Impact of an online sexual health promotion project in Sheffield

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Background

The internet/social media is used extensively by men who have sex with men (MSM) for information, communication and dating. Sexual Health Sheffield’s Prevention, Promotion & Outreach Team have utilised a range of social media platforms to deliver effective health promotion messaging and to deliver direct sexual health support services.

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Methods

• Delivery of x2 online outreach sessions per week
• Web based services including postal schemes
• Health promotion messaging across social media channels
• Management of the Sexual Health Sheffield website and service locator app
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We provide free condoms and lube by post for gay and bisexual men who live in Sheffield and are aged 16 and over.

Each pack contains 12 condoms (a range of sizes are available – please select below) and 12 sachets of water-based lubricant. Packs are sent in a plain envelope with a plain postmark.

To receive a pack, please complete the order form below in full (all fields are required). When we receive your order we will email you to verify that it is a genuine order, and that the service is not being misused in any way before posting the pack out. Please note that we will require your full name (as you would wish it to appear on the envelope) and your full postal address to complete any order. This information will be treated with full confidentiality and will not be used for any purpose other than your order.

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Sheffield SH service locator app

- Using GPS technologies to locate nearby sexual health services – facilitating easier/timely access
Results

For the period April 2016-March 2017:

• 341 downloads of the Sheffield SH service locator app

• Between 7000-9000 site visits to the Sexual Health Sheffield website per month

• 70 online outreach sessions carried out with 72 direct contacts re. access to clinic services, information on PrEP, and STI risk reduction

• With 30000 active daily users in Sheffield – broadcast messaging on Grindr receives an average of 300 clicks
Results

• Service users have cited online contact as a catalyst for testing and ultimately treatment of STIs.

Case Study
During an online outreach session staff were contacted to ask if and where rapid HIV testing was available in Sheffield. The staff member advised the man on the Pitstop+ walk-in service which the man attended two weeks later.

This service user presented reporting low level risk sexual activity and had not accessed any testing services prior to being made aware of the walk in service.

The point of care test was reactive for HIV which was confirmed with a follow up blood test. This man is now engaged with Sexual Health Sheffield’s HIV services.
Conclusion

The impact of online sexual health promotion:

• Timely access to sexual health information and resources

• Adaptive channel of communication

• Able to canvas wider demographics of target populations

• Earlier access to testing and treatment services