



MyTest: HIV Self-Testing Project

Media toolkit



mytest.health.nsw.gov.au



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This media kit has been based on the National Association of People Living with HIV Australia's (NAPWHA) media kit. NSW Health thanks [NAPWHA](#) for their generosity.



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 focuses on supporting people at risk of HIV and who have never tested or who test infrequently.

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:
nsw-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 will allow community members to register online and then access up to four HIV self-test kits per month at no cost.

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
- 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.

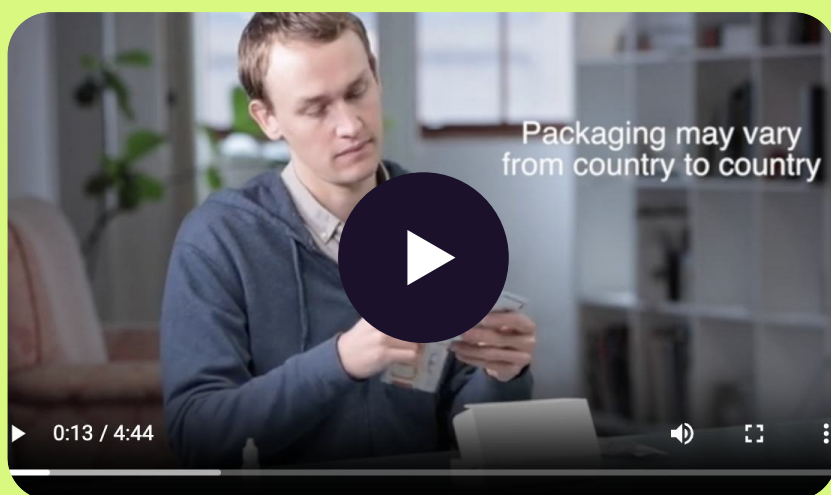
How to access MyTest

The MyTest project is accessed through the MyTest project [website](#). 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](#).

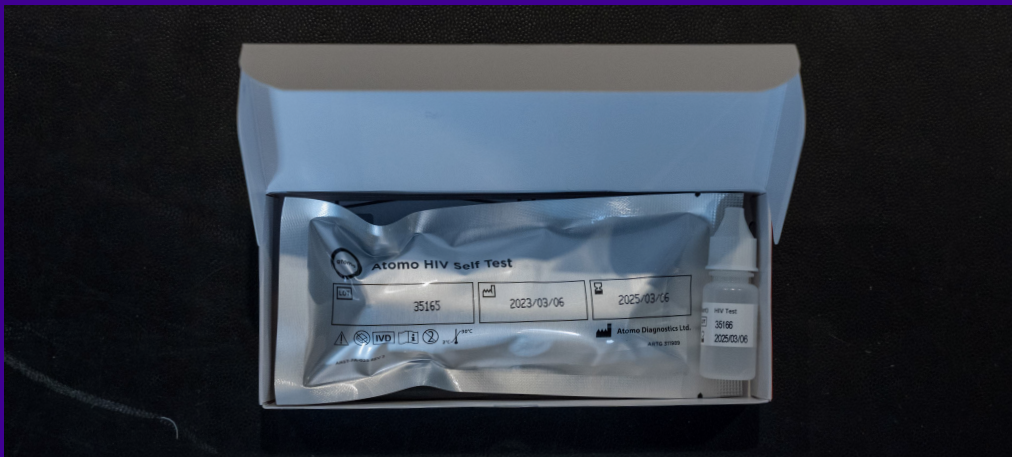
What is in a MyTest kit?

The MyTest kit contains:

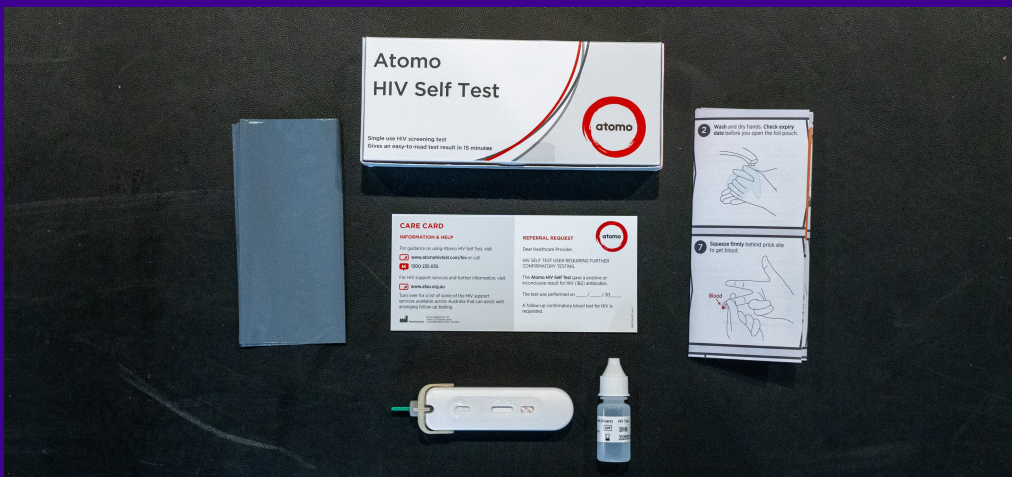
- 1x Atomo HIV self-test kit with instructions
- 2x condoms
- 2x sachets of lubricant
- 1x information card that links community members to support services and provides information on HIV prevention.

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.



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 nsw-mytest@health.nsw.gov.au.

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

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

[Download the promotional materials](#)

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 nsw-mytest@health.nsw.gov.au or download them [here](#).

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.

My health,
My way.



mytest.health.nsw.gov.au