

OUR WORK

Building Healthy Online Communities (BHOC) works 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 BHOC's partnership with Emory University, we 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

1 MILLION
HIV SELF-TESTS

BHOC's strategic efforts are directly responsible for distributing over 1 million HIV self-test kits in the US alone through TakeMe-Home 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 underserved populations, amplifying our impact around the world.

TRANSFORMATIVE POWER OF THIS PARTNERSHIP
Leveraging the technology from dating apps, BHOC is able to make testing easier by identifying, vetting and supporting in-country self-testing platforms. It expands self-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 the dating app platform interface so that users remain within the app throughout the ordering process.

THE TAKEMEHOME GLOBAL MODEL

TESTING THAT MEETS YOU WHERE YOU ARE. LITERALLY.

- Users can edit their profile and find the new button feature “Free HIV Self-Test Kit”.
- After clicking the button, users will be redirected to the in-country partner HIV self-testing website.
- To receive a test kit, users are asked to enter basic information including their date of birth, address, and telephone number, all to confirm eligibility.

This information is not held by any dating app or shared with any third party partners.
- From the local testing partner, users will then receive a message via email or text (SMS) to confirm their order.
- 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 collected specimen for free and expect results within a few days.
- Results from the HIV test are strictly confidential. They are not shared with any partner organizations and are not managed within the app.

BHOC does 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 bhocpartners.org.

FULLY INTEGRATED PARTNERSHIPS



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.