



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

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:
