

‘We take the piss’: Increasing chlamydia testing uptake during Youth Week in South Eastern Sydney Local Health District.

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NSW STI Strategy 2016 - 2020

Priority sexually transmissible infections (STI):

- Chlamydia
- Gonorrhoea
- Syphilis

Priority populations and settings:



Young people
15-29 years of age



Community



Youth
services



Youth Week and Hump Day

- Putting sexual health on the agenda
- Creating supportive environments and strengthening community action



Achievements

Chlamydia testing at 5 Youth Week / Hump Day events





Chlamydia testing

Increased chlamydia testing uptake

50 in 2017

6 in 2016

0 in 2015

Requests exceeded clinical capacity

Young people who tested:

- 64% male
- 10% identified as Aboriginal
- 38% 14-16 years; 14% 17-19 years; 34% 20-24 years





What did we do differently...



Co-design, capacity building and partnerships

Young people co-designing activities

Workshop to build organisation and individual capacity

Creating supportive environments and strengthening community action through trusted and sustained partnership



Youth led - peer educators

Peer led approach

- Proactive foot outreach
- Engagement activities at health stalls

Increased confidence of peer educators

- Development of training program
- Endorsement of simplified testing procedures



Simplified testing process

- Offered by peer educators and health workers
- Minimal contact details (No behavioural history)



Previously...

- Extensive online screening
- Not youth friendly
- Not a good fit for these settings



Youth friendly strategies

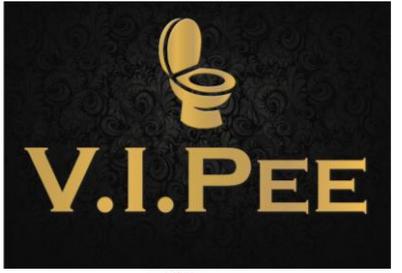
- NSW Health Play Safe brand
- Established 'Teen Zone'



Youth friendly strategies

Humour and fun to combat shame and embarrassment





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MOST STIs CAN BE TREATED
No Dramas!



Most STIs don't have symptoms.
 *Get Tested*

Wear a condom
Protecting yourself is easy



PICK AND MIX 

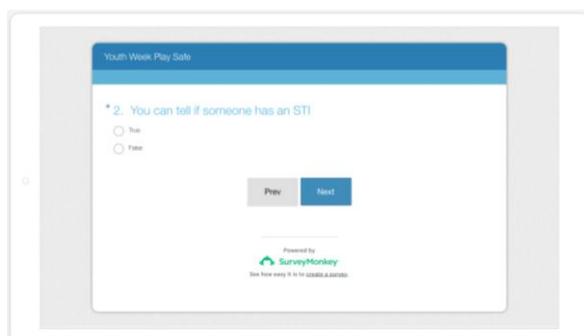
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Online quiz

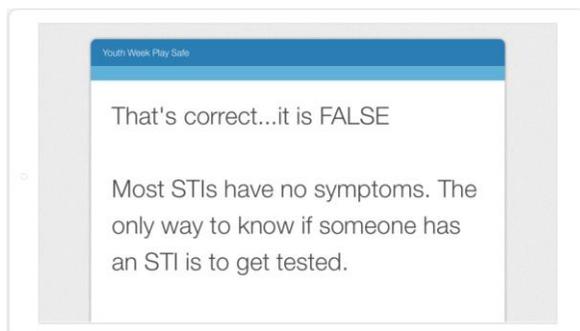
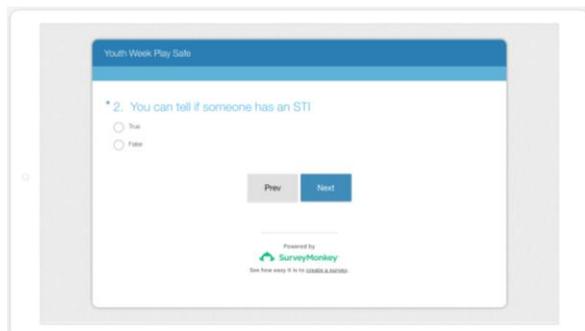
- Engaging and incentivised
- Reinforced or provided correct knowledge
- Structured to build a case for testing and support decision making



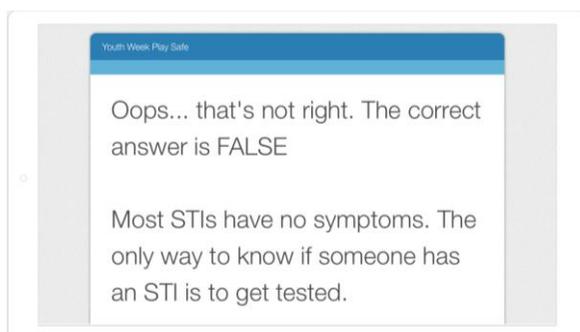
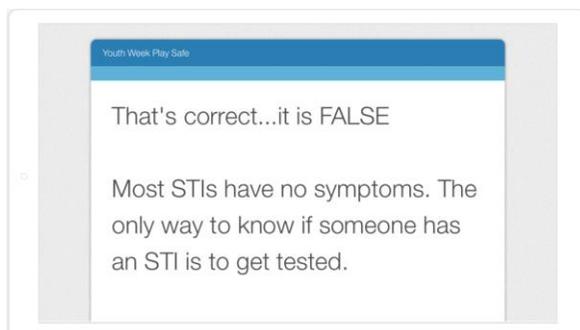
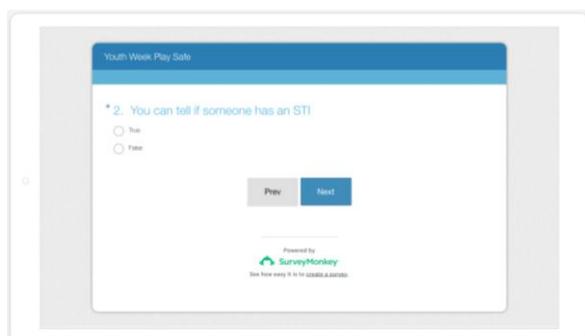
Online quiz



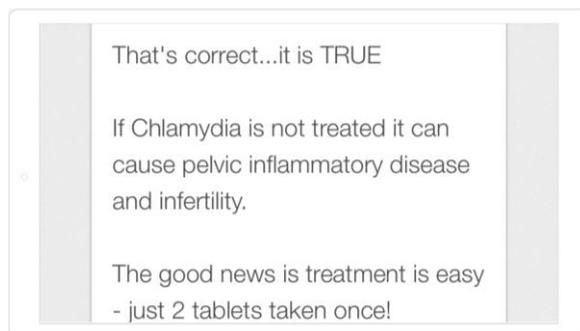
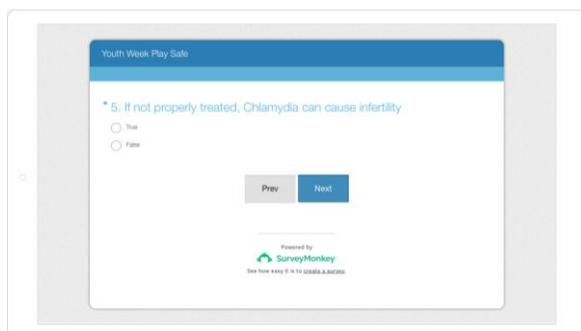
Online quiz



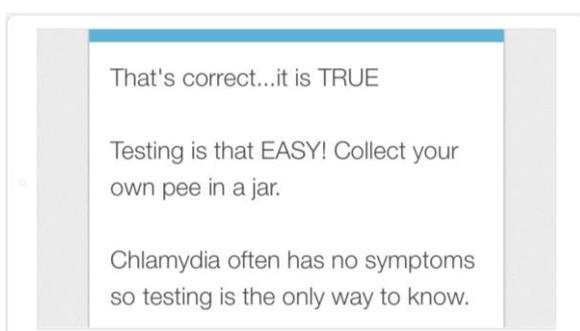
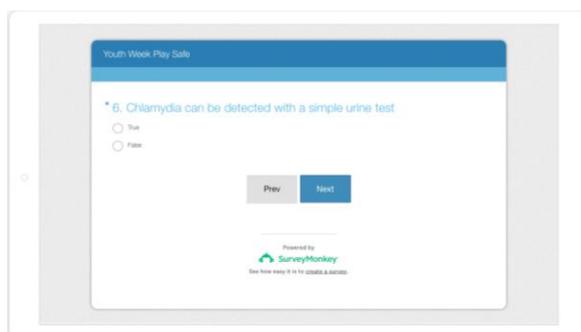
Online quiz



Online quiz



Online quiz



Online quiz

YOUTH WEEK Play Safe

* 7. Are you interested in doing a quick, confidential and free chlamydia test today?

You just need to pee in a jar.

You can go in the draw for a \$100 Westfield voucher and there is free stuff...

Yes

No

Prev Next

- Offered a quick, confidential and free chlamydia test – ‘pee in a jar’
- 34.4% (n=21) of participants requested a chlamydia test



Where to from here...

Further youth participation



- Recruitment of Youth Consumers as peer educators and advocates
- Lead youth health activities



Peer educator capacity building

- More focused training on chlamydia testing
- Effective use of paper engagement quiz
- Generate supportive conversations regarding testing
- Responding to questions and concerns



Develop the online quiz

- Further address barriers to testing

Youth Week Play Safe

* 8. No – That's fine!

It'd be great to know why, so we can improve our services.

You can tick more than one reason below

- It's too inconvenient to test at the event
- Public toilets / portaloos are gross
- It's too embarrassing to test at the event
- I'm worried about the result
- I don't need to test
- I've had a test recently
- Other (please specify)



Post wee discussion

- Reinforce ease of testing
- Focus on future health promoting behaviours
- Future intention to test



Conclusion

Increasing testing up take due to:

- Co-design, capacity building and partnerships
- Youth-led approach
- Simplified testing process
- Youth friendly strategies
- Online quiz



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All partners have nil conflicts of interest to disclose

