



Taking Action on Chlamydia Social Marketing Campaign Involving Youth from Priority Neighbourhoods

Toronto Public Health Sexual Health Promotion

Community Forum
March 30, 2007



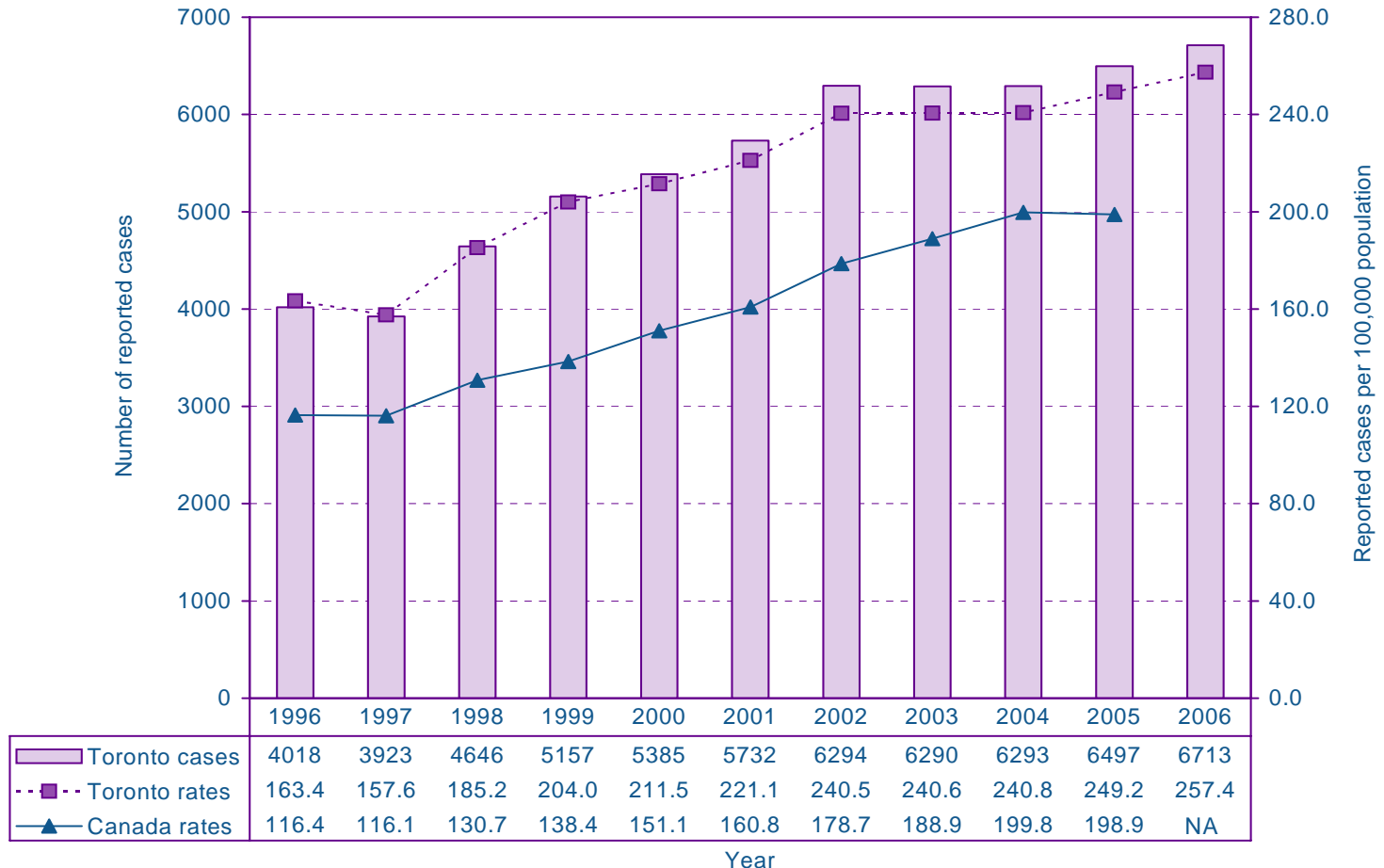
Why Are We Implementing a Social Marketing Campaign?



Statistics

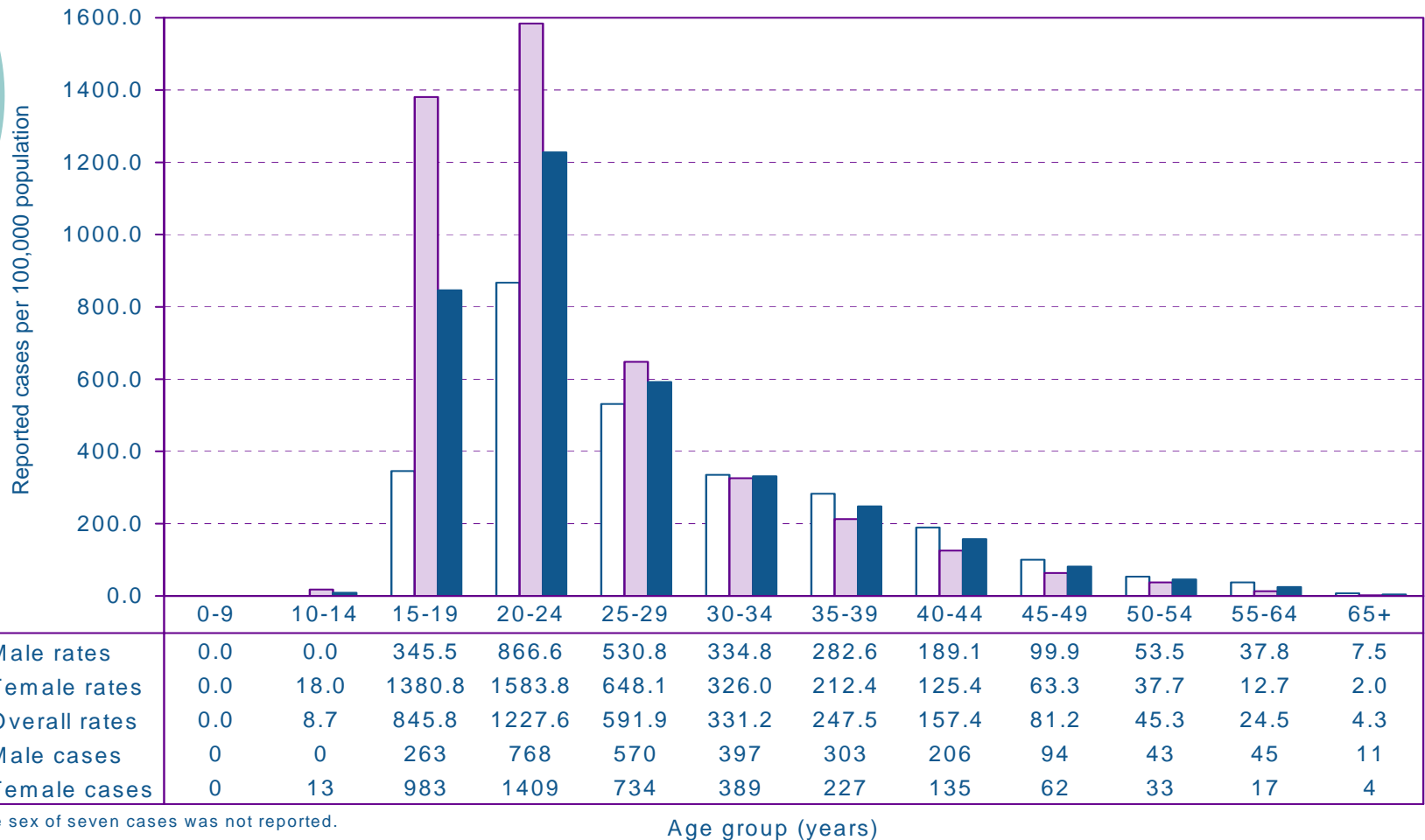
- Chlamydia is the most commonly reported Sexually Transmitted Infection (STI) in Toronto
- Chlamydia accounts for 50% of all reported STIs.
- Youth aged 15 -24 accounted for more than half of all Chlamydia cases in 2006.

Incidence of Chlamydia by year - Toronto and Canada, 1996 - 2006



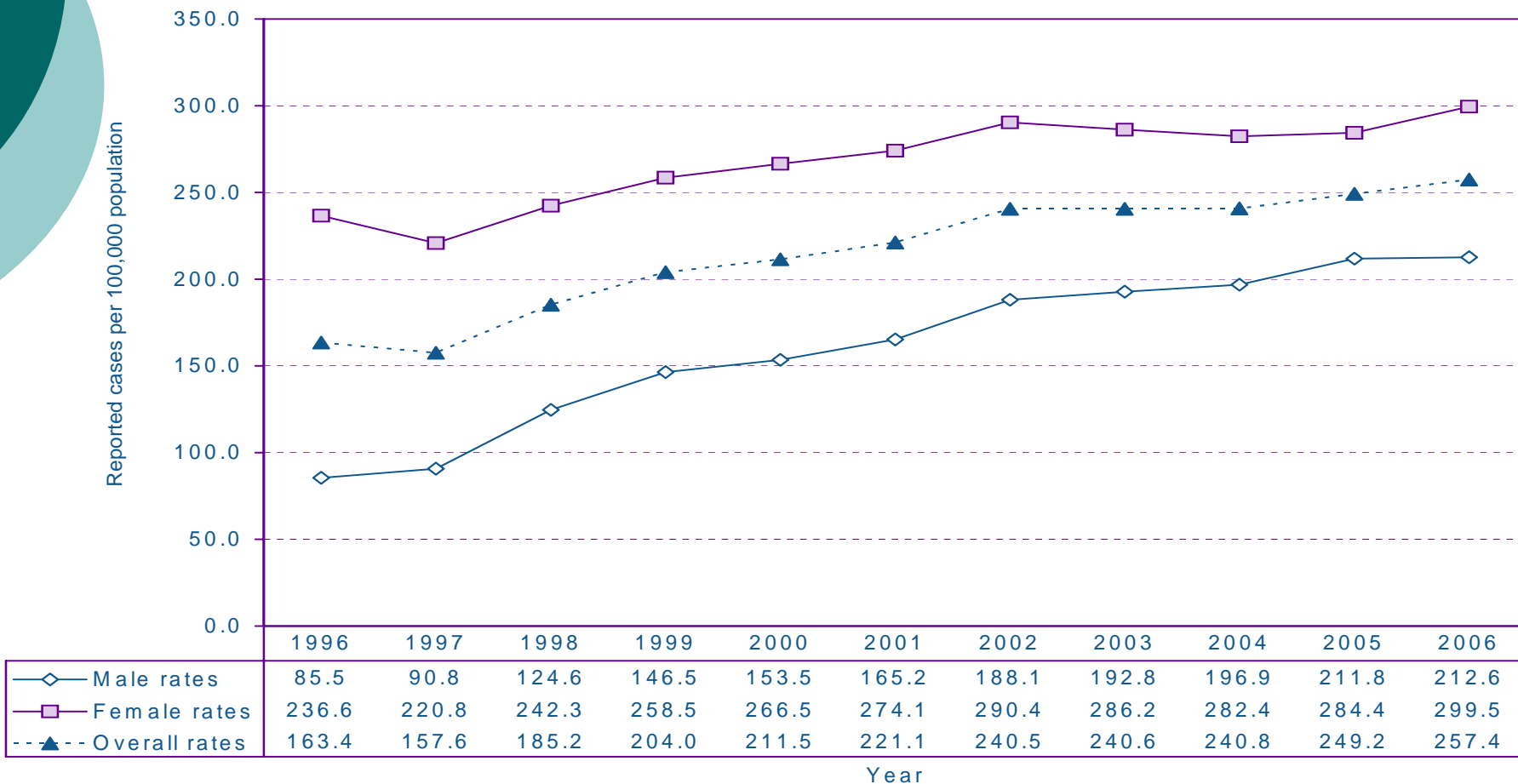
Sources: Canada data: Public Health Agency of Canada, Population and Public Health Branch.
Data as of April, 2006.
Toronto data: Toronto Public Health, CDSU [iPHIS]. Data as of February 28, 2006.
Population estimates: Statistics Canada [June 2006 updated postcensal estimates].

Incidence of Chlamydia by age group and sex* Toronto, 2006



Source: Toronto data: Toronto Public Health, CDSU [iPHIS]. Data as of February 28, 2006.
Population estimates: Statistics Canada [June 2006 updated postcensal estimates].

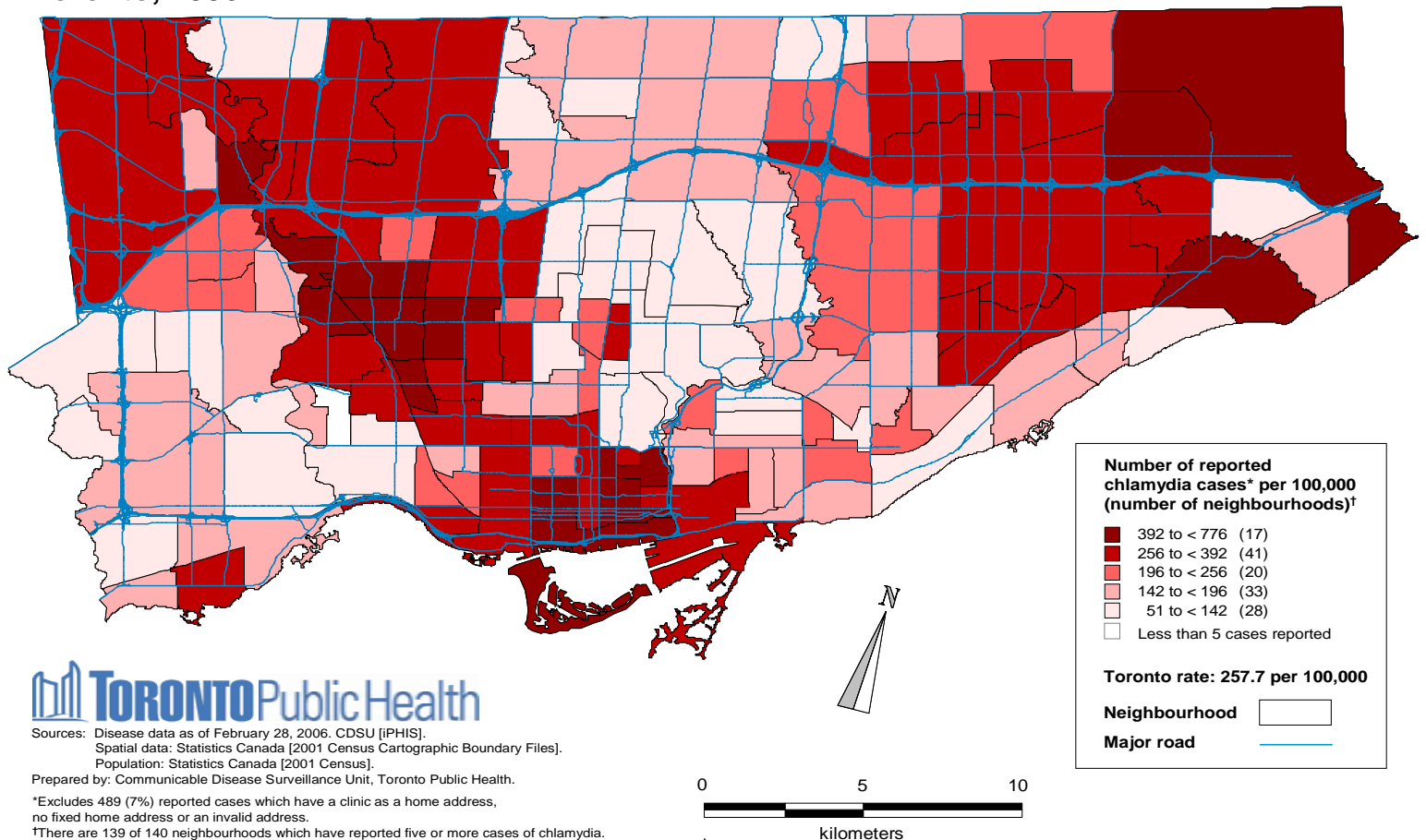
Incidence rates of Chlamydia by sex and year Toronto, 1996 - 2006



Source: Toronto data: Toronto Public Health, CDSU [iPHIS]. Data as of February 28, 2006.
Population estimates: Statistics Canada [June 2006 updated postcensal estimates].

Chlamydia Rates in Toronto per 100,000 population by census tract, 2006

Figure 1. Reported cases* of chlamydia per 100,000 population by neighbourhood. Toronto, 2006.





Campaign Goal

To reduce the prevalence of Chlamydia among youth 15-24 years old in Toronto.

- Urine testing for Chlamydia is now available and may reduce a previous barrier to testing.
- As Chlamydia testing and treatment increases, rates will decrease over the long run.
- If rates of Chlamydia decrease, rates of other STIs will likely decrease.



Youth Focus Groups

In 2005, TPH conducted 5 focus groups with sexually active female youth who live in priority neighbourhoods to determine:

- When and where young women go for sexual health care.
- Enhancers to proactive Chlamydia testing.
- Factors that affect Chlamydia testing among young women



Walk-in Clinics for Sexual Health Care

Like:

- Convenience
- Anonymity
- Sexual health care from a physician who is not their family doctor
- Clinic has good reputation in peer group

Don't like:

- Long waits



Sexual Health Clinics & Specialized Community Clinics

Like:

- Non-judgmental & positive attitude
- Confidentiality
- Confidence in staff competence
- One-stop shop
- Availability of resources
- Affordable

Don't like:

- Long waits

Promoting Proactive Chlamydia & STI Testing

- Respect & fair treatment
- Ask questions respectfully
- Be explicit about confidentiality
- Use stats, posters, pamphlets to initiate discussion
- Encourage bringing partners in for care

4 Factors that Affect Chlamydia Testing Among Young Women

1. Knowledge of Chlamydia & STIs

- Most knew very little about Chlamydia or STIs
- Could collectively name symptoms of STIs
- 20-24 group appeared more knowledgeable
- 20-24: many knew info from experience
- College & university: less access to info

4 Factors that Affect Chlamydia Testing Among Young Women

2. Misconceptions about Tests

- Misconception: Check-up = Pap = STI Test
- Asking to be tested for “everything”
- Young women & MDs do not share same understanding

4 Factors that Affect Chlamydia Testing Among Young Women

3. Fear of the Unknown & Ungraspable Reality

- Fear of testing positive for any STI
- Misconception: STI = no cure

4 Factors that Affect Chlamydia Testing Among Young Women

4. Fear of Being Stigmatized

- Positive STI diagnosis leads to conflicts & break-ups
- News of diagnosis spreading in social network



Key Influencers and Stakeholders

- Friends
- Sexual partners
- Parents
- Youth workers
- Teachers
- Physicians
- Public Health



Physician Findings

- It was found that three in ten physicians do not recommend testing to all sexually active female patients and generally wait for a patient to bring up sexual health concerns before initiating testing.
- Research suggests:
 - Most physicians do not screen their patients for Chlamydia in accordance with screening guidelines
 - A sizable proportion of physicians are uncomfortable discussing sexuality with their adolescent patients

Mailer 1

Resources

Toronto Public Health

- Free brochures, campaign posters, info cards, and condoms, call Toronto Health Connection, 416-338-7600
- Free STI medications for patients and partner(s) who test positive for Chlamydia; and for condoms, call the Intake Nurse at 416-338-2373
- For additional information and references, visit www.gettested.ca
- AIDS & Sexual Health InfoLine, 416-392-2437

Other Resources

- Free urine and swab test kits, call Laboratory Services, Ministry of Long-Term Care, 416-235-5937
- Health Canada Guidelines on STI testing and treatment (2006) (www.phac-aspc.gc.ca/std-mts/sti_2006/sti_intro2006_e.html)



Next in our "Check up on Chlamydia" series:



Help youth feel more comfortable at your office. Display our new youth friendly poster and info cards.



First in a series of five mailings

Does your patient have Chlamydia?

Be pro-active. Assess. Test. Treat.

Mailer 2

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Next in our "Check up on Chlamydia" series:

A handy reference guide on Health Canada's 2006 Screening and Treatment Guidelines for Chlamydia testing.



second in a series of five mailings



Reduce the Risks –
Check up on Chlamydia Now

Be pro-active.
Assess. Test. Treat.

Mailer 3

Best Practice

- Follow the Public Health Agency of Canada's 2006 STI Guidelines and screen all sexually active women under age 25
- Test for Chlamydia and Gonorrhoea during routine Pap tests
- The urine based nucleic acid amplification test (NAAT) can be used for asymptomatic female patients who are not due for a Pap test but have a risk factor
- Tell your patients if their test is positive, a Toronto Public Health nurse may call them for follow up

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Next in our "Check up on Chlamydia" series:



When to use the Chlamydia urine test for young women.

Third in a series of five mailings



A Quick Reference – Chlamydia Screening of Female Patients

Be pro-active.
Assess. Test. Treat.

Mailer 4

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Next in our "Check up on Chlamydia" series:



Talking Tips from young women to help increase your comfort in broaching sexual health topics – and a Sexual Health Assessment Pad to promote discussion.



fourth in a series of five mailings



Testing Young Women for Chlamydia: Urine Test or Cervical Swab?

Be pro-active.
Assess. Test. Treat.

Mailer 5

The Facts

- Chlamydia is the #1 reportable Sexually Transmitted Infection (STI) among Toronto youth
- 75% – 85% of genital Chlamydia infections in females are asymptomatic
- Untreated Chlamydia results in Pelvic Inflammatory Disease (PID) in 10 – 40% of cases
- One or more episodes of PID significantly increases the risk of tubal infertility, ectopic pregnancy, tubo-ovarian abscesses and chronic pelvic pain

Best Practice

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fifth in a series of five mailings

 TORONTO Public Health

 **SEXED?**
Check up on Chlamydia.



Building Rapport
with 15–24 Year Olds
to Promote Sexual Health

Be pro-active.
Assess. Test. Treat.

 **SEXED?**
Check up on Chlamydia.

Sexual Health Assessment Pad



...continued from front

Sexual Health Assessment Pad for Youth



Testing for Sexually Transmitted Infections (STIs) is different from a "check up" or a Pap test. Since some STIs such as Chlamydia and Gonorrhoea often show no symptoms, it is important that you speak with your doctor about your sexual health. Please fill-out this form and bring it with you. It will help you talk with your doctor about STIs.

Your answers to these questions will be kept private and confidential by your doctor.

Have you been sexually active in the past 12 months?

- Vaginal sex Oral sex Anal sex

Have you had a new sexual partner in the past 12 months?

- Yes No

Have you had 2 or more sexual partners in the past 12 months?

- Yes No

Do you use condoms for:

Vaginal sex

- Always Sometimes Never

Oral sex

- Always Sometimes Never

Anal sex

- Always Sometimes Never

continued on back...

Are you experiencing any of the following symptoms?

For Females:

- Unusual vaginal discharge
- Pain and/or burning during urination (when you pee)
- Vaginal bleeding in between your periods and/or after sex
- Lower abdominal pain
- Pain during sex
- Unusual bumps, sores or rash on your genitals

For Males:

- Unusual discharge from your penis
- Pain and/or burning during urination (when you pee)
- Unusual bumps, sores or rash on your genitals
- Pain in the groin area

Have you ever been tested for a Sexually Transmitted Infection (STI)?

- Yes. If yes, when? _____
- No Not sure

Are you using any kind of birth control?

- Yes. If yes, what are you using? _____
- No

Are you pregnant?

- Yes No Not sure


Do you have any other concerns about your sexual health?

www.gettested.ca
AIDS & Sexual Health InfoLine
416-392-2437



Always use condoms to avoid getting Chlamydia and other STIs

Poster



8 out of 10 women
who have
Chlamydia don't
know they have it.


Check up on Chlamydia

Chlamydia is the #1 reported sexually transmitted infection (STI) among men and women aged 15-24.


You can get Chlamydia from unprotected sex. If it is not treated, Chlamydia may cause inflamed uterus, severe pelvic

pain and/or infertility in women. For men, Chlamydia may cause pain in the groin and/or sterility.

Get tested. Get treated. It's easy. Ask your doctor.

SEXED? 
Check up on Chlamydia.

www.gettested.ca
AIDS & Sexual Health InfoLine
416-392-2437

 **TORONTO** Public Health

Info cards for youth

Always use condoms to avoid getting Chlamydia and other STIs.

AIDS & Sexual Health InfoLine
416-392-2437
www.gettested.ca

Toronto Public Health

Check up on Chlamydia.

SEXED?

8 out of 10 women
who have
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Check up on Chlamydia

The facts:

- Chlamydia is the #1 reported sexually transmitted infection (STI) among men and women aged 15-24
- You can get Chlamydia from unprotected vaginal, oral or anal sex
- If it is not treated, Chlamydia may cause:
 - In women: inflamed uterus, severe pelvic pain, infertility (unable to become pregnant)
 - In men: pain in the groin area, sterility (unable to produce children)

Chlamydia is:

- easy to be tested for:
 - a cervical swab for women; a urine test for men
- easy to treat (one dose of antibiotics)

**Get tested.
Get treated.
Get cured.**



Next Steps

- Media campaign
- Enhancing our work with Doctors
- Developing community partnerships
- Working with youth from high priority neighbourhoods
- Identifying gaps/barriers for youth in accessing sexual health services
- Ongoing evaluation of the effectiveness of the campaign

Working with youth from high priority neighbourhoods

- Recruiting youth for Youth Advisory Groups
 - 2 Youth Advisory Groups (YAG)
 - 5-10 youth in each YAG
 - advise on planning activities
 - do peer education in their communities.
 - meet once a month or once every 2 months
 - Food, TTC fare, honoraria, and community hours.



Community Consultation

1. How are the youth you are working with taking control of their own health outcomes in terms of STI testing, treatment and prevention?
2. What are the gaps/barriers/challenges, that you see, for youth in your program in taking control of their sexual health?
3. How do we keep youth interested and consistently attending programs?
4. Have you done work with peer education? What makes it work? What makes it not work?
5. Now that you know the direction of the next phase of the campaign, how do you see your agency participating?



Questions?

Please contact Project Lead

- Deborah Waddington, Project Lead
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Please Contact Us!

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- Marina MacDougall, Sexual Health Promoter (West region)
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Email: mmacdoug@toronto.ca

Web Site and Splash Page

www.gettested.ca

Linked to:

- Our City of Toronto Public Health Check up on Chlamydia site (Includes five Physician Mailers in PDF format)
- Our TPH Sexual Health Information site
- Planned Parenthood of Toronto's site

SEXED? 

Check up on Chlamydia.