

NSW Sexual Health Promotion Framework

Social Marketing

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Health

NSW Sexual Health Promotion Action Plan 2018 –2020

To improve the sexual health of young people aged 15-29 years

Universal	Universal initiatives aim to:					Monitoring and Evaluation
	<ul style="list-style-type: none"> Reduce stigma surrounding sexual health. Normalise safe sex and health seeking behaviours. Sustain the central role of condoms preventing STIs. Increase comprehensive STI screening in priority populations in accordance with risk. 	Festivals Social media Activations STI testing	Take Blaktion Social media Activations	Play Safe Website– information, service contact details Nurse Nettie Forum Social media	HIV Testing Campaigns to reduce late diagnosis of HIV State-wide and local targeted and mainstream media campaign	
Targeted	Settings based approach aims to:					Monitoring and Evaluation
	<ul style="list-style-type: none"> Increase access to youth friendly and culturally appropriate services. Build the capacity of services that work with at risk young people to engage regarding sexual health. Support primary care to integrate STI screening, treatment, management and partner notification as part of routine care. Strengthen systems for the integration of STI and HIV screening for priority populations across priority settings 	Youth services Organisational policies and procedures Staff training, resources and activities Peer education toolkit Access to condoms Strengthening referral pathways	Primary care including general practice System and Practice change Clinical Guidelines Training and education	Potential settings: Aboriginal Community Controlled Health Services & Aboriginal Medical Services Drug and alcohol Mental health		
Targeted	At risk young people may experience:					Monitoring and Evaluation
	<ul style="list-style-type: none"> Poorer sexual health and wellbeing outcomes Increased risks of harm More complex needs Increased barriers to accessing services and supports. 	Aboriginal Experience proportionally higher rates of sexually transmissible infections. Encounter increased stigma and shame around sexual health.	At risk of homelessness Engage in higher levels of risk taking behaviours including sexual risk taking and have limited access to health services.	Out-of-Home care More likely to experience earlier sexual activity, higher rates of STIs, unintended pregnancy and increased sexual risk taking.	International Students Are less likely to engage with mainstream sexual and reproductive health care and experience shame and stigma when discussing or accessing services.	
Targeted	Priority populations					Monitoring and Evaluation

Background

The SHP Framework Social Marketing Program seeks to improve and enhance social marketing activities to improve sexual health of young people in NSW

Number of existing universal State-wide programs, both online/digital and settings-based.

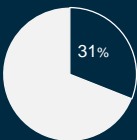
Initial activity of the SM Program identified gap in audience insight research, key component of SM activity.

Commissioned research, undertaken between Sep 2015 and March 2016

Results used to design and deliver high-quality innovative social marketing programs



Happily Responsible



“ I am **responsible**, I like my life and I look after my health and wellbeing. You should be **in love** before you have sex with someone, and respect your partner and listen to and value their opinions. I am not very sexually experienced and have only had a few committed partners. I am not very knowledgeable about STIs but I think STI testing is a good idea.

”

Gender		Age				
		15-19 yrs	18-21 yrs	22-24 yrs	25-29 yrs	
	45	11 ↓	23	22	44 ↑	
	54					

Status				
Heterosexual / straight	Gay / lesbian	Bisexual	Something else	Don't know
91 ↑	1 ↓	3 ↓	1	3

Average No. Partners		STI test	
Casual sex	Committed	Never	61 ↑
1.0 ↓	5.3	Once	19
		2-4 times	17 ↓
		5-9 times	1 ↓
		10+ times	2

Condoms used often		Diagnosed with STI	
Casual sex	Committed	Ever	3 ↓
81 ↑	55 ↑		

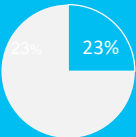




My friends would say I am responsible



You should be in love before you have sex

Experienced sex-positive



Gender		Age			
		15-19 yrs	18-21 yrs	22-24 yrs	25-29 yrs
52	46	6 ↓	25	28 ↑	40 ↑
Status					
Heterosexual / straight	Gay / lesbian	Bisexual	Something else	Don't know	
75 ↓	8 ↑	14 ↑	2	2	
Average No. Partners			STI test		
Casual sex	Committed		Never	27 ↓	
11.1 ↑	3.3 ↓		Once	24	
			2-4 times	30	
			5-9 times	12 ↑	
			10+ times	7 ↑	
Condoms used often			Diagnosed with STI		
Casual sex	Committed		Ever	15 ↑	
70	35 ↓				

“ I love **new experiences**, and like to party, but I sometimes do things that aren't good for me, and like to take risks (and watch **porn**). I **talk about sex** with my friends, and I think it is ok to have sex on the first date (and I've had a number of casual sexual partners). I have got **quite a bit of sexual experience**, and I think safe sex is a good thing, condoms and regular STI testing is a good thing, mostly when you are having casual sex (as condoms do reduce your pleasure).

”





I like new experiences



I talk about sex with my friends

Dominant risk takers



Gender		Age			
		15-19 yrs	18-21 yrs	22-24 yrs	25-29 yrs
67 ↑	32 ↓	4 ↓	19	23	54 ↑
Status					
Heterosexual / straight	Gay / lesbian	Bisexual	Something else	Don't know	
87	2	8	1	2	
Average No. Partners			STI test		
Casual sex	Committed		Never	29 ↓	
13.8 ↑	9.5 ↑		Once	23	
			2-4 times	34 ↑	
			5-9 times	12	
			10+ times	2	
Condoms used often			Diagnosed with STI		
Casual sex	Committed		Ever	18 ↑	
38 ↓	29 ↓				

“ I like to **live for today, party** and take **risks**, so I sometimes do things that are not good for me. I think the guy should be the head of the household, and casual sex is fun. I don't have a great deal of knowledge about STIs but I have had a lot of sex, both with committed and casual partners. I don't like condoms as they reduce pleasure and are unreliable. I have been STI tested a few times, it's pretty normal to get STIs when you have a lot of sex. STIs usually have symptoms.

”



I like to take risks



Males should take control in relationships and be the head of the household

Music concert setting

Previous program activity has been undertaken to engage young people within music concert settings, identified limitations to quality engagement and interventions

Music festivals identified as quality setting to engage and deliver intervention to higher-risk young people.

Settings-based health promotion within music festivals environment – festivals across NSW, supported by digital media. Partnership with SHIL, FPNSW, LHDs, CSRH.

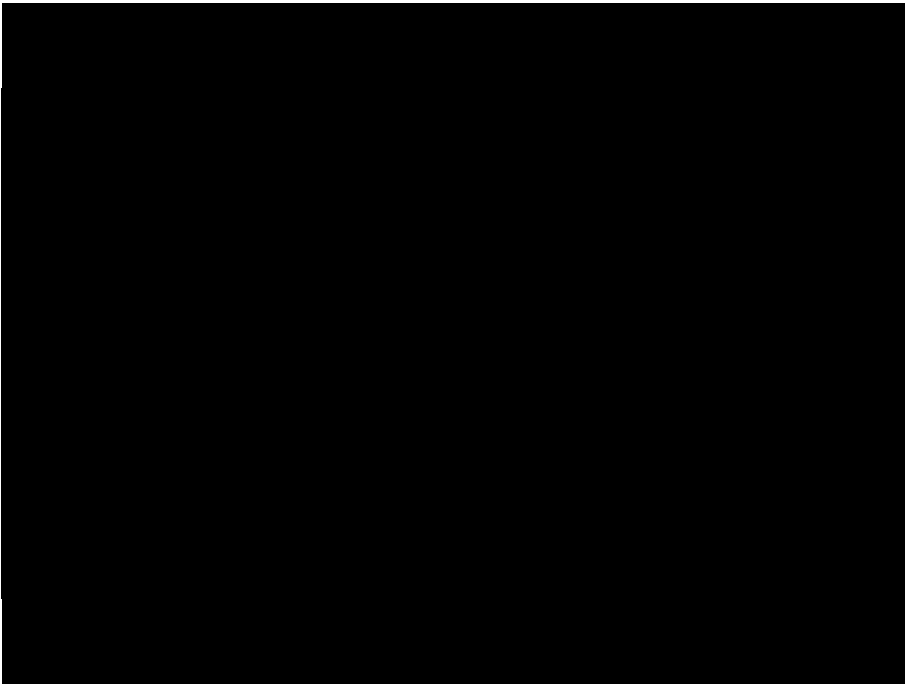
Use of youth sexual health audience segmentation research to ensure effective targeting, engagement and uptake

Involves VIP area within festival environment, including focus tested incentives – YP provide specimen for Chlamydia test to enter

Use of peer educators



DOWN
to TEST.
Upgrade your sex life



Festival activations to date 2017/2018

6 festival activations to date

- Listen Out Festival, Centennial Park – Sept 2017 - 1 day
- Strawberry Fields Festival, Tocumwal – Nov 2017 - 3 days
- Festival of the Sun, Port Macquarie – Dec 2017 - 2 days
- Mountain Sounds Festival, Kariong – Feb 2018 - 2 days
- Splendour in the Grass, Byron Bay – July 2018 - 3 days
- Yours and Owls Festivals, Wollongong – Sept 2018 - 2 days

LHD sexual health clinics provide clinical governance for activity, along with nursing staff, health promotion staff and peer educators



Results

Listen Out
Festival



524 VIP registrations, 434 urine samples.
69% female; 6% Aboriginal; median age: 20.5y;
Exposure: 12,000
Peer conversations: 2000

Strawberry Fields
Festival



554 registrations, 530 urine samples.
61% women; median age 21.7y;
Exposure: 5000
Peer conversations: 1500

Festival of the Sun



580 registrations, 540 urine samples.
61% female; 5% Aboriginal; median age 22.6y;
Exposure: 4700
Peer conversations: 2000

Results

Mountain Sounds Festival



801 registrations, 772 urine samples.
59% female; 6% Aboriginal, median age 21.3y;
Exposure: 4500
Peer conversations: 2000

Splendour in the grass



1028 registrations, 976 urine samples.
62% female; 4% Aboriginal, median age 21.1y;
Exposure: 24,500 + significant media pick-up
Peer conversations: 2200

Yours & Owls festival



1056 registrations, 1027 urine samples.
58% female; median age 21.4y;
Exposure: 9,000
Peer conversations: 2000

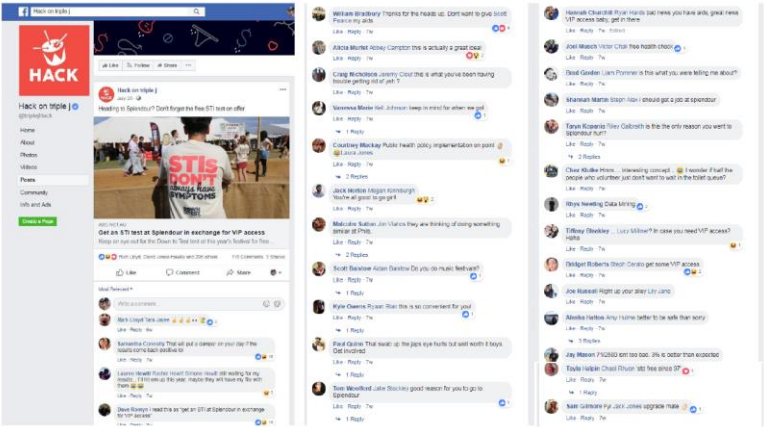
Implementation

- Digital media:** paid reach >750,000; impressions >860,000; engagements >60,000
- Mainstream media:** Festival of the Sun – Triple J Hack program, Mountain Sounds – ABC news, Triple J news, Triple J Hack, Daily Mail, Yahoo 7
- Medicare billing for pathology** – between 60 – 80% participants billed to Medicare, reducing pathology cost to project
- Positive LHD and peer educator experience** for each Festival activation
- Goal of activation in each regional LHD, promoting state-wide reach



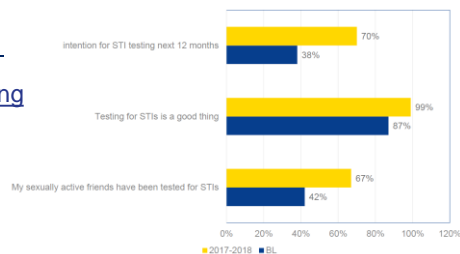
PR COVERAGE

Triple J, Hack, Facebook

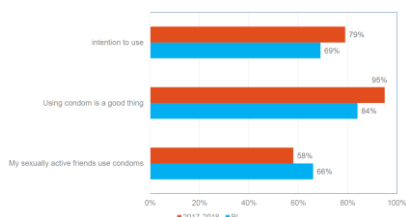


Evaluation

STI testing



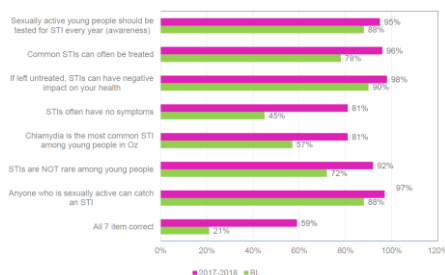
Condom use



77% Experienced Sex-Positive
7% Dominant Risk-Taker segment



STI knowledge



Next Steps...

- Year 2 implementation, evaluation and reporting
- 5 festivals planned for Summer 2018/19
- Social marketing program recently updated Play Safe website and social media program – www.playsafe.health.nsw.gov.au





Further information: Marty.Janssen@health.nsw.gov.au

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