Educational Video Successfully Encourages HIV Testing in ER

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A 16-minute educational video on HIV testing increased emergency room visitors' testing willingness by a third in a recent study funded by the National Institute on Drug Abuse. Publishing their findings in AIDS and Behavior, researchers showed the video to 160 people who initially declined an offer to receive an HIV antibody test while seeking care at a high-volume, urban emergency department.

After watching the video, 53 participants, or one third, agreed to undergo HIV testing. Subsequent interviews with 40 of the participants found that many of them had not known that HIV testing could be performed without a blood draw—meaning orally—or that results could be available in only 20 minutes.

To read the press release on the study, click here.

To read the study abstract, click here.

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http://beta.docker.poz.com/article/educational-video-26173-3946