

**PREVENTION ON SEXUALLY TRANSMITTED INFECTIONS AND  
PROMOTION OF GOOD SEXUAL HEALTH**

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**1. Purpose of Report**

- 1.1 The report will outline the current services and initiatives operating across the city of Sunderland to promote positive sexual health for young people. The report will provide information on the universal and targeted services including the Chlamydia screening programme.

**2. Background**

- 2.1 Sunderland currently has a teenage pregnancy rate of 51.8 as reported from the Q3 conception data for 2009. This is both above the national and regional average. Continued efforts along with a recent national support Visit for Teenage pregnancy are striving to make improvement to young people's sexual health and to reduce the number of teenage conceptions.
- 2.2 In relation to sexually transmitted infections (STI) Sunderland currently Chlamydia is the most common STI among young people under the age of 25. As a result of this consistently high rate a national screening programme for Chlamydia was launched in 2007/08 which lead to PCT's being asked to screen % of all 15-25 year olds in order to halt an increase on the rising figures of Chlamydia cases.
- 2.3 In addition to sexual health access to contraception is also a key element of young people's sexual health. Condom card schemes have been operating across the country since the beginning of the teenage pregnancy strategy 10 years ago. Sunderland currently has a condom scheme operating across the city known as the SHOWT card.
- 2.4 As well as access to condoms, Long acting reversible contraception is considered to be more affective with young people as the method does not rely on the young person remembering to take is as it is a long term contraceptive ranging from 3 months to 10 years, depending on the chosen method.
- 2.5 To ensure access to contraception is available City Hospitals Sunderland have been commissioned to provide a contraceptive and sexual health service to all people within Sunderland, but have also included a dedicated young people's service to target the provision.

### 3. Current Position

- 3.1 To ensure young people understand and practice good sexual health Sunderland currently has the following initiatives in place;
- 3.2 **Your Health:** is a universal health information initiative for young people within Sunderland. The youth health has a number of elements to the programme to ensure young people have one point of contact for health information including sexual health. The programme has involved the establishment of a website ([www.yourhealthsunderland.com](http://www.yourhealthsunderland.com)) which has provided two sections to date for young people 11-15 and 16-24 to access health information and knowledge of local services available to them.
- 3.3 In addition to the website a number of resources have been developed for our secondary schools including a display board that promotes the your health brand and website as well as holding the individual health leaflets that have been produced. These boards are in every secondary school and young people's services across the city. A year 7 pupil handbook and year 7 parent handbook have also been produced and given to every year 7 pupil in September 2010. There has also been a resource developed for the college settings.
- 3.4 The final element of the Your Health communication strategy is the rebranding of the sexual health services dedicated to young people. The long standing young people's service in Sunderland was known as Answers, and consultation with young people agreed to keep the name but to rebrand all young people's contraception and sexual health service provision as Answers.
- 3.5 **Answers:** is the young people's dedicated contraception and sexual health service in Sunderland. The service is commissioned to offer a full sexual health service to young people under the age of 25. the current intention is to have at least one Answers clinic in each of the 5 areas fo the city. Currently we have a clinic operating in 4 of the 5 areas with the 5 area to come on board Early 2011. The venues hosting the clinics include the royal hospital in Sunderland, Washington Primary care centre, Hylton College and Bede College. The remaining venue to come on board is within the Houghton area in the new primary care centre development.
- 3.6 The service has undergone a review to extend the provision into the 5 areas as well as communication plan to increase young people's knowledge about the service and what it offers. This is an ongoing strategy to continue to increase access to sexual health services among this age group.
- 3.7 **Showt Card:** is the current condom card scheme available for all young people in Sunderland 14-24 to access free condoms. The scheme has a number of outlets that have trained staff to support young people to access condoms and Chlamydia screening. The scheme currently operates a paper based system with little electronic data to record uptake and monitor effectiveness of outlets. Therefore a review of the current system has involved

the sourcing of an electronic system to manage the scheme to give robust data on uptake and access as well as effectiveness of venues and stock control. The new system will be in place by March 31<sup>st</sup>, by when all staff and outlets will have been trained to use the new system.

- 3.8 In addition to the new electronic system the card will be re-branded to give a fresh and improved look to the scheme. The launch of the image will be in line with the new system.
- 3.9 **Chlamydia Screening Programme:** in Sunderland the Chlamydia screening programme is currently commissioned through Newcastle PCT until March 2011. The programme manages and co-ordinates the screening, providing treatment, partner notification and data analysis for all screening processed. The programme currently have a target to screen 35% of the total population of 15-24 years old in Sunderland equating to 13,195 screen between April 2010 to March 2011.
- 3.10 To promote the screening programme within Sunderland a number of marketing initiatives have been developed including a text service for a young person to request a kit, facebook advertising to promote awareness and giving a link to the regional Chlamydia screening website for a testing kit and further information. In addition to this a number of seasonal and holiday campaigns are used to cover key events such as Valentines Day, summer holidays and Christmas.
- 3.11 **Emergency Contraception Scheme:** access to emergency contraception is offered for free to any woman through pharmacies that have signed up to the local enhanced service. The service allows any young person to access emergency contraception up to 72 hours after unprotected sex. The list of current participating pharmacies is advertised within the Your Health website.
- 3.12 Although the service is available a branding or communication strategy is not in place to promote the scheme more widely. Although increase in use of emergency contraception is something to advocate, preventing an unwanted pregnancy is, and signposting young women to the service should also include information on other forms of contraception. It is proposed to brand the scheme and develop promotional materials to clearly outline which pharmacies are engaged in the scheme.

#### 4. Conclusion

- 4.1 To conclude the report a number of actions will be carried out (as outlined within the report) to improve the current services available, and further guidance will be given in the new year around sexual health due to the current release of the Public Health White Paper: Healthy Lives Healthy People.