

EVALUATION

EUROPEAN TESTING WEEK

19-26 MAY 2025

17-24 NOVEMBER 2025

**EUROPEAN
TESTING
WEEK**
TEST.TREAT.PREVENT.
www.testingweek.eu



EuroTEST

Working together for integrated
testing and earlier care

Addressing Hepatitis, HIV, STIs and TB

SUMMARY OF EUROPEAN TESTING WEEK 2025

European Testing Week (ETW) is a bi-annual campaign that has been running since 2013 and takes place for one week in May and one week in November. The objective is to raise awareness of the importance of testing and early diagnosis for HIV, viral hepatitis and STIs, and to increase access to testing.

17-19 *spring*
EUROPEAN TESTING WEEK
MAY 9-26
www.testingweek.eu
2025

17-24
EUROPEAN TESTING WEEK
NOVEMBER
www.testingweek.eu
2025

Hundreds of community organisations, healthcare facilities, public health agencies, higher education institutions and others participate* in the campaigns and organize local activities that contribute to the campaign's objectives:

- Awareness raising on the importance or early diagnosis
- Advocating to improve testing policies, guidelines and services
- Expanding testing services (reaching new groups, offering new types of testing)
- Training and improved capacity of staff and volunteers

The campaign is coordinated by the EuroTEST secretariat and guided by a European working group.

**Participants are encouraged to sign up on the website, but some participate without signing up. Therefore, information about "participants" is limited to those that signed up.*

ANNUAL THEME

THEME STATEMENT

EUROPEAN TESTING WEEK 2025

Reaching migrants and mobile populations with testing services and related prevention and care for infectious diseases is key to reaching global targets by 2030



In 2025, European Testing Week emphasized the importance of increasing access to testing, prevention and linkage to care for migrants and mobile populations.

Migrants and mobile populations are disproportionately affected by HIV, viral hepatitis and sexually transmitted infections. They often face vulnerabilities which increase their risk of contracting infectious diseases as well as structural barriers that limit their access to healthcare services including testing and treatment.

To reduce the risk of infection among these groups and achieve global health targets by 2030, countries must recognise health and access to healthcare as fundamental human rights and adopt inclusive, equitable, and evidence-based approaches.

Reaching migrants and mobile populations with testing services and related prevention and care for infectious diseases is key to reaching global targets by 2030

PARTICIPANTS 2025

162

Total number of different organisations/institutions signed up for **Spring** and/or **Autumn**

40

New participants signing up for the first time

869

Total number of different participants signed up **since the campaign started in 2013**

70

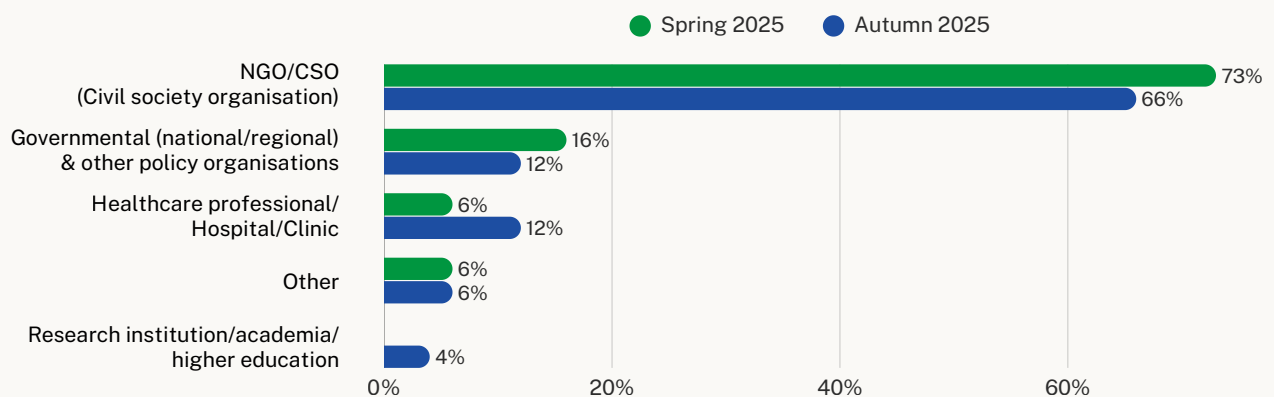
organisations/institutions signed up for **Spring ETW 2025***

139

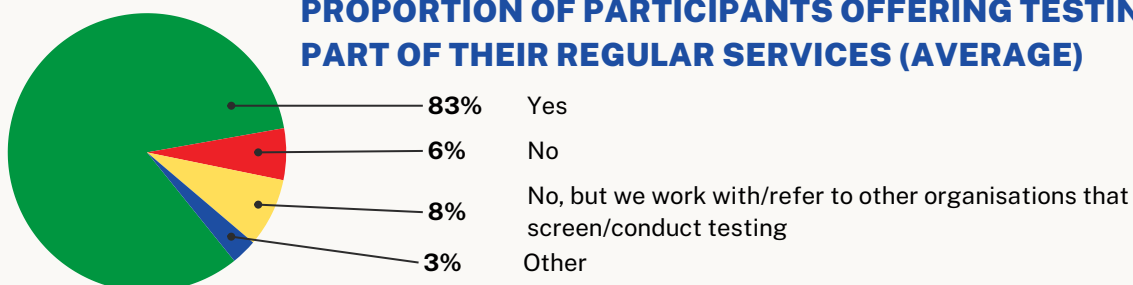
organisations/institutions signed up for **Autumn ETW 2025**

**Technical issues with the sign-up website resulted in many failed registrations, meaning the reported number does not accurately represent the total organisations signing up for Spring ETW.*

TYPES OF PARTICIPANTS

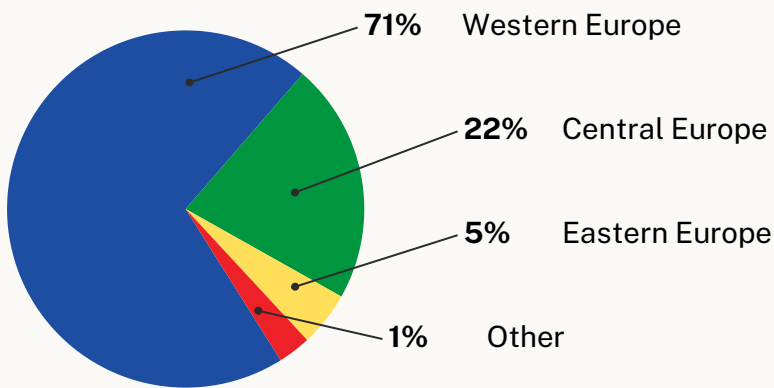


PROPORTION OF PARTICIPANTS OFFERING TESTING AS PART OF THEIR REGULAR SERVICES (AVERAGE)



GEOGRAPHICAL DISTRIBUTION OF PARTICIPANTS

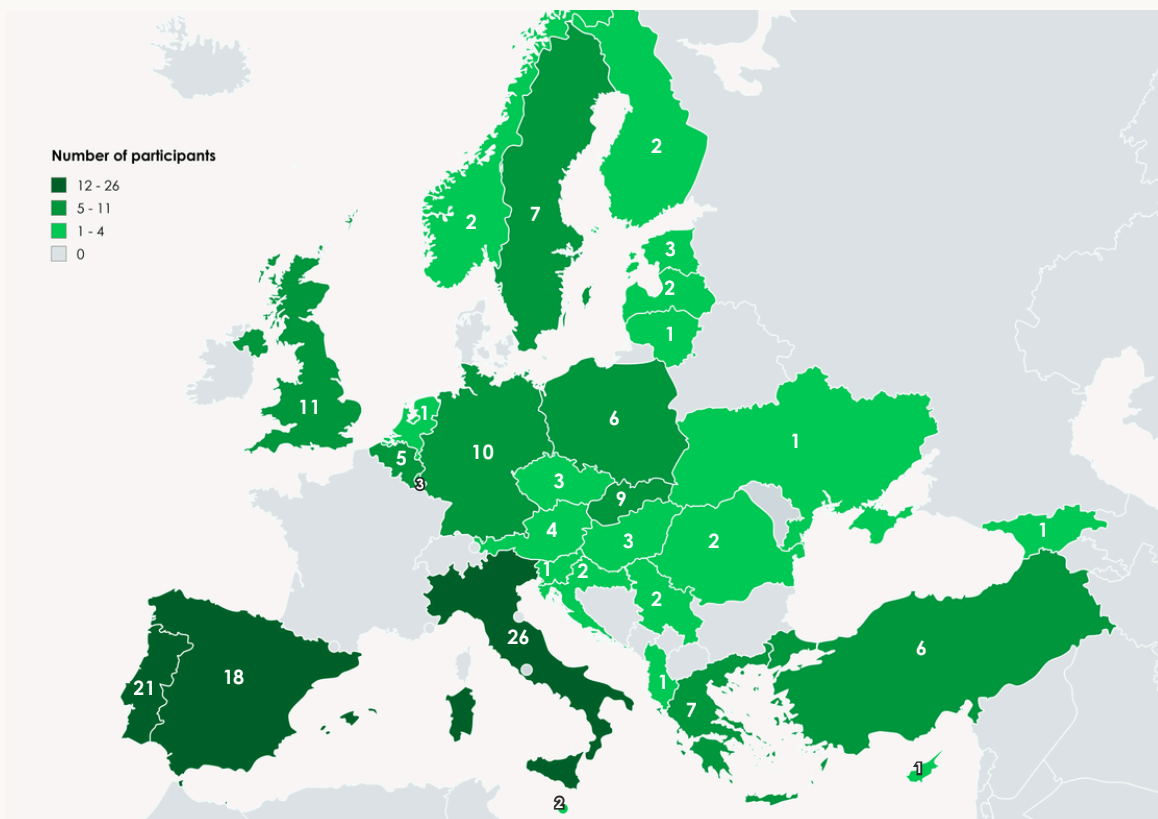
REGIONAL DISTRIBUTION OF PARTICIPANTS (AVERAGE)



30

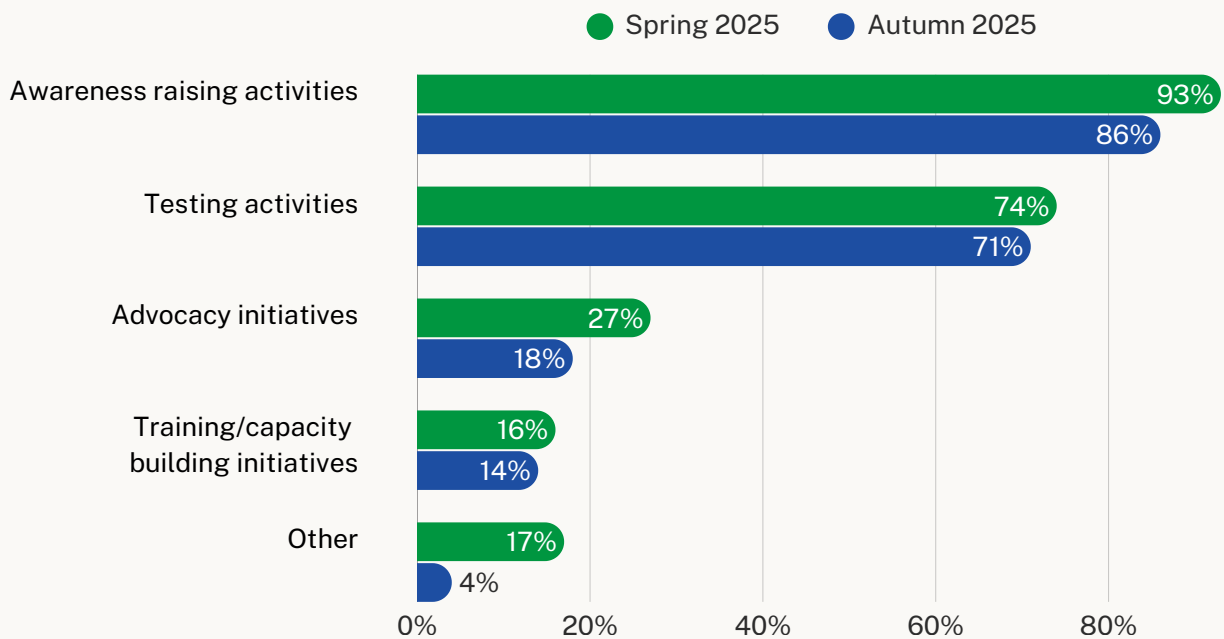
different **countries** participating (Spring and/or Autumn)

PARTICIPANTS PER COUNTRY



CAMPAIGN ACTIVITIES BY PARTICIPANTS

TYPE OF CAMPAIGN ACTIVITIES (% OF PARTICIPANTS)



ETW – AN OPPORTUNITY TO TRY NEW APPROACHES TO TESTING

62%

of ETW participants used ETW to target different groups than in their regular activities (average)

37%

of participants used ETW to focus on different infections than in their regular activities (average)

82%

of ETW participants focused on more than one disease in their campaign activities (average)

EXAMPLES OF PARTICIPANTS' ACTIVITIES

AWARENESS RAISING

"Awareness raising on the importance of getting tested, taking advantage of the echo that a European action can bring".

"We will offer the free and anonymous HIV-rapid testing to everybody who is interested, and including special testing times on the days, for working people (evening appointments from 17:00 - 19:30)".

"Online campaign for the promotion of testing with the involvement of celebrities, Informative event/discussion on HIV, Syphilis, Hep B, Hep C, HPV and the importance of regular testing/prevention, and LGBTQI+ community party for the promotion of our ETW activities".

EXPANDING TESTING

"We will be providing community-based testing at two different public libraries. We have found that this is a way to normalize HIV testing and minimize overall HIV related stigma".

"We will offer the free and anonymous HIV-rapid testing and include special testing times on the days, for working people (evening appointments from 17:00 - 19:30)".

"During ETW we try to reach agriculture companies that work mainly with Asian migrants".

"Activities are planned for people experiencing homelessness, to be held in the city's solidarity restaurants, where testing will be available along with short interventions on risk behaviours and the importance of prevention, as well as the distribution of educational and preventive materials".

CAPACITY DEVELOPMENT

"Organization of meeting to train staff in dermatological indicator condition-guided testing".

"We will organize training programs for university students on these topics".

COLLABORATION

"We at the city hall will carry out the initiative "Testing is Caring", in partnership with a local NGO, facilitating access to testing through the Mobile Testing Unit and distributing educational and preventive materials provided by the city hall".

"We cooperate with various institutions (e.g. specialist addiction facilities, migration advice centres, cultural clubs) in order to reach as many target groups as possible".

"Our online health magazine is developing a partnership with the national Red Cross and a medical testing laboratory where we co-produce social media videos and provide free and anonymous testing will be offered at various locations".

ACTIVITIES ORGANIZED BY ETW SECRETARIAT/WG

WEBINAR

Good practices for reaching migrants and mobile populations in Europe with screening/testing for HIV, STIs & viral hepatitis, and for ensuring linkage to care

21 MAY 2025
14:00-15:00 CEST

Registration
via QR-code



Webinar: 21 May 2025: “Good practices for reaching migrants and mobile populations in Europe with screening/testing”.

Speakers from ECDC, Barcelona Institute for Global Health/IS Global, Mater Dei Hospital (Malta), the Regional Expert Group on Migration and Health in EECA, and Choices Support Center (Netherlands).

61 people from 23 different countries participated in the webinar, representing both NGOs, hospitals, universities, national public health institutions, and international institutions such as UNAIDS, UNHCR, & ECDC.


PROMOTIONAL ACTIVITIES

Promotion of the campaign took place at different international conferences and meetings, including IUSTI Europe Congress and European AIDS Conference, with workshops, booths and dissemination of materials and information about ETW.



CAMPAIGN MATERIALS

A variety of different campaign materials was produced for download from the website.



462
downloads

ETW logos in 22
different languages




90
downloads

Campaign ideas





1292

Total downloaded
materials




273
downloads

Web banners



52
downloads

Print files



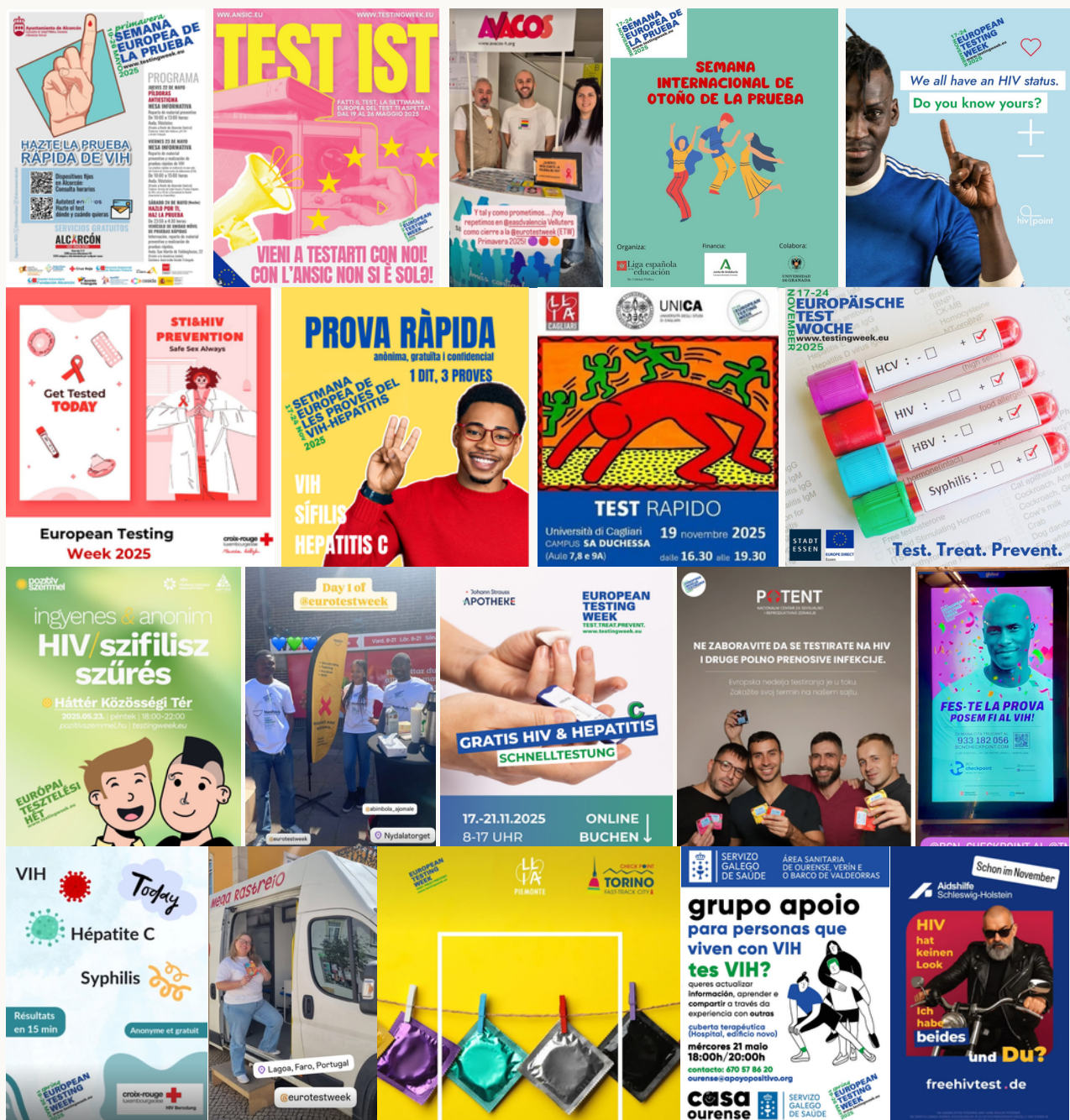
180
downloads

Posters & flyers



ETW ON SOCIAL MEDIA

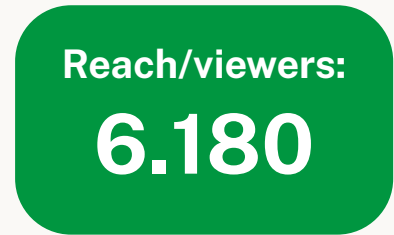
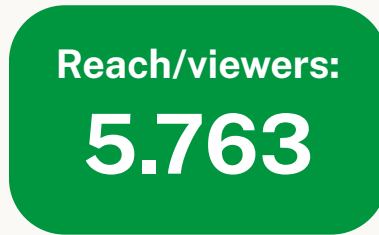
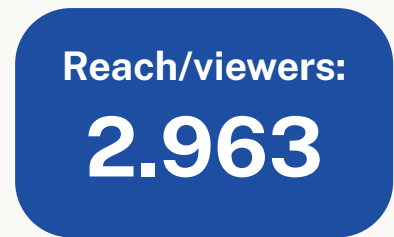
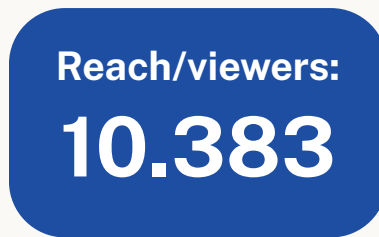
Social media is used as a platform for participants to display their campaign activities, and for the campaign secretariat to provide information and resources to participants.



ETW SOCIAL MEDIA REPORT

Spring ETW 2025

Autumn ETW 2025



Reach/viewers are measured from 10 weeks before each ETW until 2 weeks after. Actual reach is likely higher, as these figures only include ETW's own social media channels and exclude participant-shared content.

#EuroTestWeek
Social Media accounts

-  @EuroTestWeek
-  @EuroTestWeek
-  @EuroTestWeek



FOLLOW US
@EuroTestWeek

MEDIA COVERAGE OF ETW

Spring ETW 2025*

354

publications mentioning ETW in

20

different countries in

17

different languages

Total reach:
304.7
million

Autumn ETW 2025*

223

publications mentioning ETW in

22

different countries in

16

different languages

Total reach:
176.9
million

**Media monitoring from 3 weeks before the campaign until 1 week after.*

EUROPEAN TEST FINDER

WWW.TESTFINDER.INFO

A total of **498** testing sites in **46** countries were included on the website (an increase of **47** sites, or **6%**, compared to **2024**).



European Test Finder

During the week of ETW, the European Test Finder was promoted in various ways. This, combined with the increased awareness and interest in testing, caused a huge increase in people using the website to search for testing facilities (compared to the week before ETW):

Website visits:*

10.938

(an increase of 91%)

Page views:*

20.055

(an increase of 97%)

Unique visitors:*

10.734

(an increase of 91%)

**Average for Spring and Autumn ETW*

EUROPEAN TEST FINDER PROMOTION

GRINDR PROMOTION



Messages were sent out to Grindr users, both during Spring and Autumn ETW

Spring ETW

Inbox messages were sent out in 35 countries, resulting in 11.510 website visits (73% of all website traffic during the week)

Autumn ETW

Text-based pop-up messages were sent to users in 30 countries for 3 days. This generated 3.362 website visits (58% % of all website traffic during ETW).

PROMOTION ON ETW SOCIAL MEDIA

Messages and videos were produced by the secretariat and disseminated on ETW social media to promote the European Test Finder.



TESTING DURING ETW

Besides from usage of the European Test Finder, indicating a huge increase in testing in relation to ETW, data from the COBATEST network* confirm the impact of ETW on testing uptake, compared to data from the week before ETW.

**Data from 58 COBATEST partners*

INCREASE IN TESTING VOLUME DURING ETW, COMPARED TO THE WEEK BEFORE

Type of test	Spring	Autumn	Average increase
HIV	61%	225%	143%
Syphilis	37%	136%	87%
HCV	36%	144%	90%

ACKNOWLEDGEMENTS

The EuroTEST secretariat would like to express their sincere thanks to the following people and organisations for their hard work and contributions to ETW:

- The organisations and institutions that participated in ETW in 2025 and contributed to the campaign's objectives
- The COBATEST Network which provided data on testing uptake
- The members of the ETW working group

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EVALUATION METHODS

Evaluation data	Limitations
Data about participating organisations (from online sign-up forms)	Data on participants is limited to those who sign up on the website (self-reporting) and therefore does not include those who participate without signing up
Activities organised by secretariat/ WG	
Use of ETW website (downloads of campaign materials)	Information about participants' activities is limited to those who sign up and those who use social media to share information about their ETW activities
ETW on social media	
Media coverage	
Use of European Test Finder	Measuring the impact of ETW on testing uptake is limited to use of European Test Finder, combined with testing data from COBATEST members who used their online tool. This data does not include positivity rates.
Testing data from the COBATEST network	