

INCREASING SEXUAL HEALTH KNOWLEDGE THROUGH BOOKS: A DIGITAL HEALTH PROMOTION STRATEGY

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Background:

Social media platforms are becoming an increasingly popular setting for sexual and reproductive health information for young people (age 15-29) and for health professionals to reach young people. There is a gap in online book clubs with a sexual and reproductive health focus. Embracing digital technologies and utilising social media platforms to curate reliable information is an innovative health promotion and prevention activity.

Approach:

Caddyshack Project is a sexual health program promoting a positive approach to sex and sexuality for young people in the Illawarra Shoalhaven Local Health District. Their What We're Reading webpage acts as a digital library of over 200 sex positive fiction and non-fiction books. It provides viewers with books that aim to increase education and awareness around sexual and reproductive health, feminism, self-determination, healthy relationships, trauma and effective communication. The Caddyshack Goodreads account was launched to increase reach and productivity on a social media platform. This book catalogue allows Caddyshack to contribute to the online community by reviewing books as users engage and connect with sexual and reproductive health content. The Goodreads reviews and catalogue are sustained through a long-term digital social marketing strategy.

Outcomes:

Baseline website analytics showed 12,000 visits and 20,000 page views in 2023. The impact of expanding What We're Reading webpage to the Goodreads platform in February 2024 has shown a 47% (n: 15,000) increase in visits and 22% (n: 21,000) increase in page views on the Caddyshack website (2024 year to date).

Innovation and Significance:

By expanding sexual health promotion to online book reviews, Caddyshack continues to be innovative in reaching young people and professionals in online settings. A strength of this digital health promotion approach is recognising a diverse audience on a unique social platform and filling a gap by integrating an inclusive and accessible digital sexual health promotion prevention program.

Disclosure of interest statement:

None