

2026 Hep C & HIV Free Test Campaign

Campaign Dates May 11–August 31, 2026
Reporting October 2026





JUST WALK IN

Millions of Americans
have hepatitis C. Many
don't know it.

One in eight people
with HIV don't know
they have it.



Whatever Your Walk of Life.

Free Hepatitis C
& HIV Tests
now through August 31, 2026.

Get your
**FREE
TEST**

WE SEE YOU

(417) 831-0150

JordanValley.org/WeSeeYou



Jordan Valley Health has locations across Southwest Missouri. Scan to find a testing site near you.

Walk-ins welcome any day. Free HIV and Hep C testing available at most locations now through August 31, 2026. No appointment needed.

Walk In, Whatever Your Walk of Life

Core Audience:
Men Ages 25-54 with high risk
factors

- Overall 9% increase in total Hep C and HIV tests conducted compared to 2025 campaign
- Promoted throughout Jordan Valley Health (JVH) Service area
 - Benton clinic primary JVH entry for walk-in Hep C and HIV testing

Hep C and HIV Free Test Campaign

TIME	PROMOTION
5/11-8/31/2026	Promotion Window
5/19-8/31/2026	Free HIV and Hep-C Testing (no cost to patients)
5/19/2026	Hep C National Testing Day
6/13/2026	Community Event Day
6/27/2026	HIV Testing Day

4,000



Estimated event attendees at Community Outreach Event in Downtown, Springfield

- Mobile Unit onsite
- Nine event attendees were tested with zero positives
- 96 boxes of Narcan distributed
- JVH collaborated with Freddie, online pharmacy partner. Partner reported the event “surpassed expectations.”



Organic Promotion

- Internal promotion
 - Employee *Vitals* newsletter
 - Employee Facebook posts
 - Manager Toolbox Training: Integration (led by Pop Health)
- External promotion
 - Facebook event pages
 - [Hep C](#)
 - [HIV](#)
 - Website [landing page](#)
 - Artera Text campaigns to at-risk patients

Organic Promotion Continued

- External promotion
 - Organic Facebook posts
 - Vision boards in-clinic
 - Exterior digital signs at clinics
 - Press Release
 - KSMU earned coverage



Free hepatitis C testing is available at Jordan Valley Health through August 31

KSMU | By [Michele Skalicky](#)

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Paid Media Campaign

Grant Funded

- Print flyers
- Billboards
 - Springfield
 - Sunshine and West Bypass
 - Chestnut Expy and National (near Harry Cooper Supply)
 - Chestnut Expy and Glenstone
- Regional Billboards
 - Republic
 - Lebanon

Paid Media Campaign Continued

Grant Funded

- iHeart radio – KXUS/KGBX
 - [Hep C Testing Day Spot](#)
 - [HIV Testing Radio Spot](#)
 - 310 PSAs (public service announcements)

Recap Dates: 05/15/2026-08/30/2026

Campaign Summary

- Client KPI: Brand Awareness
- Target Audience: Men 25-54
- Targeting for Hep C and HIV Testing
- Includes 310 commercials were at no charge as PSA's

Campaign Media Mix

- KXUS-FM – Genre: Rock – Classic Rock
- KTOZ-FM – Genre: AC – Hot Adult Contemporary

Broadcast Performance

Target Demo	Men 25-54
Ordered Spots	1,041
Delivered Spots	1,041
Ordered Impressions	580,100
Delivered Impressions (In-Demo)	681,328
Over Delivered Impressions	1,111,388
Total Impressions Delivered	1,792,716

Hep C and HIV Testing Campaign – Billboard Example



Jordan
Valley
Health

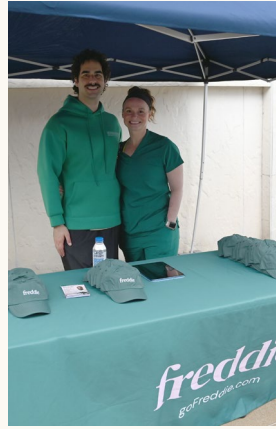


JUST WALK IN

for your **FREE** Hepatitis C | HIV **TEST** thru August 31



Jordan Valley Health



The Results...

1,563

Number of Hep C Tests conducted

- With 105 positive cases
- JVH is providing treatment plans to approximately 50% of these cases



651

Number of HIV Tests conducted

- With seven (7) positive cases
- JVH is providing treatment plans to four (4) patients





JordanValley.org