



Department of Health

KATHY HOCHUL
Governor

JAMES V. McDONALD, M.D., M.P.H.
Commissioner

JOHANNE E. MORNE, M.S.
Acting Executive Deputy Commissioner

June 25, 2024

Dear Colleague:

As partners across the state continue to work towards ending the epidemic and increasing access to sexual health services, we are pleased to announce the launch of our free HIV Self-Test Giveaway to coincide with National HIV Testing Day on Thursday, June 27th.

The HIV Self-Test Giveaway is a self-testing strategy that makes HIV testing easily accessible and available to persons who may not seek out traditional in-person HIV testing services. The giveaway will launch on **June 26th, 2024** and end on **July 31st, 2024**. As a critical partner to the New York State Department of Health AIDS Institute we encourage your active participation in this initiative.

This giveaway will prioritize the same populations as the Fall 2023 giveaway. The populations include cisgender Latinas, members of the Lesbian Gay Bisexual Transgender and Queer (LGBTQ) community, and cisgender Black women.

Recognizing and appreciating the diverse nature of the priority populations, we held focus groups to elicit feedback to ensure that our messaging is culturally and linguistically competent and community focused. The AIDS Institute will advertise the giveaway in both English and Spanish on multiple social media platforms (e.g., Instagram, Twitter, and Facebook). Campaign ads will include a link to an online eligibility survey. **Eligible** participants will be emailed a discount code and instructions for redeeming a free HIV self-test kit via the OraSure Technologies, Inc. website. Participants who are **ineligible** will be referred to the AIDS Institute website for information on HIV testing and additional resources.

Once again, the AIDS Institute is requesting your assistance to help raise community awareness. Please share the attached materials and include this [hyperlink](#) to the online eligibility survey on your agency and/or program website(s), social media sites, etc. Agencies are encouraged to include this information in their messaging as well. Please note that the HIV Self-Test Giveaway is for New York State residents who live outside of the five boroughs of New York City. However, HIV self-testing is available statewide. The New York City Department of Health and Mental Hygiene (NYCDOHMH) is holding a community self-test giveaway that parallels the New York State giveaway. For a link to the New York City Department of Health and Mental Hygiene program, click [here](#).

Should you have any questions regarding this correspondence or the HIV Self-Test Giveaway, please email HSTG@health.ny.gov. Thank you for your ongoing support, commitment, and partnership.

Sincerely,

Joseph Kerwin
Director
AIDS Institute