



Department of Health

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Governor

JAMES V. McDONALD, M.D., M.P.H.
Commissioner

JOHANNE E. MORNE, M.S.
Acting Executive Deputy Commissioner

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Dear Colleagues:

As partners across the state continue to work towards ending the epidemic (ETE) and increasing access to sexual health services, we are pleased to announce the launch of our expanded free HIV Self-Test Giveaway (HSTG).

The HSTG is a self-testing strategy that makes HIV testing easily accessible and available to persons who may not seek out traditional in-person HIV testing services. The giveaway will launch on **November 13th, 2023**, and end on **December 31st, 2023**. As a critical partner to the New York State Department of Health AIDS Institute (NYSDOH AI) we encourage your active participation in this initiative.

This giveaway will prioritize the same populations as the Summer 2023 HSTG. The populations include cisgender Latinas, members of the lesbian, gay, bisexual, transgender, queer/questioning (LGBTQ) community, and cisgender Black women.

Recognizing and appreciating the diverse nature of the priority populations, we held focus groups to elicit feedback to ensure that our messaging is culturally and linguistically competent and community focused. The AI will advertise the HSTG in both English and Spanish on multiple social media platforms (e.g., Instagram, Instagram Stories, and Facebook). Campaign ads will include a link to an online eligibility survey. **Eligible** participants will be emailed a discount code and instructions for redeeming a free HIV self-test kit via the OraSure Technologies, Inc. website. Participants who are **ineligible** will be referred to the AI website for information on HIV testing and additional resources.

Once again, the AI is requesting your assistance to help raise community awareness. Please share the attached materials and include the hyperlink (<https://survey.alchemer.com/s3/7568791/HSTG-2023-Fall-Eligibility-Survey>) to the online eligibility survey on your agency and/or program website(s), social media sites, etc. Participants can also receive a link to the eligibility survey by texting the word **TEST** to **40457**. Agencies are encouraged to include this information in their messaging as well. Please note that the expanded HSTG is for NYS residents who live outside of the five boroughs of New York City (NYC). However, HIV self-testing is available statewide. The New York City Department of Health and Mental Hygiene (NYCDOHMH) is holding a community self-test giveaway that parallels the NYS giveaway. For a link to the NYCDOHMH giveaway, click [here](#).

Should you have any questions regarding this correspondence or the HSTG, please email HSTG@health.ny.gov. Thank you for your ongoing support, commitment, and partnership.

Sincerely,

Joseph Kerwin
Director
AIDS Institute

