

# Behavioral Insights for Low Uptake of HIV Testing in Georgia

*HIV self-testing (HIVST) is the process by which a person takes an HIV test using a simple oral or blood-based test. This is a relatively new approach that allows people to explore themselves in a confidential and comfortable environment. This is a special opportunity, for those who would not otherwise have been tested for HIV particularly for high-risk populations, to learn about their HIV status.*

The project aims at benefiting public health by reducing the risk of transmitting HIV by uptake of HIV testing in Georgia, through the transfer of Czech expertise in evidence-based policymaking and piloting behavioral data-based solutions.

The project envisages the use of experimental research methods, including the implementation of a randomized controlled trial using the principles of behavioral science, development of concept and design which involves all key stakeholders, both government and non-governmental sector representatives and experts in the field.



## TARGET GROUPS

Individuals aged 18-34 who will participate in a project-based randomized study and undergo HIV self-testing.

## EXPECTED RESULTS

🚫 Resources for evidence-based policymaking related to HIV testing prepared and handed over to NCDC, such as:

- ✓ self-testing protocol for stigma-free advisory and service provision in collaboration with HIV testing/self-testing support service providers
- ✓ Randomized Control Trial

🚫 Increase capacities of health professionals and peer counselors to provide stigma-free counseling on HIV self-testing.

🚫 Conduct a communication campaign and animations, create messages with the potential to increase awareness and motivation of people to conduct HIV self-testing using dedicated website and remote services.

## PROJECT IMPLEMENTING ORGANIZATIONS

- ✓ Caritas Czech Republic
- ✓ Caucasus Research Resource Center (CRRC)
- ✓ Information Medical-Psychological Center – Tanadgoma

## PROJECT FINANCIALLY AND TECHNICALLY SUPPORTED BY

- ✓ United Nations Programme on HIV/AIDS (UNAIDS)
- ✓ Ministry of Foreign Affairs of the Czech Republic, UNDP/CUP
- ✓ National Center for Disease Control and Public Health (NCDC&PH)
- ✓ UNFPA and UNDP offices in Georgia and Istanbul Regional Hub

**PROJECT BUDGET:** 54,770 \$

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