



1. Background:

HIV testing is critical to the surveillance and control of the HIV pandemic, and HIV self-testing (HIVST) offers an opportunity to increase HIV testing among people not reached by facility-based services. However, the promotion of HIVST is limited due to insufficient community engagement. We built a Social Entrepreneurship Model (SET) to promote HIVST linkage to care among Chinese MSM in Guangzhou.

2. Method:

The Guangzhou CDC built an online SET model in cooperation with a local CBO (GZTZ) using an online-mobile model. This model includes a few key steps:

- First, participants clicked a link and completed online survey.
- Participants then paid a \$23 USD (refundable) deposit in exchange for a HIVST kit and a syphilis self-testing (SST) kit.
- After the testing, the results were sent to the GZTZ. CDC staff then interpreted the results and gave feedback.
- Meanwhile, the deposit was returned to the participants.
- GZTZ contacted the individuals testing positive for HIV or syphilis to provide counseling, confirmation testing and linkage to care.

Facilitators of HIVST			Barriers of HIVST		
Variables	Frequency	%	Variables	Frequency	%
Ease of use	112	56.6	Worry about accuracy	98	49.5
Anonymity	111	56.1	Worry about results	79	39.9
Saving time	87	43.9	Cost	78	39.4
Can test alone	86	43.4	Afraid to collect samples	56	28.3
Low cost	81	40.9	Worry about privacy	55	27.8

3. Result:

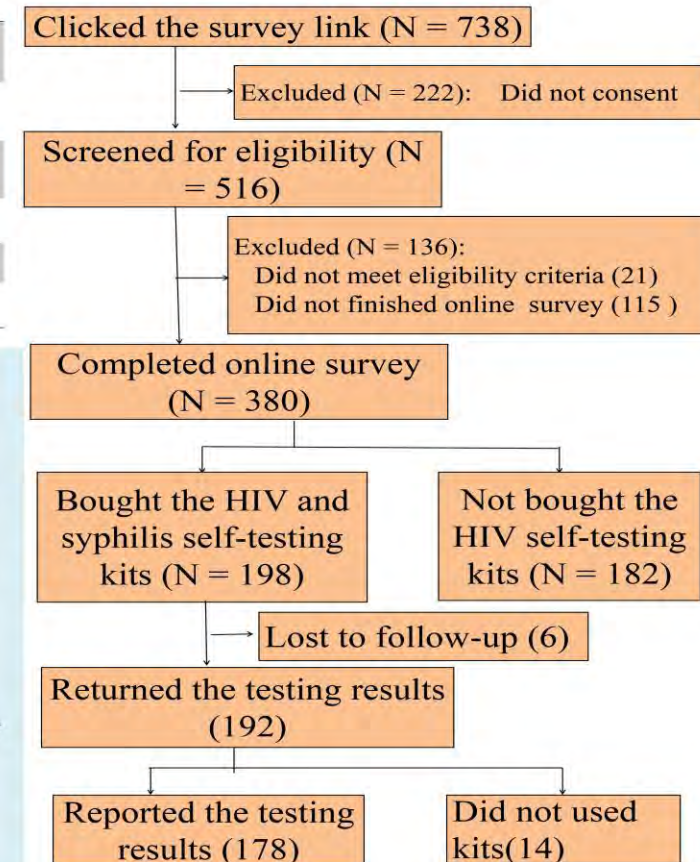
During April - June of 2015, a total of 198 MSM who completed a preliminary survey purchased self-testing kits.

- the majority were aged under 34 (84.4%) and met partners online (93.1%).
- In addition, 68.9% of participants ever tested for HIV, and 19.5% had ever performed HIVST.
- Overall, feedback was received from 192 (97.0%) participants. Among these, 14 people did not use kits, and the HIV and syphilis prevalence among these users were of 4.5% (8/178) and 3.7% (6/178), respectively.

All of the screened HIV-positive cases sought further confirmation testing and were linked to care.

4. Conclusion:

Using an online SET model to promote HIV and syphilis among Chinese MSM is acceptable and feasible, and this model adds a new testing platform to the current testing service system.



5. Acknowledgement:

NIH NIAID:1R01AI114310; UNC-South China STD Research Training Centre [FIC 1D43TW009532]; UJMT Fogarty Fellowship [FIC R25TW0093].