



## MONTGOMERY COUNTY HIV SELF-TESTING INITIATIVE

Thank you for doing your part to help us **End the HIV Epidemic** in Montgomery County! Here are some helpful hints as you create your HIV in-home self-testing PSA.

### MAKING YOUR PUBLIC SERVICE ANNOUNCEMENT (PSA) VIDEO

The **purpose** of this PSA is to show your followers in Montgomery County that:

- They can get a FREE HIV oral swab self-test at home
- It's easy, fast and painless it is to get tested for HIV
- It's normal and healthy to get tested for HIV, even if they don't think they're at risk.
- How to connect with HIV treatment, testing or prevention resources in the county

**IMPORTANT:** Your video should be 30 seconds or less if you plan to share on social media.

### Setting up & editing your video

- Open and explore the testing process in advance of making your video. You'll only be highlighting the part where you actually swab your gums, not the whole process.
- Choose a quiet, well-lit area where you can be seated comfortably.
- Use your phone camera in "landscape" (sideways) mode instead of "portrait" mode- *importantly, if you plan to use TikTok or Instagram stories, you'll want to use portrait instead.*
- Use a tripod, if you have one, or set up the camera on a stable surface so it's facing you. You could also have someone else record the video.
- You may edit your own video, have someone from your team edit it, or send the file to us via email ([Emily.Brown@montgomerycountymd.gov](mailto:Emily.Brown@montgomerycountymd.gov)) to make it as concise as possible and under 30 seconds.

### Script for your video PSA:

Feel free to say whatever you like, but the following is a script if you want to use it. Remember- you'll need this to be 30 seconds or less to successfully share on many social media platforms.

- Montgomery County is working to end our HIV epidemic, so I'm doing my part and getting tested.
- I got this FREE at-home HIV test from [Freetestathome.com/MC](https://freetestathome.com/MC) (you may also say "link in my bio/link in caption"). I answered a few easy questions, then they mailed me my test.



- I wanted to show you how easy this is. [*Demonstrate: swab wand over upper and lower gums*] I just swab my upper and lower gums, one time each.
- Now, I just wait about 20 minutes for my results.
- Getting tested for HIV will help you take control of your health, and help keep others healthy, too. Visit [Freetestathome.com/MC](https://freetestathome.com/MC) today!

### **If you're taking a "selfie" photo**

Videos are most impactful, but if you're more comfortable taking a still photo of yourself swabbing your gums for the test, here is some guidance:

- Choose a well-lit space with light shining on you (not coming from behind you).
- Make sure the focus is on your face, not the background.
- Take the picture at an angle that clearly shows you swabbing your gums with the test wand.
- If you can't comfortably take a "selfie" and use the swab at the same time, you may want to use a tripod or have someone else take the photo.
- Smile, or do your best to smile, while you're swabbing. We want people to know it's a painless test, and that testing empowers everyone!
- When taking a "selfie," it's best to take many photos at various angles and choose the one you like best.
- If you want, you can use photo filters on your phone or preferred social media platform.

### **Sample social media posts**

*Copy and paste the messages below to accompany your testing PSA video or photo on social media. Or, feel free to draft your own version!*

Help end the #HIV epidemic in Montgomery County. Join me in getting tested from the comfort and privacy of your home. Visit [Freetestathome.com/MC](https://freetestathome.com/MC) today. Need HIV treatment? Call #MoCo's Dennis Ave. Health Center at (240) 777-1869. #HIVtest #EndTheHIVEpidemic #GetTested

Don't let #COVID-19 stop you from getting tested for #HIV. Get a FREE, oral HIV test delivered to you at [Freetestathome.com/MC](https://freetestathome.com/MC). Need HIV treatment? Call #MoCo's Dennis Ave. Health Center at (240) 777-1869. #HIVtest #EndTheHIVEpidemic #GetTested

Take control of your health- join me in getting tested for HIV. Get a FREE oral swab HIV test delivered to your home. Visit [Freetestathome.com/MC](https://freetestathome.com/MC). Need HIV treatment? Call MoCo's Dennis Ave. Health Center at (240) 777-1869. #HIVtest #EndTheHIVEpidemic #GetTested



Montgomery County is an HIV “hotspot.” Do your part and get tested. Get a FREE oral swab, rapid HIV test sent to your home at [Freetestathome.com/MC](https://www.freetestathome.com/MC). Need HIV treatment? Call MoCo’s HIV (240) 777-1869.

More than 1 in 10 people with #HIV in #MontgomeryCounty do not know they have HIV. Visit [Freetestathome.com/MC](https://www.freetestathome.com/MC) to get a free, oral swab test mailed to your home. Need HIV treatment? Call MoCo’s Dennis Ave. Health Center at (240) 777-1869.

### **Sample newsletter text:**

*Please use the following in your community newsletter. Feel free to modify as needed:*

### **Free, in-home HIV tests delivered to residents during COVID-19**

Have you been tested for HIV? Even if you don’t think you’re at risk, the CDC recommends HIV testing for everyone, ages 13-64. Montgomery County’s Dennis Avenue Health Center (2000 Dennis Avenue, Silver Spring 20902) is open 8am-4pm Monday-Friday for HIV and STD testing and treatment. Call 240-777-1760 to learn more. If you’re staying home as a COVID-19 precaution, you can get a FREE in-home, mouth swab rapid self-test at [www.freetestathome.com/MC](https://www.freetestathome.com/MC). If you or someone you know needs HIV treatment, regardless of insurance or immigration status, call the Dennis Avenue Health Center at (240) 777-1869.

### **SPANISH LANGUAGE SCRIPT & SOCIAL MEDIA POSTS:**

#### **PSA Script:**

- El condado de Montgomery está trabajando para acabar con nuestra epidemia de VIH, así que estoy haciendo mi parte y me hago la prueba.
- Obtuve esta prueba de VIH en casa GRATIS de [Freetestathome.com/MC](https://www.freetestathome.com/MC) (*también puede decir “enlace en mi biografía / enlace en pie de foto”*). Respondí algunas preguntas fáciles y luego me enviaron mi examen por correo.
- Quería mostrarles lo fácil que es esto. [*Demuestre: Frote la varita sobre las encías superior e inferior*] Simplemente me froto las encías superior e inferior, una vez cada una.
- Ahora, solo espero 20 minutos por mis resultados.
- Hacerse la prueba del VIH le ayudará a tomar el control de su salud y también ayudará a que otras personas se mantengan saludables. Visite [Freetestathome.com/MC](https://www.freetestathome.com/MC) hoy!

#### **Social Media Posts:**

- Casi 3,6 mil personas en el Condado de Montgomery tienen #VIH, y 1 de cada 10 no sabe que lo tiene. Ahora se puede hacerse la prueba del VIH en su propio hogar, SIN



**COSTO!** Para aprende más visite: [www.freetestathome.com/MC](http://www.freetestathome.com/MC) Si necesita tratamiento para el VIH, puede llamar al (240) 777-1869.

- La prueba del #VIH es parte de tu cuidado habitual de la salud. Hazte la prueba en el hogar para saber si tienes #VIH. Consiga su prueba GRATIS en: [www.freetestathome.com/MC](http://www.freetestathome.com/MC)

## **MORE INFORMATION & FURTHER READING ABOUT HIV & TESTING**

### **Home Testing Basics:**

- This Oraquick® test looks for HIV antibodies in fluid you swab from your mouth. No finger prick or blood draw is needed.
- From the time you were exposed to HIV, it could take up to 3 months for this test to detect antibodies.
- OraQuick® is a “rapid” test, which means you will be able to see your results in about 20 minutes without sending a sample to a lab.
- If your results are positive, you will need to see a healthcare provider to confirm that you have HIV and get connected to the care you need to stay healthy.
- If your results are negative and you have not been exposed to HIV (for example, through sex or needle sharing) within the past 3 months, you do not have HIV.

### **How to take the test:**

This test is simple and made for self-testing at home. Read the instructions for important details, but here are the basic steps:

1. Don't eat, drink, brush teeth or chew gum for 30 minutes before taking the test.
2. Open the package and take out the testing swab and developer solution.
3. Swipe the wand along your upper and lower gums.
4. Put the swab into the developer solution.
5. Wait for results between 20-40 minutes.
  - If only one line appears (next to the “C”) the test is negative.
  - If two lines appear (one next to “C” and one next to “T”), no matter how faint, the test is positive.
  - If there are no lines, something's wrong with the test and you'll need to take another one.

**For more in-depth information about HIV testing, visit the CDC's testing webpage at:**

<https://www.cdc.gov/hiv/testing/index.html>

**If anyone reaches out to you for help finding HIV prevention, testing or care in Montgomery County, please connect them to Montgomery County DHHS HIV/STI services at 240-777-1869.**