

# Community Home Test Giveaway (CHTG) Virtual Program

## How-To Guide for Implementing the CHTG Virtual Program

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To continue supporting HIV testing for New Yorkers during the COVID-19 outbreak, the existing Community Home Test Giveaway (CHTG) program has been adapted to be implemented virtually! The CHTG Virtual Program is designed to be conducted remotely and does not involve any in-person contact.

This How-To Guide provides detailed instructions for CHTG partners on how to implement the CHTG Virtual Program.

### How the CHTG Virtual Program Works: The CHTG Partner Role

#### Step 1 - Promote

- CHTG partners promote the CHTG program through online and virtual outreach

#### Step 2 - Ask

- CHTG partners ask interested clients to answer 5 demographic questions

#### Step 3 - Collect

- CHTG partners collect demographic responses in the data collection tool

#### Step 4 - Provide

- CHTG partners provide the interested client with the online coupon code

#### Step 5 - Send

- CHTG partners send a web link to the client inviting them to sign up for the client experience survey

#### Appendix A - Templated Language

- Sample language that CHTG partners can use while interacting with the client

Please click on the step number to see more detailed instructions.

## STEP 1: PROMOTE

### *INSTRUCTIONS*

Promote the program virtually through activities such as, but not limited to:

- Posting about the CHTG on social media platforms (i.e., Facebook, Instagram, Twitter)
- Posting about agency involvement in the CHTG on agency website
- Mentioning the CHTG in agency email newsletters
- Telling clients about the CHTG in regular follow-up correspondence (i.e., calls, texts and emails)

Please follow your agency's policies and procedures regarding social media use and client engagement through virtual platforms.

### EXAMPLE LANGUAGE AND IMAGES FOR PROMOTION

Use your own fun language and images to promote the free HIV Home Test. Please include #testathome in your social media posts. Below are some examples:

- Hey, NYC - get a FREE HIV Home Test Kit mailed directly to your home! Contact us @ XXXXX to receive a kit today! #testathome



## STEP 2: ASK

### *INSTRUCTIONS*

Ask interested clients to answer 5 demographic questions:

- What ZIP code do you reside in?
- What is your gender?
- What sex were you assigned at birth?
- What racial/ethnic groups do you consider yourself to be a member of?
- In the past 12 months, what were the gender(s) of your sexual partners?

**These demographic questions are completely voluntary** and used to assess who the program is reaching. Clients do not need to respond to any or all of the questions in order to receive their online coupon code for a home HIV test. Clients should still receive the online coupon code regardless of their responses.

Please follow your agency's policies and procedures regarding social media use and client engagement through virtual platforms.

## STEP 3: COLLECT

### *INSTRUCTIONS*

Click on the web link for the data collection tool: <http://sgiz.mobi/s3/CHTGVP-Data-Collection-Tool>

- Document the client's responses to the demographic questions in the data collection tool
  - If the client declines to answer a question(s), click the "Declined to Answer" option
- Document the online coupon code that will be given to the client in the data collection tool
- *Quick tip: have the data collection tool open each time you interact with a client*

### **Do not send the data collection tool web link to the clients.**

Please follow your agency's policies and procedures regarding collecting client data over virtual platforms, and retention of this information. No health information should be collected and the data should remain anonymous to the NYC Health Department.

## STEP 4: PROVIDE

### *INSTRUCTIONS*

Provide the client with the online coupon code. Provide the client with brief instructions for ordering the home HIV test kit or offer to order the kit for the client:

- Code: XXXX- XXXXX
- Visit the manufacturer’s website: <https://shop.oraquick.com/>
- Select “Buy 1 Kit”
- Enter the online coupon code in the “Coupon Code” box
- Enter your ZIP code
- Click “Apply Coupon”
- *Quick tip: copy/paste the text above into your correspondence with the client for easy access*

Once the coupon code is applied, the client should see a balance of \$0.00.

The client may checkout as either a Guest or Create an Account. They will be asked to provide a shipping and billing address, but will not be asked for payment information. The test kit should arrive at the mailing address within 2-4 business days.

One online coupon code is only valid for the redemption of one OraQuick In-Home HIV Test.

Codes provided to CHTG partners are divided into English (HSTC-) and Spanish (HSTCS-) codes. The English code will order a home HIV test kit with NYC Health Department English-language inserts, and the Spanish code will order a kit with Spanish-language inserts. These inserts are educational materials (i.e., PrEP, PEP, linkage to care) added to the kit by the NYC Health Department. Regardless of which code is given to a client, the home HIV test kit instructions are always bilingual (English and Spanish).

### *ADDITIONAL RESOURCES*

CHTG partners can:

- Provide support to the client, as needed and as appropriate per agency capacity and experience
- Refer clients to the OraQuick representatives for questions about the order, the home test, or how to read their result: 844-669-2364 (toll-free, available 24/7 in English and Spanish)
- Email questions to the CHTG Health Department team: [chtgiveaway@health.nyc.gov](mailto:chtgiveaway@health.nyc.gov) and to project officers (PSN sites)

## STEP 5: SEND

### *INSTRUCTIONS*

After you have provided the coupon code, tell the client that if they would like to receive an invitation to complete a client experience survey for an electronic gift card, to submit their email address using the web link: <https://bit.ly/2UUfGaE>.

- The client can enter their own email address directly into the email address form. If the client prefers to just give you their email address and have you enter it into the email address form for them, you may do so as well.
- The client will receive the client experience survey in 6-8 weeks after the encounter.

**The client experience survey is completely voluntary**, and clients do not need to provide their email address or participate in the client experience survey in order to receive their online coupon code.

Please follow your agency's policies and procedures regarding collecting client data over virtual platforms, and retention of this information. No health information should be collected and the data should remain anonymous to the NYC Health Department.

**Please note:** the online data collection tool and the online email address form are **two separate** tools. There are two different web links for these tools to ensure that the data collected remains anonymous and confidential.

- Data collection tool: for agency use only (<http://sgiz.mobi/s3/CHTGVP-Data-Collection-Tool>)
- Email address form: can be sent to the client (<https://bit.ly/2UUfGaE>)

## BEFORE YOU FINISH!

**Don't forget to click submit on the data collection tool!**

Email [chtgiveaway@health.nyc.gov](mailto:chtgiveaway@health.nyc.gov) and your Project Officer (PSN sites) if you have any questions.

**THANK YOU FOR YOUR WORK IN SUPPORTING HIV TESTING!**

## APPENDIX A: TEMPLATED LANGUAGE

Below is some templated language you may use when corresponding with the client. Copy/paste this language onto your device for easy access.

### CHTG Partner Message #1

- Hey, NYC - get a FREE HIV Home Test Kit mailed directly to your home! Contact us @ XXXXX to receive a kit today! #testathome

### CHTG Partner Message #2

- Great, can you answer a few questions for us? You don't have to answer all or any of the questions to get your free kit.
  - What ZIP code do you reside in?
  - What is your gender?
  - What sex were you assigned at birth?
  - What racial/ethnic groups do you consider yourself to be a member of?
  - In the past 12 months, what were the gender(s) of your sexual partners?

### CHTG Partner Message #3

- Thanks! Here is the info for your free kit. Let me know if I can help you order it.
  - Code: XXXX- XXXXX
  - Visit the manufacturer's website: <https://shop.oraquick.com/>
  - Select "Buy 1 Kit"
  - Enter the online coupon code in the "Coupon Code" box
  - Enter your ZIP code
  - Click "Apply Coupon"

### CHTG Partner Message #4

- Also! You can sign up to complete a home test experience survey. It will be sent in 6-8 weeks and you'll get an e-gift card afterwards. If interested, leave your email address at this link: <https://bit.ly/2UUfGaE>