Finger-Prick HIV Tests Promoted to Gay Men in London

October 25, 2010

A new campaign encourages gay men in London to screen for HIV using a finger-prick blood test, PinkPaper.com reports. The finger-prick test is painless, provides results in 20 minutes and is considered more than 99 percent accurate. Developed and promoted by the Terrence Higgins Trust, the campaign is funded by the Pan London HIV Prevention Programme. Ads depicting two fingers having a conversation about the test will run in gay magazines and other gay venues for 12 weeks starting the end of October.

To read the PinkPaper.com article, click here.

© 2026 Smart + Strong All Rights Reserved.
http://beta.docker.poz.com/article/finger-prick-hiv-test-19288-7797