

Together TakeMeHome (TTMH): Achieving scale and improving access to mailed HIV self-testing for key US populations

CDC in partnership with Emory University, Building Healthy Online Communities (BHOC), NASTAD, Signal Group, and OraSure Technologies will:

- Provide up to 1 million free mailed HIV self-tests (HIVST) to people in the U.S., including Puerto Rico over the 5 year program through *Together TakeMeHome (TTMH)*, in [English](#) and [Spanish](#).
- Distribute up to two HIV self-tests every 90 days to individuals ages 17 and older.
- Focus on key US populations disproportionately affected by HIV, including gay, bisexual, and other men who have sex with men, particularly Black/African American and Hispanic/Latino gay and bisexual men, Black/African American cisgender women, and transgender women of all races and ethnicities in key Ending the HIV Epidemic (EHE) jurisdictions.

Key Let's Stop HIV Together (Together) Campaign Activities:

- Direct-to-consumer paid promotion on various digital platforms including: social media, social media influencers, dating apps, audio streaming, video streaming, digital display and search advertising, driving traffic to TTMH
- Partner outreach, technical assistance, and resources to support on-the-ground promotion
- Organic social media promotion, including live events with partners
- Digital and print communication materials and resources

How you can help

Partners who work with key populations can help promote TTMH through:

- Using [Let's Stop HIV Together](#) campaign materials to support partner outreach and promoting TTMH in your community today!
- Follow and share CDC's [Let's Stop HIV Together](#) campaign social media channels for HIV self-testing materials and resources:
 - Facebook: [@StartTalkingHIV](#)
 - Instagram: [@stopHIVtogether](#) and [@StartTalkingHIV](#)
 - Twitter: [@cdc_HIV](#)
 - Hashtags: #StopHIVTogether, #DetengamosJuntoselVIH, #HIVtestmyway, #autopuebasdelVIH

Talking Points

Below are talking points to communicate and promote *Together TakeMeHome* project.

- Knowing your HIV status empowers you to make the best decisions for your health.
- CDC, Emory and BHOC recently launched [Together TakeMeHome \(TTMH\)](#), a new website and ordering portal where people in the U.S., including Puerto Rico, can order up to two free HIV self-tests every 90 days. Get one for yourself and one for your partner, friend, or family member and test together.
- Anyone 17 or older can order free HIV self-tests regardless of their health insurance or immigration status. Free HIV self-tests give you the power to decide when and where to test.

- Free HIV self-tests are done in 3 easy steps. Run the test swab across your gums to collect an oral fluid sample. Insert the swab into the test tube. Get your result in as little as 20 minutes.
- HIV testing is a critical entry point for HIV treatment and prevention, especially for people most affected for HIV. [Together TakeMeHome](#) leverages proven HIV prevention strategies by allowing people to get tests delivered directly to the address of their choosing and gives people who otherwise might not have been tested an opportunity to know their status.
- CDC recommends that everyone between the ages of 13 and 64 [get tested for HIV](#) at least once as part of routine health care, and more often if you do things that might increase your chance of getting HIV.
- No matter your test result, there are steps to keep you healthy and people waiting to support you. If you do not have HIV, you can choose the [prevention options](#) that work for you, like pre-exposure prophylaxis or PrEP. If you test positive, you can get on treatment. HIV treatment allows you to live a long, healthy life and prevents HIV transmission.