

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

Caddyshack Project is a holistic sexual health program which promotes a positive approach to sex and sexuality for young people and the broader community in the Illawarra and Shoalhaven regions on Dharawal and Yuin Country, NSW Australia. Caddyshack content includes; safe sex campaigns, On The Couch podcast and vodcast, monthly e-newsletter, blog posts, digital tools, sexual health resources, education and more.

DIGITAL SEXUAL HEALTH PROMOTION

The sexual health promotion profession has the opportunity to implement digital strategies in diverse online platforms to educate and reduce stigma associated with sex positive topics.

Being innovative and using skills and strategies in digital capabilities to transform how priority populations access and engage with sexual and reproductive health content is necessary.

Caddyshack Project uses digital sexual health promotion strategies to prevent STI transmission, unplanned pregnancy and increase knowledge and confidence of safe, healthy and pleasurable sex.

BOOK CLUB BOOM ON SOCIAL MEDIA

Young people aged 15-29, and health professionals working with young people are increasingly reaching for social media platforms for their sexual and reproductive health information. This coincides with the explosion of book content in online communities such as social media.

An opportunity arose to collate books with a sexual health and related focus, share them on social media, and invite sex positive discussions in online and in-person book clubs.

WHAT WE'RE READING

What We're Reading webpage acts as a digital library of over 220 sex positive fiction and non-fiction books. It aims 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 as part of a social media strategy to increase reach and engagement. Caddyshack Project contributes to the online community by reviewing books as users engage and connect with sexual and reproductive health content.

WHAT WE'RE READING GROWTH

Launching What We're Reading library on the Caddyshack Project webpage in 2022 has had over 1200 page views and increased overall website visits by 79% yr/yr.

Expanding What We're Reading to the Goodreads platform in 2024 has shown a 47% (n: 15,000) increase in visits and a 22% (n: 21,000) increase in page views on the Caddyshack website.

WHERE TO FROM HERE?

By including online book reviews in sexual health promotion, Caddyshack Project continues to be innovative in reaching young people, professionals and the intersections of priority populations 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 sexual health initiative.

Future strategies include leveraging from Caddyshack Project's On The Couch podcast platform popularity and producing a mini-podcast series hearing from authors and sharing reviews, ideas and learnings from books featured in What We're Reading.



FEATURED BOOKS FROM WHAT WE'RE READING

