

HIV Testing Week 2020

Social media toolkit for NSW Health and partners



Testing for HIV at home – Dried Blood Spot (DBS) HIV testing

The first week of June (1st – 7th) is HIV Testing Week in NSW. This year, NSW Health wants to remind our communities that HIV testing is still important, even in the current context of COVID-19. We're aware that during the COVID-19 outbreak there have been changes to the way some sexual health services operate, meaning that it may not be as easy to access HIV testing as it normally is. Some people may have deferred getting tested HIV for various reasons. **It's still important that people who may have been exposed to HIV continue to test.** This is why we're encouraging people who are eligible to make use of Dried Blood Spot (DBS) testing at this time, in addition to other testing options (see [NSW HIV Testing webpage](#) for options).

Dried Blood Spot (DBS) testing is an option for people who meet eligibility criteria to test for HIV at home, without needing to visit a doctor. DBS makes HIV testing easy, reliable and confidential. Community members can order a free kit online, then follow the instructions to provide a fingerprick blood sample on the test card provided. Posting the test card back to the laboratory for testing is free, and a nurse provides results in a week.

Supporting the campaign

We encourage you to use the animations and suggested posts in this toolkit to promote DBS HIV testing through your organisation's social media channels and other digital platforms. The Multicultural HIV and Hepatitis Service (MHAHS) have made the animations available in English, Arabic, Chinese (Simplified), Indonesian, Khmer, Portuguese, Spanish, Thai and Vietnamese.

You can download all videos from [the MHAHS website](#), or follow the links in this kit. To participate in the campaign during HIV Testing Week (1st – 7th June), simply post:

- An animation in your preferred language
- A suggested post
- Link to the DBS website www.hivtest.health.nsw.gov.au

We've also provided some suggested responses to the kinds of enquiries you might receive on your organisation's channels in response to these posts.

You can help raise community awareness of the importance of HIV testing

For more information please contact Heather McCormack on

Heather.McCormack@health.nsw.gov.au

Video 1: DBS demonstration animation

This animation demonstrates the steps to complete a DBS test, with minimal text.



[Download the animation in English here](#)

Suggested posts | English

Key message	Suggested post
Testing from home	You can test for HIV in your own home. To receive a free, easy and confidential postal HIV test, visit www.hivtest.health.nsw.gov.au
Test via finger prick	Do you need a HIV test? This finger prick test is free, easy and confidential and can be done in the privacy of your own home www.hivtest.health.nsw.gov.au

Video 2: DBS hands animation

This simple animation uses the distinctive DBS branding and emphasises that testing with DBS is free, easy, confidential, and can be completed at home.







[Download the animation in English here](#)

Suggested posts | English

Key message	Suggested post
Testing from home	You can test for HIV in your own home. To receive a free, easy and confidential postal HIV test, visit www.hivtest.health.nsw.gov.au
Test via finger prick	Do you need a HIV test? This finger prick test is free, easy and confidential and can be done in the privacy of your own home www.hivtest.health.nsw.gov.au

Multilingual animations

The animations on the previous pages have also been translated into the languages listed below. We encourage you to share this version on your channels that reach a CALD audience.

DBS demonstration animation	Language	Suggested post
 <p>Download Chinese animation</p>	Chinese – simplified	<p>你需要艾滋病病毒测试吗？</p> <p>对于一个免费，简单和保密的测试，你可以在家里做</p> <p>www.hivtest.health.nsw.gov.au</p>
 <p>Download Indonesian animation</p>	Indonesian	<p>APAKAH ANDA MEMBUTUHKAN TES HIV?</p> <p>Untuk uji gratis, mudah dan rahasia yang dapat anda lakukan di rumah kunjungi:</p> <p>www.hivtest.health.nsw.gov.au</p>
 <p>Download Thai animation</p>	Thai	<p>คุณมีความจำเป็นที่จะต้องมีการทดสอบเอชไอวีหรือไม่</p> <p>สำหรับการทดสอบฟรีที่ง่ายและเป็นความลับที่คุณสามารถทำได้ที่บ้าน ให้เข้าไปที่</p> <p>www.hivtest.health.nsw.gov.au</p>
 <p>Download Vietnamese animation</p>	Vietnamese	<p>BẠN CÓ CẦN XÉT NGHIỆM HIV KHÔNG?</p> <p>Để có một thử nghiệm miễn phí, dễ dàng và bảo mật, bạn có thể làm ở nhà, xin vào trang mạng</p> <p>www.hivtest.health.nsw.gov.au</p>

DBS hands animation	Language	Suggested post
 <p>Download Arabic animation</p>	Arabic	<p>هل تحتاج الى فحص HIV؟ لإجراء فحص HIV مجاني وسهل وسري في بيتك، اذهب الى الموقع: www.hivtest.health.nsw.gov.au</p>
 <p>Download Chinese animation</p>	Chinese - Simplified	<p>你需要艾滋病测试吗？ 对于一个免费，简单和保密的测试， 你可以在家里做 www.hivtest.health.nsw.gov.au</p>
 <p>Download Indonesian animation</p>	Indonesian	<p>APAKAH ANDA MEMBUTUHKAN TES HIV? Untuk uji gratis, mudah dan rahasia yang dapat anda lakukan di rumah kunjungi: www.hivtest.health.nsw.gov.au</p>
 <p>Download Khmer animation</p>	Khmer	<p>តើអ្នកត្រូវការធ្វើតេស្តរកមេរោគអេដស៍ដែររឺទេ ? សម្រាប់ការធ្វើតេស្តដោយឥតគិតថ្លៃ មានភាពងាយស្រួល និងរក្សាការសម្ងាត់ដែលអ្នកអាចធ្វើនៅផ្ទះ បានសូមចូលទៅកាន់គេហទំព័រ www.hivtest.health.nsw.gov.au</p>
 <p>Download Portuguese animation</p>	Portuguese	<p>VOCÊ PRECISA DE UM TESTE DE HIV? Para um teste gratuito, fácil e confidencial que você pode fazer em casa, visite: www.hivtest.health.nsw.gov.au</p>
 <p>Download Spanish animation</p>	Spanish	<p>¿NECESITAS UNA PRUEBA DE VIH? Para realizarte una prueba gratuita, fácil y confidencial que puedes hacer en tu casa, visita: www.hivtest.health.nsw.gov.au</p>
 <p>Download Thai animation</p>	Thai	<p>คุณมีความจำเป็นที่จะต้องมีการทดสอบ เอชไอวีหรือไม่ สำหรับการทดสอบฟรีที่ง่ายและเป็นความลับที่คุณสามารถทำได้ที่บ้าน ให้เข้าไปที่ www.hivtest.health.nsw.gov.au</p>
 <p>Download Vietnamese animation</p>	Vietnamese	<p>BẠN CÓ CẦN XÉT NGHIỆM HIV KHÔNG? Để có một thử nghiệm miễn phí, dễ dàng và bảo mật, bạn có thể làm ở nhà, xin vào trang mạng www.hivtest.health.nsw.gov.au</p>

Suggested responses to HIV Testing Week 2020 digital communications

You may receive enquiries from members of the public in response to your HIV Testing Week posts. Suggested responses to social media posts are provided here to guide your organisation's responses.

The language/tone used in the reply should be adapted to meet the needs of your organisation's audience. Some responses to some questions may also be more suited to a private message than a public comment.

Post/comment	Suggested response
How does the DBS test work?	<p>The DBS test works by testing a small drop of blood from your finger that has been spread on a test card and left to dry. The card is then sent by you to a laboratory where it is tested to see if the blood has HIV and hep C.</p> <p>The DBS test is free and a kit can be ordered online and sent to you in the mail. You may also pick up a test at selected health services, who may help you with doing the test.</p> <p>A sexual health nurse from the Sexual Health Infolink will contact you with your results within a week.</p>
How much does the DBS kit cost?	The DBS test is free to order online and free to post to the laboratory.
How long does it take to get the results of the DBS test?	A sexual health nurse from the Sexual Health Infolink will contact you with your results within a week. If you completed your DBS test at a health service, it may also be possible for the health service who helped you do the test to provide the results.
What happens if HIV shows in my DBS test result?	If the DBS test shows HIV or hep C in your sample, you will need to have a standard blood test to confirm HIV or hep C infection. The nurse or health service who provides your results will tell you where you can go for a standard HIV or hep C test. The nurse or health service will also contact you within 7 days to ask if you need any more assistance.
Can I give my DBS test to someone else?	No. The DBS test can only be used by you.
I'm worried about HIV. Where can I get tested?	You can get tested by a GP or sexual health clinic near you. You may also be able to test at home using Dried Blood Spot (DBS). Go to our website (https://www.health.nsw.gov.au/endinghiv/Pages/HIV-testing.aspx) to find out more or call the NSW Sexual Health Infolink on 1800 451 624 for confidential help in finding out how to test for HIV.
I have HIV/my partner has HIV/my family member has HIV. Where can I get help?	There are many different services that support people with HIV. Talk to your GP or go to the NSW HIV Support Program website (https://www.health.nsw.gov.au/endinghiv/pages/support-program.aspx) for a list of services. You can also call the NSW Sexual Health Infolink on 1800 451 624 for confidential information and advice.
How often should I test for HIV?	<p>How often you should get tested depends on your sexual behaviour and other things placing you at risk.</p> <p>If you are worried about HIV talk to your GP or call the NSW Sexual Health Infolink on 1800 451 624 for confidential advice.</p>

<p>What are the symptoms of HIV? How can I know if I have it?</p>	<p>Most people have mild or no symptoms when they first get HIV. Some people have a flu-like illness with fever, sore throat, swollen glands or a rash a few weeks after getting HIV. These symptoms usually disappear after a week or two. After this time, people with HIV usually have no symptoms for many years, which is why it's important to test – so you can get treatment and don't pass it on to others.</p>
<p>I had sex with a sex worker. Could I have HIV?</p>	<p>In Australia, the risk of getting HIV from a sex worker is VERY LOW. The risk is higher in countries with higher levels of HIV and those countries with higher levels of HIV among sex workers (this is NOT the case in Australia).</p> <p>To stay safe the important thing is to ALWAYS use condoms but get a HIV test to be sure.</p> <p>If you are worried about HIV talk to a doctor/nurse or call the NSW Sexual Health Infolink on 1800 451 624 for confidential advice.</p>
<p>How soon after having sex with someone can I test for HIV?</p>	<p>The standard HIV test can detect (with 99% accuracy) if a person has HIV at 6 weeks from the time they were exposed.</p> <p>In some situations, post-exposure prophylaxis (PEP) medication can be given to prevent HIV infection. PEP must be given in the 72 hours after being exposed to the virus – click here to find out more.</p> <p>If you are worried about HIV talk to a doctor/nurse or call the NSW Sexual Health Infolink on 1800 451 624 for confidential advice.</p>
<p>My HIV test was negative, but could I still have HIV?</p>	<p>Tests for HIV are VERY accurate and in 99% of cases they can detect HIV 6 weeks after they were exposed. If you want to be 100% sure you could ask for a HIV test at 12 weeks.</p> <p>If you are worried about HIV talk to a doctor/nurse or call the NSW Sexual Health Infolink on 1800 451 624 for confidential advice.</p>
<p>Is HIV the same as AIDS?</p>	<p>People with HIV who are not on treatment can develop AIDS - a late stage of HIV infection. Treatment stops damage to the immune system, so people can expect near-normal life expectancy and to live in good health.</p> <p>AIDS is now VERY UNCOMMON in Australia due to high numbers of people taking treatment for HIV.</p> <p>You can read more about HIV treatment here https://www.health.nsw.gov.au/endinghiv/Pages/treatment.aspx</p>
<p>Will I die from HIV?</p>	<p>People with HIV who take treatments in Australia can lead long and healthy lives. HIV is now viewed as a chronic manageable condition. You can read more about HIV here https://www.health.nsw.gov.au/endinghiv/Pages/public.aspx</p>

<p>Can I get HIV from XXZ {insert risk exposure}</p>	<p>HIV can be passed on through blood, semen, vaginal fluids and breast milk. This means you can be infected with HIV during vaginal or anal sex or by sharing injecting equipment with someone with HIV and not on treatment. HIV can be passed from mother to child during pregnancy or delivery but this is VERY UNCOMMON in Australia.</p> <p>If you are worried about HIV talk to a doctor/nurse or call the NSW Sexual Health Infolink on 1800 451 624 for confidential advice.</p>
<p>Can you still get HIV when you've used a condom?</p>	<p>When used correctly condoms protect you from most STI like HIV, chlamydia, gonorrhoea, syphilis, Hepatitis B.</p> <p>The best way to be safe is to always use condoms when having sex and to get tested for HIV and other STIs.</p> <p>If you are worried about HIV talk to a doctor/nurse or call the NSW Sexual Health Infolink on 1800 451 624 for confidential advice.</p>
<p>I went to the DBS site and it told me I was ineligible. Why can't I have a HIV test?</p>	<p>DBS tests are offered to people aged over 16 years living in NSW who are:</p> <ul style="list-style-type: none"> - a gay man or man who has sex with other men, or - a person from some countries with higher rates of HIV than Australia, or - a person who has a current or previous sexual partner/s from some countries with higher rates of HIV than Australia, or - an Aboriginal or Torres Strait Islander person, or - a person who has ever injected a drug <p>If you do not fall into one of these groups you cannot have a DBS test at this stage, but you can have a standard test done by a doctor. To find out where to have a HIV test call the NSW Sexual Health Infolink on 1800 451 624.</p>
<p>Why is some of the information aimed at people from culturally and/or linguistically diverse backgrounds? Are you saying that these groups have higher rates of HIV?</p>	<p>In NSW, we mostly diagnose HIV among people born in Australia, but also diagnose HIV among people from countries with high levels of HIV and people who have travelled to countries where HIV is common.</p> <p>The aim of this campaign is to increase HIV testing for all people at risk of HIV.</p> <p>You can find out more about who test for HIV here https://www.health.nsw.gov.au/endinghiv/Pages/public.aspx</p>
<p>Could anyone get HIV?</p>	<p>The majority of HIV diagnoses in NSW are made among men who have sex with men. However, there are some other groups which are at risk and we recommend they get tested.</p> <p>You can find out more about who should test for HIV here https://www.health.nsw.gov.au/endinghiv/Pages/public.aspx</p>
<p>Are people with HIV more at risk from COVID-19?</p>	<p>There is currently no evidence to suggest that people living HIV are more likely to catch the novel coronavirus compared to the general</p>

	<p>population, but the data tells us that COVID-19 is more serious for the elderly, those with a compromised immune system (for example people living with HIV who have a low CD4 count) or those with underlying health conditions. For these groups, extra precautions and care should be taken to minimise the risk.</p> <p>Visit ACON - COVID-19 and Our Communities for information and resources about COVID-19 and what it means for people from sexuality and gender diverse communities and people living with HIV https://www.acon.org.au/what-we-are-here-for/covid19/</p> <p>Make sure you're getting your information about COVID-19 from a reliable source. Follow our social media and check the NSW Government COVID-19 website https://www.nsw.gov.au/covid-19. You can find the answers to other frequently asked questions on the NSW Health website https://www.health.nsw.gov.au/Infectious/covid-19/Pages/frequently-asked-questions.aspx</p>
<p>Do anti-viral medications for HIV (including PrEP) protect against COVID-19?</p>	<p>While some HIV drugs are being trialled as a potential treatment, there is currently no evidence that these medicines are effective against the virus.</p> <p>The same goes for anti-viral medication for HIV (including PrEP), hepatitis B and hepatitis C – these drugs do not provide protection against COVID-19.</p> <p>Visit ACON - COVID-19 and Our Communities for information and resources about COVID-19 and what it means for people from sexuality and gender diverse communities and people living with HIV https://www.acon.org.au/what-we-are-here-for/covid19/</p> <p>Make sure you're getting your information about COVID-19 from a reliable source. Follow our social media and check the NSW Government COVID-19 website https://www.nsw.gov.au/covid-19. You can find the answers to other frequently asked questions on the NSW Health website https://www.health.nsw.gov.au/Infectious/covid-19/Pages/frequently-asked-questions.aspx</p>
<p>Is HIV testing something we should worry about during COVID-19?</p>	<p>It's important that people who may have been exposed to HIV continue to test, even during the COVID-19 outbreak. This is why we're encouraging people who are eligible to make use of Dried Blood Spot (DBS) testing at this time. DBS is a free, easy and confidential option to test for HIV in the privacy of your own home. You can find out more about DBS at https://www.hivtest.health.nsw.gov.au. Other HIV testing options are available on the NSW Health HIV testing webpage https://www.health.nsw.gov.au/endinghiv/Pages/HIV-testing.aspx.</p> <p>Make sure you're getting your information about COVID-19 from a reliable source. Follow our social media and check the NSW Government COVID-19 website https://www.nsw.gov.au/covid-19</p>
<p>I went to XYZ {service} and they wouldn't test me for HIV because of XYZ</p>	<ul style="list-style-type: none"> • Refer to own organisations social media/complaints policy

{complaint about another service}	<ul style="list-style-type: none">• Consider hiding public comment• Consider sending a private message to the user with information on other locations for HIV testing
Abusive/trolling	<ul style="list-style-type: none">• Refer to own organisations social media policy• Consider hiding or deleting public comment• Consider sending a private message user in line with own organisations social media policy for managing inappropriate online behaviour