Innovative HIV testing in the workplace

Jenny Hand:
Twitter @LASSJennyHand

Web: lass.org.uk
Blog: blog.lass.org.uk
Twitter: @LASSLeics
Innovative HIV testing in the workplace
KEY ACHIEVEMENTS

- 776 Employees attended 20 events
- Participants were from 50 counties worldwide
- 52% Received a HIV test
- 75% Had never taken a HIV test before
- 96% considered the HIV test to be an acceptable element of the workplace health checks
- 99% Felt that the information provided during these health events was easy to understand

- 79% Learned something new about their health
- 67% Stated, that they thought they would go on to make changes to their health or health behaviours as a result of the event
- ¼ Of employees were interested in receiving other types of health checks relating to heart, eyes, lungs and mental health
- 1,000 Safer sex packs were distributed through the project
TEXT MESSAGING SERVICE

• **465** numbers were collected for the text messaging service. **77.5%** of the target of **600**.

• **6131** messages were sent. **68.1%** of the target of **9,000**. Of the messages sent, **5844 (95.3%)** were opened.

• **96%** of respondents say they have learnt something new about HIV.

• Of those who responded **26%** have had a HIV test since attending an event.

• **95%** of respondents said that the messages inspire them to take action on their health.
Key Challenges

Employers attitudes to including HIV in workplace health

• Stigma, Stigma and Stigma

• Excuses

• Fear of bad publicity
Practical learning points

- Flexibility to adjust to focus on delivering outcomes
- Putting HIV in the context of general health
- Contracting and working with evaluators from the start
- Continuous improvement - Learning and adapting as you go
- Partnership, sharing and open to new ideas