

Impact of an online sexual health promotion project in Sheffield

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Background

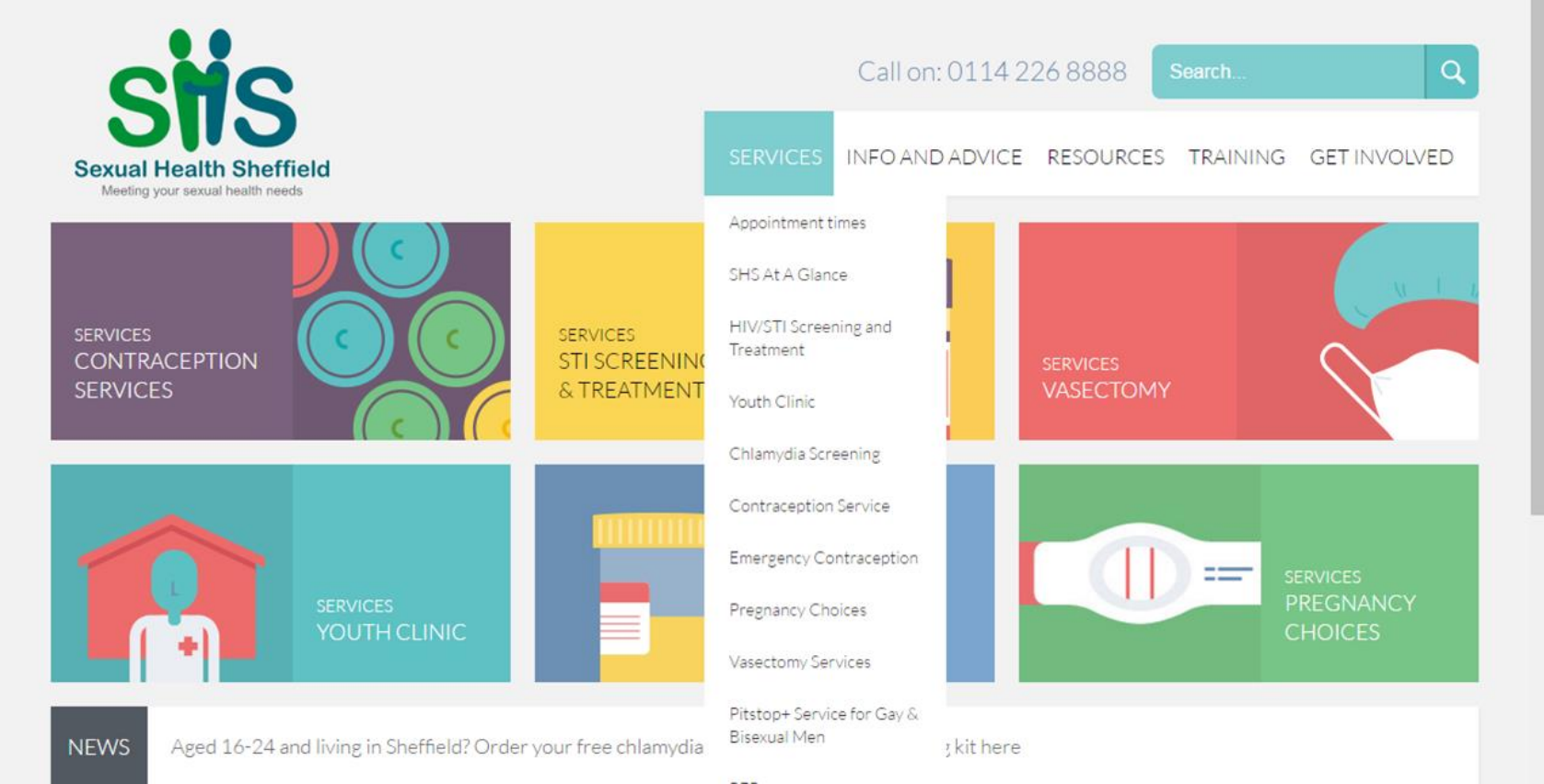
The internet/social media is used extensively by men who have sex with men (MSM) for information, communication and dating. Sexual Health Sheffield's Prevention, Promotion & Outreach Team have utilised a range of social media platforms to deliver effective health promotion messaging and to deliver direct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



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


Methods



**HIV
PREVENTION
ENGLAND
CONFERENCE 2017**

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Methods



PITSTOP+
Postal Condom Service

Home > Services > Pitstop+ Service for Gay & Bisexual Men > Pitstop+ > [Postal Condom Service](#)

SHARE

In This Section

POSTAL CONDOM SERVICE

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.**

Methods

The screenshot shows the Twitter profile for Gay Sheffield (@GaySheffield). The profile bio states: "Information and support for LGBTQ people in Sheffield including sexual health information and resources for gay and bisexual men." It lists the location as Sheffield and the website as sexualhealthsheffield.nhs.uk. The profile was joined in June 2010 and has 128 photos and videos. The statistics show 1,156 tweets, 331 following, 762 followers, 90 likes, and 0 moments. The pinned tweet is from June 3, 2016, about Pitstop+ services. The main tweet is from May 5, 2016, featuring a graphic for PITSTOP+ and text: "We're at @BoilerRoomSauna Sheffield from 7-9pm tonight offering free and confidential rapid testing for #HIV #Syphilis and #STI screening".

Gay Sheffield
@GaySheffield

Information and support for LGBTQ people in Sheffield including sexual health information and resources for gay and bisexual men

Sheffield
sexualhealthsheffield.nhs.uk
Joined June 2010

128 Photos and videos

TWEETS 1,156 FOLLOWING 331 FOLLOWERS 762 LIKES 90 MOMENTS 0

Tweets Tweets & replies Media

Pinned Tweet
Gay Sheffield @GaySheffield · 3 Jun 2016
Pitstop+ - Free, confidential, fast #HIVtesting #STIScreening + 1-to-1 support bit.ly/1MOMSHZ

PITSTOP +
SEXUAL HEALTH SUPPORT FOR GAY AND BISEXUAL MEN IN SHEFFIELD
DROP-IN 5-7PM EVERY THURSDAY
SEXUAL HEALTH SHEFFIELD
(formerly Department of Genito-Urinary Medicine)
ENTRANCE 11 (ON CORNER OF B ROAD)
ROYAL HALLAMSHIRE HOSPITAL
GLOSSOP ROAD, SHEFFIELD, S10 2JF

You Retweeted
SexualHealthSheff @SHSheffield · May 8
16-24yo + living in Sheffield? Order a free postal Chlamydia & Gonorrhoea testing kit @ bit.ly/TestingKit or text CLEAR WS to 80010

Gay Sheffield @GaySheffield · May 5
We're at @BoilerRoomSauna Sheffield from 7-9pm tonight offering free and confidential rapid testing for #HIV #Syphilis and #STI screening

Your Tweet activity
Your Tweets earned **2,112 impressions** over the last week
May 5 May 11
View your top Tweets

Who to follow · Refresh · View all

- Sheffield Flourish** @Sh...
Follow
- Cesar Cruz** @CesFCRUZ
Followed by Sheffield SU LGBT
Follow
- Carol Robson Poet** @C...
Followed by Transforming Cinema and others
Follow

Trends · Change
#wednesdaywisdom
@AddactionSheff. @hallamunion and 3 more are Tweeting about this

The screenshot shows the Facebook page for Gay Sheffield. The page bio states: "Our Pitstop+ walk-in service for gay and bisexual men is open from 5-7pm (last appt for STI testing at 6.30pm) tonight offering free and confidential rapid testing for HIV & Syphilis, along with STI screening, 1-2-1 support and free condoms & lube. No appointment necessary - just call in. For more information visit our website at <http://bit.ly/1MOMSHZ>". The page has 320 people reached and 2 shares. The main post is from April 6, 2016, featuring the same PITSTOP+ graphic as the Twitter post. The page also shows a shared post from Tom D Mesmac's post dated March 31, 2016.

Gay Sheffield

Our Pitstop+ walk-in service for gay and bisexual men is open from 5-7pm (last appt for STI testing at 6.30pm) tonight offering free and confidential rapid testing for HIV & Syphilis, along with STI screening, 1-2-1 support and free condoms & lube. No appointment necessary - just call in. For more information visit our website at <http://bit.ly/1MOMSHZ>

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320 people reached
Boost post

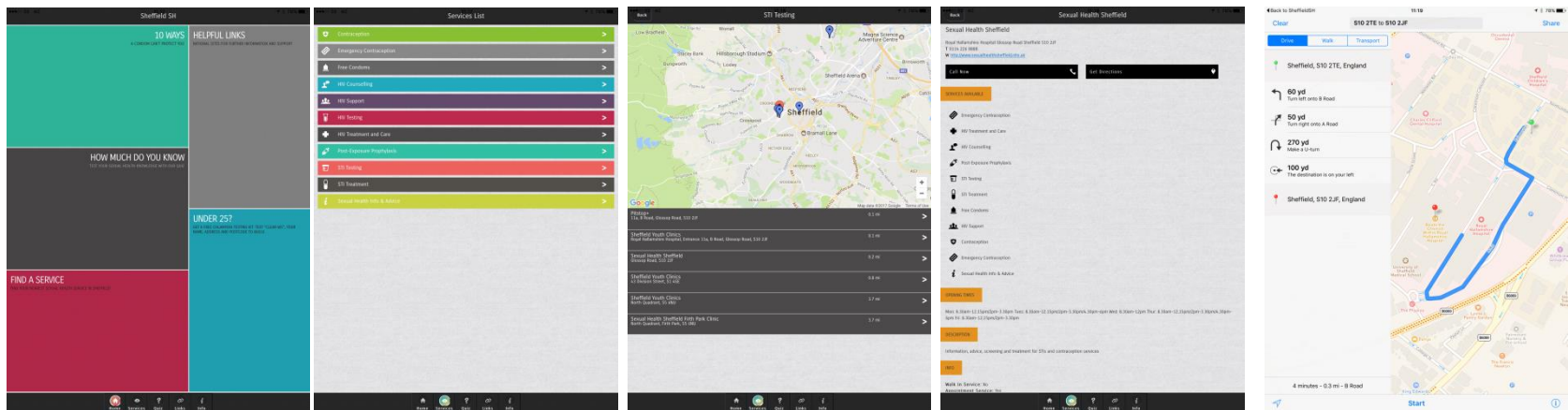
2 shares
Write a comment...

Gay Sheffield shared Tom D Mesmac's post
Published by Gay Sheffield (7) · 31 March ·

Methods

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