

22-29
NOVEMBER
EUROPEAN
HIV
TESTING
WEEK
2013
TALK HIV.TEST HIV.

Toolkit 2

Testing week

implementation handbook

Toolkit 2

Testing week implementation handbook

Thank you for downloading the testing week implementation handbook

This toolkit has been developed to provide you with guidance about how to use the testing week materials and advice and ideas for implementing the testing week locally.

The testing week is relying on three core groups to help ensure it achieves against its aim and is a success: civil society organisations, hospitals/healthcare professionals and policy makers. The content of this toolkit is applicable for civil society organisations and hospitals/healthcare professionals. Policy makers should refer to **Toolkit 3** for a summary of the evidence to support HIV testing.

This toolkit includes:

- Section 1 – Background information about the European HIV testing week 2013
- Section 2 – Key messages for the testing week
- Section 3 – Understanding your target groups and setting your objectives
- Section 4 – Ideas for testing week activities
- Section 5 – An overview of materials available and how they can be used
- Section 6 – Guidance for working with the media
- Section 7 – Advice for online and social media activities
- Section 8 – Evaluating the impact of the testing week
- Section 9 – The testing week planning calendar

This toolkit aims to provide support and guidance only and it is not mandatory that your organisation uses the information outlined in this toolkit nor is it obligatory to engage with other partners. If you have any questions do get in touch: hiveurope@cphiv.dk.

Please also remember we are active on Facebook (facebook.com/EuroHIVtestweek) and Twitter (twitter.com/EuroHIVtestweek). Tell us about your plans, share information and photos and tweet us to help build anticipation and excitement for the week.

Section 1 – Background information about the European HIV testing week 2013

When is the testing week?

The testing week is taking place from Friday 22 to Friday 29 November 2013. This is the week leading up to World AIDS Day on 1 December 2013.

What is the aim and theme of this year's testing week?

The ultimate goal of the European HIV testing week is to make more people aware of their HIV status and reduce late diagnosis by communicating the benefits of HIV testing. The theme for this first testing week is Talk HIV. Test HIV. It has been introduced to support dialogue between all partners in order to encourage at risk individuals to ask for an HIV test and for more HIV tests to be offered to those at risk.

This is to:

- encourage people who could have been at risk of HIV to get a test
- encourage healthcare professionals to offer an HIV test as part of routine care in specific settings and conditions (in line with present European guidelines)
- support and unite community organisations to scale up HIV testing and share lessons learned between countries
- to make more policy makers aware of the individual, societal and economic benefits of HIV testing initiatives and how to evaluate HIV testing practices

Why is a European HIV testing week needed?

Today at least one in three of the 2.3 million people living with HIV in Europe are unaware that they are HIV positive. Half of those living with HIV are diagnosed late – which delays access to treatment. This means that many people are not being tested prior to symptoms emerging. This could be because there are barriers to requesting an HIV test, barriers to offering HIV tests, or barriers to the implementation of European HIV testing guidelines. This is despite the benefits of early HIV diagnosis being well-documented. These statistics suggest that we need to be doing more to encourage individuals who are unknowingly living with HIV to take an HIV test and to better target HIV testing at people who could have been at risk.

We hope that the European HIV testing week provides you with a valuable platform to help promote and increase HIV testing.

Who is the European HIV testing week for?

The testing week is relying on three core groups to help ensure it achieves against its aim and is a success: policy makers, healthcare professionals and

civil society organisations. These groups can help ensure HIV testing and timely access to treatment is a national priority.

In terms of who should be accessing HIV testing, the key populations at higher risk in Europe vary from country to country but in general they include:

- Men who have sex with men
- Intravenous drug users
- Sex workers
- Migrants (including persons originating from a high prevalence country) and mobile populations
- Prisoners

Who is coordinating the European HIV testing week?

The European HIV testing week is being coordinated by HIV in Europe and all interested countries, organisations and individuals in the WHO European Region are invited to implement activities during the week and support dialogue to promote HIV testing. Whilst HIV in Europe is helping to provide the platform for this first European HIV testing week, implementation of activities can only be taken forward by you, the participating partners.

We hope that the testing week will be welcomed by many partners across Europe. For more information about how the testing week came about and those involved visit the **About HIV testing week** section of the website.

Section 2 – Key messages for the testing week

Overview of the messages and how to use them

Included in this section are the key messages for the European HIV testing week. When developing your testing week materials you may want to align the content to these messages – updating them to suit the needs of your target groups as necessary.

Overarching message

HIV in Europe is calling for the European community to unite for one week to increase awareness of the benefits of HIV testing; so that more people are aware of their HIV status and can access treatment.

Messages for policy makers and organisations

1. Treatment advances over the past 30 years have transformed a positive HIV diagnosis from a death sentence into a manageable medical condition and the majority of people living with HIV can now live healthy lives if diagnosed and treated early
2. The unacceptable reality is that 30-50% of the 2.3 million people living with HIV in Europe are unaware that they are HIV positive; and 50% of those who are positive are diagnosed late, delaying access to treatment
3. Increasing access to and acceptance of free, confidential and voluntary HIV testing and linkage to treatment and care need to continue to be a priority for governments across Europe
4. When people are diagnosed with HIV late they are less likely to respond well to treatment and more likely to suffer with health complications, which puts a greater financial burden on the individual as well as the health system
5. Late diagnosis and delayed access to treatment are the most important factors associated with HIV related illness and death, and also affects onward transmission
6. Self-stigma associated with HIV, reinforced by societal stigma, can prevent people from getting tested
7. New technology means that getting tested for HIV is quicker and easier than ever before in most settings across Europe

Messages for people who ought to get an HIV test

Target audience: Key populations and people at higher risk

1. You should get tested for HIV at least once a year – more frequently if you remain at risk
2. HIV treatments available today mean that you can live healthily for a long time if you are diagnosed early

3. You are more likely to pass on HIV to others when you don't know your status and you are not on treatment
4. You can help eradicate the unnecessary stigma associated with HIV by being more open to talking about HIV, where possible
5. If you test positive for a sexually transmitted infection, hepatitis C or tuberculosis, make sure you get an HIV test
6. Between testing it is important to reduce your risk of infection by always using a condom
7. If you test HIV positive you should be offered access to appropriate treatment and care

Messages for people who should be offering HIV tests

Target audience: Healthcare professionals and testing programme managers

1. HIV testing should be offered in a wider range of settings than is currently the case, including both healthcare and community based settings, as well as outreach programmes
2. When people are tested for or diagnosed with other sexually transmitted infections, hepatitis C and tuberculosis, they should also be offered an HIV test
3. It should be common practice that all patients presenting with other signs and symptoms that could be related to HIV infection or with specific indicator conditions are offered an HIV test
4. HIV testing should be routinely recommended to individuals who may have been exposed to HIV
5. Don't be afraid to talk about HIV, offer an HIV test in the same way you would other routine tests as research shows that most people accept an HIV test when offered
6. HIV tests should be voluntary and offered in an appropriate setting, protecting the individual's rights to privacy and confidentiality
7. A positive HIV test result should always mean that your patient is linked to appropriate care and treatment

Section 3 – Understanding your target groups and setting your objectives

Understanding your target groups

Before planning your testing week activities, you might want to first consider who your target audience is and what you want to achieve during the testing week.

You may already have a strategy and plan in place to reach the higher risk groups in your country. However, if you haven't, you may want to consider ways to better understand HIV prevalence and barriers to testing as part of your activities. For more information on how you can do this refer to **Toolkit 3** and the European Centre for Disease Prevention and Control (ECDC) guidelines available on the testing week website.

Setting your own objectives and aligning them to the testing week key messages

You may already have objectives in place for the year and you may wish to align these to the key messages for the testing week. We would encourage you to develop local messages that resonate in your country or region with your target groups.

Here are some steps that you may wish to follow:

1. **Set your long-term objectives** – you may already have them in place for the year. But if not, consider what you want to achieve by 2015
2. **Set your short-term objectives** – What do you want to achieve in 2013 to realise your long-term objectives?
3. **Lastly consider how the 'Talk HIV. Test HIV.' theme can help you reach your objectives** – For example you might want to focus on one target group and align the testing week messages to this group

Networking with other participating partners

Once you have established your objectives we would recommend that you get in contact with other participating partners in your country to find out what their plans are for the testing week. This will help reduce duplication of efforts and you may be able to combine resources and implement some activities together. If you are unsure about who else is participating from your country, you can find an up-to-date list in the **Get involved** section of the testing week website.

If there are no others registered in your country, you may wish to contact organisations and individuals who you think might want to participate. Have a look at **Toolkit 4** for some suggestions and guidance to help you do this.

Section 4 – Ideas for testing week activities

In this section are ideas for activities that you might want to implement during testing week. All of the suggested activities will support you to do at least one of the following:

- Encourage individuals who may be unknowingly living with HIV to take a test
- Encourage healthcare professionals to offer an HIV test where relevant
- Encourage health authorities to focus on HIV testing and to ensure implementation of evidence based guidelines on HIV testing

Awareness raising activities to key populations at higher risk

- **Make a list of where your target groups can get tested in your region and share it with us** – one basic, but extremely useful activity that you may wish to do is develop a list of places where HIV testing takes place in your region or country. Such a list may already exist, but if it doesn't you may wish to consider doing this in preparation for the testing week and share it with us. NAM aidsmap has made available a comprehensive directory of HIV testing venues on its website – it is called e-atlas and can be accessed at www.aidsmap.com/e-atlas. We have been working with NAM aidsmap to help update the e-atlas so if you have an existing list, or compile one for the testing week, please share it with us and we will make sure that the details are included
 - In **Appendix I** you will find a spreadsheet template and an overview of the information that you need to collect for the e-atlas
- **Leaflets and posters** – you may want to develop leaflets and posters targeted at your key populations to inform them about the benefits of HIV testing and where to get tested
- **Advertising opportunities** – these could be online, in print or other advertising opportunities. Advertising usually needs to be paid for but some organisations have charitable rates or have an allowance for free advertising – make a list of core outlets to approach and find out if they would be willing to help
 - You can download a banner advert from the testing week website, which you might like to use
- **Talks and seminars** – you may want to hold a talk or seminar and invite an influential figure within the community to talk about the benefits of HIV testing
 - See **Toolkit 5** for details about how to identify and approach influential figures

HIV testing outreach activities targeting key populations at higher risk

- **Testing clinics** – in many countries temporary testing initiatives have been a success – these are particularly successful when the testing ‘goes to’ a location that is convenient for your target population, such as gay bars, sex clubs or festivals. Whilst temporary testing activities have an important role, we would encourage, where possible, more permanent solutions to be put in place to reach populations at higher risk
- **‘I will have an HIV test’ pledges** – if it is not possible to take blood samples in non-clinical settings, you may want to consider running a ‘pledge campaign’. This could entail handing out cards for completion by the target group pledging ‘I will have an HIV test’. The HIV organisation can follow-up with each person at a later date to schedule a convenient appointment. Consider branding your pledge cards with the European HIV testing week branding

Capacity building initiatives

- **Training opportunities** – if you work in a hospital you may want to train your staff on the benefits of HIV testing and indicator condition guided HIV testing so that they are competent and feel confident to offer HIV tests whenever relevant. To help pull together the content for the slides, refer to the indicator condition guided HIV testing guidelines on the testing week website – you may want to use the testing week slide deck template too
- **Influence and change hospital policy** – if you work in a hospital you may want to consider approaching the senior management team or board of directors to ask if you can discuss with them how the hospital can scale up access to HIV testing. As an example, you could suggest that the hospital adopts screening for HIV as part of routine care, in high prevalence settings and through indicator condition guided HIV testing
 - Information about indicator condition guided HIV testing can be found in the **Evidence** section of the testing week website

Policy meetings

- **Tackle a political barrier to HIV testing** – consider convening a steering committee meeting or working group of influential people within your country to tackle a specific issue that is stopping people from voluntarily taking an HIV test
 - Refer to **Toolkit 3** for evidence to support HIV testing and refer to **Toolkit 4** for suggested ideas for how to convene your group

Section 5 – An overview of materials available and how they can be used

A number of materials have been developed as part of the testing week to support local activities and are available in the **Get involved** section of the testing week website. The materials available have been designed to help support you implement your testing week activities. The materials are available in English, Portuguese, Russian and Spanish. If further translations of any of the materials would be useful for you then please get in touch using the email address hiveurope@cphiv.dk; additional translations will be provided on a first come first served basis.

European HIV testing week logos

However you decide to take part we are asking implementing partners to help us to raise recognition of the testing week amongst target groups by using the logo and branding available.

Two versions of the logo have been developed that you can download:

- Version 1 – this includes the website address: www.hivtestingweek.eu
- Version 2 – this includes the testing week strapline: Talk HIV. Test HIV.

Both logos come in colour, black and white and knock-out colour (this means that the writing is white and the background is coloured).

Toolkit 1 – Using the logo

In order to help create a consistent and distinctive brand we have provided guidance on how to use the logo in **Toolkit 1**. This toolkit also provides advice about the colour palette and fonts to use in order to produce materials aligned with the European HIV testing week branding.

Toolkit 3 – Dossier of evidence: a summary of the evidence to support free, confidential and voluntary HIV testing

In order to support you while engaging with policy makers and other partners we have summarised the key evidence to support the rationale for improved access to free, confidential and voluntary HIV testing. This evidence will help you build a compelling case when approaching partners and can be used:

- To improve and increase understanding within organisations around the necessity of increasing HIV testing activities
- For advocacy purposes to support engagement with cooperating partners (such as policy makers, national and local HIV/AIDS programme planners and coordinators, healthcare providers and civil society organisations) with the aim of gaining their support for endorsing regular HIV testing

The toolkit comprises three materials:

- **A slide set**
 - This is an easy-to-understand presentation targeted at governmental, commissioning and decision-making organisations. It includes information that presents the current evidence base for scaling up HIV testing
- **Accompanying guidance**
 - This is to provide background information to the slide set and additional data
- **Policy factsheet**
 - This is a two-pager summary of the key points from the dossier of evidence aimed at policy makers

The information can be adjusted by you to reflect local statistics and relevant information for your target audience. Please feel free to include your organisation's logo on the slide deck and tailor the content as needed.

Evidence from this toolkit has also been summarised in the form of factsheets tailored to suit the media, as explained below.

Toolkit 4 – Engaging with other partners: HIV organisations, healthcare professionals and policy makers

This toolkit provides guidance to assist you to identify and invite other partners to sign-up to the European HIV testing week activities with the aim of engaging with as many organisations and individuals across Europe as possible.

The toolkit comprises:

- An introduction to engaging with other partners
- How to identify and work with other partners
- Template letters which can be edited to inform other partners, organisations, governing bodies and commissioners about the testing week and invite them to participate

Toolkit 5 – Working with key opinion makers: HIV experts, people living with HIV and influential figures

Key opinion makers can support you with mass and social media activities, attend events and talks or help communicate your messages to as wide an audience as possible.

This toolkit comprises guidance to assist you in identifying and inviting people to work with you for the testing week, including:

- An introduction to key opinion makers
- How to identify and work with key opinion makers
- Supporting key opinion makers to work with the media

Template news release and factsheets

A template news release has been developed for you to edit for local use to announce the launch of the European HIV testing week to the media. This news release is supported by the provision of two factsheets summarising the evidence to support the rationale for improved access to HIV testing.

The first factsheet includes background information about the European HIV testing week, the other factsheet includes European HIV prevalence statistics and information to engage with the most at risk groups. You may wish to adapt the news release with key messages that will resonate with your target groups. For more information about working with the media, refer to **Section 6** of this toolkit.

Banner advert for websites

A selection of banner adverts are available, which you can upload to your website. By placing a banner on your website and linking it to www.hivtestingweek.eu you will help raise the profile of the European HIV testing week and encourage people to visit the site.

Section 6 – Guidance for working with the media

An effective way of reaching your target audience is via the media. This section of the toolkit offers advice to help you to achieve your desired media coverage during the testing week, including:

- Setting an objective for gaining coverage
- Use of media hooks
- Identifying which media to target
- Media materials
- Approaching journalists
- Timings

Setting an objective for gaining coverage

Before developing your media plan for the testing week you may find it helpful to set a realistic objective in terms of how much coverage you want to achieve.

Use of media hooks

When approaching journalists it is essential to have a clear angle or news hook that makes the story relevant and interesting for them to cover. You may decide to use different news hooks for different publications – tailored to what you know they are likely to be interested in. Examples of news hooks for testing week are summarised in the table below.

Topical issues	Link your story to any topical and newsworthy issues such as current government priorities for HIV healthcare provision in your country.
Data	New national or regional epidemiological or prevalence statistics for HIV can provide an effective news hook. If you do not have access to any new data you may wish to use existing data and package it in a way that provides a new angle aligned to your target audience. You will find European statistics in the factsheets available on the website.
Events	If you are planning to host an event you might consider inviting journalists to attend.
High profile endorsement from a key opinion maker	Support for the testing week from a high profile local figure or key opinion maker can help to attract media interest. For guidance on how to work with key opinion makers see Toolkit 5 .

Identifying which media to target

Having set a clear objective and decided upon a relevant news hook, the next step is to identify appropriate media outlets for your target audience using desk-based research to create a bespoke media list. Your media list might include print media, broadcast media such as TV and radio and online news publications.

Media materials

You may wish to make use of the **template press release** and supporting **factsheets** outlined in **Section 5** to build a compelling story around the launch of testing week. Where possible you may wish to use local statistics and spokesperson quotes that will appeal to your target audience. **Toolkit 5** provides some guidance on how to identify and approach key opinion makers which you may find helpful in order to obtain the ideal quote for your press release.

Approaching journalists

Once you have developed a media list and your media materials you might wish to follow the below suggested steps to approach journalists:

1. *Be clear on who to contact*

If a relationship doesn't already exist then do your research to identify the best person to speak to and the kind of stories they usually cover

2. *Email them with your press release*

Approach your journalist with an email including your press release and additional information in the form of factsheets. A **template press release** and supporting **factsheets** are available on the testing week website, which you might find useful

3. *Follow up with a call*

Journalists are often sent a lot of news stories each day so it is worth giving the journalist a call to talk through your news item. This will also help to build a relationship with them

4. *Monitor*

Journalists can't always get back to you to confirm if they will cover a news item so it's worth keeping an eye on publications to see if they do feature your story

Timings

You may want to consider the following steps when embarking on your media activities:

1. Liaise with other partners to find out what media plans they have so that you are not approaching the same journalists with the same information
2. Identify the media outlets that you would like to target
3. Consider the news angles and if there are any publications that might want to work with you to develop a feature or a longer article that you can plan ahead of launch
4. Identify and brief key opinion makers to be spokespeople
5. Develop your press materials

The calendar in **Section 9** sets out key stages in a media outreach timeline to help you to plan your strategy in the run up to the testing week.

Section 7 – Advice for online and social media activities

Using online and social media during testing week

You may decide to engage with online and social media as an increasingly important way to communicate with target audiences. This section of the toolkit covers the online activities already underway for the testing week, as well as advice to help you to utilise online media, including:

- Our social media strategy
- Developing your own social media strategy
- Using blogging to engage with audiences

The benefits of using online and social media are that they are relatively cheap to set up, they are easy to do and they reach a wide audience quickly. Importantly, social and online media can be a significant tool for breaking down social stigma as it encourages an active dialogue about HIV. However, although it is cheap to set up you will need to dedicate time to maintaining and facilitating online discussions that you initiate.

Our social media strategy

Our website is intended to be used as a platform for the sharing of ideas, materials and information around the European HIV testing week. To help ensure as many people as possible are aware of it, we have set up both Facebook and Twitter pages to drive visitors to the website.

Developing your own social media policy

We are encouraging implementing partners to use social media in the run up to and during testing week to raise awareness about regional testing week activities. These online activities can be affiliated to the European HIV testing week by using the #EuroHIVtestweek hashtag on Twitter and by linking your profiles to the testing week website and Facebook page.

You may also consider using other available social media sites such as: YouTube, Google+, Pinterest, Digg, MySpace, Orkut, Hi5 and V Kontakte. When deciding what social media platform to use you may want to consider which sites are most popular with your target audience.

These five steps may help you develop your social media approach:

1. Familiarise yourself with the social media sites

Look at the social media sites available and research how other organisations interact on social media; employ a tone in your posts which appeals to your target audience and appears friendly and engaging

2. Refresh and update your online activities

It is important to update your online activity regularly so that there is always something new or interesting for followers to read or look at – this gives them a reason to engage or come back

3. Create an online network

Link your profiles to that of other organisations by ‘liking’ and following each other to create an online network

4. Use tagging, bookmarks and hashtags

Highlight key words such as HIV, testing and health by tagging and book marking. Use the #EuroHIVtestweek hashtag in posts related to and during the testing week

5. Use photos and videos

Generate interest in your page and encourage followers to ‘share’ and ‘like’ your posts by uploading photos and videos. If you have any pre-existing videos or animations link these to your page to increase the number of people who view the content

Using blogging to engage with audiences

Blogging during the testing week provides an opportunity to share your opinions and engage with your target groups. As blogs are interactive, allowing visitors to leave comments, they provide an opportunity to build social relations with their readers and other bloggers. This can be very powerful and if done well, blogging may help you to breakdown some of the social stigma associated with HIV.

How to be a blogger

A blog is a great platform to share stories, ideas and allows you to contribute to the online conversation about HIV and HIV testing. Setting up your own blog on WordPress, Blog.com or Blogger is relatively simple. Below are some tips for how to write for the internet.

- **Keep it brief** – use short sentences where possible and keep the word count short. Use carefully structured sub headings and titles to maintain interest and draw the eye of the reader to key points
- **Keywords** – use keywords and messages to help anyone searching for your blog to locate it easily

- **Interact** – encourage readers to interact with you and respond to questions and comments. Build an online network by linking to other sites and bloggers that are relevant to the content of your posts

Approaching bloggers

Approaching bloggers is in many ways similar to approaching journalists. Below are some tips for approaching bloggers.

- **Identify** – you might choose to identify suitable bloggers using a keyword searches on Google blogs, or by looking for blogs affiliated with prominent organisations in your region such as universities, media outlets or HIV patient/community organisations
- **Research** – make sure you read their previous posts and find out what they like to blog about. Personalise your approach to show that you have considered what they like to write about
- **Contact** – compose a short and friendly email to the blogger including a comment about the content of their blog and why you think they might be interested in talking about the testing week. Where possible try and offer bloggers exclusive content such as pictures from an event or testing week materials you have developed

Section 8 – Evaluating the impact of the testing week

In order to ensure a lasting legacy beyond 2013, the testing week will be properly evaluated in order to obtain the evidence to act as leverage for implementing organisations to gain local funding for future years. The evaluation of the testing week will consist of three parts and the evaluation report will be circulated to those who have signed-up to and endorsed the testing week.

Part 1 – Questionnaire for implementing partners

We will be asking implementing partners to help us evaluate the testing week by completing a questionnaire in order to get your feedback on the value of the testing week in helping to reduce late diagnosis and whether it was held at the best time.

If possible we would also like to gather information about:

- Any media coverage you obtained in relation to the testing week
- How useful the materials provided were and what materials would be useful in future years
- What activities you undertook as part of the testing week
- What target groups you were aiming to reach and how successful this was
- Whether you feel the testing week contributed to any policy changes or might do in the future
- How many HIV tests you administered (if relevant)

If you have signed-up to testing week we will send you information about how to take part in the evaluation to the email address provided on registration.

Part 2 – National HIV testing statistics

Parts 2 and 3 of the evaluation process will be managed centrally by HIV in Europe.

Where possible and readily available we will be gathering national and regional HIV testing statistics, including:

- Number of HIV tests undertaken
- Number of positive HIV tests
- Measurement of whether those diagnosed were diagnosed early or late

Part 3 – Measuring participation

Finally, we will gather information on the number of participants and organisations that take part as well as website traffic and social media activity to get an idea of the coverage achieved by the testing week.

Section 9 – The testing week planning calendar

The testing week calendar at the back of this guide provides an overview of activities you may wish to undertake in the 10 weeks prior to the testing week launch. We hope this calendar will be useful in helping you to plan in the run up to the testing week.

The European HIV testing week 2013 planning calendar

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	September 16	17	18 Testing week website launches	19 Sign-up to the testing week	20 Read Toolkit 2 and develop a testing week strategy and objective	21	22
Week 2	23 Contact other implementing partners in your country	24 Adapt Toolkit 3 using regional data	25 Place a testing week banner on your website	26	27 Let us know if you need help with translations	28	29
Week 3	30 Use Toolkit 4 to develop an engagement strategy	October 1	2	3 Convene a meeting with partners to agree testing week objective	4	5	6
Week 4	7 Use Toolkit 4 to begin approaching partners	8	9 Submit a list of local testing centres to HIV in Europe	10	11	12	13
Week 5	14 Use Toolkit 5 to develop a key opinion maker strategy	15	16	17	18 Use Toolkit 5 to approach key opinion makers	19	20
Week 6	21	22 Start talking about testing week on social media	23	24	25 Use Toolkit 2 to develop a media strategy	26	27
Week 7	28	29	30	31 Adapt the template press release and factsheets	November 1	2	3
Week 8	4	5	6 Start advertising any planned testing activities on social media	7	8	9	10
Week 9	11	12	13	14 Confirm arrangements with any testing week volunteers	15	16	17
Week 10	18 Final preparations for testing week activities	19	20	21 Conduct media sell in for testing week launch and/or activities	22 Set social media profile pictures as the testing week logo	23	24
European HIV testing week	25	26	27	28	29	30	December 1 World AIDS Day

Host testing week activities, ongoing media sell in and get involved on social media talking about #EuroHIVtestweek

Appendix 1 – collecting information about HIV testing locations

As mentioned in **Section 4** we have been working with NAM aidsmap to help update their e-atlas so if you have an existing list of HIV testing locations, or are compiling one for the testing week, please share it with us and we will make sure that the details are included.

On the next page there is a spreadsheet template and an overview of the information that you need to collect for the e-atlas. The table includes guidance on how to complete each field as well as an example.

General guidance notes for collecting and submitting the data

- Please fill in as many fields as possible. If your submitted information is incomplete we cannot guarantee addition to the e-atlas
- When completing the table please take great care with capitalisation and spelling
- If the organisation has an acronym this can follow the organisation name. It should be in capitals and enclosed in brackets. E.g. African Swahili Community Project (ASCOP)
- If an organisation's name begins with 'The', this should come at the end of the name. E.g. African Eye Trust, The
- Please send your completed table to hiveurope@cphiv.dk

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Organisation	Agency	Telephone	Email	Web	Postal Address 1	Postal Address 2	Postal Address 3	Postal Address Postcode	Country	Description	European testing week activities
This is the main name of the organisation E.g. NAM or Terrence Higgins Trust	This is the name of the department, branch office or particular project. E.g. Terrence Higgins Trust, Oxford Office.	Please provide the country and area code and use no more than 6 numbers without a space	Email contact	Website address					Country	A brief description of service(s) provided	Any specific information regarding testing week activities
<i>Positive Voice</i>		<i>+30 210 52 34 651</i>	<i>info@positivevoice.gr</i>	<i>www.positivevoice.gr</i>	<i>13 Agion Anargiron St.</i>	<i>10554 Athens</i>			<i>Greece</i>	<i>Advocacy and human rights; prevention; testing and counselling; education and outreach.</i>	