

# Applying youth sexual health segmentation research to improve the design and delivery of sexual health programs to high-risk young people

JANSSEN M<sup>1</sup>, MURRAY C<sup>1</sup>, BOURNE C<sup>1,2</sup>,  
<sup>1</sup>NSW STI Programs Unit, NSW Health, Sydney, Australia; <sup>2</sup>Kirby Institute, UNSW, Sydney, Australia

NSW Ministry of Health  
October 2018

No conflicts of interest in this program



Health

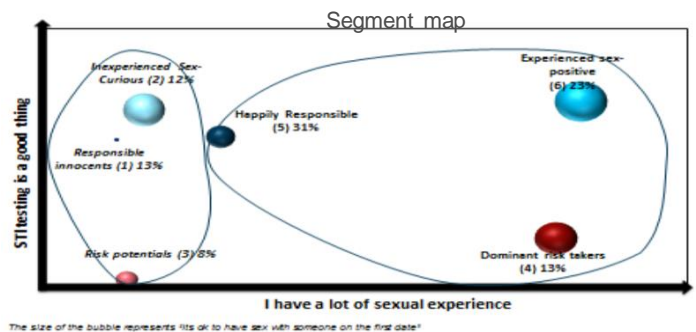
## Segmentation research

Deeper insight into the population, and grouping by values, attitudes and behaviours.

3-stage research – qual & quant on 1344 young people

2 higher-risk segments identified – Experienced Sex Positive (ESP), and Dominant Risk Takers (DRT)

Typing tool – used to recruit to focus groups, and evaluate program reach



# Down to Test Music festivals project

Sexual health promotion program within music festival setting to improve social norms for condom use and STI testing with higher risk young people – developed with members of ESP & DRT segments

VIP area with targeted incentives – chlamydia specimen required for entry

- 6 Festivals to date 2017/18: Over 4500 young people registering as VIPs
- 40% increase in social norms for STI testing
- 45% increase in intentions to test for STIs
- >50% increase in comprehensive knowledge of STIs

83% ESP and DRTs



Play Safe – [www.playsafe.health.nsw.gov.au](http://www.playsafe.health.nsw.gov.au)

NSW Health STI prevention website and social media channels

Updated after focus testing with members of ESP and DRT segments

Improved real-life imagery, and peer-to-peer tone of voice

3 year digital communications strategy

Improved engagement with higher-risk young people

# Everything you need to know for a confident and healthy sex life.



[Could I have an STI?](#)

<https://playsafe.health.nsw.gov.au/common-stis>

[Where can I get](#)

[Ask our nurse a](#)

[STIs and their](#)