



TAKEMEHOME

How BHOC and Grindr Partner
To Distribute HIV Self-Tests

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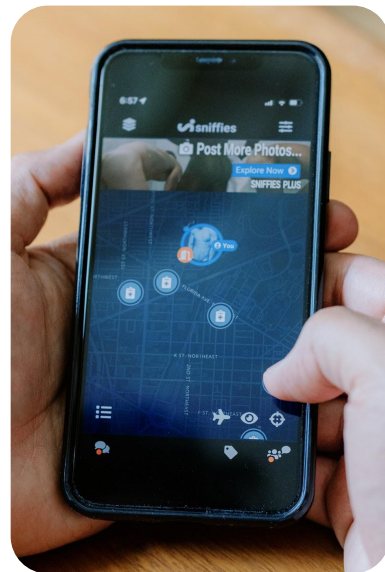
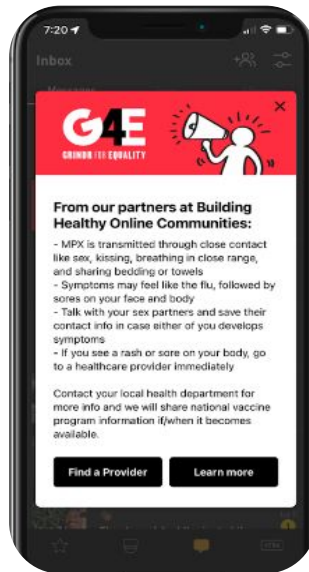
Building Healthy Online Communities

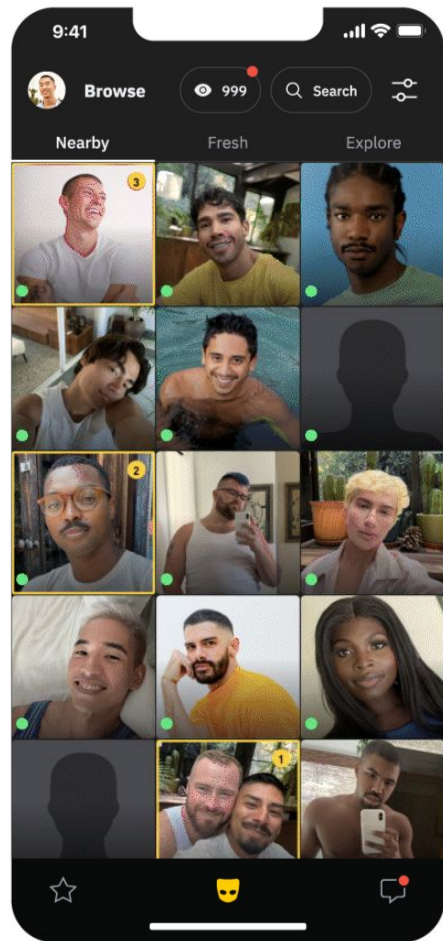
BHOC

BHOC was founded in 2014 as a consortium of public health organizations working in partnership with dating apps.

Primary goals:

1. **Build self-sustaining features** into apps to promote healthy and informed choices to reach a large population
2. **Coordinate communication** between public health and dating apps





Grindr

The largest network of gay, bi, and trans people in the world, with 13 million global monthly active users.

Grindr for Equality

- Founded in 2012
- The app's program to promote LGBTQ safety, health, and human rights around the world
- Philanthropy, education, community organizing, and tech innovation

Timeline of Scale-up and Partnership

March 2020

TakeMeHome launches
with 4 health departments

Grindr partners from the
beginning with push
messages in participating
locations

Feb-Oct 2021

National demonstration
project, funded by CDC

Grindr continues to
support local TMH
program

March 2023

5-year national scale-up
launches, funded by CDC

Grindr expands support to
mix of in-app buttons and
national messages

Why build this platform?

22% of MSM who use dating apps reported that they 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



TAKEMEHOME

Testing that meets you where you are. Literally.



1

OUR DATING
APP
PARTNERS
ADVERTISE
THE SERVICE



2

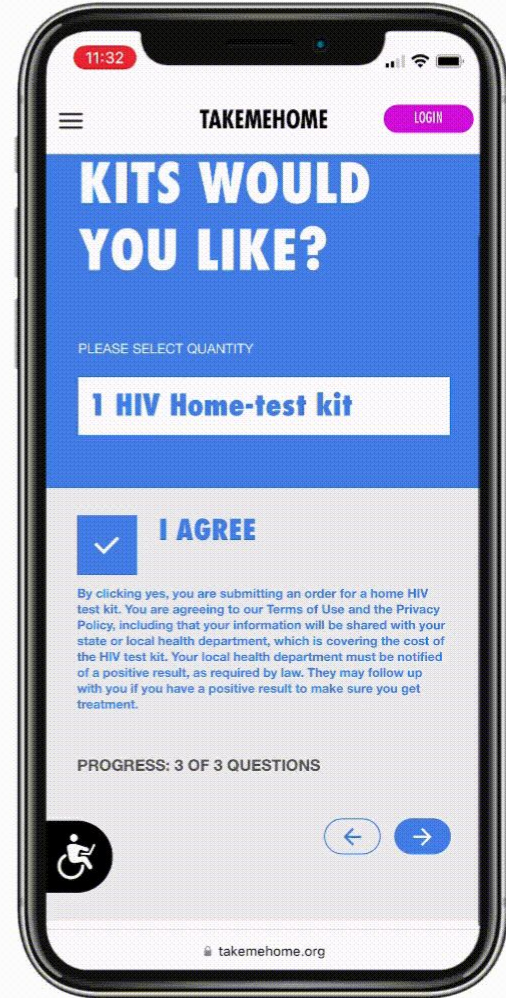
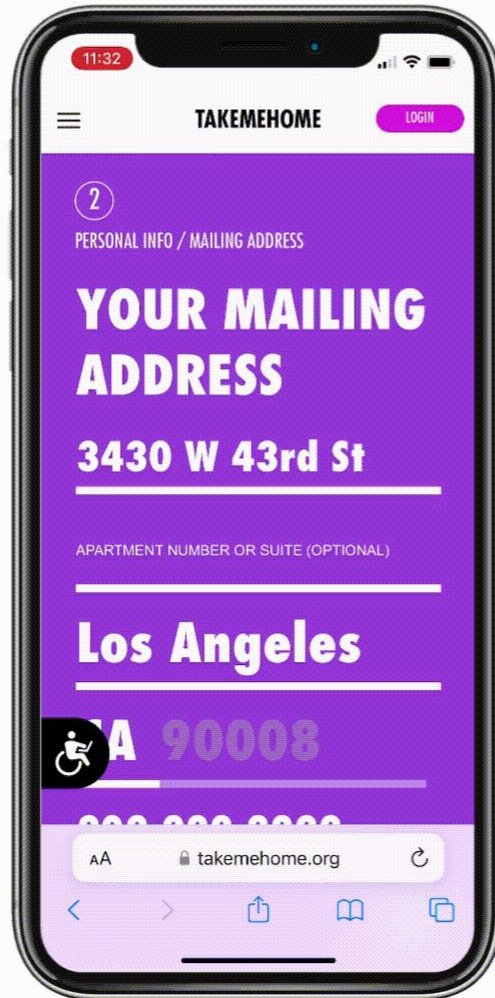
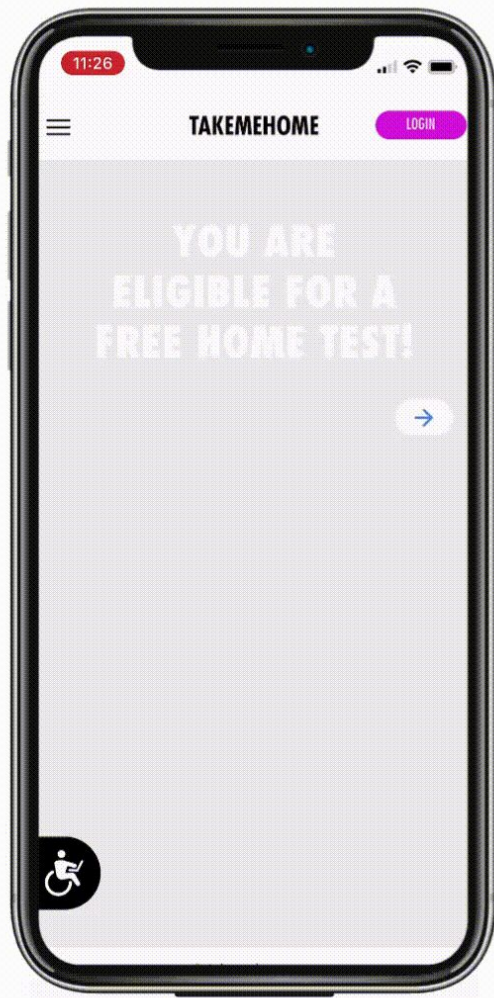
USERS ORDER
A TEST AT NO
COST



3

OUR LAB
PARTNER
SHIPS KITS
DIRECTLY TO
USERS

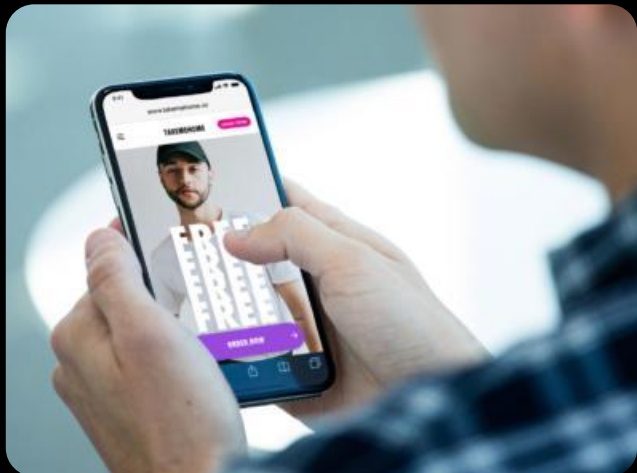
TAKEMEHOME.ORG





Built To Scale

- Adding each new jurisdiction is a straightforward process that can take as little as a few days
- Costs do not increase with each new site added
- Targeted promotion means that there is no competition (or increase in ad costs) as new sites are added
- Ability to tailor eligibility per site
- App partners prefer a platform with a wider reach rather than managing dozens of sites



MMWR Feature

- 1 in 3 of users report being first-time HIV testers
- Expanded from 4 to 17 health jurisdictions in first year
- New cases identified through local surveillance matches
- 96% report they would share this resource with a friend

MAJOR NEWS

The CDC highlights **TAKEMEHOME™**

This week's Morbidity and Mortality Weekly Report (MMWR) has officially highlighted our project, **TAKEMEHOME™**, as a highly effective model for HIV testing.

BHOC

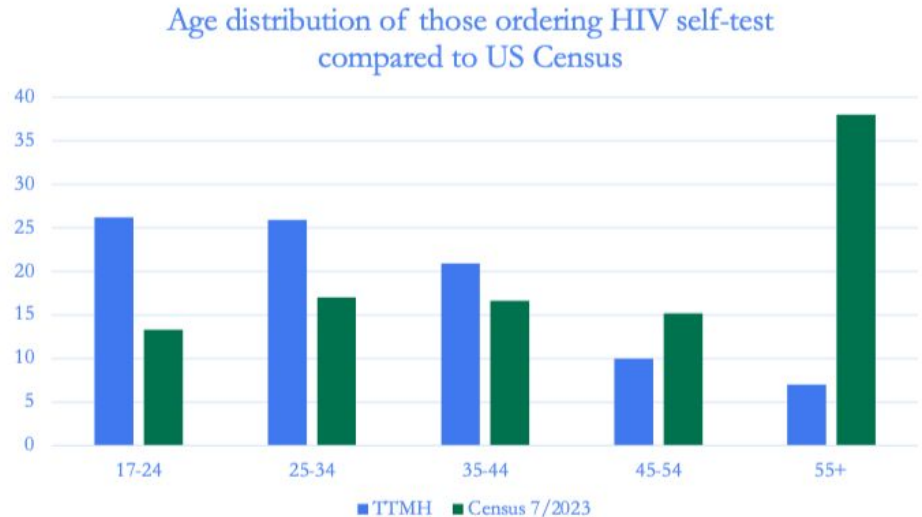
National Scale-Up

300,000+

Kits distributed from March 2023 to November 2023

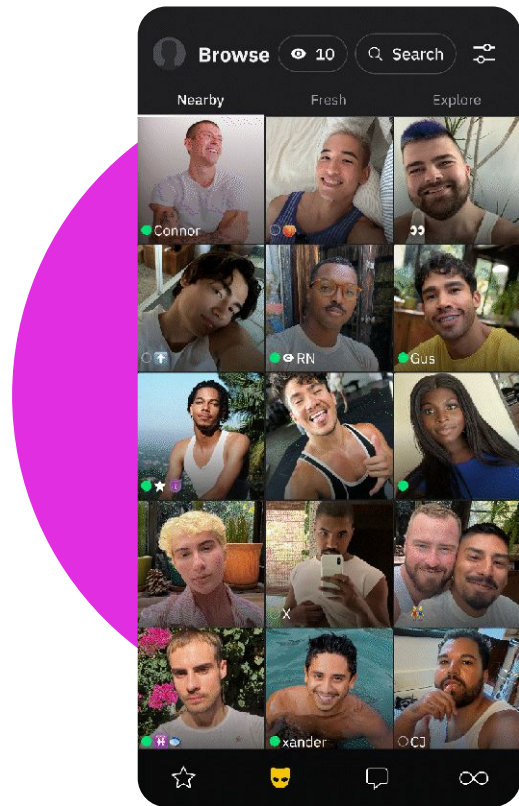
Demographics of Participants

- 27% of orders placed by Black/African American persons
- 33% placed by Latino/Hispanic persons
- Participants were younger than US population, suggesting effectiveness at reaching youth
- 9% of orders placed in Spanish



BHOC + Grindr Partnership

- **Grindr responsible for 53% of traffic** on TakeMeHome through regular messages
 - 6.3% conversion rate
- In-app buttons added for national launch
 - Main button has driven 50% of all orders
 - Grindr partnership responsible for 60% of all orders in national scale-up
 - >10% conversion rate



The Future

International: HIV test kit distribution

- BHOC + Grindr for Equality working together to expand globally
- Ireland and Georgia already implemented
- Australia, New Zealand, Canada, UK and Ghana and others in the queue
- Huge opportunity to expand to locations with highest HIV prevalence and smartphone penetration

US: STIs and broader sexual health

- 15 active health jurisdictions currently participating, with others in the queue, with over 3000 STI kits resulted to date
- Comprehensive STI screening
- 15% positivity rate across any STI
- Importance of seamless expansion for public health as new technologies are developed

TAKEMEHOME

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