EuroTEST
Working together for integrated testing and earlier care

HepHIV 2026
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NORMALIZING HIV TESTING THROUGH INTEGRATED COMMUNITY HEALTH CHECKS

Lessons from an outreach testing model in Stockholm

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WHY ACCESS REQUIRES MORE THAN AVAILABILITY

Testing must be reachable, trusted and socially safe




Testa din kunskap om
HIV
Anonymt
Gratis
Snabbt svar
NoaksArk
Testa dig för
HIV
Anonymt
Gratis
Snabbt svar
NoaksArk
SÁPMI
SÁPMI
ELLE KARI
ELLE-MÁRJÁ

The access gap is not solved by availability alone

Despite broad access to healthcare in Sweden:

- HIV-related stigma remains a barrier
- Patients are still denied HIV testing in primary care
- Access to testing is unequal
- Some groups have limited contact with healthcare
- Conventional routes do not reach everyone

Late diagnosis of HIV continues to persist in Sweden, accounting for 66.7% of all new HIV diagnoses.

Around 80% of people with HIV are born outside of Sweden.

KEY MESSAGE

Move the service closer to communities.

The outreach model combines service and relationship

Cooperation



20+ partners
Healthcare, NGOs, Social & immigrations service centers.

Education



Education and lectures to partners prior to testing events

Information



Information to key populations.
9 FAQ about HIV.
Separate or combined with testing events.

Testing



Offer HIV testing in public events or within partners services.

Joint coordination of efforts – identify shared health promotion goals.
Support in preparing and recruitment/advertising – shared resources and tools.
Inspire one another in the ongoing work – share results to stakeholders.

Integrated health checks changed the invitation

HIV-ONLY OFFER

A singular invitation can feel exposing where stigma remains high.

- Information material
- Staff and volunteer presence
- HIV & STI counseling

INTEGRATED OFFER

HIV test
+ BLOOD PRESSURE
+ BLOOD GLUCOSE

- Information material
- Staff and volunteer presence
- HIV & STI counselling
- Collaboration with local GP

HIV testing becomes one health check among others.

Testing is delivered where people already are

Community settings included:

- LIBRARIES
- STUDENT HEALTH SETTINGS
- COMMUNITY ORGANIZATIONS
- SHOPPING MALLS
- SOCIAL WELFARE SERVICE PROVIDERS
- LANGUAGE CLASSES FOR IMMIGRANTS

KEY MESSAGE

Neutral and everyday spaces help make HIV testing feel ordinary.



LADDA NER
FAKTA OM HIV


Testa dig för
HIV
Anonymt Gratis Snabbt svar
NoaksArk


Bibliotek

HIV


Testa dig för
HIV
Anonymt Gratis Snabbt svar
Testa dig för
Blodsocker
Blodtryck
Hiv
NoaksArk

Reach and testing outcomes



SOURCE: Noaks Ark Stockholm / 2024-2026

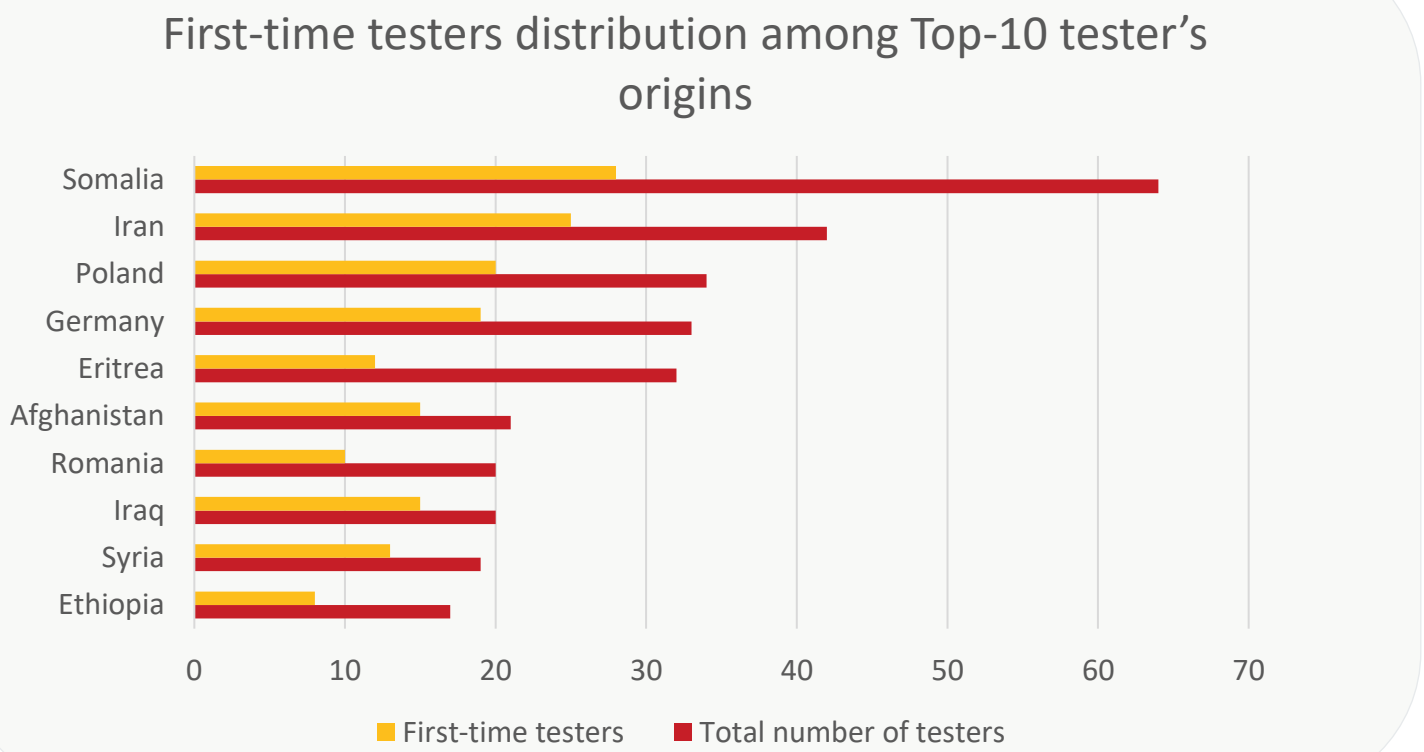
500 + HIV tests

3000 + People reached with information

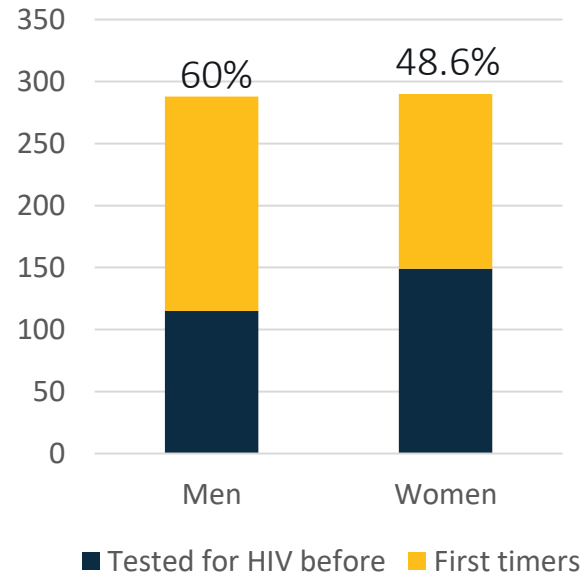
60% Had never previously tested for HIV

75% Born outside Sweden

Reach and testing outcomes



SOURCE: Noaks Ark Stockholm / 2024-2026



More men tested for the first time, among those who born outside of Sweden

Four success factors identified by partners

1 ACCESSIBILITY

2 REPEATED COMMUNITY PRESENCE

3 TRUST-BUILDING

4 KNOWLEDGE-SHARING

KEY MESSAGE

Neutral and everyday spaces help make HIV testing feel ordinary.

”We have removed that negative attitude towards HIV testing."

TAKE HOME MESSAGE

TRUST is a social determinant of health

THANK YOU

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