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BROKEN HEEL POP-UP TESTING SERVICE:



Three years of fabulous sexual health



ACKNOWLEDGEMENT

We would like to pay our respects to the traditional owners of the land we are meeting on today, elders past and present, and in particular any who are in attendance today.

Additionally, we would like to acknowledge the traditional owners of the land on which this activity was conducted, and the Aboriginal staff and organisations that play a vital role in enabling this program to be successful.

COUNTING DOWN, READY TO ROCK.



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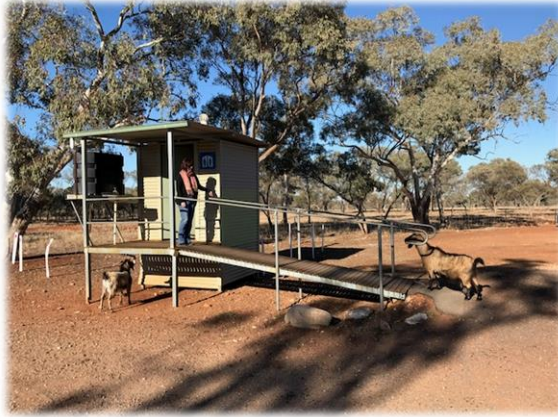
SOURCING UNBROKEN HEELS. ALL PART OF MONTHS OF PREPARATION.



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NOT EVEN IN BROKEN HILL YET AND MARGIE IS WORKING ON HER SPIEL



She always had a knack for engaging punters at the loos

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GOING BY THE NUMBERS AROUND, WE MAY NEED SOME FUN PACKS TO DISTRIBUTE TO THE GOATS... THOUGH THEY'D EAT THEM



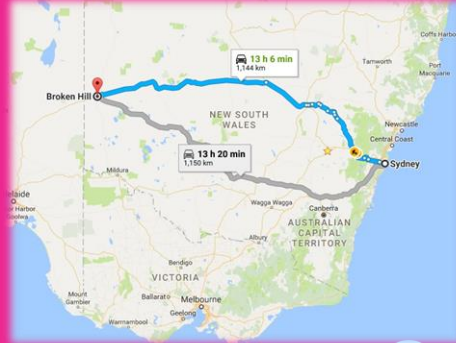
8



WORTH EVERY MINUTE

Travel time by car to Broken Hill
(without stopping to talk to goats)

Sydney	13 Hours
Orange (Central West NSW)	9.5 Hours
Adelaide	5.75 Hours
Melbourne	9 hours



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THERE WERE ACTUALLY RANDOM BOAS ALONG THE DRIVE



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WELCOME TO BROKEN HILL – LOTS TO DO AND SEE!



**MINER'S
MEMORIAL**

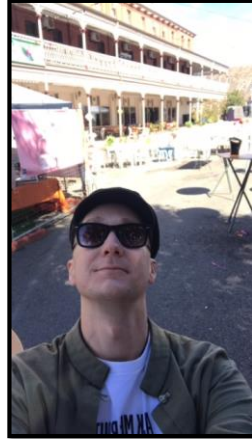
**SLAG HEAP
& LINE OF
LODE**



SUN PROTECTION IS A MUST. IS MAKE-UP SPF 50+?



SUNGLASSES DEFINITELY RECOMMENDED WHEN YOU COME AND VISIT



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MARGIE IS USED TO THE SPOTLIGHT, SO SUNGLASSES OPTIONAL FOR HER



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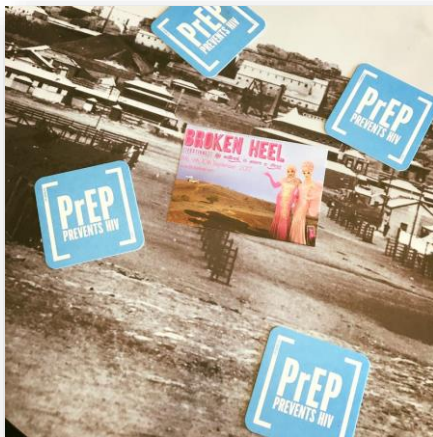
NEXT YEAR: BIG HATS (AND BIGGER TUTUS)



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BROKEN HILL IS HERITAGE LISTED – BROKEN HEEL IS MAKING HISTORY



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BIGGER EACH YEAR, THE ADVERTISING WAS EVERYWHERE!



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THAT LOOKS HOT. AND ALSO WARM.



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SPEAKING OF HOT: TEAM 2015



TESTS AVAILABLE

2015	2016	2017
<ul style="list-style-type: none"> Rapid HIV Testing only 	<ul style="list-style-type: none"> Rapid HIV Testing Pee in the pot 	<ul style="list-style-type: none"> Rapid HIV Testing Pee in the pot Swabs x 2 Dried Blood Spot (DBS) recruitment



TEAM 2016 – ALL SET FOR FRIDAY NIGHT



Robert Knapman Photography

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THE JUMP NEEDS WORK



Robert Knapman Photography

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PARTNERSHIPS MAKE IT ALL POSSIBLE



LOCATION

2015	2016	2017
Behind the Priscilla bus <ul style="list-style-type: none"> • near the toilets • high traffic 	Behind the Priscilla bus <ul style="list-style-type: none"> • near the toilets • high traffic 	Next to main entrance <ul style="list-style-type: none"> • quieter on the first night with less traffic • greater visibility



CHALLENGE: TRANSFORM A QUIET STREET INTO A THREE DAY DRAGSTRAVAGANZA

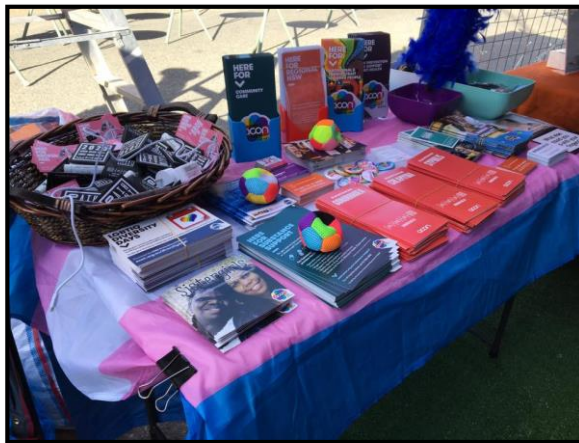


(complete with pop up health service of course)

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BALLS, BOAS AND A STIFF BREEZE



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TEAM 2017!



2017 new and improved, with Astroturf!

The grass is greener when you've finished setting up



SUNSET AT THE MINER'S MEMORIAL



THIS YEAR WE WERE NEAR THE ENTRANCE – READY FOR ACTION



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CALM BEFORE THE STORM



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LIGHTS! GUEST LIST! JUST DO YOUR BEST DARLING.



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CONSUMER FEEDBACK

CONVENIENT LOCATION	
Strongly Agree	Agree
79%	20%

Source: Post-test surveys

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CONSUMER FEEDBACK

CONVENIENT TIME	
Strongly Agree	Agree
77%	21%

Source: Post-test surveys

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FEATHERS, FAIRY LIGHTS AND FREE TESTING



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RECRUITMENT

2015	2016	2017
Passive + Active recruitment	Passive + Active recruitment	Passive + Active recruitment*

*2017 saw the introduction of a more theatrical/costumed approach to make the site more welcoming.

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ACCESSORISING IS KEY



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MITCH DYED HIS BEARD FOR THIS EVENT FROM ITS NATURAL BLUE.

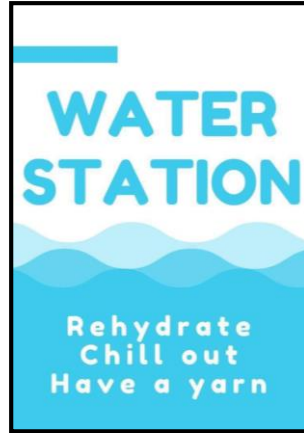


FACILITIES AVAILABLE

2015	2016	2017
<ul style="list-style-type: none"> • Bus • 1 gazebo 	<ul style="list-style-type: none"> • Bus • 1 gazebo 	<ul style="list-style-type: none"> • Bus • 2 gazebos • Accessible toilet • Water station • Costumes

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THOUGH NOT GREATLY UTILISED THIS YEAR, THE WATER STATION WAS APPRECIATED BY GUESTS AND MADE A GREAT CONVERSATION OPENER IN A VERY DIVERSE CROWD.



IF ONLY OUR BUS WAS AS CUTE AS PRISCILLA!



THEY LET US OUT! SO YOU THINK YOU CAN DRAG?



Estimated 8+ feet of drag queen wearing nowt but stuffed toys at the town square. Never let it be said that Broken Hill isn't progressive.

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BROKEN HEEL PARADE

2015	2016	2017
✘	✔	✔

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TAKING THE MESSAGE TO RURAL NSW



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RIGHT, WHERE'S THIS PARADE AT?



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BRIEF INTERVENTION OCCASIONS

2015	2016	2017
500	700	1000

Engagement discussions with festival goers could last from as little as a minute to over half an hour, and were often revisited over the weekend.

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BUBBLES, BANNERS AND BOMBSHELLS.

THE MAKINGS OF A GREAT PARADE



HIV RELATED HEALTH PROMOTION RESOURCES

2015	2016	2017
550	700	1500

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STRIKE A POSE!



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ENDING HIV ABORIGINAL SAFE SEX PACKS

2015	2016	2017
1000	2000	5000

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CLAUDE PLAY PACKS

2015	2016	2017
100	100	200

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LOOKS SLEEPY, BUT DON'T BE FOOLED. WITH THE SETTING SUN, BROKEN HILL IS ABOUT TO COME OUT TO PARTY!



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SO SHINY AND WELCOMING!



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**LOCAL HEALTH DISTRICT SEXUAL HEALTH CHAMPIONS:
BRINGING THE GOODS**



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OPERATING PERIODS

2015	2016	2017
Friday Night Saturday Night Sunday Morning	Friday Night Saturday (Afternoon)* Saturday Night Sunday Morning	Friday Night Saturday (Afternoon)* Saturday Night Sunday Morning

*In 2016 and 2017, the testing bus was opened for the general public after the parade

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WHO WOULDN'T WANT A TEST FROM THESE FANTABULOUS PHLEBOTOMISTS?!



PARADE IS OVER, WE ARE OPEN FOR BUSINESS



RAPID HIV SCREENS

2015	2016	2017
22	41	41

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DRIED BLOOD SPOT (DBS) SIGN-UPS

2015	2016	2017
Not offered	Not offered	0*

*Offered DBS enrolment option as part of screening process for all clients requesting HIV screening

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URINE TESTS (PEE IN A POT)

2015	2016	2017
Not offered	35	41

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THROAT SWABS*

2015	2016	2017
Not offered	Not offered	20

* offered to MSM only

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RECTAL SWABS*

2015	2016	2017
Not offered	Not offered	19

* offered to MSM only

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POSITIVE STI RESULTS

2015	2016	2017
Not offered	0	1*

*Throat Chlamydia (swabs not offered 2015-2016)

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POST-TEST SURVEYS COMPLETED

2015	2016	2017
19	31	33

“DO YOU THINK IT’S A SIGN OF THINGS TO COME?”

“MORE OF A BANNER I THINK...”



CONSUMER FEEDBACK

THE SHORT APPOINTMENT LENGTH WAS IMPORTANT TO ME

Strongly Agree	Agree
55.5%	32%

Source: Post-test surveys

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SPRUKING THE SERVICES AVAILABLE WITH THE LOCAL COMMUNITY



HELLO, COULD WE JUST ENGAGE YOU A MOMENT...

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CONSUMER FEEDBACK

I FELT PREPARED FOR THE TESTING

Strongly Agree	Agree
65%	26%

Source: Post-test surveys

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CONSUMER FEEDBACK

I FELT COMFORTABLE RAISING MY CONCERNS

Strongly Agree	Agree
75%	22%

Source: Post-test surveys

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CONSUMER FEEDBACK

MY PRIVACY WAS MAINTAINED THROUGHOUT THE CONSULTATION

Strongly Agree	Agree
77.5%	20%

Source: Post-test surveys

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CONSUMER FEEDBACK

I WAS GIVEN ADEQUATE INFORMATION ABOUT THE MEANING OF MY TEST RESULT

Strongly Agree	Agree
75%	22.5%

Source: Post-test surveys

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THE AFTERMATH: TUMBLEBOAS EVERYWHERE...



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AT SOME POINT, WE THOUGHT WE BROKE TEDDY.



Turns out sleep can be useful from time to time.

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HAS TO BE A BIG BALCONY TO FIT THIS MUCH LOVE



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THREE YEARS HAS FLOWN BY



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CONSUMER FEEDBACK

I FELT THE SERVICE PROVIDED WAS FRIENDLY AND NON-JUDGMENTAL

Friendly and non-judgmental environment	18.52%
Convenient location	16.05%
I get my HIV results on the same visit	13.58%
I did not need to make an appointment	12.35%

Source: Post-test surveys

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CONSUMER FEEDBACK

“Very approachable and easy”

“Thanks... Fabulous with a capital F”

Source: Post-test survey

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CONSUMER FEEDBACK

“Friendly and made me feel comfortable”

“Great bunch of friendly guys to chat with”

Source: Post-test survey

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CONSUMER FEEDBACK

*“The service has been absolutely amazing!!!
Thank you for making this a positive
experience in checking / testing”*

Source: Post-test survey

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CONSUMER FEEDBACK

“So convenient and quite fun!”

“Loved it. Everyone was so lovely and welcoming”

Source: Post-test survey

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CONSUMER FEEDBACK

“Yeah the dudes were great and accommodating. This one bloke with a pink tutu held my beer. Excellent time to get tested.”

Source: Post-test survey

N.B. Festival goers deemed too inebriated were asked to return the next day

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CONSUMER FEEDBACK

“Very friendly and prepared to answer questions”

Source: Post-test survey

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CONSUMER FEEDBACK

“Valuable, necessary service.”

“Friendly informative environment.”

Source: Post-test survey

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CONSUMER FEEDBACK

“Quick and friendly test with an informed chat.”

“It was a great surprise at the Broken Heel festival. I had a lot of fun with the staff.”

Source: Post-test survey

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TEAM YOGA TO THE SETTING SUN CELEBRATING ANOTHER GREAT FESTIVAL



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THANK YOU TO ALL WHO MADE THIS POSSIBLE



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MESSAGE FROM THE MAYOR



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