

# Seven years of European Testing Week: impact of a regional awareness campaign on increase in awareness and testing activities in Europe

L. Combs<sup>1</sup>, B. Collins<sup>2</sup>, V. Delpech<sup>3</sup>, D. Simões<sup>4,5</sup>, J.K. Rockstroh<sup>6</sup>, D. Raben<sup>1</sup>, on behalf of the EuroTEST Steering Committee and European Testing Week Working Group.  
<sup>1</sup>CHIP, Rigshospitalet, University of Copenhagen, Copenhagen, Denmark, <sup>2</sup>ReShape/International HIV Partnerships, London, United Kingdom, <sup>3</sup>Public Health England, London, United Kingdom, <sup>4</sup>EPIUnit - Institute of Public Health of the University of Porto, Porto, Portugal, <sup>5</sup>Grupo de Ativistas em Tratamentos, Lisbon, Portugal, <sup>6</sup>University Hospital Bonn, Department of Medicine I, Bonn, Germany

**PURPOSE:**  
We present the impact of European Testing Week (ETW) since it began in 2013. ETW unites organisations across Europe to increase testing efforts and awareness of earlier testing and treatment of HIV and viral hepatitis.

**METHODS:**  
To participate, interested organisations sign up on the ETW website. At the completion of ETW, an online evaluation is sent to registered organisations recording their promotional and testing activities, target populations, as well as satisfaction with ETW and challenges. If available, organisations submit aggregated data on people tested, reactive results and linkage to care. Results from all surveys (2013 - 2019) were included.



**RESULTS:**  
Participating organisations have mostly been NGOs/CSOs (63%), 19% health care, 11% government and 7% other. With the exception of 2015, where there was miscommunication regarding sign-up renewal, the number of organisations signed-up to participate increased on average 29% per year (Fig.1).

Not surprisingly, testing was the most common ETW activity followed by awareness raising. Targeted populations included MSM (60%), PWID (41%) and the general population (66%). On average, 85% of organisations reported an increase of > 50% in testing during ETW (data for 2015-2019) (Fig. 2). Aggregated testing data indicated an average percentage increase in ETW testing of 155% for HIV, 228% for HBV and 192% for HCV compared to the previous week. The average positivity rate during ETW is 1.0 for HIV, 2.3 for HBV and 2.4 for HCV (Fig. 3).

**CONCLUSIONS:**  
Now in its seventh year, ETW has established itself as a well-known and valuable European campaign with proven impact on increasing awareness and testing rates. ETW now occurs biannually in May and November.

