



HIV and HCV Testing and Diagnosis Indicators

Indicator 18: Number of people reached by HIV testing educational information provided by CBOs	
Description	<ul style="list-style-type: none"> Total estimated number of people reached by HIV testing educational information provided by CBOs.
Significance	<ul style="list-style-type: none"> Social marketing interventions and mass media campaigns have show to be effective in programming HIV testing (Vidanapathirana, et al., 2006; Wei, et al., 2013).
Data source	<ul style="list-style-type: none"> CBO administrative data
Possible disaggregation	<ul style="list-style-type: none"> Target populations for HIV testing information Medium through which educational information is provided (e.g. mass media campaign, informational brochures, workshops, etc.)
Limitations	<ul style="list-style-type: none"> Challenges related to tracking reach of educational information

References

- Vidanapathirana, J., Abramson, M.J., Forbes, A., & Fairley, C. (2006). Mass media interventions for promoting HIV testing: Cochrane systematic review. *Int J Epidemiol*, 35(2): 233-4.
- Wei, C., Herrick, A., Raymond, H.F., Anglemeyer, A., Gerbase, A., & Noar, S.M. (2013). Social marketing interventions to increase HIV/STI testing uptake among men who have sex with men and male-to-female transgender women. *Cochrane Database of Systematic Reviews*, 9, 1 – 22.

Click [here](#) to download a comprehensive list of indicators in the Indicators Technical Report.

