

'Play Safe Unleashed': Building the capacity of a schoolies travel provider to deliver sexual health promotion to NSW students overseas.

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Background...

- Young people are a priority in *NSW Sexually Transmissible Infections Strategy 2016 – 2020*
- 'Schoolies' is recognised as a time of experimentation with sex and alcohol and other drugs
- Multiple barriers to condom use and STI testing amongst school leavers





What we did...

Co-designed and delivered a comprehensive sexual health promotion campaign with Unleashed Grad Trips (UGT):

- Training for the organisation and peer chaperones
- Social media campaign across UGT channels linking to Play Safe
- Condom distribution
- Resource development and distribution
- Sexual health games in activity schedule
- Play Safe themed parties with DJ credit lines

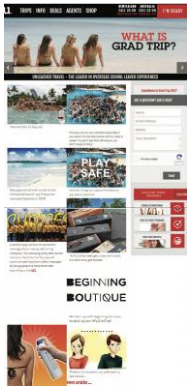


What we achieved...

- Opportunistic engagement in sexual health conversations
- Peer chaperones reported confidence having conversations and responding to concerns
- 2,700 young people (16-18 years) received condoms and resources
- Uptake of 8000 condoms



Social media results...



Three (3) blogs posted on UGT website and syndicated across social media channels:

Pre travel

- Blog 1: Encouraged people to talk about sexual health
- Blog 2: Promoted condoms

Post travel

- Blog 3: Promoted STI testing

- Drove traffic to Play Safe website



Social media results...



Three (3) blogs posted on UGT website and syndicated across social media channels:

Pre travel

- Blog 1: Encouraged people to talk about sexual health **CTR 24%**
- Blog 2: Promoted condoms

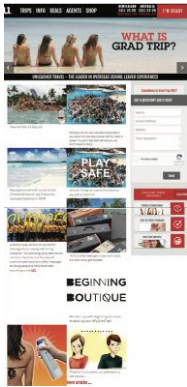
Post travel

- Blog 3: Promoted STI testing

- Drove traffic to Play Safe website



Social media results...



Three (3) blogs posted on UGT website and syndicated across social media channels:

Pre travel

- Blog 1: Encouraged people to talk about sexual health **CTR 24%**
- Blog 2: Promoted condoms **CTR 51%**

Post travel

- Blog 3: Promoted STI testing

- Drove traffic to Play Safe website

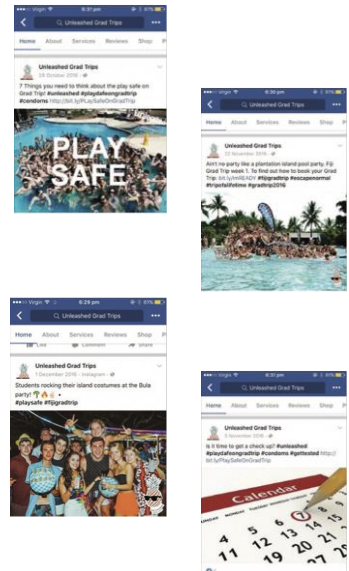


Looking at Facebook...

Significant organic reach with good engagement

6 Facebook posts linked to Play Safe website:

- Average CTR - 2.8%
- “Where to get condoms from on Grad Trip” achieved the highest **CTR - 4.7%**



Future directions...

Rolling out again in 2017

- 47 peer chaperones and UGT staff trained
- Pre / post survey of travelers to support evaluation
- Boosted Facebook posts to increase reach
- Blog written for parents
- Seeking to coordinate with Island medical staff



Conclusion...

- Innovative public private partnership
- Aligned to Unleashed Grad Trips' sense of corporate social responsibility
- 'Schoolies' provides pertinent opportunities for sexual health promotion
- Co-design ensures acceptable methods are developed around potentially sensitive issues



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