

Impact and experiences of offering HIV testing across a whole city population through primary care clusters and general practices

Cardiff University, 2023

Objective

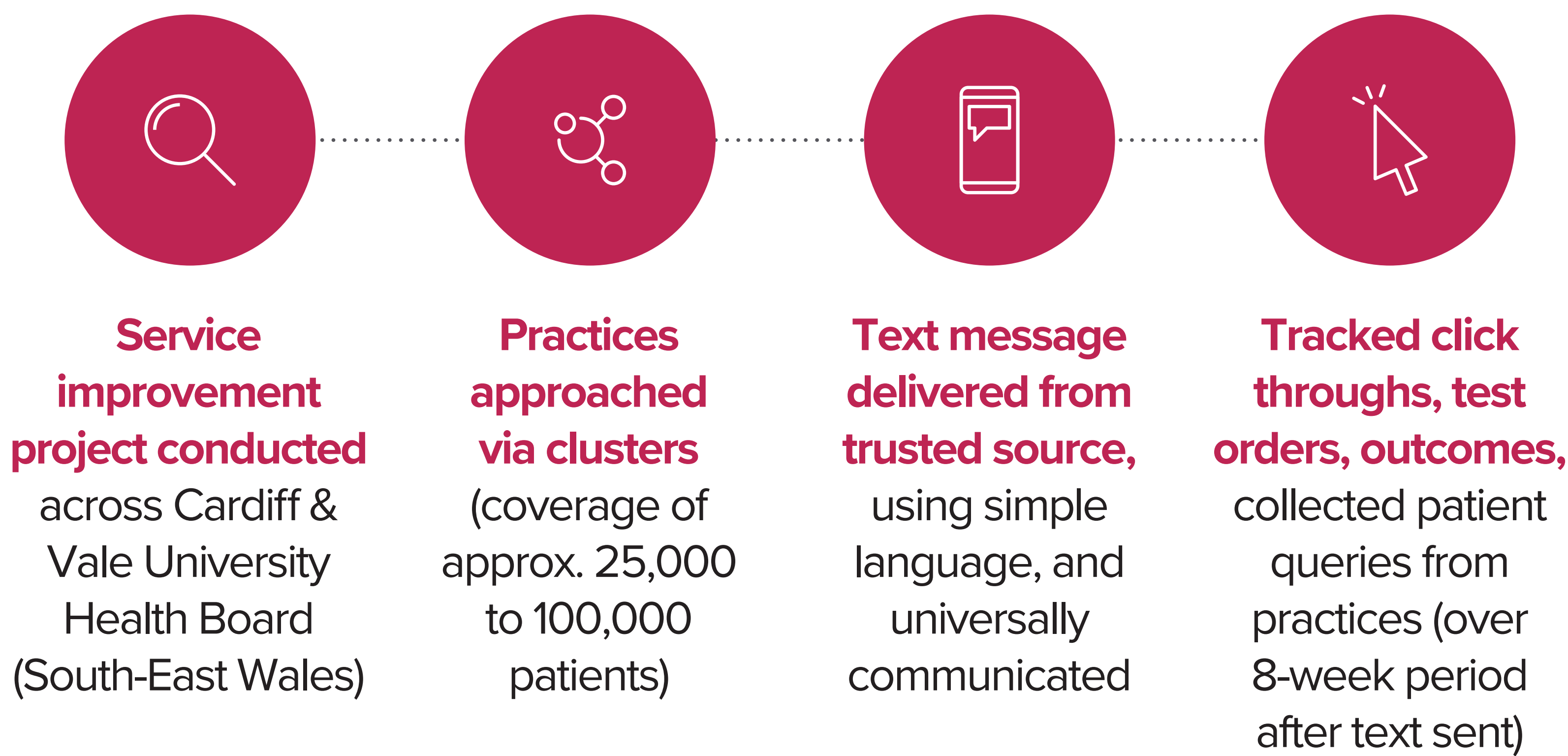
- Support (and evaluate) GP practices to **send SMS text messages** to their adult patients encouraging HIV testing and sign-posting to a national online HIV test and post service

Need/s addressed

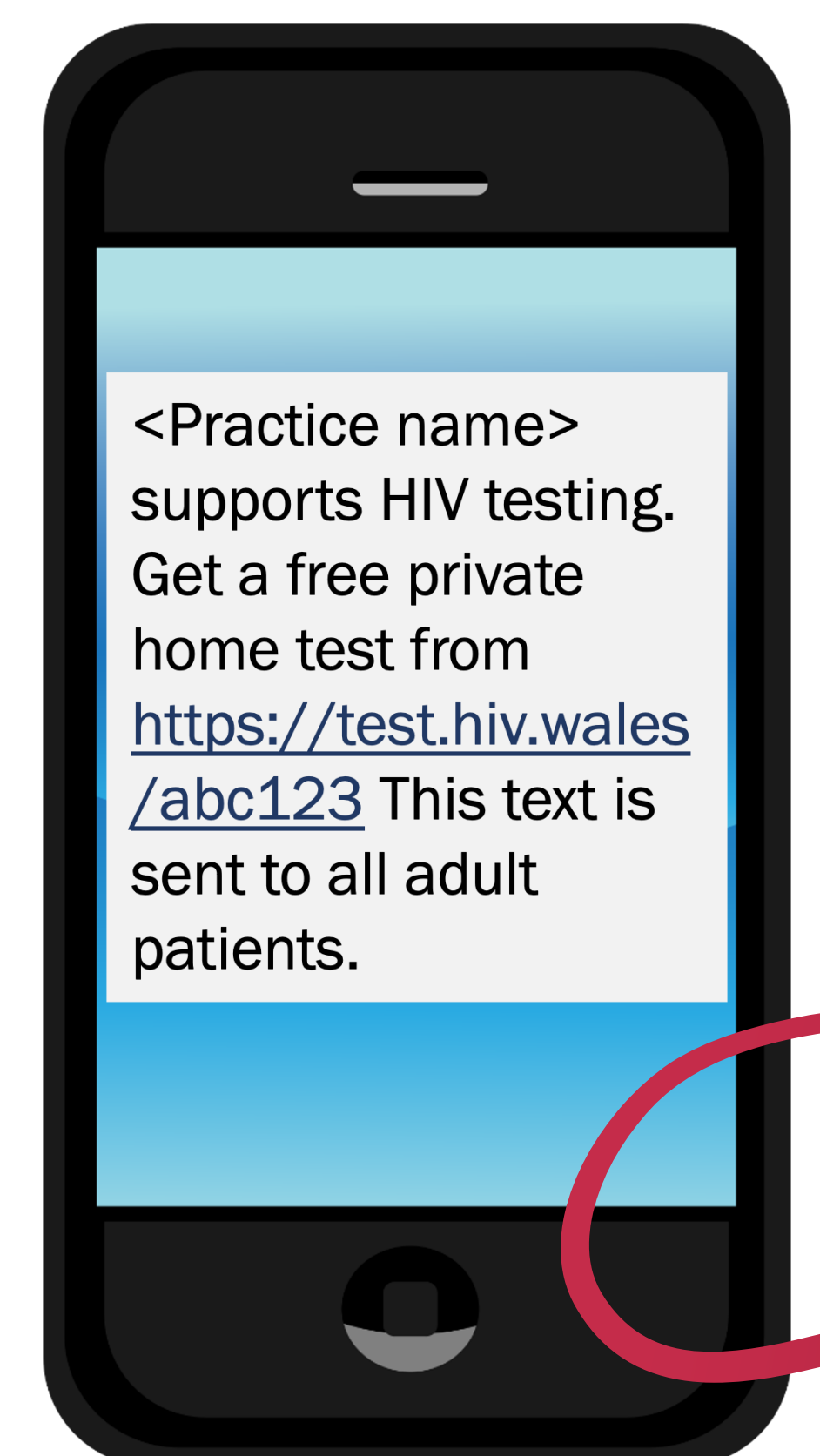
- HIV testing primarily takes place in sexual health clinics**, which have **variable access** due to location, operating hours and stigma
- Other options for HIV testing** starting to become widespread (e.g. online). Growing evidence that targeted SMS text messages (e.g. 15-24 year olds) could increase awareness and engagement with these services
- Current lack of evidence** around universal messaging but initial pilot work suggests universal text message from a GP practice could **encourage new people to engage with HIV testing**

Actions taken

Project ran April 2022- November 2022



Scan to read the full report



Outcomes

Encouraging HIV testing through GP practices is acceptable to the majority of people

- Nearly **4,500** click throughs to online test and post service (over 8 weeks) from 140,000 texts sent

A **different demographic** engaged

Variability in cluster and practice engagement

- 6/9** primary care clusters engaged
- 208,000** practice list size (47% of total)

No new HIV cases detected but starts the process of normalising HIV testing among the general population

- 2,409** test order events, 418 following receipt of text from GP (17%)

Good example of **collaboration across sectors** through Fast Track Cities Initiative

Positive impact on HIV Action Plan for Wales

- Plan to conduct research evaluating this across whole of Wales

Impact towards the shared ambition of 'Getting to Zero'

- Encouraging HIV testing through GP practices is acceptable to the majority of people, resulting in the **normalisation of HIV testing and subsequent reduction in late diagnosis**