black women



Media Channels

- Google search
- Facebook/Instagram/Twitter
- SnapChat/Tiktok
- Grindr/other MSM dating apps
- Digital and terrestrial radio
- Programmatic display and video
- Paid influencers

Map from https://www.hiv.gov/federal-response/ending-the-hiv-epidemic/overview

CDC's Marketing Campaign

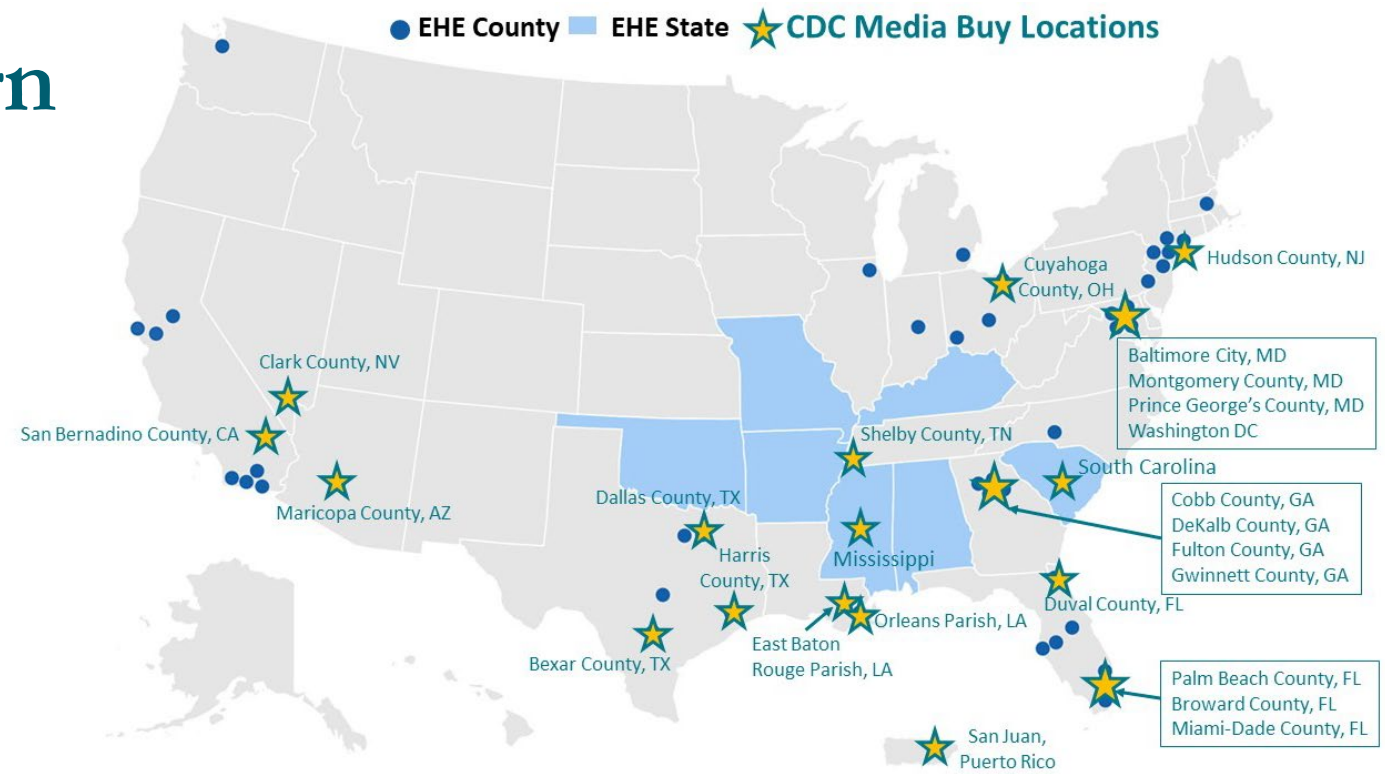
LET'S STOP HIV TOGETHER™

Priority Audiences

Black and Latino gay men

Transgender women, all races/ethnicities

Black women



HIV Awareness Days

NATIONAL TRANSGENDER HIV TESTING DAY
APRIL 18

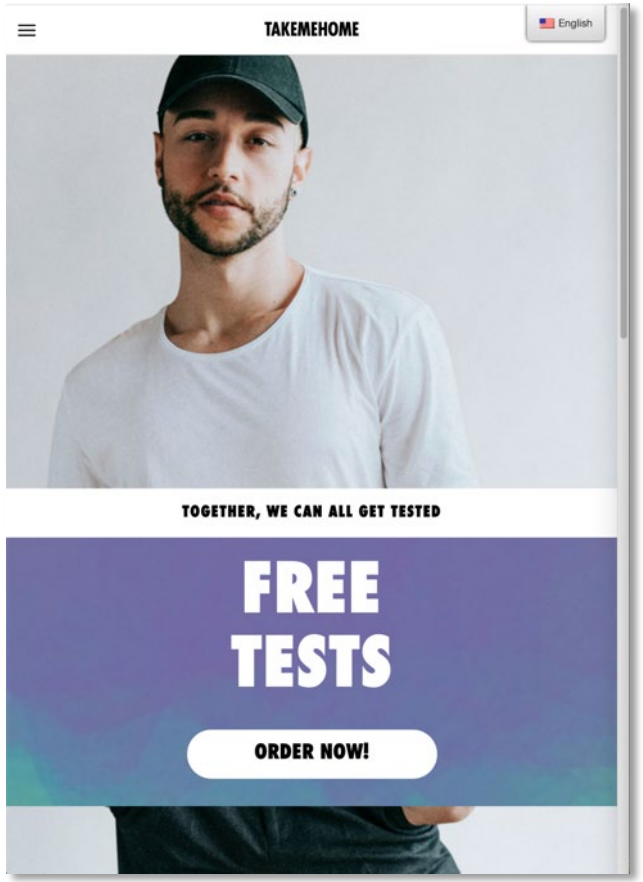
National HIVTESTINGDay JUNE 27

NATIONAL GAY MEN'S HIV/AIDS AWARENESS DAY
SEPTEMBER 27

Media Channels

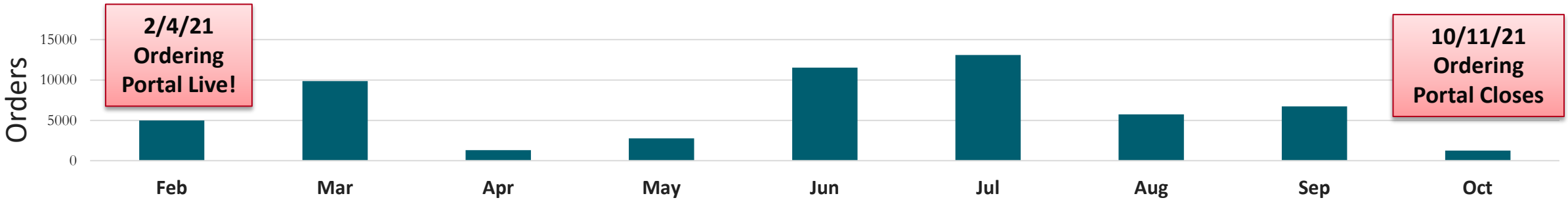
- Google search
- Facebook/Instagram/Twitter
- SnapChat/Tiktok
- Grindr/other MSM dating apps
- Digital and terrestrial radio
- Programmatic display and video
- Paid influencers

Online Ordering Portal



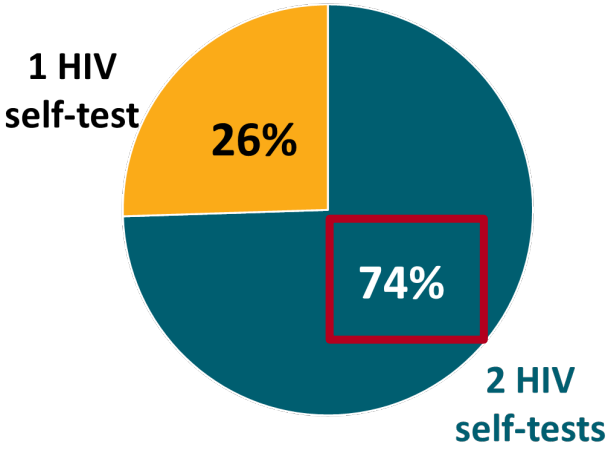
- 17 years and older
- Living in the U.S. or Puerto Rico
- Order 1 or 2 HIV self-tests
- Persons with HIV infection or taking PrEP - share a test
- Short survey - nonincentivized
- Re-order again in 90 days

https://together.takemehome.org

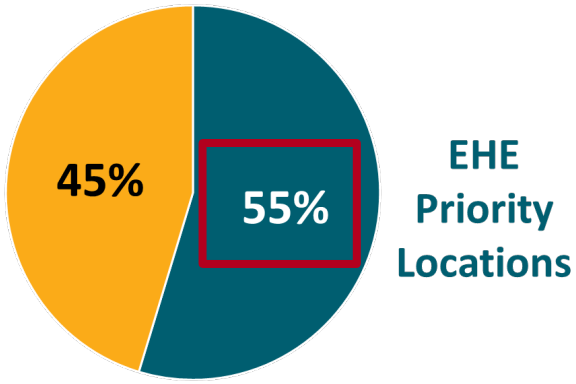


57,277 orders were placed between February 4 and October 11, 2021

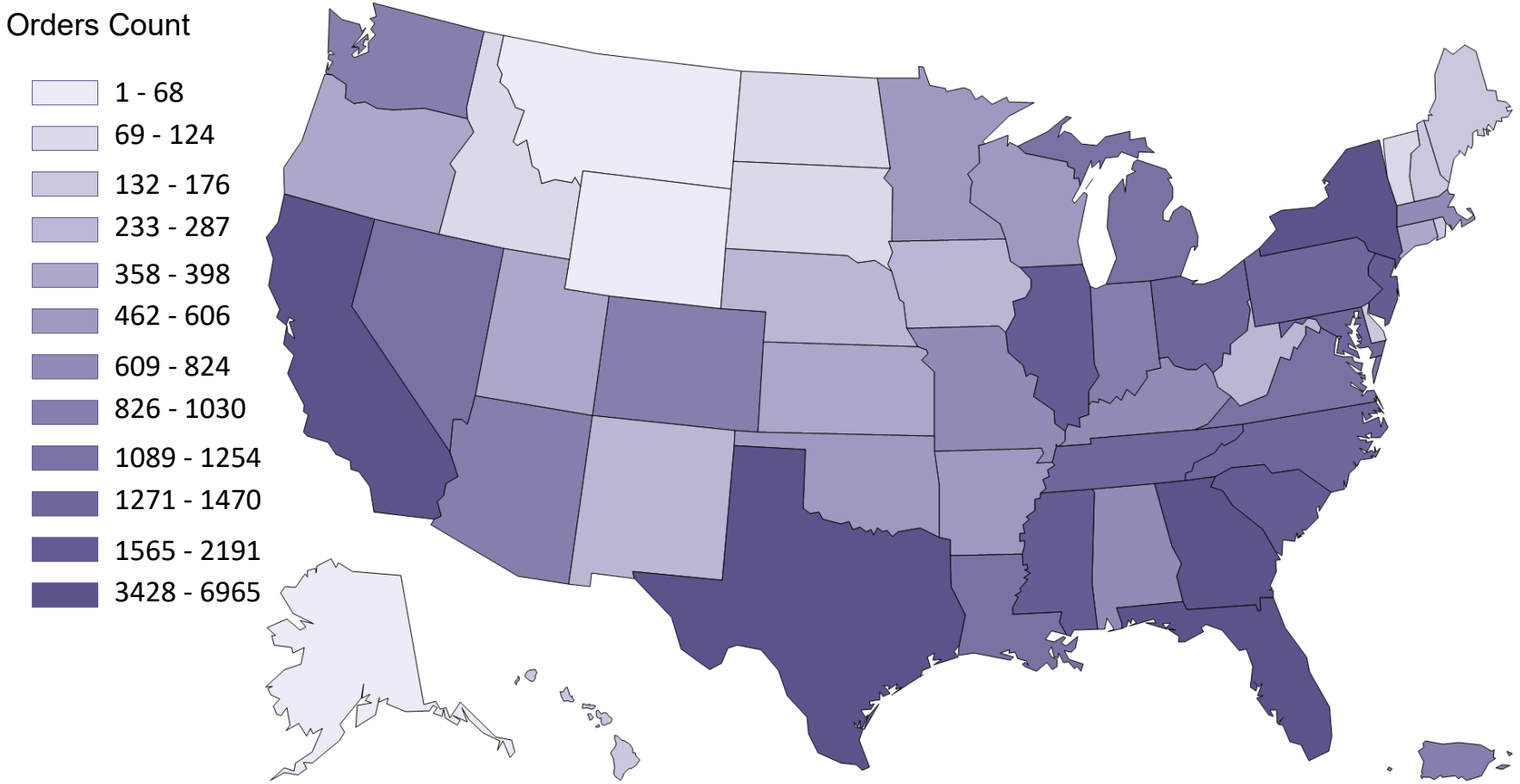
Number of HIV self-tests per order



Orders from EHE locations



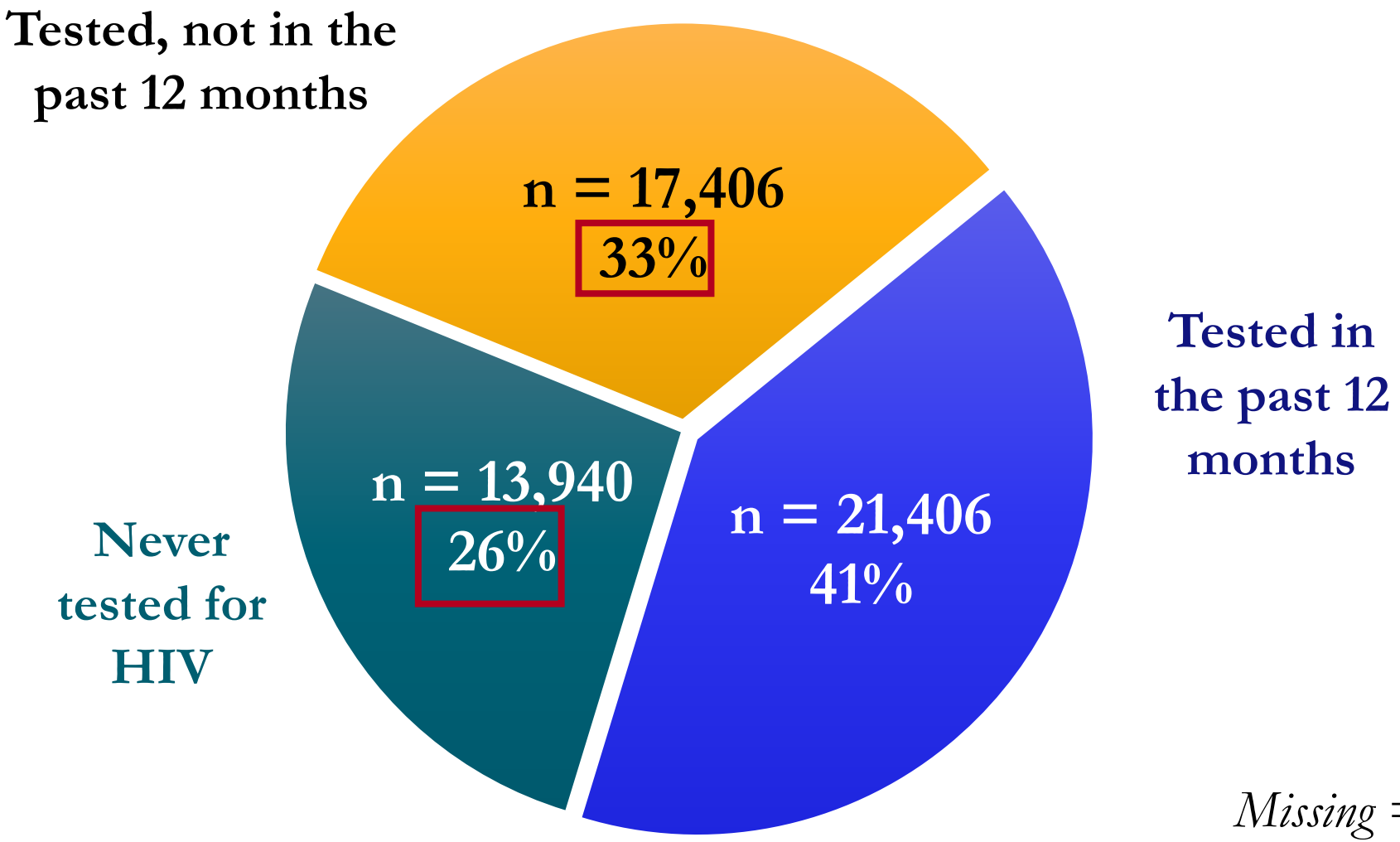
Geographic distribution of HIV self-test orders, February-October 2021



Survey response rates (n = 57,277)

	n	%
Partially completed the survey	53,061	92.6
Completed the survey	43,846	76.6
Did not start survey	4,216	7.4

HIV testing history (n = 57,277)



Missing = 4,525

Have you ever tested positive for HIV? (n = 57,277)

	n	%
Yes	853	1.6
Total	52,506	100.0
Missing = 4,771		

Are you currently taking PrEP? (n = 57,277)

	n	%
Yes	2,651	5.0
Total	52,613	100.0
Missing = 4,664		

If you previously tested positive for HIV or are on PrEP, this might not be the best test for you. We invite you to order a test or 2 to share with someone.

Si diste positivo previamente en las pruebas del VIH o estás usando PrEP, esta puede que no sea la mejor prueba para ti. Te invitamos a pedir una prueba o 2 para compartir con alguien.

HIV testing history and number of sexual partners by age (n = 57,277)

Median Age: 30

Age groups	n	%	% never testers	% with 1 sexual partner	% with 2 or more sexual partners
17	612	1.1	80.5	24.9	75.1
18 to 24	14,702	25.8	45.6	22.8	77.1
25 to 34	21,318	37.4	20.9	25.2	74.7
35 to 44	12,087	21.2	15.7	30.1	69.8
45 to 54	5,106	8.9	17.5	29.4	70.4
55 to 64	2,591	4.5	19.7	30.2	69.5
65 or more	648	1.1	24.9	30.2	68.8
Total	57,064	100.0			

84.4%

Missing = 213 *Missing = 4,525* *Missing = 11,439*

HIV testing history and number of sexual partners by age (n = 57,277)

Median Age: 30

Age groups	n	%	% never testers	% with 1 sexual partner	% with 2 or more sexual partners
17	612	1.1	80.5	24.9	75.1
18 to 24	14,702	25.8	45.6	22.8	77.1
25 to 34	21,318	37.4	20.9	25.2	74.7
35 to 44	12,087	21.2	15.7	30.1	69.8
45 to 54	5,106	8.9	17.5	29.4	70.4
55 to 64	2,591	4.5	19.7	30.2	69.5
65 or more	648	1.1	24.9	30.2	68.8
Total	57,064	100.0			

73.7%

Missing = 213 *Missing = 4,525* *Missing = 11,439*

Race/ethnicity of persons placing orders (n = 57,277)

Race/Ethnicity	n	%
Non-Hispanic White	19,282	36.5
Non-Hispanic Black	13,131	24.8
Hispanic	14,189	26.8
Non-Hispanic Asian	2,816	5.3
Non-Hispanic American Indian/Alaska Native	969	1.9
Non-Hispanic, Other race	2,510	4.8
Total	52,897	100.0
Missing = 4,380		

63.3%

HIV testing history and reported sexual behavior by gender identity (n = 57,277)

Gender identity	n	%	% never testers	% anal sex with man, past 12 months
Man	36,132	68.3	24.2	69.6
Woman	13,747	26.0	32.2	26.3
Genderqueer	1,124	2.1	26.2	72.2
Transgender woman	804	1.5	23.7	79.3
Transgender man	430	0.8	30.1	44.3
Other	684	1.3	28.9	65.7
Total	52,921	100.0		
			Missing = 4,356	*Missing = 4,608*	*Missing = 4,775*

5.7%

HIV testing history and reported sexual behavior by gender identity (n = 57,277)

Gender identity	n	%	% never testers	% anal sex with man, past 12 months
Man	36,132	68.3	24.2	69.6
Woman	13,747	26.0	32.2	26.3
Genderqueer	1,124	2.1	26.2	72.2
Transgender woman	804	1.5	23.7	79.3
Transgender man	430	0.8	30.1	44.3
Other	684	1.3	28.9	65.7
Total	52,921	100.0		

2.3%

Missing = 4,356 *Missing = 4,608* *Missing = 4,775*

HIV testing history and reported sexual behavior by gender identity (n = 57,277)

Gender identity	n	%	% never testers	% anal sex with man, past 12 months
Man	36,132	68.3	24.2	69.6
Woman	13,747	26.0	32.2	26.3
Genderqueer	1,124	2.1	26.2	72.2
Transgender woman	804	1.5	23.7	79.3
Transgender man	430	0.8	30.1	44.3
Other	684	1.3	28.9	65.7
Total	52,921	100.0		
			Missing = 4,356	*Missing = 4,608*	*Missing = 4,775*

HIV testing history by race/ethnicity among cis-gender women (n = 13,747; 26% of all orders)

Race/Ethnicity	n	%	% never testers
Non-Hispanic Black	5,862	42.7	22.2
Non-Hispanic White	4,039	29.4	40.6
Hispanic	2,653	19.3	39.5
Non-Hispanic Asian	360	2.6	52.8
Non-Hispanic American Indian/Alaska Native	119	0.9	28.6
Non-Hispanic, Other race	683	5.0	26.4
Total	13,716	100.0	
Missing = 31			

HIV testing history by race/ethnicity among transgender women (n = 804; 1.5% of all orders)

Race/Ethnicity	n	%	% never testers
Non-Hispanic White	271	33.8	29.2
Non-Hispanic Black	206	25.7	18.5
Hispanic	204	25.5	23.3
Non-Hispanic Asian	38	4.7	21.1
Non-Hispanic American Indian/Alaska Native	27	3.4	26.0
Non-Hispanic, Other race	55	6.9	26.4
Total	801	100.0	

66%

24%

Missing = 3

Missing = 8

HIV testing history by race/ethnicity among cis-gender men who had anal sex with a man in the past 12 months (MSM) (n = 24,928; 47% of all orders)

Race/Ethnicity	n	%	% never testers
Non-Hispanic White MSM	9,999	40.2	18.0
Hispanic MSM	7,986	32.1	18.8
Non-Hispanic Black MSM	3,959	15.9	19.6
Non-Hispanic Asian MSM	1,442	5.8	15.4
Non-Hispanic American Indian/Alaska Native MSM	224	0.9	21.4
Non-Hispanic MSM, Other race	1,284	5.2	17.9
Total	24,894	100.0	

18.4%

Missing = 34

Missing = 53

Key Findings

- The program was able to deliver 100,000 HIV self-tests in approximately 8 months, to all 50 States, the District of Columbia and Puerto Rico.
- The program reached populations that reported never testing for HIV (26% of all orders) or most recently testing over a year ago (33% of all orders).
- Cis-gender MSM placed nearly half of all the orders (47% of all orders; 18.4% never testers)
- The marketing campaign encouraged participation by cis-gender Black women (11% of all orders; 22% never tested) and transgender women (1.5% of all orders; 24% never tested).

Conclusion

- This program highlights the demand for HIV self-tests, and that they are appealing even to persons who had never previously tested for HIV.
- Lessons learned from this program will be applied to continue CDC's efforts for direct-to-consumer marketing and distribution of HIV self-tests, while also encouraging State and Local Health Departments and community-based organizations to distribute HIV self-tests.

Acknowledgements

CDC

Euna August
Pollyanna Chavez
Melissa Cribbin
Kevin Delaney
Revae Downey
Brian Emerson
Jennie Johnston-Gayden
Emily A. Lilo
Robin MacGowan
Andrew Margolis
Shilpa Patel
Emily Pingel
Chris Voegeli

Insignia Federal Group

Linda Redmond
Shane Oleson
Sonny Eom

Keymind

Shannon Taylor
Kathleen Mullen
Jovette Diala
Marvin Suo

Emory University

Patrick Sullivan
Travis Sanchez
Jenna Norelli

Building Healthy Online Communities

Jen Hecht

Thank you!

Contact: Pollyanna Chavez geo5@cdc.gov

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention
Division of HIV/AIDS Prevention