

# There's No Place Like Home: 30-Month Report on the *I Know* Chlamydia and Gonorrhea Home Test Kit Program for Women in L.A. County



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## BACKGROUND

To address continuing high chlamydia and gonorrhea morbidity among young women in Los Angeles County (LAC), especially African American and Latina women, the LAC STD Program launched the *I Know* home test kit program in June 2009. The program enables females ages 12-25 residing in LAC to order a home collection kit for chlamydia and gonorrhea, and to retrieve results either online or by phone. Kits and specimens are sent through U.S. mail. Self-collected vaginal swab specimens are tested by Gen-Probe APTIMA Combo 2.

## OBJECTIVES

Assess utilization and test results of the *I Know* home test kit program after the first 30 months of operation, and assess the impact of various marketing strategies.

## METHODS

Program utilization and social marketing impact were assessed for the program's first 30 months, from June 8, 2009 through December 7, 2011, using kit order data from program clients, results data from the LAC Public Health Laboratory (PHL), and treatment data from STD Program Public Health Nursing.

## RESULTS

In the program's first 30 months, 4,368 *I Know* home test kits were ordered by 3,759 unique clients. From these kits, 2,475 specimens (57%) were sent to PHL, of which 2,365 (96%) were testable. Of testable specimens, 206 (8.7%) were positive for chlamydia and/or gonorrhea. Most orders (97%) were made online, though phone orders had higher positivity. Online ads, bus ads, and personal referrals were the largest sources of program awareness. Orders dropped substantially after initial advertising ceased in 2010; but new orders continued with minimal publicity. Most clients who sent specimens retrieved their results, mainly online (96% of 1,385 results with retrieval method data); with a median retrieval time of 4.25 hours from results posting. Of 206 positives, 85% were confirmed treated.

**Table 1: Overall Results**

	No.	%
Total kit orders	4,368	--
Specimens sent to lab	2,475	56.7% <sup>1</sup>
Undeliverable	70	1.6% <sup>1</sup>
Specimens rejected by lab	110	4.4% <sup>2</sup>
Testable specimens	2,365	95.6% <sup>2</sup>
Results retrieved by client	2,217	93.7% <sup>3</sup>
Total positives	206	8.7% <sup>3</sup>
Positives followed-up	206	100% <sup>4</sup>
Positives confirmed treated	175	85% <sup>4</sup>
<sup>1</sup> % of total kit orders		<sup>2</sup> % of specimens sent to lab
<sup>3</sup> % of testable specimens		<sup>4</sup> % of total positives

**Table 2: Kit Orders**

n = 4,368

	No.	%
<b>Modality</b>		
Phone (toll-free)	141	3.2%
Online	4,227	96.8%
<b>Language</b>		
English	4,324	99%
Spanish	44	1%
<b>Client Notification Preference</b> that results are ready		
Email	2,643	60.5%
Text message	414	9.5%
Email and Text Message	1,245	28.5%
None	66	1.5%



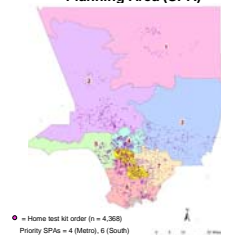
DonThinkKnow.org website



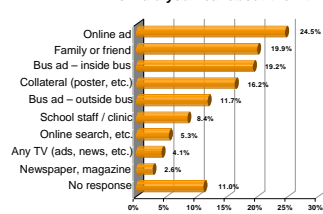
Instruction Brochure



*I Know* Kit Orders by Service Planning Area (SPA)



How did you hear about the kit?\*



\*Percentage of orders with most common mentions, based on 2,442 kit orders. Multiple mentions allowed.

## CONCLUSIONS / IMPLICATIONS

In 30 months, the *I Know* program has demonstrated substantial appeal and case-finding yield. An online home test kit for chlamydia and gonorrhea can complement clinic-based screening to reach high-morbidity populations. In 2012, kiosks and outreach staff with digital tablets will be used to reach more teens, Spanish speakers, and non-computer users. The program is also expanding to include other jurisdictions in California.

**Table 3: Program Clients**

Total unique clients = 3,759

	No.	%
<b>Age*</b>		
12-18	601	16%
19-25+**	3,156	84%
<b>Race/Ethnicity</b>		
Latina	1,209	32.2%
African American	992	26.4%
White	628	16.7%
Asian / Pacific Islander	252	6.7%
Native American / Alaska Nat.	18	0.5%
Mixed	278	7.4%
Other	128	3.4%
Missing	254	6.8%
<b>Number of Kits Ordered</b>		
1	3,426	91.1%
2+	333	8.9%

\* 2 missing values \*\* Returning clients can order past age 25

**Table 4: Positives**

Total Positives = 206

Chlamydia only = 184 (89.3%)    Gonorrhea only = 14 (6.8%)  
Dual positive = 8 (3.9%)

	No. Positive	Positivity Rate*
<b>Age</b>		
12-18	33	9.2%
19-25	173	8.6%
<b>Race/Ethnicity</b>		
Latina	45	6.8%
African American	77	12.2%
White	24	5.5%
Asian / Pacific Islander	16	8.9%
Native American / Alaska Nat.	4	26.7%
Mixed	21	18.6%
Other	4	5.5%
Missing	15	9.0%
<b>Order Modality</b>		
Phone	13	14.8%
Online	193	8.5%
<b>Language</b>		
English	206	8.8%
Spanish (20 testable specimens)	0	0.0%

\* # positive / # testable specimens (not shown)

