MyTest

MyTest: HIV Self-Testing Project

Media toolkit

NSW GOVERNMENT

mytest.health.nsw.gov.au

Contents

mytest.health.nsw.gov.au

About the project

The MyTest project promotes HIV testing and helps provide access to free HIV self-test kits via vending machines.

MyTest is an NSW Health funded project. MyTest is particularly focused on supporting people who have never been tested for HIV or those who infrequently test for HIV, as well as those who face barriers to regular sexual health testing due to health insurance or Medicare ineligibility.

To get a MyTest kit from a vending machine, all you need to do is provide an email address or mobile number to register online and select a vending machine location near you.

MyTest supports the NSW HIV Strategy 2021-2025.

For more information on the MyTest project, contact: nswh-mytest@health.nsw.gov.au

Background

MyTest is funded by NSW Health and supported by a range of partners including ACON, Positive Life NSW, PozHet, Multicultural HIV & Hepatitis Service, NSW Sexual Health Infolink, Hunter New England Local Health District, South Eastern Sydney Local Health District, South Western Sydney Local Health District and Western Sydney Local Health District.

The project aims to investigate the acceptability and effectiveness of using vending machines to distribute free HIV self-test kits. The project will allow community members to register online and then access up to four HIV self-test kits per month at no cost.

The MyTest project will be piloted for a 12 month period at a range of locations across NSW. MyTest uses Therapeutic Good Administration (TGA) approved Atomo HIV self-test kits, which typically have a retail cost of around $30.

What will this project do?

This project will:

- increase access to free HIV self-testing for NSW communities

- increase testing rates among those who don't test or test infrequently

- investigate the acceptability and effectiveness of using vending machines to distribute free HIV self-test kits

- connect people living with HIV to care in NSW.

Who is this project for?

This project is for people living in NSW who are at risk of HIV and infrequently or do not test for HIV.

These communities may include men who have sex with men, culturally and linguistically diverse people, women, Aboriginal and Torres Strait Islander people, people born overseas, international students and people who are Medicare ineligible.

Anyone who self identifies that they are at risk of HIV will be able to access free HIV self-test kits through the MyTest project.
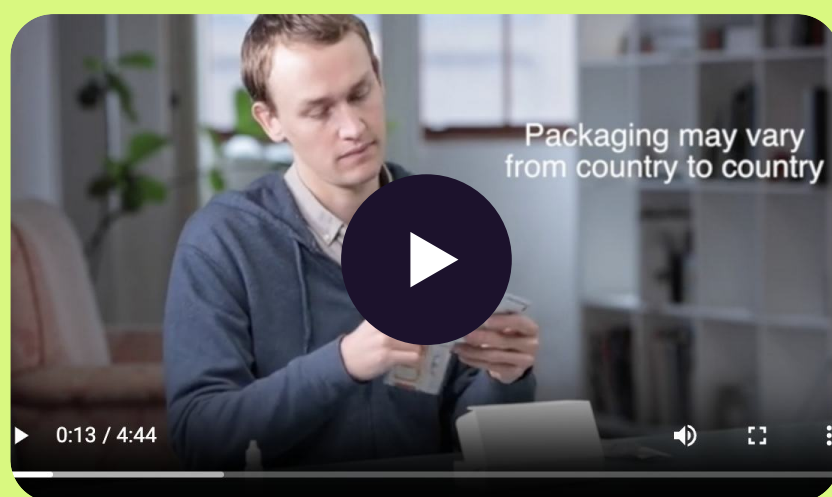
How to access MyTest

The MyTest project is accessed through the MyTest project <u>website</u>. The website is a multi-page information platform that has a straight forward registration process. The only information needed to register to get a HIV self-test kit is:

- age confirmation (16 years or older)
- mobile number or email address
- confirmation that a person has read the privacy statement.

The website was designed to guide community members through how to access and use MyTest HIV self-test kits and what to do after receiving a result. The website also provides general information on HIV prevention, testing and treatment as well as support and information services that are freely available to the NSW community.

Community members wanting to access free HIV self-test kits will need to register on the website using their mobile number or email address. Once registered, community members will go to a vending machine of their choice to access up to four HIV self-test kits each month.

The MyTest website will be available in eight languages:

Arabic	English
Hindi	Indonesian
Malay	Mandarin
Spanish	Vietnamese

How to use an HIV self-test kit

The Atomo HIV self-test (a finger prick test) is a TGA approved self administered HIV test. It is important to read the instructions within the ATOMO HIV self-test kit to make sure the test is used correctly.

The MyTest project website also has instructions as well as a video tutorial of how to correctly do a self-test available in multiple languages.

MyTest vending machine locations

Vending machines are located across NSW, including in Sydney, Greater Western Sydney and in several regional locations. To find vending machine locations, please go to the MyTest website.

Follow up survey

After registering to use MyTest, all users will receive an invitation to take part in a short survey about their experience of using MyTest. This information is anonymous and will help NSW Health to improve the MyTest service.
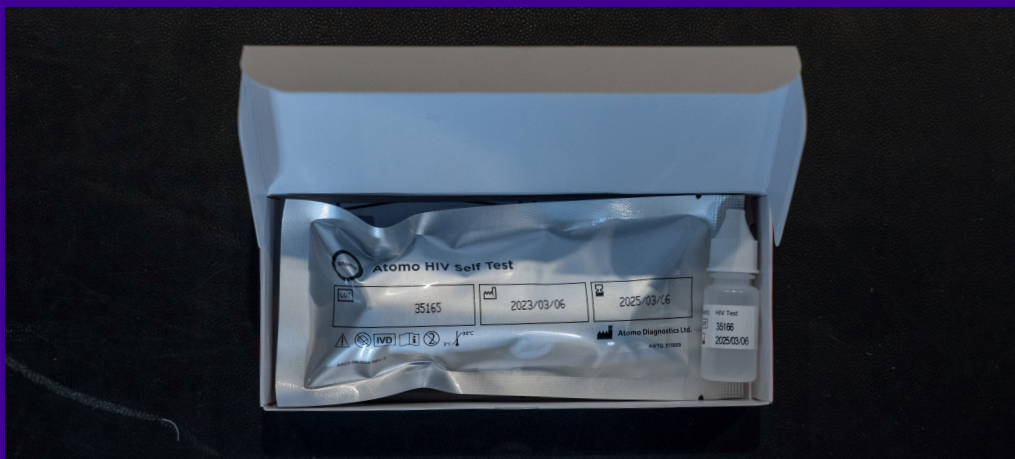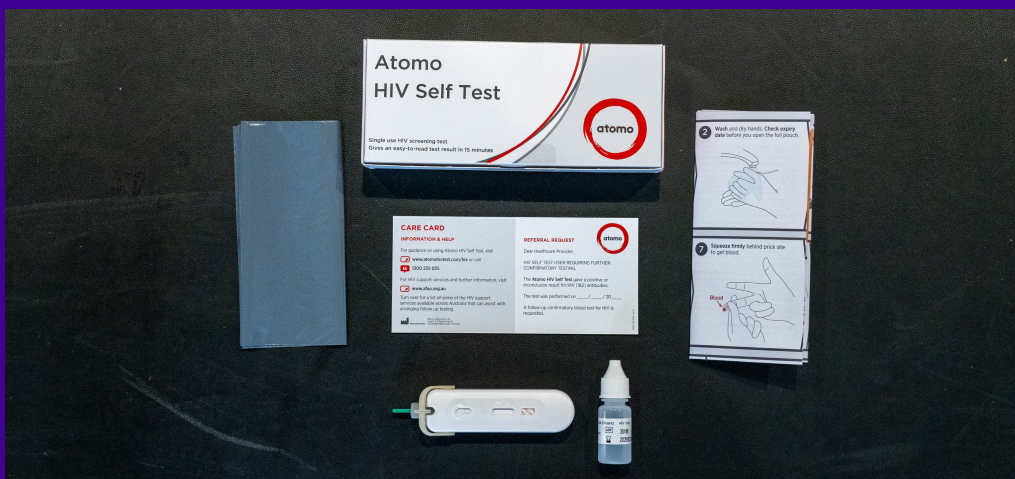
What is in a MyTest kit?

The MyTest kit contains:

- 1x Atomo HIV self-test kit with instructions
- 2x condoms
- 2x sachets of lubricant
- 1x information card that links community members to support services and provides information on HIV prevention.

The MyTest kit comes in discreet packaging that does not reference HIV or sexual health.

Inside the test kit box you will find the HIV testing kit, a buffer, a disposal bag, instruction on how to use the test and follow up information card.

The follow up information card is designed to help people who test positive on the self-test kit seek support and confirmatory testing.

Promotional materials

NSW Health encourages organisations to help promote the MyTest project with community members they work with. We have developed a range of posters, social media posts and flyers for you to share to increase awareness of MyTest.

If you receive negative public feedback during promotion, you should:

- ensure your safety and the safety of those around you. Please follow your organisation's procedures on what to do in situations of conflict and media management.
- if it safe to do so, de-escalate the situation. Let the concerned member of the public know that you have partnered with NSW Health to support people to access health care, including different types of health testing.

Please contact the MyTest project team for further support. You can email nswh-mytest@health.nsw.gov.au.

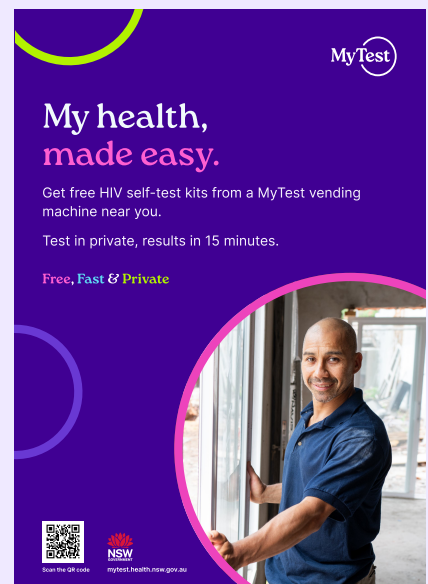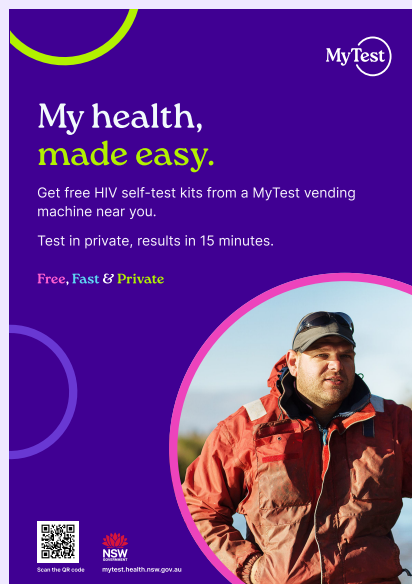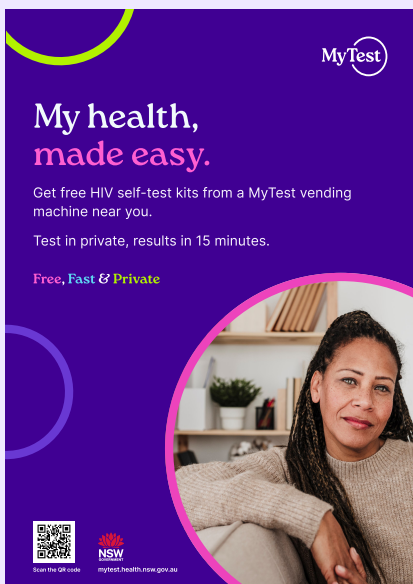If you have any questions about how to promote MyTest, please contact: nswh-mytest@health.nsw.gov.au.
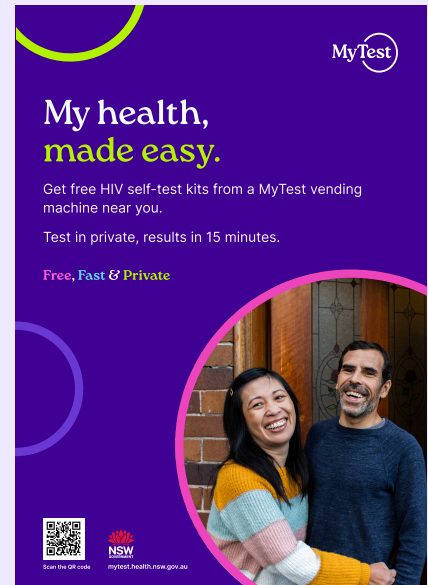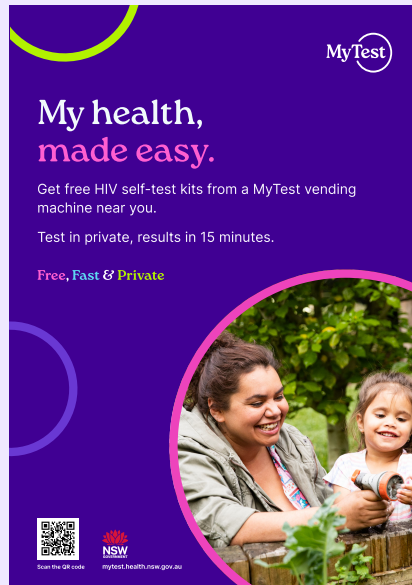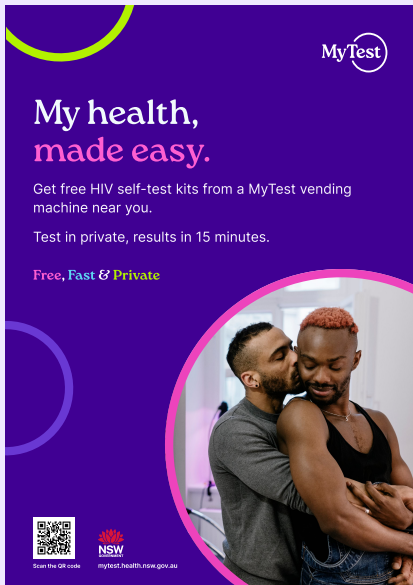
Posters

A range of A3 posters have been designed to promote MyTest within different community groups.

Each poster has a health related message on it along with a QR code for community members to scan to easily access the MyTest website.

You can order posters for your organisation at no cost by emailing nswh-mytest@health.nsw.gov.au or download them here.

Posters

Please click on the button below to download the media toolkit, including posters and social media posts for you to use.

[Download the posters]
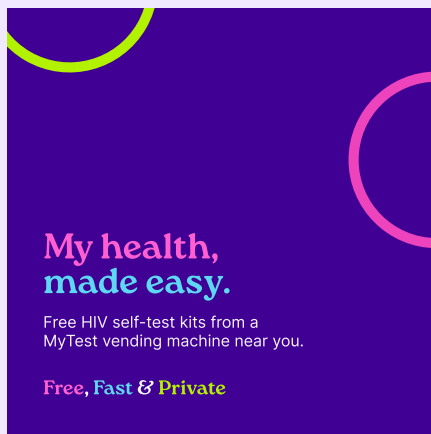
Social media posts

Promotional material has been developed for Meta and LinkedIn platforms, including:

To accompany social media assets, you can use the following copy:
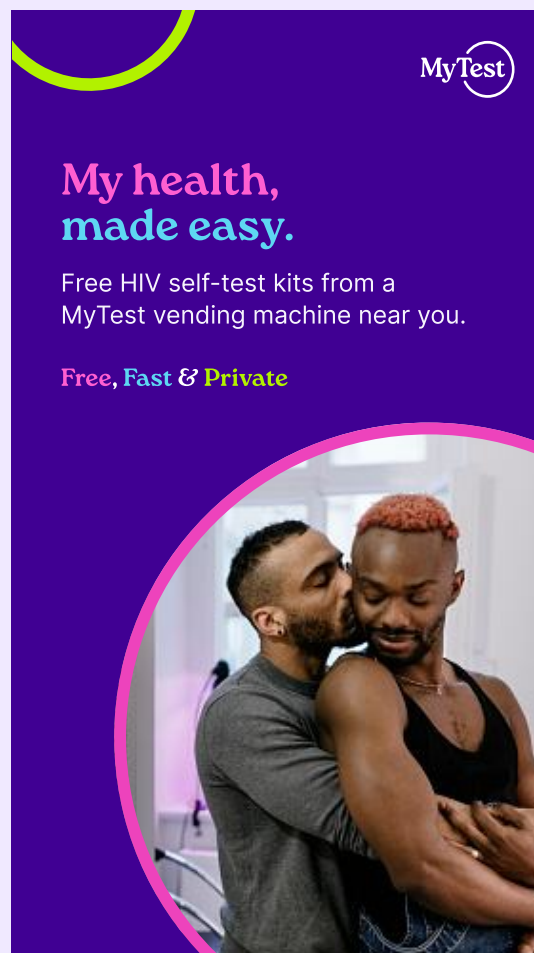
MyTest is the fast, free and private way to test for HIV. Get your self-test kit from a vending machine near you.

HIV self-testing is safe, free and private. You can get free HIV self-test kits from a MyTest vending machine near you.
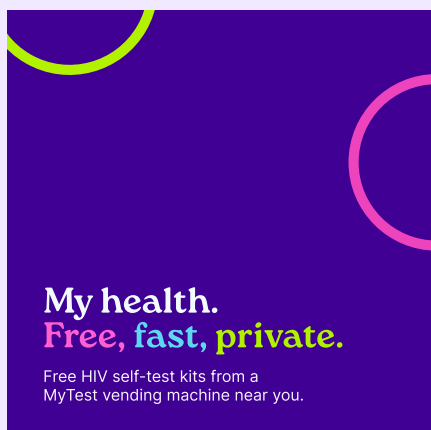
Meta

Linkedin

Meta Story

Please click here to download the media toolkit, including posters and social media posts for you to use.

[Download social media posts]

Flyer

Free, Fast & Private

What is MyTest?

The MyTest project provides access to free HIV self-test kits through vending machines for people living in NSW.

What is HIV?

HIV stands for Human Immunodeficiency Virus and is a manageable condition. It is a virus that attacks your immune system. HIV weakens the body's immune system which makes it hard for your body to fight off infections.

The longer HIV is left untreated, the more damage it can do. This is why it is important to test often and to start treatment as soon as possible if you need it.

How do I get a free HIV self-test kit?

To get a free HIV self-test kit, go to the MyTest website and register. All you need to do is provide a mobile number or email address. Once you have registered, choose a vending machine location near you to collect your self-test from.

Do I need an HIV self-test through MyTest?

HIV testing is free, fast and private with MyTest. Anyone who is sexually active may be at risk of HIV.

The only way to know your HIV status is through testing.

While anyone who is sexually active is at risk of HIV, HIV testing is particularly recommended for:

- people with multiple partners or a recent partner change
- migrants from countries with a high rate of HIV
- anyone diagnosed with a STI
- pregnant women
- people using pre-exposure prophylaxis to prevent HIV
- gay, bisexual and other men who have sex with men, including trans women who have sex with men
- sexual contacts of someone with HIV or at risk of HIV
- anyone with symptoms of HIV.

Where can I find out more information?

You can find more information about MyTest, HIV prevention testing and treatment on the MyTest website.

Scan the QR code

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MyTest

Download the flyer

My health,
My way.

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