



CNWL Sexual Health – Surrey

Communications Plan

March 2018

Introduction

Central and North West London NHS Foundation Trust (CNWL) was awarded a contract in October 2016 by Surrey County Council and NHS England to deliver integrated sexual health service and HIV services in the across the county (GUM, contraception, outreach and chlamydia screening, HIV treatment and care for outpatients and sexual health and HIV services in Surrey prisons). Virgin Care Sexual Health Service moved over to CNWL on 1 April 2017, Frimley Park Hospital Sexual Health Service moved over to CNWL on 1 July 2017 and Ashford and St Peter's Hospital (Blanche Heriot) Sexual Health Service moved over to CNWL on 1 October 2017.

The service offers clinic based Sexually Transmitted Infection (STI)/HIV testing and treatment, all forms of contraception including condoms, as well as an online service for home STI testing. The service is also available in community settings through outreach provision (Clinic in a Box), basic contraception, health promotion and we will be providing STI/HIV testing.

Appointments can be made through CNWL's dedicated sexual health website, by mobile app (Zesty) or by telephone. Additionally service users are signposted from the Healthy Surrey website (managed by Surrey County Council's Public Health team) with a link to the CNWL site.

Background about CNWL

CNWL Sexual Health is one of the country's largest and most respected services, with over 150,000 patient attendances a year; supporting over 4,600 HIV patients. The CQC rated the sexual health and HIV services as Outstanding. CNWL are pioneers of integrated sexual health provision.



Information about Surrey sexual health

Over 1 million people live in Surrey. That number is growing. Overall the population is affluent in comparison to the national average but there are pockets of deprivation and inequalities present across Surrey. Woking is the most ethnically diverse area of Surrey.

The Surrey sexual health needs assessment found that:

- Runnymede and Spelthorne have historically shown higher than the national average rates of teenage conceptions.
- Over 60% of teenage conceptions result in termination.
- Woking has a higher than the national rate of HIV.
- People want more flexible opening times such as evenings and weekends.
- Both adults and young people felt that sexual health services could be promoted more effectively.
- People see the benefits of dual trained clinicians meaning GUM and CASH services could be delivered by the same clinicians, improving patient access and experience.

In Surrey the main areas for concern for sexual health are:

- Sexually transmitted infections (STIs)
- HIV including people presenting with HIV at a late stage of infection
- Contraception and unwanted pregnancy
- Under 18 conceptions (teenage pregnancy)
- Chlamydia rates in 15 – 24 year olds

Aims of this plan

The themes of this plan centre on making sure the population of Surrey receive up to date, accurate information about sexual health and sexual health services enabling them:

- to make informed choices about their own sexual health;
- have the sexual relationships that they want, which are healthy and satisfying, free of exploitation and coercion;



- to access free and confidential services which are non judgemental and friendly;
- to inform CNWL and commissioners of their sexual health information needs.

Audience

Service users, other NHS staff/services, partners such as local authority, police, voluntary sector, the public, local and national government and the media. This includes hard to reach and/or vulnerable groups. CNWL has been commissioned to work with the following priority populations who are disproportionately affected by sexual ill health or unintended pregnancies:

- Young people under 25
- Black and Minority Ethnic communities (particularly in Woking)
- Sex Workers
- Men who have sex with men (MSM)
- People with disabilities
- Those engaged in ChemSex
- Trans communities.

This Communication Plan has initiatives to specifically target these hard to reach and/or vulnerable groups.

Key partners

We have conducted a stakeholder mapping exercise and this is presented in the table below. This supports the project's stakeholder consultation plan and will be updated to include proactive communication with commissioners, service users and carers' and wider stakeholders, including trade unions if appropriate.



POWER		<i>INTEREST</i>	
		Low	High
		A – Minimal Effort	B – Keep Informed
Low	Low		<ul style="list-style-type: none"> • Commissioners • Local Authority members • Members, district and borough councillors/MPs • Voluntary sector • Clinical Commissioning Groups • Executive directors • NHS England • Local residents • Young people's services such as youth offending/community youth work service <ul style="list-style-type: none"> ◦ Parents ◦ Teachers ◦ Youth workforce
			C – Keep Satisfied
High	High	<ul style="list-style-type: none"> • Healthwatch Surrey • Health and wellbeing boards • Local select committees • Partner organisations <ul style="list-style-type: none"> ◦ Social care ◦ Education 	D – Key Players <ul style="list-style-type: none"> • Staff • Service users • GPs • Primary care, pharmacy, secondary, tertiary



Objectives

Objectives fall under three key themes

- **Prevention:** Building the attitudes, knowledge and skills that make safer sex more likely. Through the plan we will influence the cause of poor sexual health and address the needs of young people who are not yet sexually active
- **Intervention:** Intensive support for most at risk groups - targeted at the most high risk audience and should be designed around their specific needs. International experience suggests that such groups require extremely intensive support that combines all the protection and prevention approaches described above including social marketing methods
- **Protection:** Encouraging protective behaviours that make sex safer - such as contraceptive use and STI screening

We will

- Establish communication channels to make sure all up to date information regarding sexual health is disseminated;
- Disseminate information to make sure the public and our partner organisations know where and how to access the services they need;
- Raise awareness of the options for testing for sexually transmitted infections;
- Maximise good news opportunities;
- Help reduce the inequalities in sexual health.

Key messages

Key messages fall under the following key campaigns – the full work plan is in a table at the end of the document

1. General campaign: Access to all services

Sexual and reproductive health



- For patients wanting to attend the service:
 - Appointments can be made through CNWL's dedicated sexual health website, by Mobile App or by telephone.
 - Service users will be signposted from the Healthy Surrey website with a link to the CNWL site; www.sexualhealth.cnwl.nhs.uk.
 - Telephone 020 3317 5252 (staffed Monday to Friday 9am until 5pm).
 - HIV appointments line: 020 3317 5100.
 - Outreach provision (Clinic in a Box), basic contraception, health promotion and we will be providing STI/HIV screening.
 - Outreach clinic sessions at Leatherhead and Epsom (Runnymede and Spelthorne opening soon) offering contraceptive services.

HIV treatment and care

- Free and confidential HIV treatment and care outpatient services are available from the Buryfields Clinic in Guildford and the Earnsdale Clinic in Redhill
- There is a designated HIV appointments line: **020 3317 5100**

Overall messages include:

- Sexual Health is not just about the absence of disease, dysfunction and infirmity; it is about positive, mutually satisfying relationships.
- Regular screening for sexually transmitted infections is important to maintain healthy relationships and a healthy body.
- Condom use will be promoted in all communications.
- Access to HIV testing in at risk groups, treatment and care.
- Knowledge and understanding about sexual health and teenage pregnancy, and dispel some of the myths that currently exist.



- a) **Contraceptive choice**, particularly long acting reversible contraceptive methods (LARCs) is proposed to reduce the risk of pregnancy resulting from poor use of contraception.
 - b) **Condom use**: Increase access to and carrying of condoms particularly among younger audiences and those at particular risk of contracting some STIs
3. **Chlamydia screening**: A campaign to increase chlamydia and gonorrhoea screening rates among 15-24s and therefore ultimately to decrease the prevalence of chlamydia within the population. Messages will focus on the importance of regular screening for chlamydia and gonorrhoea and other sexually transmitted infections and the options available (including outside of clinics) for testing.

4. Targeted campaigns: At risk groups

The campaigns can be adapted and localised for hard to reach groups to:

- Communicate harms related to STIs/HIV
- Promote healthy behaviours
- Offer localised information on sexual health
- Contribute to reductions in unplanned pregnancies through the promotion of effective condom use.

We will link in with public health campaigns so that school-aged children and young people receive information about how to access services.

Healthcare professionals

Materials will be created to reach GPs, pharmacists, practice managers and other healthcare professionals and this will include information about the HIV



advice service: HIV-referralsandadvice.CNWL@nhs.net (non-urgent) For urgent queries call 020 3317 5077 during clinic hours (09:00-19:00 Monday to Thursday, 09:00-16:00 Friday).



Communication methods

There is no single communication tool 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 in order to reach as many in the population as possible. Some of these methods will include:

The public	Partners in healthcare: GPs/pharmacies
<ul style="list-style-type: none"> • PR will be used to build awareness of the need to talk and of the key topic of conversation: Local, regional and national media (link with public health campaigns) including radio/tv and online to signpost to access • Advertising targeted to age groups: <ul style="list-style-type: none"> • Digital and social advertising - Social media (linking with PHE campaign on STIs and condom use and Surrey Matters). Link tweets with council for social media advertising • Online - websites including: <ul style="list-style-type: none"> • CNWL Sexual Health site https://www.sexualhealth.cnwl.nhs.uk/ • Healthy Surrey website for general information https://www.healthysurrey.org.uk/your-health/sexual-health • Newsletters: <ul style="list-style-type: none"> • Surrey County Council residents newsletter Surrey Matters https://www.surreycc.gov.uk/news-and- 	<ul style="list-style-type: none"> • Stakeholder activity will underpin all communications activity and look to drive deeper engagement (particularly in/around STI hotspots). In particular, partnerships and stakeholder activity will focus on converting awareness, understanding and consideration of the need to carry condoms. • GP factsheet on how to contact the service/HIV advice line • Pharmacy window stickers and posters • Primary care – key facts reminder to book online/walk in for emergencies only • Digital assets for healthcare – link on twitter and include twitter handles etc in campaign tweets • Professional networks websites • Minutes of meetings attended



<p><u>events/surrey-matters</u></p> <ul style="list-style-type: none"> • Woking borough council newsletter (provide material to run locally) • Digital assets – Developing assets for use on all social media channels under key campaign themes. Using assets from PHE campaigns to raise awareness too • Talking head videos to raise awareness • Publications • Public meetings • Engagement activities: <ul style="list-style-type: none"> • Posters • Leaflets <p>Targeted activities for each hard to reach group – adapting the materials above to include local flyers etc</p> <p>Attending events and outreach (market place stalls)</p> <p>Awareness days – all of the above during HIV testing week/sexual health awareness week/mens health week</p> <p>Social marketing articles</p> <p>Promotion via gyms/unis/youth groups/schools and their channels</p> <p>SEO strategy to optimise key terms</p>	<ul style="list-style-type: none"> • Feedback to NHS Board Committees • Briefings and publications (annual report, newsletters, leaflets) • Journals • Conferences and seminars • Our training
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Branding

In combination with the CNWL logo, there is a specific brand for self-testing kits and the Get It On C-Card scheme to help our audience easily identify these services.

Service Name	Branding	Service Details
Chlamydia and gonorrhoea self-testing kit		Free postal testing kits for those under 25 years of age and living in Surrey. People can order a kit using the CNWL sexual health website or by calling REACH to 80010



<p>Get it on Condom Distribution scheme (C- Card)</p>	 A red square logo with the words "Get it on" in white, stylized, bubbly letters. The "G" has a small heart shape above it, and there are small shapes resembling a condom and a person's head integrated into the design.	<p>Under 25s Free condoms for under 25s in clinics</p> <p>Over 25s If you are over 25 and living in Surrey you can access a small supply of condoms from one of our sexual health and contraceptive clinics available from CNWL clinics and here https://www.healthysurrey.org.uk/ your-health/sexual-health/get-it- on-condom-distribution- scheme#145493</p> <p>You can also order condoms from the Freedoms Shop our initiative to provide condoms at lower cost</p>
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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:

- Feedback card – to ask how people heard about us
- Monitoring of media coverage including the number, quality, tone, and position of articles and the number of key messages covered correctly
- Calculating average cost for coverage (AVE) for newspaper articles
- Monitoring the number of hits to websites
- Monitoring how many people turn up or get involved in events/projects
- Monitoring increases in service use





Communications Work Plan

Many of these campaigns will link with public health campaigns to utilise the digital assets and resources available

Activity/work area	Target audience	Objectives	What needs to be done?	Who will lead this?	Timescale
General campaign: Clinic/service access	Public/partners	To raise awareness of service available and how to access the service	Creating a rolling programme of distributing up to date information (including pharmacy posters/GP factsheet)	CNWL	Ongoing



Sexual health under 25s (men and women)	All under 25s Teachers/schools Parents Youth workforce School nurses Gyms Unis/colleges GPs/Pharmacies	To raise awareness of the importance of testing for STIs and using contraception and the services in surrey for under 25s (target youth workers for those with poor engagement at school)	Create a rolling programme for all channels including information to Under 25s via partner agencies schools and pharmacies/social media advertising	CNWL	
Contraceptive choice women	All women over 13 Teachers Parents Youth workforce School nurses Gyms Unis	To raise awareness of range of contraception: emergency hormonal contraception/ LARC	Promote information to women over 13 via partner agencies/schools and pharmacies	CNWL	



PHSE opportunities for school staff and relevant professionals	Under 25s/school staff	We will provide information to support our partners in developing information about sexual health in schools	Promote sexual health information in schools	CNWL/County Council	Ongoing
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Condom distribution scheme for hard to reach groups	vulnerable groups of all ages and partner agencies who support them (especially under 34s)	Increase access to and carrying of condoms particularly among hard to reach groups at risk of contracting some STIs. Promoting c card scheme - encouraging partner agencies to sign up to scheme and promote to their clients	Linking with Council for online and offline campaign to encourage people to access 'get it on' condom scheme and encourage healthy behaviours. We will produce targeted messages for each hard to reach group and send materials to those groups directly via our partners #protecteachother #safesex	CNWL/Outreach coordinator	
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Chlamydia screening	Public: 15-24s	Increase screening by raising awareness of home testing kits/REACH number and other ways to get testing in clinics/outreach	Digital assets for advertising home testing online/ Surrey Matters newsletter/PR. Free chlamydia testing and free treatment is available in community-based services including pharmacies. It's free, confidential and easy to use; only a urine sample is needed. You can get a self-test kit: Online, text the word REACH, call or email the Chlamydia Screening Outreach Team or pick up a kit from your local pharmacy		
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Mens Health Week Social Marketing – Chlamydia/Gonorrhoea testing for men under 25	Males under 25 and those who work with them Targeted MSM campaign – all ages to promote screening (including HIV)	Promote information to men under 25 about how to access testing kits online or in clinic – using social media channels and hashtags during mens health week and linking with Surrey hashtags/media Targeted advertising in LGBT+ media/magazines and through social media	CNWL	11 to 17 June
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Sexual Health 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	Emphasising all key campaign messages with partners and communicate with target audiences	Sexual Health staff; Outreach and Council/NHS England	Monday 24 to Sunday 30 September
HIV Testing Week and World Aids Day	BME community	To increase awareness (particularly in Woking) of the importance of testing			Mid/End November until 1 December
Strengthen relationships with local media	Media, other NHS staff	To build strong relationships with the local media	Work together to build stronger relationships with the local media including newspapers, television and radio.		Ongoing

