Targeted HIV Testing Plan Template

Health Department/ NGO: ______________________________________

Contact Person: ______________________________________________

Date Submitted: _____________________________________________

Duration of the Plan: _________________________________________

Target population (only one population per plan):

  □  MSM
  □  Injection Drug Users
  □  ______________________
  □  ______________________
  □  ______________________

The Six Question Approach for your HIV Targeted Testing Plan

Directions: Each funded Health Department or NGO is responsible for submitting an HIV Targeted Testing (TT) plan for their contract. A representative of your agency has received capacity building training to further understand the TT strategy and the skills to develop a plan. Please fill out your response to each question below for the specific target population that you identified above. Please note that each targeted population must have its own individual plan with specific details related to that population. Below each question are other areas to consider when developing that portion of your plan.

1. Who is being targeted for HIV testing?
   □  Remember to be as specific as possible: Segment your Population
   □  Think about the Biomedical implications
   □  Think about the Epidemiological rates and factors
   □  Take into consideration the Demographics
   □  Identify the risk Behaviors
   □  What Social Factors put them at risk?
   □  Consider Structural inequities

________________________________________________________________________
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2. **Where** is the most appropriate place to recruit HIV testing clients?
   - What are the venues your **target population frequents**?
   - At which venues is your target population **most accessible**?
   - Identify venues that are **safe**, where NGO or Health Dept. staff can **build trust**, and whether or not **stigma** is present.

3. **When** should recruitment be done?
   - What are the times that your target population is **most accessible and receptive to HIV testing**?

4. **What** messages should be delivered during recruitment?
   - Messages should be chosen that **effectively address barriers to accessing and using HIV testing services**
   - Messages should be **culturally and linguistically appropriate**.

5. **How** should the messages be delivered?
   - Are they **culturally appropriate**?
   - Are your **visual messages appropriate**?
   - Are your **written messages appropriate** and at the **appropriate literacy level**?
6. **Who** are the most appropriate people to do recruitment?
   - Is it a Peer messenger?
   - Is the person that is delivering the message the Appropriate person?
   - Is the messenger Culturally competent?
   - Has this individual been Trained to follow protocols?

In a few sentences, describe your complete recruitment plan:
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

Capacity for Health, APIAHF

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