



PROGRAM SUMMARY REPORT

# South Carolina Department of Public Health

**PROGRAM:**

## Home Testing Program

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**INTRODUCTION:**

The South Carolina Department of Public Health launched the Home Testing Program (HTP) to expand HIV testing access and addresses barriers like stigma, lack of transportation, poverty, and limited healthcare access. Currently, 16% people living with HIV in South Carolina are unaware of their status, which prevent them from benefiting from available HIV treatment and care. By providing discreet home HIV test kits, HTP makes testing accessible, helping identify cases early and connecting individuals to essential care. This initiative aligns with national goals to reduce new HIV infections by 75% by 2025 and 90% by 2030, contributing to the broader effort to end the HIV epidemic.

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**TARGET POPULATION:**

The program serves diverse and key populations, ensuring that high-risk and underserved groups receive targeted interventions.

- Men who have sex with men (MSM)
  - Black/African American
  - Hispanic/Latinx
  - People who inject drugs
  - People living with HIV (PLWH)
  - Spanish Speakers
  - Women, youth, and aging population
  - Transgender and nonbinary individuals
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**KEY STAKEHOLDERS AND COLLABORATORS:**

The program was made possible through collaborations with following key stakeholders,

- Federally Qualified Health Centers (FQHCs)
  - South Carolina Department of Health
  - Local Health Departments
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#### **PROGRAM DURATION:**

The Home Testing Program (HTP) is a 3–5-year initiative, designed to ensure sustained access to HIV testing and early diagnosis for underserved populations across South Carolina.

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#### **PROGRAM GOALS AND KEY ACTIVITIES:**

The primary goal of the Home Testing Program (HTP) is to expand access to HIV testing across South Carolina by providing home test kits, enabling early diagnosis, and supporting timely care for those who test positive. Key activities include a pre-test survey to assess eligibility, distributing test kits through the Public Health Laboratory (PHL) supply staff, and coordinating follow-up support via post-test surveys to promote care engagement and additional testing as needed.

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#### **PROGRAM CHALLENGES:**

The program faces challenges in participant engagement, as some individuals do not complete the post-test survey or provide incomplete information, affecting data accuracy and program outcomes. Additionally, reaching participants across all 48 counties, particularly in remote areas, remains challenging despite marketing efforts. Addressing these challenges has led to the adoption of improved communication methods, such as email reminders and follow-up calls, as well as flexible outreach strategies through local partners and multiple communication channels to increase accessibility to the home test kits.

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#### **COMMUNITY ENGAGEMENT AND DEVELOPMENT:**

To foster community engagement, the Home Testing Program collaborates with local organizations to offer biannual rapid HIV and Hepatitis C screenings, where educational

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materials and safer sex kits are distributed. These sessions include demonstrations of the home test kits and on-site pre-test survey assistance, providing opportunities to openly discuss HIV prevention, stigma reduction, and encourage information sharing within communities.

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#### **DATA COLLECTION AND MONITORING:**

Data is collected using the REDCap web application and an Excel workbook. The REDCap platform hosts two primary surveys; a pre-test survey accessible to participants online and post-test survey sent via email. The Excel workbook organizes participant data, tracking details such as eligibility, demographic information, risk factors, and self-reported test results. Each participant is assigned a unique ID in REDCap to link pre- and post-test responses accurately.

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#### **KEY METRICS AND OUTCOMES:**

Some of the key metrics used to measure the success of the HTP program include:

- Tracking the total number of test kits distributed to eligible participants, providing a direct measure of program's reach.
  - Analyzing the results self-reported by participants in the post-test survey, which helps assess the program's impact on early HIV diagnosis.
  - Monitor the number of participants who return to the program for additional testing after the 90-day eligibility period.
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#### **CONCLUSION:**

The Home Testing Program is instrumental in addressing critical gaps in HIV testing across South Carolina, targeting underserved and high-risk populations. Through strategic outreach, data-to-care initiatives, and partnerships, the program aims to improve health outcomes and reduce new HIV infections statewide. Continued adaptation and responsiveness to community needs ensure ongoing program effectiveness and contribute to national HIV reduction goals.