

# I'm Ready, Test: Using a mobile app to distribute free HIV self-tests across Canada to reach the undiagnosed

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## Background

- 10% of people living with HIV are unaware of their status
- In November 2020, the introduction of Canada's first licensed HIV self-test played an important role in enhancing testing accessibility and reaching the undiagnosed population in Canada.
- The I'm Ready program distributes free HIV self-test kits to individuals around Canada for in-person pickup or delivery through a private and convenient mobile app.
- This study aims to describe the main outcomes of the program and assess its effectiveness to reach first-time testers from key populations.

## Methods

- Between June 2021 to May 2023, this study analyzed participants who completed an anonymous pre-test survey through the I'm Ready, Test app
- The survey collected information on social determinants of health and previous testing behaviours.
- Binary logistic regression models were created with social determinants of health (e.g., age, gender, sexual orientation, ethnicity, region) predicting the rate of first-time testers compared to people who had tested before.

## How does the program work?

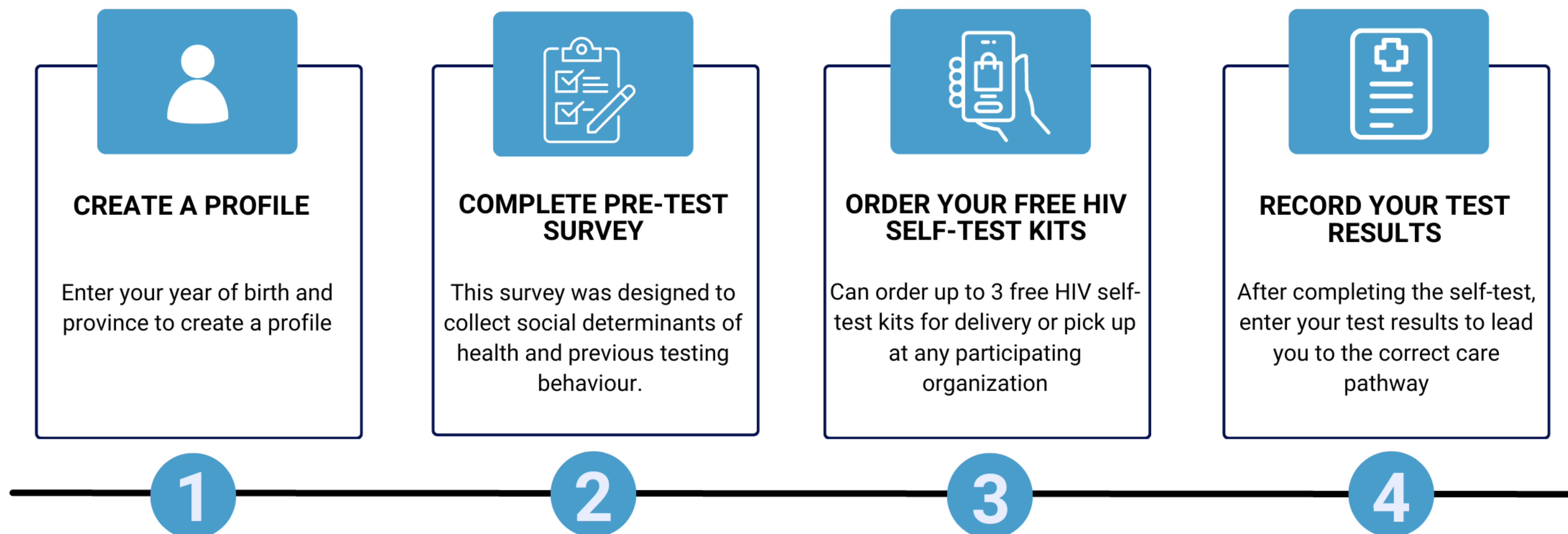


Figure 1: An overview of the I'm Ready, Test app flow

## Results:

### Who participated?

9,176 participants were enrolled in the program from June 2021 to May 2023

### Participants were mostly:

- Young: 76% were <35 years old
- Male: 64% identified as male
- Educated: 71% had > than high school education

### Additionally:

- 80% were from at least one key population
- 48% employed full-time
- 50% lived in very large urban areas

21 people living with HIV have entered positive test results: (21 positive / 2500 test results = 0.84% positive rate)

Of 19 positive people who have answered the pre-test survey:

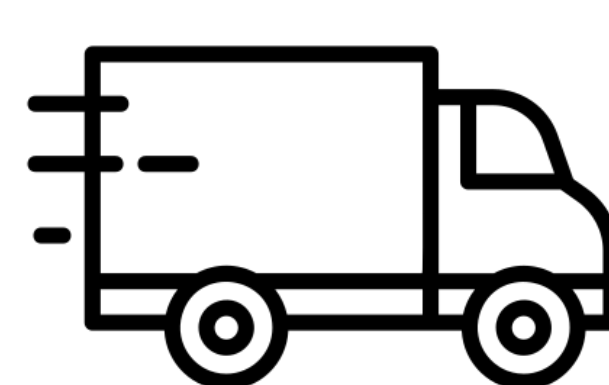
- 9 were first-time testers
- 6 had been tested > 1 year ago

## Conclusion:

The I'm Ready program offers a convenient and confidential solution to enhance the availability of HIV self-testing. The app has demonstrated success in reaching young adults, women, transgender individuals, as well as those living in rural areas who may face challenges in accessing HIV testing services for the first time.

### Distribution and access to kits across Canada:

6,597 of 9,176 participants (72%) have ordered a total of 16,488 HIV self-test kits



57% of kits (n=4485) were delivered



43% of kits (n=3389) were ordered for pick up at one of 85 community locations

Overall, 36% of the participants (n=2,471) were first-time testers.

### First-time testers were:



3.1 times more likely to be under 24 years old (n=1127)



1.3 times more likely to be from Atlantic Canada (n=306)



1.4 times more likely to be identified as women (n=808)



1.5 times more likely to live in rural areas (n=445)



3.1 times more likely to be identified as other sexual orientation\* (n=483)



2.0 times more likely to be a student (n=628)

\*Includes heteroflexible, questioning, pansexual