

Welcome to the first study update for SELPHI!

We want to give you regular updates so you can follow how the study is progressing.

The SELPHI study is aiming to recruit 10,000 participants (men, trans men, and trans women having sex with men). The study will offer free HIV self-test kits in the post and look at whether this leads to an increase in identification of new HIV infections in England and Wales. With such a large number of people to recruit, we wanted to start this off slowly so that we could test our systems and our advertising plan:

- ◆ We wanted to try out different messages on different apps
- ◆ See which kinds of people were attracted to different adverts
- ◆ Make sure that we could recruit enough people and see how much this would cost

It's been a very exciting time for the SELPHI study. We launched the study on 16th February 2017 and so far have recruited **1035** people.

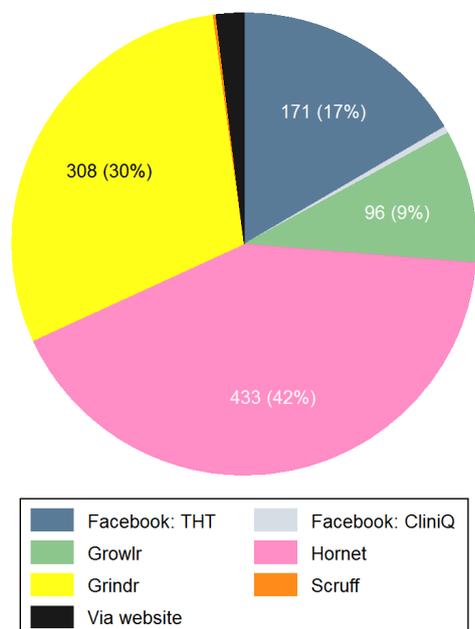
How we did it

From the 16th February to 6th May we placed adverts on various apps and on Facebook. Some adverts were nationwide so would have been seen by anyone logging in to an app in England & Wales. Some adverts were aimed at users in specific regions (as shown on the map)

- 2 x Hornet adverts - Regional
- 5 x Grindr adverts - Regional & Nationwide
- 2 x Scruff adverts - Regional
- 1 x Growlr advert - Nationwide
- 3 x Facebook adverts - Regional (with Terrence Higgins Trust, THT and CliniQ, a trans* organisation).



The chart below shows the numbers of people recruited into the study from each source.



What did we say?

We used different messages in different adverts to see if they would attract more or less people to the study. For example:

“You could help researchers find out if HIV self-tests should be available for free by taking part in the SELPHI study.”

“HIV self-testing is easy and private. Ever been interested? SELPHI is a study giving away free self-test kits. You have a better than 50% chance of receiving one if you sign-up.”

We will look at the responses to each advert individually to see what is the best way to attract the most people to the study. We might need to use a combination of messages.



Who has joined the study so far

So far, the people who have joined are an average **age of 35 years**. About **24%** of the participants are from **London** and **15%** from the **North West** of England. The **majority** of the participants were of **White European background**. **89%** of study participants described themselves as **gay**. Around **14%** of the participants reported **never testing for HIV before**.

What we've learned

Recruitment to the study has been really successful, and we've learned some valuable lessons along the way which we will use to help us prepare for the next phase of recruitment:

- ◆ Apps are good at reaching volunteers. But we want to work closely with community groups in the next round of recruitment to see if we can reach a wider range of people.
- ◆ We had some technical issues where some people using iPhones were not able to reach our webpage from some apps. We've managed to fix this now. Hopefully interested people will be able to register to the study more easily.

What's next?

We will now follow up the participants who are in the study to further check that all of our systems are working properly. We aim to start recruiting to the study again in July 2017. With input from community organisations we hope our recruitment strategy can be more far-reaching. We will take a look at the information we've gained about our current advertising strategy and will use this to plan the next advertising plan.

Get in touch with us...

Did you see any of the SELPHI advertising, and if so is there anything you would change about it?

Please contact us with your thoughts and suggestions:

Email: mrcctu.selphi@ucl.ac.uk

Website: <http://www.selphi.org/contact>

The study is being delivered in partnership with community representatives. You can find out more information on who they are on our website—<http://www.selphi.org/contact>.
