

Sexual Health – Surrey

Communications Plan

2018-19

Introduction

Having good sexual health and reproductive health is an important aspect of overall physical and emotional health and well-being. It is central to the development of some of the most important relationships in our lives. Any person who is sexually active could be negatively affected by their sexual health decisions and may need to take precautions or access sexual health services to maintain a positive and healthy sexual life.

Access to information about sexual health and reproductive health service provision will help residents of Surrey to make informed decisions to maintain good sexual health.

This is a partner communications plan between Surrey County Council (SCC), NHS England (NHSE and Central and North West London NHS Foundation Trust (CNWL) - the local Integrated Sexual Health and HIV Services provider.

Information about sexual health in Surrey

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. 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

Delivery partners and their comms roles

CNWL are responsible for signposting to and promoting the local sexual health and HIV services through online and offline channels such as the development and distribution of posters and leaflets and through digital/social media and outreach services.

SCC, and Public Health (PH) will support the promotion of the CNWL services and GP and pharmacy service through the PH Bulletin, CCG meetings, Health and Wellbeing Comms groups, Surrey Matters, Schools Bulletin, and any other relevant promotional tools.

NHSE – will signpost to and support the promotion of HIV treatment and care (outpatient) services.

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 (Genitourinary medicine services) and reproductive health (contraception services) and HIV Treatment and Care 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 including:
 - Schools nurses
 - Youth workers
 - PSHE co-ordinators

- 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.

Objectives

Three key themes

- **Prevention:** Building the attitudes, knowledge and skills that make safer sex more likely.
- **Intervention:** Intensive support for most at risk groups - targeted at the most high risk audience and should be designed around their specific needs.
- **Protection:** Encouraging protective behaviours that make sex safer e.g contraceptive use and STI screening

Key message

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.
- Home testing kits ordered online for STIs (Chlamydia, Gonorrhoea, Syphilis)
- 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 contraception 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.

2. Contraception and condom use

- a) **Contraceptive choice**, particularly long acting reversible contraceptive methods (LARCs) is proposed to reduce the risk of pregnancy resulting from poor use of contraception.

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


Healthy Surrey website will be the main point to access all surrey sexual health information and can be accessed by professionals and members of the public. However, there is no single communication tool that will be capable of reaching all audiences or every member of each audience. Different 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
<p>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</p> <ul style="list-style-type: none"> • 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 <p>Online - websites including: CNWL Sexual Health site https://www.sexualhealth.cnwl.nhs.uk/ https://www.healthysurrey.org.uk/your-health/sexual-health</p> <p>Newsletters: Surrey County Council residents newsletter Surrey Matters</p>	<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 <p>Professional networks websites Minutes of meetings attended Feedback to NHS Board Committees Briefings and</p>

<p>https://www.surreycc.gov.uk/news-and-events/surrey-matters</p> <p>Borough and district council newsletter (provide material to run locally)</p> <ul style="list-style-type: none"> • Digital assets – Developing assets for use on all social media channels under key campaign themes. Using assets from PHE campaigns to raise awareness too • Videos to raise awareness (short explanatory films to help with signposting to services) <p>Publications Public meetings</p> <p>Engagement activities:</p> <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 Promotion via gyms/unis/youth groups/schools and their channels</p> <p>Search Engine Optimisation strategy to optimise key terms</p>	<p>publications (annual report, newsletters, leaflets)</p> <p>Journals</p> <p>Conferences and seminars</p> <p>Our training</p>
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Branding

In combination with the CNWL logo, we will develop specific branding for self-testing kits and the Get It On C-Card scheme to help our audience easily identify these services. We will also include the County Council logo on materials to make it clear the service is delivered in the County and include the phrase CNWL in Surrey on resources.

Service Name	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 texting REACH to 80010
Get it on Condom Distribution scheme (C-Card) 	Under 25s Free condoms for under 25s in clinics and some community settings. 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 You can also order condoms from the Freedoms Shop our initiative to provide condoms at lower cost

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 and by who?	Timescale	Calendar of actions achieved
Universal promotion of the service					
Clinic/service access	Public/partners	To raise awareness of service available and how to access including options for home testing	CNWL (JR) will creating a rolling programme of distributing up to date information materials to signpost to services. This will include: Leaflets Posters Website and partner websites Pharmacy stickers and posters GP – posters to display and leaflets GP factsheet Digital assets for social media and online advertising CNWL (JR) will add this sentence to materials to signpost	May 2018 and ongoing	April – June 18 July –Sept 18 Oct – Dec 18 Jan – March 19

			to additional services in the County		
			SCC (KC) Will cascade to GP and Pharmacy services and signpost to the healthy surrey website		
Contraceptive choice for women	All women over 13 Teachers Parents Youth workforce School nurses Gyms Unis Young parent organisations LAC Nurse FNP Children's homes workforce	Raise awareness of range of contraception: emergency hormonal contraception/ LARC	CNWL (JR) will Develop leaflets and information for different types of contraception available to be sent out in e-bulletins SCC (KC) will Promote information to women over 13 via partner agencies/schools and pharmacies through e-bulletins	May 2018 and ongoing	April – June 18 July –Sept 18 Oct – Dec 18 Jan – March 19
Young People's Sexual health					
Under 25s (men and women)	All under 25s Teachers/schools/ PRUs Parents	To raise awareness of the importance of testing for STIs and using contraception	CNWL (JR) to develop publicity promoting STI testing and using	May 2018 and ongoing	April – June 18

Annex 4

	Youth workforce School nurses Gyms Unis/colleges GPs/Pharmacies Young parent organisations LAC Nurse FNP Children's homes workforce	and the services in surrey for under 25s (target youth workers for those with poor engagement at school)	contraception for under 25s SCC (KC) to cascade information to Under 25s via partner agencies schools and pharmacies/social media advertising SCC (KC) to liaise with Outreach services to promote services		July –Sept 18 Oct – Dec 18 Jan – March 19
PHSE opportunities for school staff and relevant professionals	Under 25s/school staff and school nurses	We will provide information to support our partners in developing information about sexual health in schools	SCC (KC) to promote sexual health information in schools through RSE by working with: Healthy schools Sch nurses SCC (KC) to support training to promote services	May 2018 and ongoing	April – June 18 July –Sept 18 Oct – Dec 18

Annex 4

Chlamydia screening	Public: 15-24s	Increase screening by raising awareness of home testing kits/REACH number and other ways to get tested in clinics/outreach	<p>CNWL(JR) to develop and deliver promotional material promoting the service. The message should include: 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</p> <p>SCC (KC) to utilize digital assets for advertising home testing online in Surrey Matters newsletters etc</p>	May 2018 and ongoing	<p>Jan – March 19 April – June 18</p> <p>July –Sept 18</p> <p>Oct – Dec 18</p> <p>Jan – March 19</p>
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Targeted Groups					
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	CNWL (JR) will develop promotional materials to promote the get it on scheme for outreach services SCC (KC) – will link to the sexual health promotion outreach plan to recruit and services and promote the scheme and distribute the material	May 18 and ongoing	April – June 18
					July –Sept 18
					Oct – Dec 18
					Jan – March 19
Outreach services	Young people U25 Black and Minority Ethnic communities (particularly in Woking) Sex Workers Men who have sex with men (MSM) People with disabilities Those engaged in ChemSex	To raise awareness of service available and how to access To develop comms appropriate for each target group	CNWL (JR) to develop appropriate forms of publicity for each target group to promote outreach services online and offline SCC (KC) to restart SHOG and engage with outreach services and link in with outreach plan	May 2018 and ongoing	April – June 18
					July –Sept 18
					Oct – Dec 18

	Trans* communities.		CNWL (JR) and SCC (KC) to work with outreach providers to promote sexual health services		Jan – March 19
National campaigns					
Men's 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)		CNWL (JR) and SCC (KC) to promote information to men under 25 about how to access testing kits online or in clinic – using social media channels and hashtags during men's health week SCC (KS) to ensure it is linking with Surrey hashtags/media Targeted advertising in LGBT+ media/magazines and through social media	11 to 17 June	April – June 18
Sexual Health Week	Public, service	To raise awareness of sexual health issues and change	Sexual Health staff; Outreach and Council/NHS	Monday 24 to Sunday 30 September	July –Sept 18



Annex 4

	users, partners, other NHS staff, employers, media	the culture to get people to talk about a taboo subject	England to emphasising all key campaign messages with partners and communicate with target audiences and signpost to services available (universal service and outreach)		
HIV Testing Week and World Aids Day	BME community	To increase awareness (particularly in Woking) of the importance of testing	Sexual Health staff; Outreach and Council/NHS England to signpost to ways to get tested online and offline	Mid/End November until 1 December	Oct – Dec 18

Background

Central and North West London NHS Foundation Trust (CNWL) was awarded a contract by Surrey County Council and NHS England to deliver integrated sexual health service and HIV services across the county (GUM, contraception, sexual health promotion outreach and chlamydia screening, HIV treatment and care for outpatients and sexual health and HIV services in Surrey prisons) for services to begin in April 2017. 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/HIV 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.

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.

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