

**Sexual Health
Communications Strategy**

January 2011

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Review Group:
Sexual Health Strategy Group
Review date: 31 January 2012

Background

Dumfries and Galloway is in the south west of Scotland. It is a large geographic area covering 2,500 square miles and the population is 148,500. The number of annual births is approximately 1,400 and the population is predominantly ageing. The gender split is 48% males and 52% females and increases with age; in the over-65 age group it is 40% males and 60% females.

Dumfries and Galloway is largely rural: Almost half of all people live in rural areas and over a fifth live in remote rural areas. The Urban-Rural Classification shows that Dumfries and Galloway is amongst the most rural in Scotland. There are no large urban areas and over a quarter of the population live further than 30 minutes drive away from a large town. The main towns are Dumfries (31,100), Stranraer (10,900), Annan (8,400) and Lockerbie (6,100). All other towns and settlements have populations of less than 5,000. At the 2001 Census, one third of people in Dumfries and Galloway were living in settlements with less than 500 people. The pockets of high socio economic deprivation, rural deprivation and a low wage economy, present challenges for providing appropriate health care and social support.

Dumfries and Galloway has two Community Directorates: Nithsdale and Annandale and Eskdale combined to form the East Directorate, and Stewartry and Wigtonshire combined to form the West Directorate. The main hospital, Dumfries and Galloway Royal Infirmary, is situated in Dumfries, the Galloway Community Hospital is in Stranraer and there are smaller community hospitals in Thornhill, Annan, Lochmaben, Moffat, Castle Douglas, Kirkcubright, Langholm and Newton Stewart.

Some regional issues include:

- accessibility to affordable housing
- a higher than average percentage of elderly people within the population
- low up take of benefits
- access to public transport in remote and rural areas
- low income

The sexual health issues in this large rural area together with the regional issues identified above pose quite different challenges to issues often identified in urban areas. These include limited access to services caused by distance and poor public transport, plus a number of isolated and lonely people.

Sexual Health D&G, the region's integrated sexual health service, is based in Dumfries and provides services across the region.

This Communications Strategy supports the overall purpose and objectives of NHS Dumfries and Galloway.

Aim

To ensure that the population of Dumfries and Galloway receive up to date, accurate information about sexual health and sexual health services enabling them:

- To make informed choices about their own sexual health
- To negotiate the sexual relationships that they want, which are healthy and satisfying, free of exploitation and coercion
- To access flexible, local and confidential services which are non judgemental and friendly
- To inform NHS Dumfries and Galloway of their sexual health information needs.

Objectives

- To have established pathways to ensure up to date information regarding sexual health is disseminated
- To disseminate information to enable the public and our partner organisations to know where and how to access the services they need
- To disseminate information to enable the public and our partner organisations to access up to date and accurate information on training and resources on sexual health
- To highlight the wealth of work being achieved to deliver first class sexual health services across the region
- To provide professional support and advice to sexual health staff with regards to media handling
- To assist the media with requests for information and statements
- To maximise good news opportunities
- To help reduce the inequalities in sexual health.

Key Messages

- All people in Dumfries and Galloway have the right to high quality information on sexual health that is accurate, up to date and appropriate to their need
- All people in Dumfries and Galloway have the right to the knowledge, skills and self-confidence to enable them to develop positive relationships and make sexual decisions that are safe and appropriate for them
- All people in Dumfries and Galloway have a right to positive and mutually-satisfying stable relationships, regardless of age, disability, ethnic origin, religion, gender and sexual orientation
- All people in Dumfries and Galloway have the right to high quality up to date, flexible, local and confidential services which are non judgemental and friendly
- Sexual Health is not just about the absence of disease, dysfunction and infirmity; it is about positive, mutually satisfying relationships.

Key Partners

Sexual health improvement cannot be tackled in isolation. Problems in sexual health can affect all aspects of our lives, including our physical, mental, emotional, social and spiritual health and conversely, problems in any of these aspects can impact detrimentally upon a person's sexual health.

To improve sexual health all partners, including statutory and non-statutory sectors, clinical and non-clinical, service providers, service commissioners and voluntary groups, need to work closely together to ensure that local strategies and policies reflect and support each other (see appendix 2). It is also essential that service users and the public are involved through consultation and community planning mechanisms to help shape sexual health improvement for the future.

In Dumfries and Galloway a number of services in addition to the specialist sexual health service are provided, these include condom distribution, postal testing for Chlamydia and information dissemination. These activities enable us to tackle the stigma associated with accessing sexual health services and it is acknowledge that agencies who work with vulnerable people are often in a better position to support that person to decrease their risk taking behaviour.

Audience

The audience for sexual health improvement can be divided into two broad categories: internal, including NHS staff involved in the delivery of specialist sexual health services, training and health improvement; and external, including service users, other NHS staff/services, partners such as local authority, police, fire and rescue, voluntary sector, the public, local and national government, employers (who have much to gain from having a healthy workforce) and the media. These seven broad external audiences also include other groups of specific audiences such as hard to reach and/or vulnerable groups, educational bodies etc.

NHS Dumfries and Galloway are committed to reducing inequalities in health. There are many inequalities around sexual health, this makes sexual health improvement a challenging area. Local and national evidence shows that sexual ill health is related to poverty, poor education, disability and social exclusion. The Dumfries and Galloway Sexual Health and Wellbeing Strategy identified these hard to reach and/or vulnerable groups;

- Men who have sex with men
- Lesbian and bisexual women
- Transgender people
- Sex workers
- People in minority ethnic groups
- Individuals in the custodial system
- People with mental health problems
- Looked after and accommodated children
- People with physical disabilities
- Survivors of sexual abuse
- Young people
- Older people
- People with learning disabilities
- Homeless people
- People living with HIV/AIDS
- Families and children of people living with HIV/AIDS

Using the principles of our Communication Strategy, initiatives will be developed to specifically target these hard to reach and/or vulnerable groups.

Communication methods

There is no single communication tool or tactic that will be capable of reaching all audiences or every member of each audience. Different tools, tactics and methods will be required and these will be tailored to the needs of each audience, in order to reach as many of the population as possible. Some of these methods will include:

<i>External Audience</i>			<i>Internal audience</i>
<i>Service users, the public</i>	<i>Other NHS staff, partners, employers, government</i>	<i>The media</i>	
Local, regional and national media	Local, regional and national media	Press releases	Staff newsletter
Websites	Professional networks	Media briefings	Intranet
Publications e.g. annual report, newsletters, leaflets	Websites	Informal conversations	Staff 121s
Sexual Health Strategy Implementation Group minutes	Minutes of meetings attended by NHS D&G sexual health staff	Exclusives	E-mails
Public meetings	Articles / information for others' newsletters, websites, etc	Annual and other reports	Team meetings
Meetings attended by NHS D&G Sexual Health staff	Attending events (market place stalls etc)	Conferences and seminars.	Informal conversations/ contact
Conferences and seminars	Feedback to NHS Board Committees		Training
Street engagement activities	Briefings and publications (annual report, newsletters, leaflets)		Annual and other reports
Direct mail	Journals		Formal meetings
Advertising campaigns	Conferences and seminars		Research and Development Events
Attending events (market place stalls etc)	Our training programme		Sexual Health Strategy Implementation Group minutes.
Social Marketing	Research and Development Events		
Articles / information for others' newsletters, websites, etc	Sexual Health Strategy Implementation Group minutes.		
The Healthy Working Lives Programme.			

Branding

In combination with the NHS logo, a number of specific brands to help our audience easily identify our different services are used.

Service Name	Logo	Service Details
Sexual Health DandG		Sexual Health D&G is a combined sexual health service in line with Respect and Responsibility. It offers a full range of sexual health services.
Youth Clinics		C2U drop-ins are located in most towns in Dumfries and Galloway with a secondary school. C2U provides information on issues such as diet, exercise, menstrual problems, relationships, pregnancy testing, emergency contraception and free condoms.
C Card Scheme		C4U is Dumfries and Galloway's "c card" scheme which provides free condoms for young people aged 14-19. It is a friendly, non judgmental and confidential service.
Postal Testing Kit (PTK)		As part of the new pharmacy contract all 33 community pharmacies across Dumfries and Galloway now offer free postal testing kits for Chlamydia and free emergency hormone contraception (EHC) to those 13 years of age and above. Vouchers are available to download online or young people can ask to speak to the pharmacist privately.
P Test		The P-test is a urine test for Chlamydia. Available at Sexual Health D&G, Nithbank, Dumfries, Monday- Friday from 9.00am to 4.00pm. Alternatively, local Sexual Health Clinic can also provide this test.

Implementation

The Communication Strategy will be embedded into the day to day activities of sexual health staff and will be owned by the staff. It will be adjusted as required to suit the needs of the service and the audience. The Communication Strategy will be available to the public and all partners via the NHS Dumfries and Galloway website and will be monitored quarterly by the Sexual Health Strategy Implementation Group.

Evaluation

As there are many communication tools and tactics within this strategy, numerous evaluation techniques will be required to measure outputs and outcomes. These will include:

- Monitoring of media coverage including the number, quality, tone, and position of articles and the number of key messages covered correctly
- Assessing if messages are clearly understood by users
- Calculating average cost for coverage (AVE) for newspaper articles (editorial coverage carries more credit than an advert)
- Assessing the strength of relationships established with media contacts
- Monitoring the number of hits to websites
- Assessing responses to calls to action
- Monitoring how many people turn up or get involved in events/projects
- Monitoring increases in service us
- Monitoring reductions in unintended pregnancy and sexually transmitted infections.

Communications Work Plan 2011

Activity/work area	Target audience (internal NHS staff/ service users/other NHS staff/ partners/ public/ government/ employers/ media/other)	Objectives	What needs to be done?	Who will lead this?	Timescale
Annual Sexual Health Awareness Week	Public, service users, partners, other NHS staff, employers, media	To raise awareness of sexual health issues and change the culture to get people to talk about a taboo subject	Multi-agency group meet to decide topic and create and implement actions and to bring partners on board and communicate with target audience	Sexual Health D&G staff; Health Improvement Lead	Ongoing to January 2011 – planning meetings from 6 months before
Multi-agency training	Other NHS staff, partners, employers	To raise awareness of sexual health issues, the availability of services and sign posting	Create a rolling programme, development of MASH2, promote these to partners	Sexual Health D&G, Young People's Sexual Health Co-ordinator	2 main events per year plus ad hoc for agencies/partners
C4urself website	Internal NHS staff, service users, other NHS staff, partners, public, government, employers, media	To make available credible relevant information on sexual health issues and services	Keep website up to date	Young People's Sexual Health Co-ordinator	Ongoing
Clinic / service advertising	Public, partners	To raise awareness of services available,	Create a rolling programme of distributing up to date	Director Sexual Health D&G	February 2011

			information		
Strengthen relationships with local media	Media, other NHS staff	To strengthen and consolidate links with the NHS Communications Department To build strong relationships with the local media	Work together with the Communications Department to build stronger relationships with the local media including newspapers, television and radio. Regularly offer the media relevant and appropriate articles and features for publication and/or supply with interview opportunities, news stories and /or press releases as appropriate.	Sexual Health Improvement Lead; Sexual Health D&G staff	Ongoing
Social Marketing – Chlamydia/Gonorrhoea testing for men under 25	Males under 25 and those who work with them	To increase the number of young men accessing testing	Once test is obtained, the marketing campaign is ready to be rolled out during Sexual Health Week 2011. Also await clarification from pharmacy regarding PTKs.	Director Sexual Health D&G	January 2011
Speakeasy	Partners, public	To encourage parents and carers to participate in	Raise awareness of opportunities to participate in Speakeasy	Health Improvement Programme Lead	Ongoing

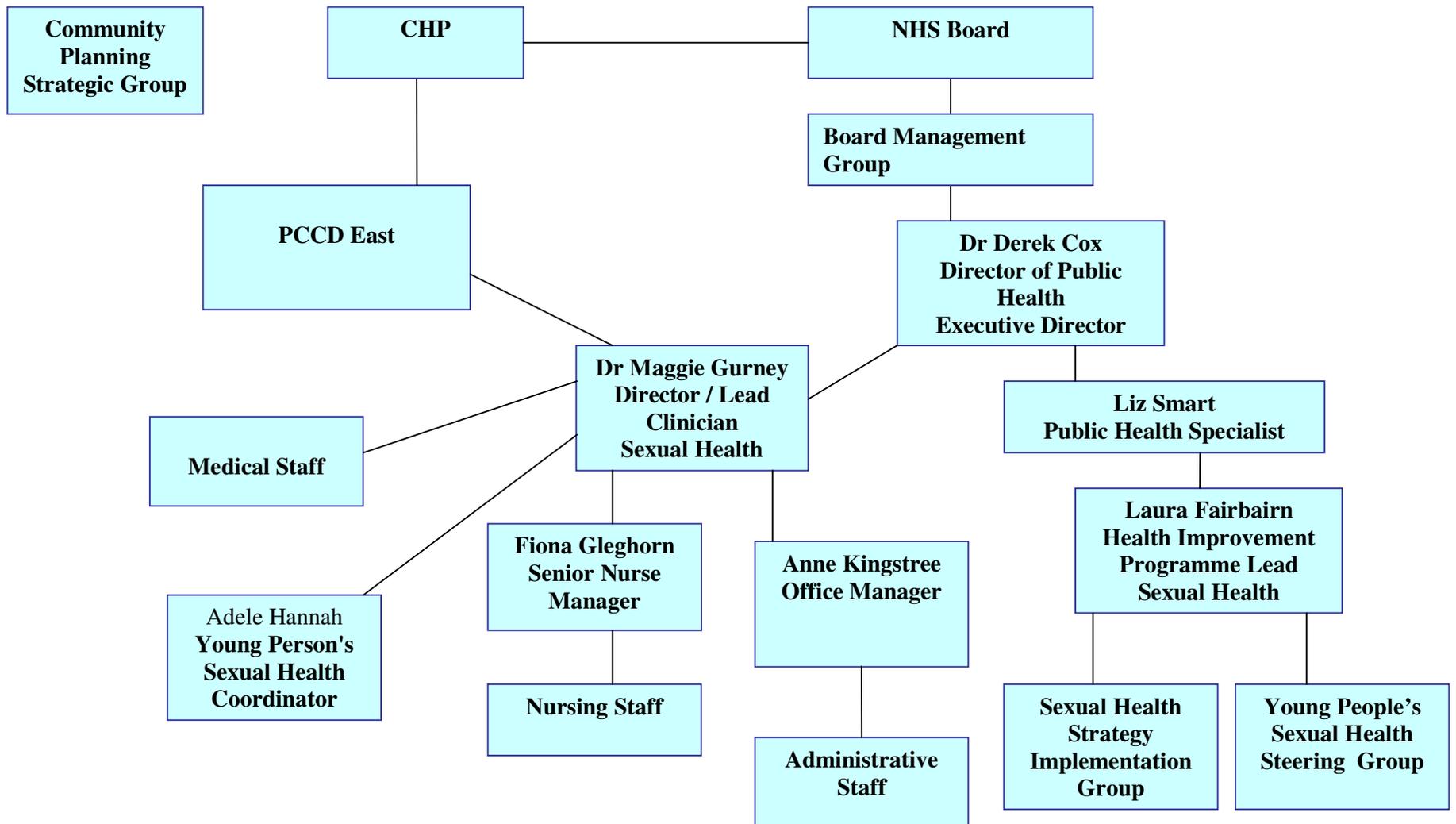
		Speakeasy training			
CPD opportunities for school staff	Primary and secondary school staff	To support the delivery of CfE Relationships, Sexual Health and Parenthood outcomes and experiences	Assess training needs and develop relevant opportunities. Inform school staff of opportunities for CPD	Health Improvement Programme Lead/Officer, Education Officer Health and Wellbeing	Ongoing
CPD opportunities for relevant professionals working with hard to reach/at risk groups	External NHS staff, partners, employers	To provide CPD opportunities for professionals from partner agencies and encourage sexual health to feature on core training programmes	Identify staff from relevant organisations and promote CPD opportunities to them	Sexual Health Strategy Implementation Group	Identify key people by March 2011 and then ongoing
Sexual Health D&G newsletter	Other NHS staff, partners	To provide local and national updates and new information to NHS staff and partners	Collate emerging information, research news articles, seek information from partner agencies	Young People's Sexual Health Coordinator, Health Improvement Programme Lead	August 2010 December 2010 April 2011
Emergency Hormonal Contraception	Women (over 13)	To raise awareness of emergency hormonal contraception,	Promote information to women over 13 via partner agencies such as pharmacy. An advertising	Sexual Health D&G	January 2011

		where it can be accessed, free of charge and timescale to be taken	card to be designed and finalised incorporating PTK messages and distributed with condoms etc		
PEPSE	MSM and partner agencies who support MSM	To raise awareness of PEPSE test and how it can be accessed	Information on LGBT website, advertise in other mediums such as newsletter and promotion of the national social marketing campaign materials	Sexual Health D&G	Ongoing
Long Acting Reversible Contraception (LARC)	All women	To raise awareness of LARC, how and where it can be accessed and what it is.	Continued advertising through partner agencies and promotion of the national social marketing campaign materials	Sexual Health D&G	Ongoing
C4U (under 20s)	People under 20 and partners who work with them	To encourage partners to undertake training and deliver services to the young people they work with. To increase condom use by promoting C4U to young people under 20.	Continued promotion of C4U, planning and delivering training as need arises	Young People's Sexual Health Co-ordinator	Ongoing
Condom distribution	Hard to reach and	To increase	Continued promotion of	Young People's	Ongoing

scheme for hard to reach groups	vulnerable groups of all ages and partner agencies who support them	condom use by encouraging partner agencies to sign up to scheme and promote to their clients	condom distribution scheme, planning and delivering training as need arises	Sexual Health Co-ordinator	
STI testing	The public	Raise awareness and promote services for STI testing	Continued promotion of STI testing services	Sexual Health D&G	Ongoing
Disseminating findings of MSM research	All NHS staff, service users, partners, the public, government, employers, the media	Raise awareness of the sexual health needs of MSM	Share the findings of the research with relevant partners and services	LGBT Youth Scotland	Throughout 2011

Organisational Structure for Sexual Health

(due to ongoing developments this is to be advised)



Appendix 2 - Key partners

- NHS Dumfries and Galloway including:
 - Directorate of Public Health
 - Sexual Health D&G
 - Pharmacy
 - Health Protection
 - Health Improvement
 - Health Intelligence
 - Mental Health Services
 - East/West Directorates
 - Alcohol and Drugs Partnership
- Dumfries and Galloway Council including:
 - Education Services
 - Youth Issues Unit
 - Community Learning and Development
 - Social Work Services
 - Integrated Substance Service
 - YPSS
 - Libraries and museums
- Dumfries and Galloway Constabulary
- Dumfries and Galloway College
- University of South West Scotland
- LGBT Youth Scotland
- Domestic Abuse and Violence Against Women Partnership
- HMP Dumfries
- Loreburn Housing
- Alcohol and Drug Support South West
- South West Rape Crisis
- Women's Aid
- Wigtownshire Women's Aid
- APEX
- Christian Care for the Homeless
- Aberlour
- Other voluntary organisations

Appendix 3 - Hard to reach and/or vulnerable groups

The main issues

- Stigma, homophobia and prejudice associated with sexual health
- Large rural geographic area
- Development of clear policies, procedures and referral pathways
- Implementation of national guidelines
- Current inadequate capacity of sexual health services
- Development of a co-ordinated clinical network
- Social isolation of vulnerable groups
- Negative reporting of sexual health issues
- Varying degree of knowledge within communities about maintaining sexual health
- A shortage of staff trained in sexual health
- Knowledge and understanding of issues around sexual health amongst professionals from all sectors

Settings Approaches

Local Authority

Communities

Educational
Settings

Clinical Services

Primary Care

Voluntary Sector

Prison/Police

Workplace

Hard to reach and or vulnerable groups

- MSM, Gay and bisexual men
- Lesbian and bisexual women
- Transgender men and women
- Sex workers, male and female
- People in minority ethnic groups
- Individuals in the custodial system
- Looked after children
- People with alcohol or drug problems (or both)
- People with mental health problems
- People with physical disabilities
- Survivors of sexual abuse
- Young people
- Older people
- People with learning disabilities
- Homeless people
- People living with HIV/AIDS
- Families and children of people living with HIV/AIDS

