

Comparing demand for finger-prick blood kits vs oral gum swab kits in Terrence Higgins Trust's HIV self testing service

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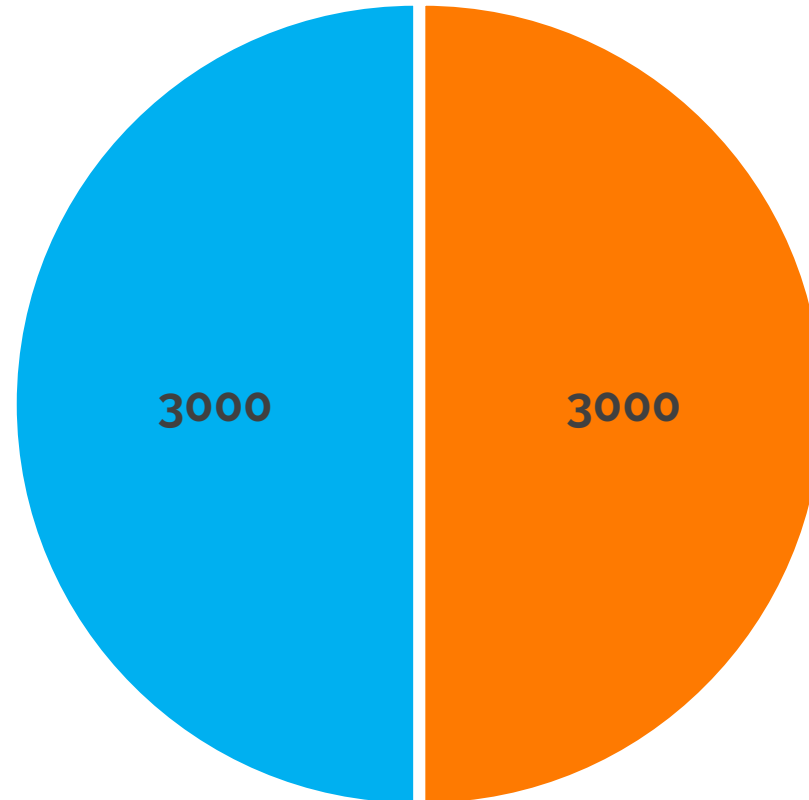
30 September 2022

Background

- Terrence Higgins Trust has run a UK-wide online HIV self testing service in various forms since 2016, offering users finger-prick blood testing kits.
- Orasure's OraQuick HIV self test kit was certified for UK sales in 2021 becoming the only oral HIV self testing kit available on the market.
- THT ran a pilot to compare demand and acceptability for oral tests vs blood tests in our target populations to inform further development of the self testing service.
- The project was supported through free oral test kits from OraSure and funding from Gilead Sciences.

The offer

6000 free HIV self-test kits



■ Blood ■ Oral

Orders via website



TOGETHER WE CAN

Test yourself for HIV

Free and low-cost HIV blood and oral self testing kits from the charity Terrence Higgins Trust.

Using a self test is fast and totally confidential.

You do the test yourself and see the result in just a few minutes.

Order to any UK address of your choice or collect at one of 6,000 pickup points.

We're able to offer tests to eligible users from just £15 including delivery, with free tests available too.

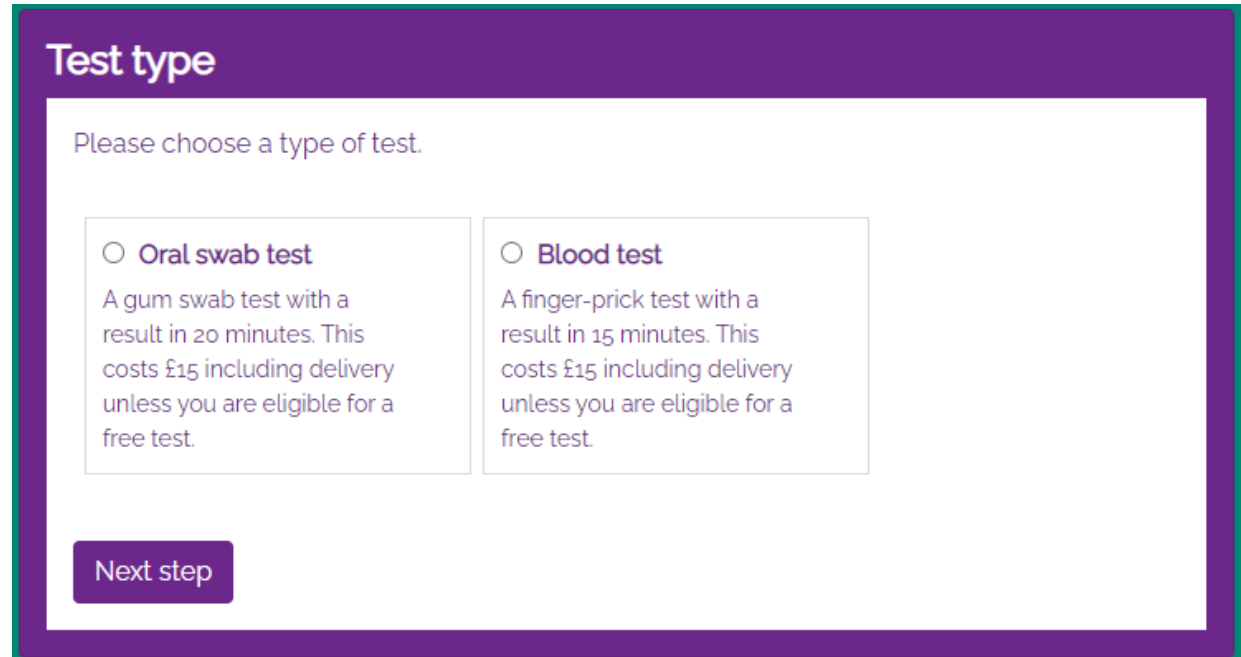
Order a test

Please note that due to ongoing Royal Mail strikes, deliveries of our tests may be delayed.

We will send you a test in an unmarked package to any UK address, or to one of our 6,000 Click and Collect points. Postage is free.

Our self tests involve either taking a small blood sample from a finger prick or swabbing along your gums. Follow the simple instructions and you will be able to read the result yourself within 20 minutes.

test.tht.org.uk



Test type

Please choose a type of test.

- Oral swab test**
A gum swab test with a result in 20 minutes. This costs £15 including delivery unless you are eligible for a free test.
- Blood test**
A finger-prick test with a result in 15 minutes. This costs £15 including delivery unless you are eligible for a free test.

[Next step](#)

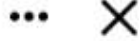
Eligibility



Promotion

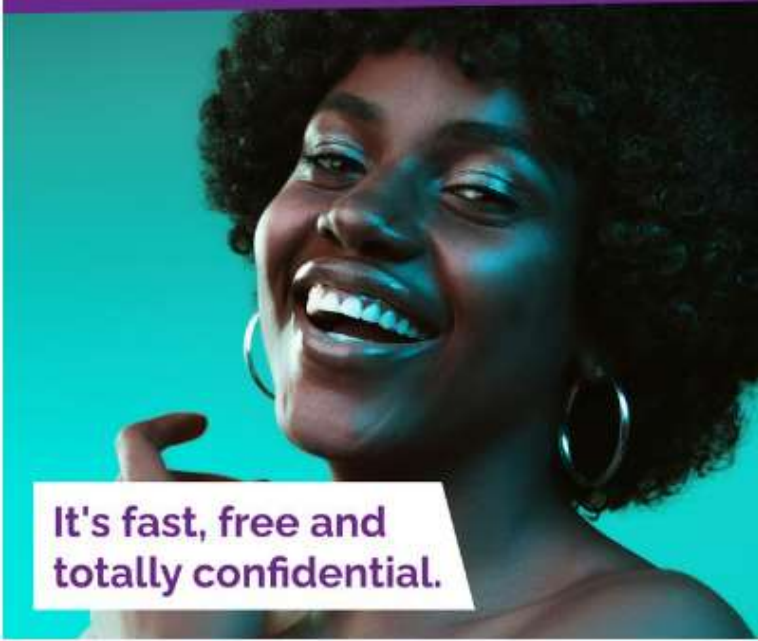


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It's easy to test for HIV at home. Order a free home testing kit now.

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It's fast, free and totally confidential.

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It's fast, free and totally confidential.

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Test your way – finger prick or gum swab. Last...

Learn More



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It's easy to test for HIV at home. Choose a free oral gum swab or finger-prick test. Offer ends soon!

Test yourself for HIV



It's fast, free and totally confidential.

test.tht.org.uk

Test your way – finger prick or gum swab. Last few...

Order Now

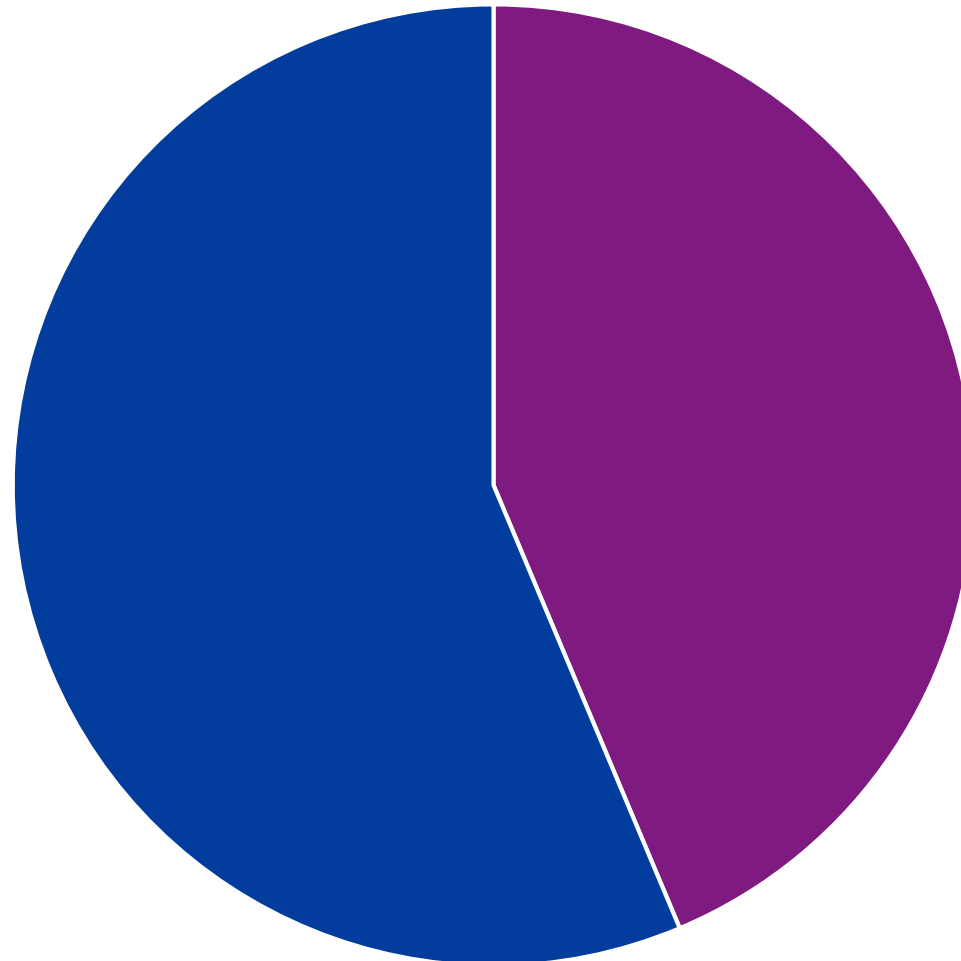


Orders

5228 total orders



Oral
2945
56%

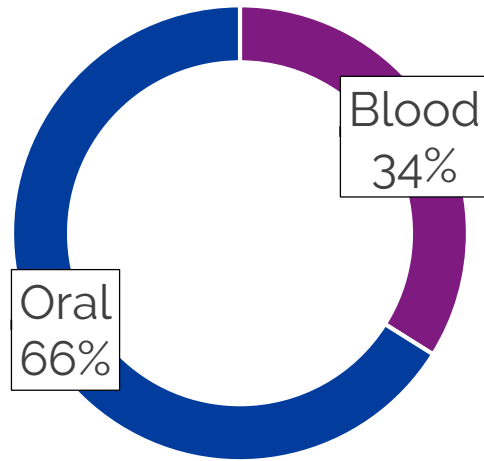


Blood
2283
44%



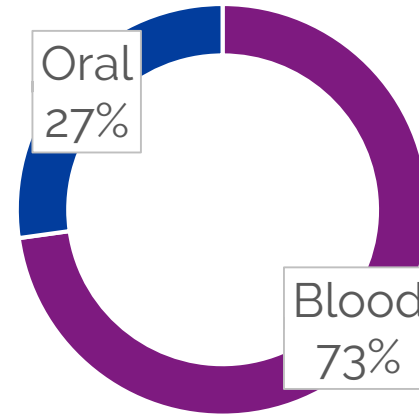
Variances in order choices in key groups

GBM (3286)



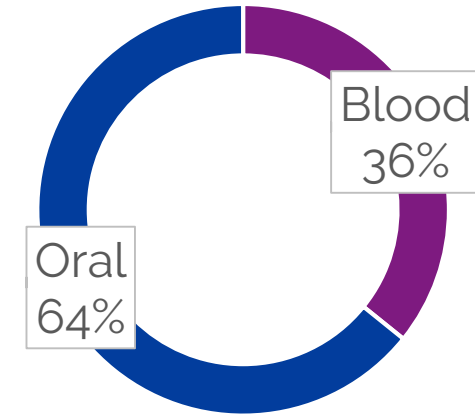
■ Blood ■ Oral

Black African (853)



■ Blood ■ Oral

Trans/NB (95)

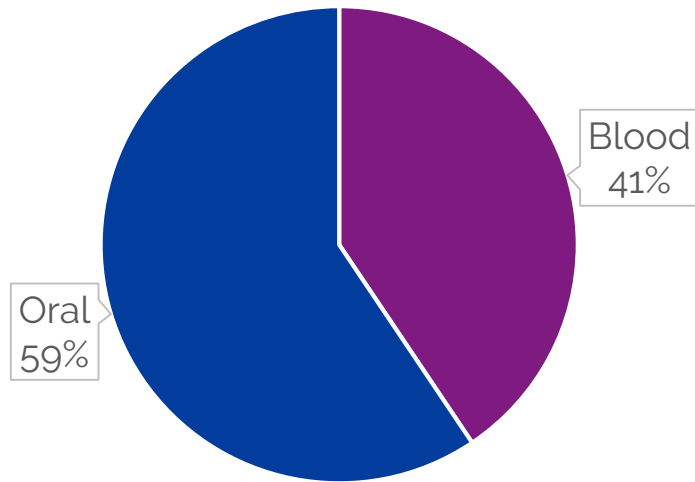


■ Blood ■ Oral

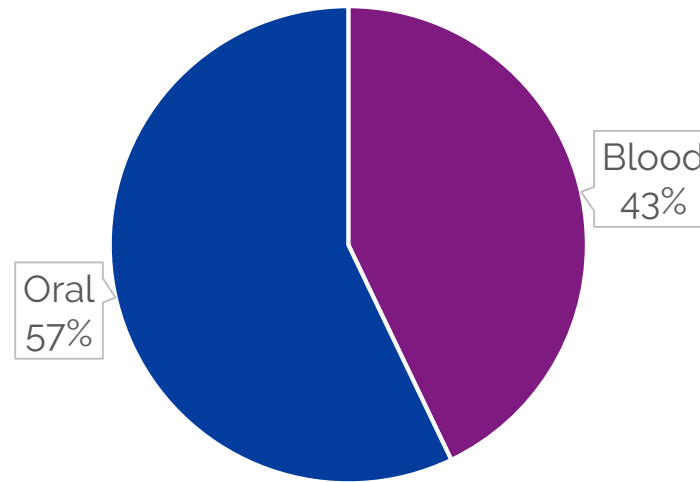
Cis women (70%) were more likely to order a blood test

Variations in order choices by testing history

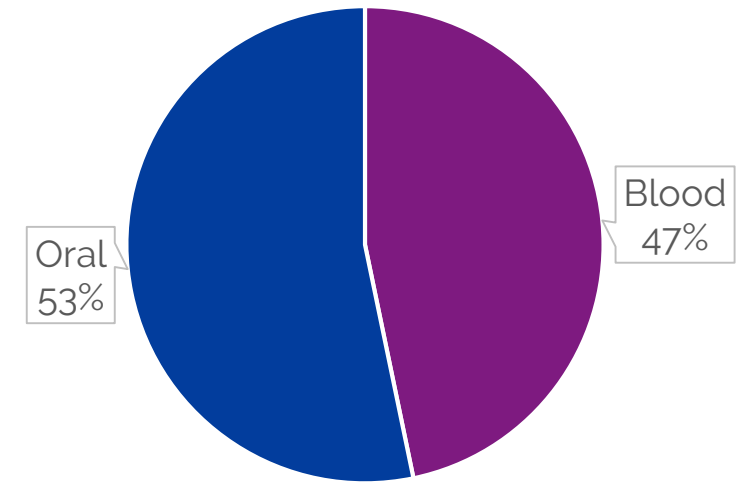
Last Year (1907)



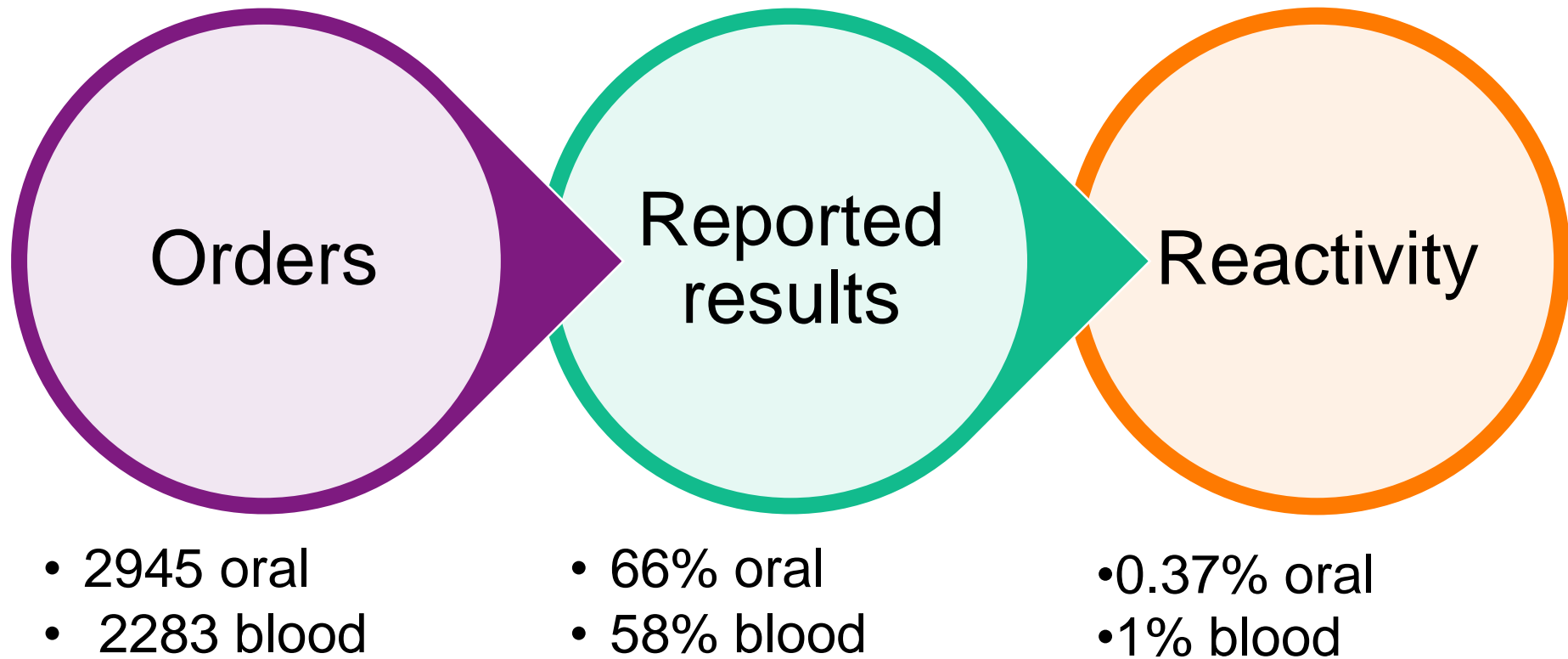
Never tested (1126)



Over a year ago



Result reporting



Reasons for choosing a test

What were your reasons for choosing this type of test?

Blood test

I have used a finger-prick blood test before

57%

I trust finger-prick blood tests to give me an accurate result

64%

I would rather prick my finger than swab my gums

The result is faster

Oral swab test

I have used an oral swab test before

I trust oral swab tests to give me an accurate result

I would rather swab my gums than prick my finger

80%

I want to try a new type of test

47%

Would you have still ordered if the other type of test was the only one available?*

78%

of blood test users would have ordered an oral test

58%

of oral test users would have ordered a blood test

20%

of oral test users said they would not have tested at all as a result

*Follow up survey of 197 people: 117 oral test users and 82 blood test users

Conclusions

- Both tests showed strong acceptability, thus indicating the need to offer both types of tests to enable user choice and reduce barriers to testing, a key step to ending new HIV transmissions in the UK by 2030.
- The differences in ordering patterns amongst different groups require attention and further investigation
- More needs to be done to improve trust in oral tests

Acknowledgements

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