

Kingdom of Cambodia

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Ministry of Health

Instructions

**For HIV Self-Test (HIVST) Delivery on Demand
in Cambodia**

May 2025



National Centre for HIV/AIDS, Dermatology and STD

Table of Content

Table of Content.....	i
List of contributors to develop the instruction.....	ii
Foreword.....	iii
Acknowledgments.....	iv
Abbreviations.....	v
1. Introduction.....	1
2. Objectives.....	2
3. Target Populations.....	2
4. Implement Partners.....	2
5. HIV Self-Test Kit Selection.....	2
6. Request, Stock management, supply, and quality control.....	3
a. NCHADS.....	3
b. Delivery Agency.....	3
c. Community-based organization (CBO) and NGO clinic.....	3
7. Educational Material and Communication.....	3
a. Khmer language leaflets and information materials on:.....	3
b. Distribute Available social media content and printed materials:.....	4
c. Additional Considerations:.....	4
8. Distribution Procedure:.....	5
9. Confidentiality and Privacy.....	6
10. Referral and Follow-Up.....	6
11. Monitoring and Evaluation.....	6
12. References:.....	7
13. Annex I:.....	8

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Foreword

HIV testing is a crucial element in the global fight against the HIV epidemic. According to national HIV estimates from 2024, Cambodia indicated a decline in new HIV infections, decreasing from 1,300 in 2022 to 1,200 in 2023, a reduction of 100 cases. Mother-to-child transmission rates also improved, dropping from 11% in 2022 to 8% in 2023. Additionally, the proportion of people living with HIV who were aware of their status rose from 86% in 2022 to 89% in 2023, marking significant progress toward the first 95-95-95 target.

Despite these advancements, challenges remain. New HIV infections continue to be disproportionately high among key populations at elevated risk, including men who have sex with men, transgender women, female entertainment workers, and people who use or inject drugs. Particularly concerning is the high incidence of new infections among youth aged 15-24, a group that has experienced a notable decline in comprehensive HIV knowledge.

To address these challenges, NCHADS, in collaboration with EpiC/FHI360 and CBOs, has introduced an innovative HIV self-testing approach outlined in the **"Instructions for HIV Self-Test Kit Delivery on Demand in Cambodia."** By integrating local delivery services, this initiative seeks to expand testing access, especially for young MSM, TG, and other KP individuals, complementing existing community- and facility-based testing methods. Self-testing for HIV presents an effective solution to overcome barriers such as restricted service hours, stigma, discrimination, and geographic limitations. Research has demonstrated that social networking technologies, including dating apps, can effectively reach populations that are traditionally difficult to engage.

These instructions offer strategies to expand HIV testing for hard-to-reach, high-risk groups while ensuring those with reactive HIV screening results are connected to providers who can offer timely care and support. By implementing these approaches, Cambodia moves closer to achieving the 95-95-95 targets by 2025, ultimately improving access to testing, diagnosis, and treatment.

Acknowledgments

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We sincerely appreciate the dedication and tireless contributions of the core team members and external experts, including Mr. Tegan Mosugu, along with technical staff from FHI360-EpiC, KHANA, and MHC. Your commitment has been instrumental in shaping this innovative testing approach, ensuring that high-risk populations can more easily determine their HIV status and access comprehensive prevention, care, and treatment services.

Phnom Penh, 12.../...May.../2025

Director of National Center for HIV/AIDS
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Assist Prof. Ouk Vichea

Abbreviations

AIDS	Acquired Immune Deficiency Syndrome
ART	Anti-retroviral Therapy
ARV	Antiretroviral Drugs
BHOC	Grindr and Building Healthy Online Communities
CBO	Community-Based Organization
FHI 360	Family Health International 360
HIV	Human Immunodeficiency Virus
HIVST	HIV Self-Testing
HTS	HIV Testing Services
KHANA	Khmer HIV/AIDS NGO Alliance
KPs	Key Populations
MHC	Men's Health Cambodia
M&E	Monitoring and Evaluation
MOH	Ministry of Health
MSM	Men who Have Sex with Men
NCHADS	National Center for HIV/AIDS, Dermatology and STD
NGO	Non-governmental Organization
OD	Operational District
OW	Outreach Worker
PASP	Provincial AIDS and STI Programme
PDI+	Peer Driven Intervention Plus
PEP	Post-Exposure Prophylaxis
PLHIV	People Living with HIV
PNTT	Partner Notification Tracing and Testing
PrEP	Pre-Exposure Prophylaxis
PWID	People Who Inject Drugs
PWUD	People Who Use Drugs
SOP	Standard Operating Procedure
STI	Sexually Transmitted Infections
RHAC	Reproductive Health Association of Cambodia
TGW	Trans-gender Women
TRY	Test Routinely Yourself
USA	United State of America
UNAIDS	Joint United Nations Programme on HIV/AIDS
VCCT	Voluntary Confidentiality Counseling and Testing
WHO	World Health Organization

1. Introduction

Cambodia's success in achieving control of the HIV/AIDS epidemic is widely recognized. It was one of the first countries to reach the UNAIDS 90-90 targets in 2017. Cambodia is on track to meet 95-95-95 goals, with more than 98% of those diagnosed receiving treatment and 98% of those treated achieving viral suppression. To prevent the rise in new HIV infections among young men, they need to know their status by getting tested, receiving treatment if HIV-positive, or taking pre-exposure prophylaxis (PrEP) if HIV negative. Both require more and more frequent testing.

In Cambodia, an estimated 10,000 individuals living with HIV (AEM-2023) remain untested and unaware of their status, posing a risk of continued, unintentional transmission. Testing services are available through community-based organizations (CBOs), health facilities, NGO clinics, and private laboratories. Additionally, HIV self-test (HIVST) kits can be purchased at pharmacies; however, uptake remains low.

Community-based and NGO clinic testing reaches approximately 60% of the at-risk population (2024 Annual Prevention Report), yet several barriers prevent broader testing adoption. These include a lack of awareness about HIV risks, self-stigma, privacy concerns, testing costs, travel distances, and social factors; particularly among men who have sex with men (MSM), many of whom conceal their sexual orientation, are married, and fear identification or contact due to self-stigma.

To address these challenges, new approaches are needed to enable at-risk individuals to test themselves discreetly without facing emotionally difficult questions from peer educators, NGO clinic staff, or pharmacy personnel. Expanding accessible, stigma-free testing options is crucial to increasing HIV detection and ensuring timely care and prevention.

Grindr®, a leading LGBTQ+ dating app, has joined forces with Building Healthy Online Communities (BHOC), a network of public health experts and gay dating app operators, to enhance accessibility to HIV testing. Their collaboration aims to support individuals facing challenges and barriers to HIV testing by providing seamless access to self-test kits. Through the TakeMeHome program and national partnerships in the United States, they have successfully distributed 320,000 HIV self-test kits to 200,000 individuals. Following this achievement, the initiative has been expanded worldwide, with a special focus on reaching underserved communities and populations that are difficult to access.

The National Center for HIV/AIDS, Dermatology, and STD (NCHADS), in partnership with EpiC-FHI360, is collaborating with Building Healthy Online Communities (BHOC) to leverage the Grindr® platform and local delivery services to enhance access to door-to-door HIV testing. This initiative aims to remove obstacles to regular testing, particularly for at-risk populations such as young men and hard-to-reach groups. Given the widespread use of smartphones by MSM and TG individuals, as well as the success of the TakeMeHome model, Cambodia has adapted this approach to introduce "TRY" (Test Routinely Yourself). By working with local agencies, the program provides HIV testing, delivered (either free or paid) directly to targeted individuals, enabling self-testing at home. This strategy reduces the need for travel or in-person

meetings with outreach workers or healthcare providers, helping to overcome testing barriers and increase HIV testing rates among vulnerable populations.

This framework outlines a comprehensive approach to securely and confidentially delivering HIV self-test kits to targeted groups through established local delivery services. It covers key aspects such as collaboration with partners, selection and management of test kits, safety protocols, and educational resources for both staff and recipients. By adhering to these guidelines, delivery agencies can efficiently distribute test kits to high-risk individuals and those unaware of their HIV status—potentially saving lives, curbing the spread of HIV, and advancing Cambodia’s efforts toward achieving the first 95% target of the national HIV response plan.

2. Objectives

Primary objective: To empower and encourage the hidden, high-risk populations to test privately by providing HIV self-test kits through a private, confidential, and convenient means.

Secondary objectives: To foster regular HIV testing habits and connect individuals to comprehensive follow-up care, support, and address barriers to testing, increase testing frequency, and streamline access to treatment or prevention services.

3. Target Populations

- Young key populations, particularly MSM and TGW, prefer privacy and confidentiality when HIV testing.
- Populations at high risk with unknown HIV status who might hesitate to visit healthcare facilities due to stigma or privacy concerns.
- Mobile populations with limited access to community and public health services.

4. Implement Partners

- Building Healthy Online Communities
- Community-based organization (CBO) and NGO clinic implementing HIV/AIDS prevention program
- Grindr for Equality (Grindr’s - dating application – social impact initiative.)
- Delivery agencies with business licenses, valid tax certificates, and a good history of delivery services that have a wide network throughout Cambodia, reliable transport, ensuring safety, on-time delivery, and keep confidentiality for customers.

5. HIV Self-Test Kit Selection

- Self-test kits prequalified by the World Health Organization (based on HTS guideline 2024) and distributed by NCHADS.

- Clients can choose between oral fluid (OralQuick) and finger-prick (Mylan) test kits.

6. Request, Stock management, supply, and quality control

a. NCHADS

- NCHADS LMU, VCCT are responsible for managing and ensuring the provision and distribution of HIVST test kits to selected community-based organizations (CBOs) and NGO clinics implementing this approach.

b. Delivery Agency

- The delivery of HIVST kits follows the technical guidelines recommended by the manufacturer. Test kits are stored at temperatures that are neither too hot nor too cold. They are not mixed with food or beverage packages to prevent any impact on the integrity of the product.
- There is a data management system¹ to track the delivery of test kits to clients

c. Community-based organization (CBO) and NGO clinic

- The CBO or NGO clinic will be responsible for requesting test kits from the CMS of the Ministry of Health (MoH) through LMU-NCHADS, including managing the stock of test kits and providing test kits upon clients' request.
- The CBO or NGO clinic will be responsible for storing the self-test kits at the recommended temperature and in a safe place (following the guidelines in the HTS-SoP)
- Proper packaging of test kits for delivery to customers with QR codes attached, including educational materials, information on how to use the test kits, without revealing the client's identity to the delivery person, but the client's phone number can be written on the outer package for contact during delivery.
- Reporting on the number of HIVST distributions (stock in-out-balance).

7. Educational Material and Communication

a. Khmer language leaflets and information materials on:

Key messages to promote HIV testing among at-risk populations of young people will be used to run ads on Grindr with two options- text ads popup banner and text with image ads banner may include:

- **Early Detection Saves Lives:** Early detection of HIV allows prompt treatment, which can significantly improve health outcomes and prevent transmission to others.
- **It is Quick and Easy:** HIV testing is a simple and painless process that can be done at various locations, including NGO clinics, hospitals, health centers, community, and home.

¹ The data management system tracks the delivery of test kits to clients through the delivery agency example Delivery Hero Cambodia web portal. The process includes placing kit deliveries through the portal and tracking their status. At the end of each month, Delivery Hero Cambodia generates and sends a report on the number of clients who received their test kits to FHI360. This system is based on guidance from Delivery Hero and the web portal functionality.

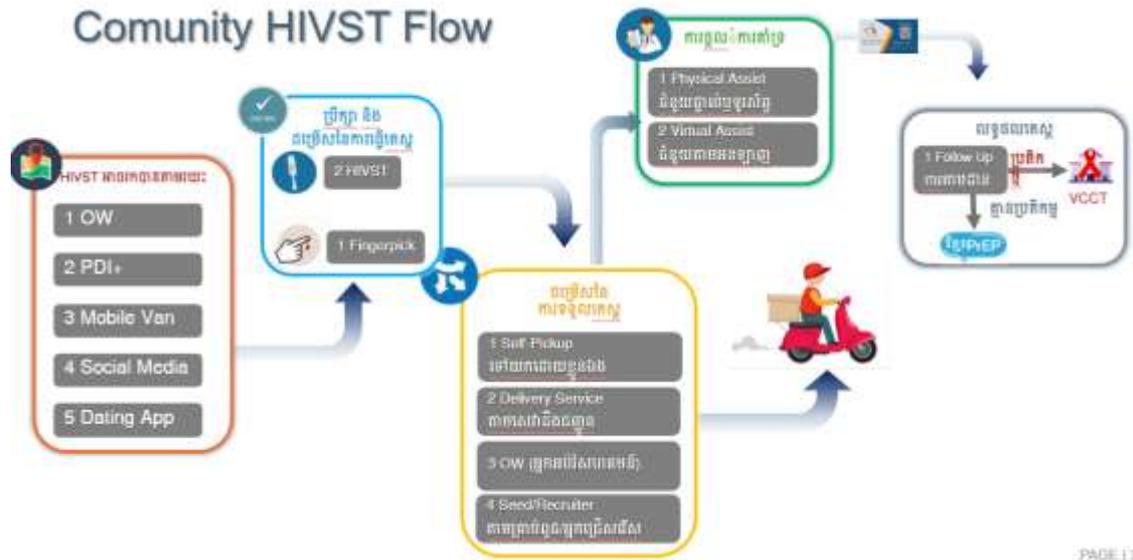
- **It is Your Health, Take Charge:** Make informed decisions about your sexual health and prioritize regular HIV testing.
- **Protect Yourself and Others:** By knowing your status, you can take steps to protect yourself and your sexual partners from HIV transmission.
- **Know Your Status:** Encourage regular HIV testing as a responsible and empowering choice. Knowing your status is the first step to taking control of your sexual health.
- **Confidential and Non-Judgmental:** HIV testing is completely confidential; community counselors and healthcare providers are trained to provide non-judgmental care and support.
- **Access to Care:** If you test positive for HIV, there are effective treatments available to help you live a long and healthy life.
- **Break the Stigma:** Challenge the stigma surrounding HIV and encourage open conversations about sexual health.

b. Distribute Available social media content and printed materials:

- Educational materials (pamphlets, posters) about HIV self-testing benefits are distributed by outreach workers through their routine physical outreach in gay bars, saunas, massage parlors, coin massages, and other appropriate sites.
- Outreach worker, face-to-face and regular online promotion messaging through social media.
- Step-by-step instructions for self-test use (with visuals accessed by QR code).
- How to guide on the interpretation of test results (including what a positive or invalid result means).
- Clear referral pathways for reactive results, offering confirmatory testing and Antiretroviral Therapy (ART) services at the nearest healthcare facilities.
- All materials stress the importance of adhering to safe sex practices even with a negative result and need for PrEP with links to the tohtest.org appointment system
- Provide contact information for hotlines and/or support services for further counseling and confirmatory tests

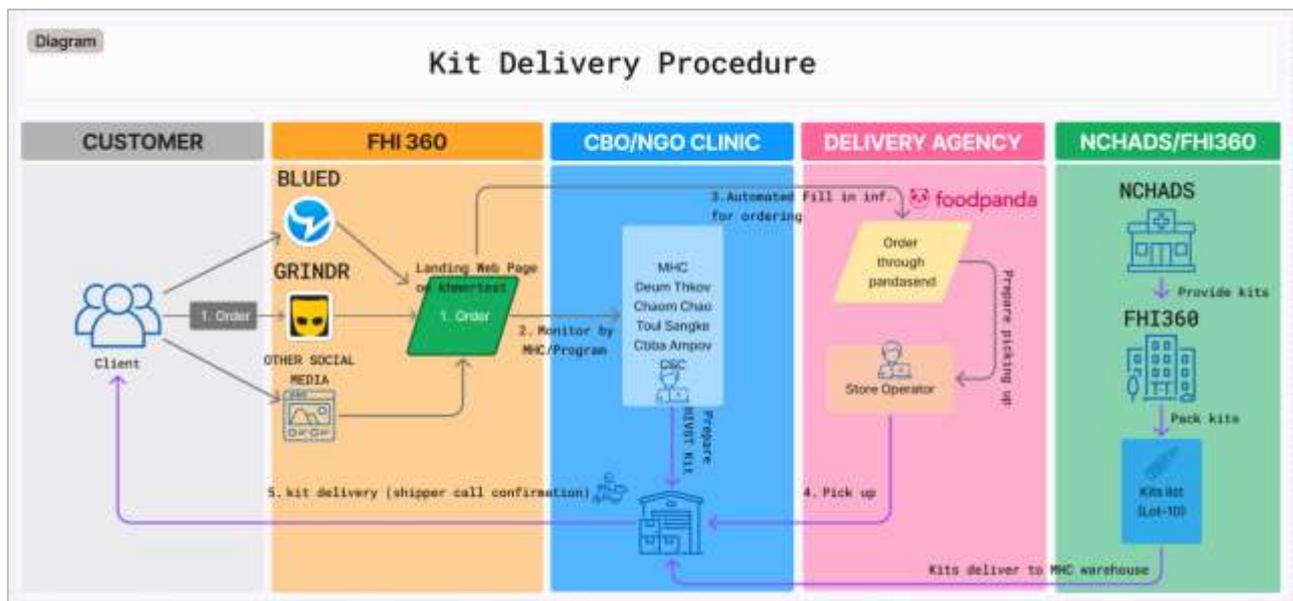
c. Additional Considerations:

- Offer choice of self-test kits (oral fluid or finger-prick) to cater to individual preferences.
- Partnerships with local NGOs and community health workers provide additional education and support services in targeted areas.
- Trained online counselors to provide accurate information about self-testing procedures, result interpretation, and referral pathways for positive or reactive tests.



8. Distribution Procedure:

- Clients can order kits through Grindr or KhmerTest website, and information collected for delivery via the site landing web page (kit.khmertest.org).
- Client provides their phone number (active number), nickname or real name, gender, and address to receive the test package.
- Client data and information from those requesting a test via the landing page will be sent to the designated Telegram group for the CBO or NGO clinic. The staff at these organizations will then be responsible for forwarding the client's details to the delivery agency through the web portal or API (Application Programming Interface).
- The CBO or NGO clinic staff will prepare and provide a pre-packaged test kit to the delivery person. If the client agrees, the team will seek their consent to contact them for further information.
- Each sealed package contains an HIV self-test kit, a leaflet with a hotline number, and a QR code linking to khmertest.org. The website provides information on HIV, the importance of timely and regular testing, and instructional videos on how to conduct and interpret the test results.
- Before delivering the test kit, the delivery person will call the client to confirm the location where they will receive it. They will then collect the HIVST test kit from the nearest CBO or NGO clinic and proceed with delivery.
- A dedicated hotline staffed by trained professionals will be available to answer inquiries about the test, provide referrals to support services, share additional information, and guide clients on scheduling a confirmation test via tohtest.org.
- The delivery person will ensure that the HIVST test kits are transported from the CBO or NGO clinic to the designated location requested by the client. The delivery process will be documented, and a monthly report will be submitted to the CBO or NGO clinic for record-keeping.
- HIV test results are strictly confidential. They are not shared with partner organizations and are not managed through the Grindr app.



9. Confidentiality and Privacy

- Emphasize strict confidentiality throughout the process.
- The HIV self-test kit is packaged in a sealed container without the client's identification, but it has a contact phone number to deliver the test kit to the customer.
- All customer information will be kept confidential by the delivery agency and CBO or NGO clinic that implements this approach.
- Only the phone number and address will be collected to make the delivery. No other personal details will be recorded during the self-test delivery process.

10. Referral and Follow-Up

- Clients can book confirmatory testing and ART services through QR code links to the tohtest.org website
- Clients receiving kits will be asked to consent to follow-up but will still be supplied with a kit if follow-up is declined. CBOs or NGO clinic staff will call for follow-up with consenting clients and provide any assistance or support needed.
- Clients can call the hotline or link to khmertest.org for more information

11. Monitoring and Evaluation

- CBOs or NGO clinic staff will follow up (with client consent) to assess client experience and testing outcomes.
- CBOs or NGO clinic staff will track the number of self-test kits distributed, phone numbers, successful call-backs, and referrals to confirmatory tests or other services.

- NCHAD/ Epic Cambodia will conduct quarterly meetings to assess the program's effectiveness, identify any challenges, and make necessary adjustments.
- Delivery agencies will report logistical challenges or client feedback to NCHADS/EpiC Cambodia.

12. References:

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- Building Healthy Communities Online <https://bhocpartners.org/TAKEMEHOME>
- Relative Effectiveness of social media, Dating Apps, and Information Search Sites in Promoting HIV Self-testing: Observational Cohort Study: <https://pubmed.ncbi.nlm.nih.gov/36149729/#:~:text=Conclusions%3A%20Our%20findings%20show%20that,kits%20promoted%20on%20the%20internet.>
- National Center for HIV/AIDS, Dermatology and STD Control (NCHADS): https://www.nchads.gov.kh/documents_taxonomy/standard-operating-procedure-en/
- World Health Organization (WHO) - HIV Self-Testing: <https://www.who.int/publications-detail-redirect/WHO-CDS-HIV-19.36>
- UNAIDS - HIV Self-Testing: https://www.unaids.org/sites/default/files/hiv-self-testing-quick-simple_en.pdf
- Self-Assessment and Booking Service: <https://tohtest.org/assessment/855>
- HIVST Testing procedure, KhmerTest: <http://www.khmertest.org/how-to-use>
- Protect Yourself: <https://kapeakh.org/Facebook Page:>
<https://www.facebook.com/kapeakh/Instagram:>
<https://www.instagram.com/kapeakh/>

13. Annex I:

Indicator 1. Number of test kit orders
Name of indicator: Number of HIVST test kits ordered
Precise definitions: Number of HIVST test kits ordered by the clients through the landing webpage
Unit of measure: Number (#)
Data source: Project data (landing webpage database)
Method of data collection: EpiC will extract data from back-end of landing webpage
Reporting frequency: Monthly
Indicator 2. Number of test kits successfully delivered
Name of indicator: Number of HIVST test kits successfully delivered
Precise definition: Number of HIVST test kits successfully delivered which is delivered by the Delivery Agency
Unit of measure: Number (#)
Data source: Delivery Agency
Method of data collection: Delivery Agency will provide EpiC with the delivered report
Reporting frequency: Monthly
Indicator 3. Number and % of test results voluntarily reported
Name of indicator: Number (#) and Percentage (%) of HIVST test results voluntarily reported.
Precise definition: Number of test results voluntarily reported, which is reported by the client when the community-based organization and NGO clinic calls the client for a follow-up test and any supporting. (Numerator: Number of test results reported, denominator: Number of tests delivered to clients).
Unit of measure: Number (#)
Data source: Community-based organization or NGO clinic ²
Method of data collection: Under EpiC technical support, community-based organization and NGO clinic will send the report to NCHADS
Reporting frequency: Monthly
Indicator 4. Number and % of HIV reactive tests referred for confirmatory testing
Name of indicator: Number (#) and (%) of HIV reactive tests reported referred for confirmatory testing
Precise definition: Number of clients with HIV reactive result from HIVST kit delivery program are referred for confirmatory testing by a community-based organization and NGO clinic %=number of referrals for reactive test/number of reactive tests reported.
Unit of measure: Number
Data source: Community-based organization or NGO clinic
Method of data collection: Under EpiC technical support, community-based organization and NGO clinic will send the report to NCHADS
Reporting frequency: Monthly
Indicator 5. Number of clients confirmed HIV positive
Name of indicator: Number and % of clients confirmed HIV positive

² Example: Men's Health Cambodia (MHC) or Chhouk Sar NGO clinic (CSC), or Reproductive Health Association of Cambodia (RHAC)

Precise definition: Number of clients confirmed HIV positive from HIVST kits delivery program are referred by community-based organization and NGO clinic (%), number confirmed/number reporting pos results.
Unit of measure: Number (#)
Data source: Community-based organization and NGO clinic
Method of data collection: Under EpiC Technical support, community-based organization and NGO clinic will send the report to NCHADS
Reporting frequency: Monthly
Indicator 6. Number of clients enrolled in ART
Name of indicator: Number and % of clients enrolled in ART
Precise definition: Number of clients enrolled in ART from the HIVST kit delivery program referred by Community-based organization or NGO clinic %= number enrolled/number reporting positive results.
Unit of measure: Number (#)
Data source: Community-based organization and NGO clinic
Method of data collection: Under EpiC Technical support, the community-based organization and NGO clinic will send the report to NCHADS
Reporting frequency: Monthly
Indicator 7. Number of clients enrolled in PrEP
Name of indicator: Number (#) and (%) of clients eligible and enrolled in PrEP
Precise definition: Number of clients enrolled in PrEP from HIVST kit delivery program referred by a community-based organization and NGO clinic %=number enrolled /number eligible.
Unit of measure: Number (#)
Data source: Community-based organization or NGO clinic
Method of data collection: Under EpiC Technical support, the community-based organization and NGO clinic will send the report to NCHADS
Reporting frequency: Monthly