

OUR WORK

Grindr and Building Healthy Online Communities (BHOC) work collaboratively to improve access to HIV testing, offering a convenient solution for individuals who may face barriers to traditional testing services. Since 2009, we have been partnering on sexual health initiatives.

WHY BUILD THIS PLATFORM?

Self-testing has become one of the most powerful strategies for increasing testing among the LGBTQ+ community. Through our partnership with Emory University, BHOC identified that 22% of gay/bi dating app users in the US had never tested for HIV. 77% of app users reported that they wanted to be able to order a home HIV test through a dating app.

MSM who use dating apps support new features to promote sexual health, 2018 STD Prevention conference, Washington DC.*



OUR IMPACT

320,000 HIV SELF-TESTS **200,000** INDIVIDUALS

Grindr and BHOC's combined strategic efforts are directly responsible for distributing over 320,000 HIV self-test kits to nearly 200,000 individuals in the US alone through TakeMeHome and our national partner program. Building on this success, we are expanding our model to distribute additional HIV test kits globally, with a particular focus on marginalized and under-served populations, amplifying our impact around the world.

TRANSFORMATIVE POWER OF THIS PARTNERSHIP

Leveraging Grindr's platform, the partnership offers vital resources to make testing easier and removes obstacles to regular HIV testing. It expands self-testing services to include STI testing and PrEP labs in select global locations, thereby reducing barriers faced by many LGBTQ+ individuals.

HOW DOES IT WORK?







The self-testing service embeds links into Grindr's interface so that users remain within the app throughout the ordering process. Please see the process for Grindr users to the right.

Grindr and BHOC do not pay for self-testing kits, but leverage resources from foundations and institutional partners as part of their commitment to country ownership.

To view additional information about our partnership, visit <https://bhocpartners.org>

THE TAKEMEHOME GLOBAL MODEL

Testing that meets you where you are. Literally.

- 1  While scrolling through the Grindr app, users can edit their profile and find the new button feature "Free HIV Self-Test Kit".
- 2  After clicking the button, users will be redirected to the in-country partner's HIV self-testing website.
- 3  To receive a test kit, users are asked to enter basic information including their address, date of birth and telephone number, all to confirm eligibility. This information is not held or shared with Grindr by any third party partners.
- 4  Users will then receive a message via email or text (SMS) to confirm their order.
- 5  Kits are sent to users, who can take the test at their convenience. At-home kits are ready for immediate use; for self-collection kits, users can return the completed specimen for free and expect results within a few days.
- 6  Results from the HIV test are strictly confidential. They are not shared with any partner organizations and are not managed within the Grindr app.

FULLY INTEGRATED PARTNERSHIPS

- NEW ZEALAND - BURNETT FOUNDATION AOTEAROA <https://www.burnettfoundation.org.nz/articles/culture/order-a-self-test/>
- IRELAND - THE MPOWER PROGRAMME AT HIV IRELAND https://mpower.hivireland.ie/self-test-order/?utm_source=grindr&utm_medium=app&utm_campaign=button&utm_term=direct_click
- UK / LONDON - THE LOVE TANK <https://www.shl.uk/>
- GEORGIA - EQUALITY MOVEMENT <https://www.selftest.ge/ka/grindr>

PUBLISHED WORK FROM US

- CDC / MORBIDITY AND MORTALITY WEEKLY REPORT [First Year of a Federally Funded, Direct-to-Consumer HIV Self-Test Distribution Program](#)
- CDC / MORBIDITY AND MORTALITY WEEKLY REPORT [Increasing Access to HIV Testing Through Direct-to-Consumer HIV Self-Test Distribution — United States, March 31, 2020-March 30, 2021](#)



WANT TO GET INVOLVED OR LEARN MORE?



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ABOUT BUILDING HEALTHY ONLINE COMMUNITIES:
Building Healthy Online Communities (BHOC) is a consortium of public health leaders and gay dating website and app owners who are working together to support HIV and STI prevention online.

ABOUT GRINDR INC.:
With more than 13.7 million monthly active users, Grindr has grown to become the Global Gayborhood in Your Pocket, on a mission to make a world where the lives of our global community are free, equal, and just. Available in 190 countries and territories, Grindr is often the primary way for its users to connect, express themselves, and discover the world around them. Since 2015 Grindr for Equality has advanced human rights, health, and safety for millions of LGBTQ+ people in partnership with organizations in every region of the world. Grindr has offices in West Hollywood, the Bay Area, Chicago, and New York. The Grindr app is available on the App Store and Google Play.