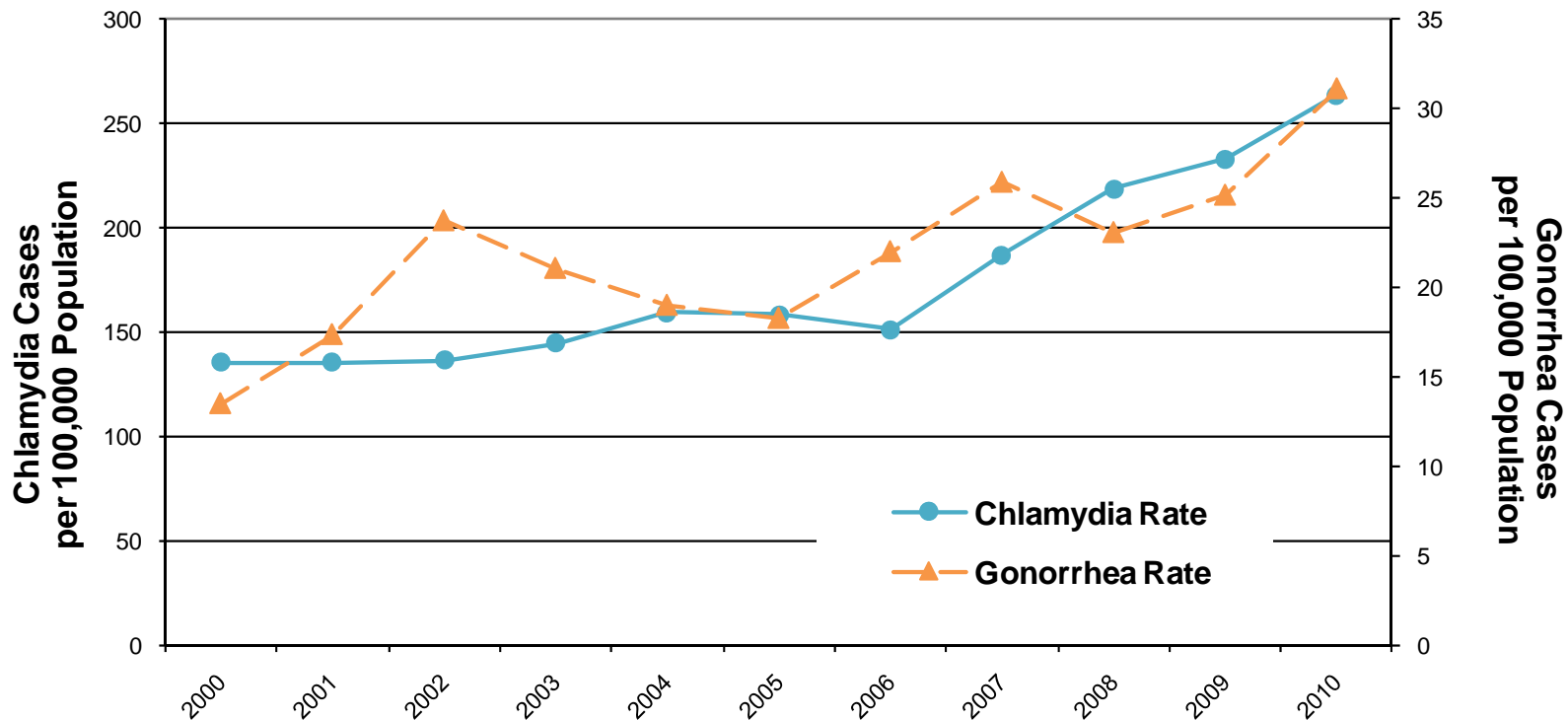**Ottawa** | **Public Health**
Santé publique

"Successes and Challenges"
Sexual Health Unit
Service and Innovation
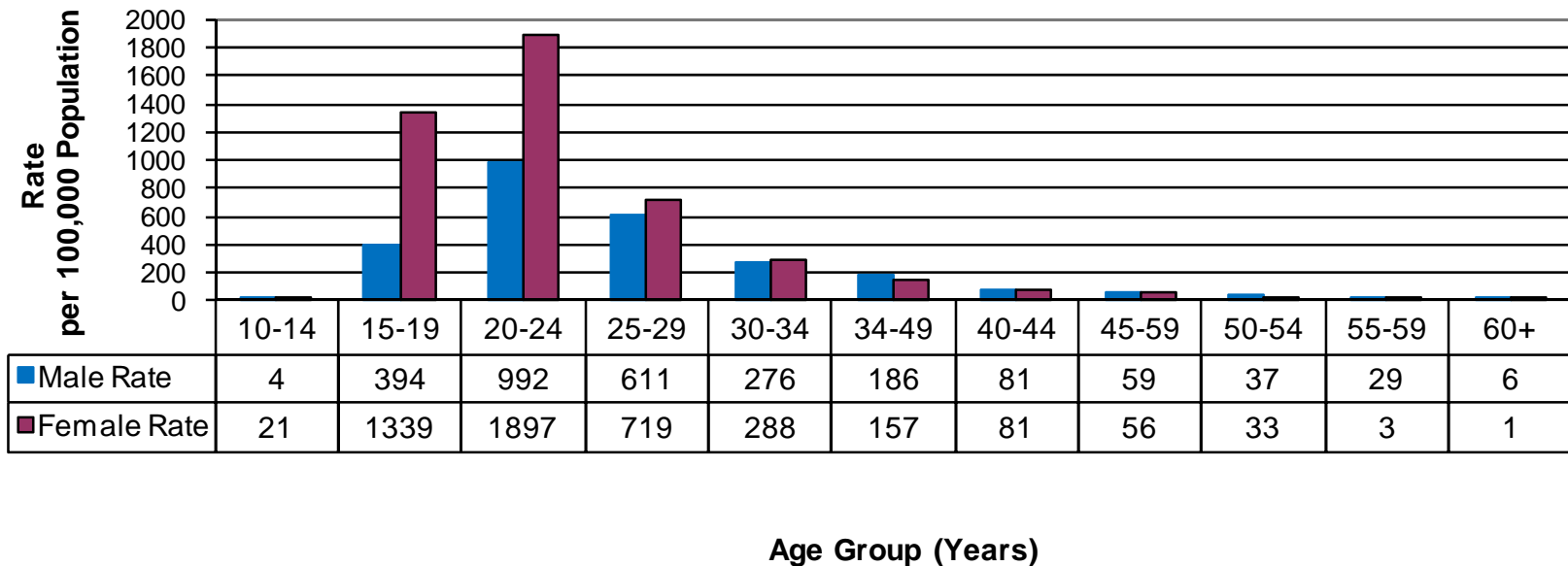*Zhaida Uddin,*
July 10, 2011

Overview

➢ Current issue

➢ New technologies

➢ Successes

➢ Lessons Learned

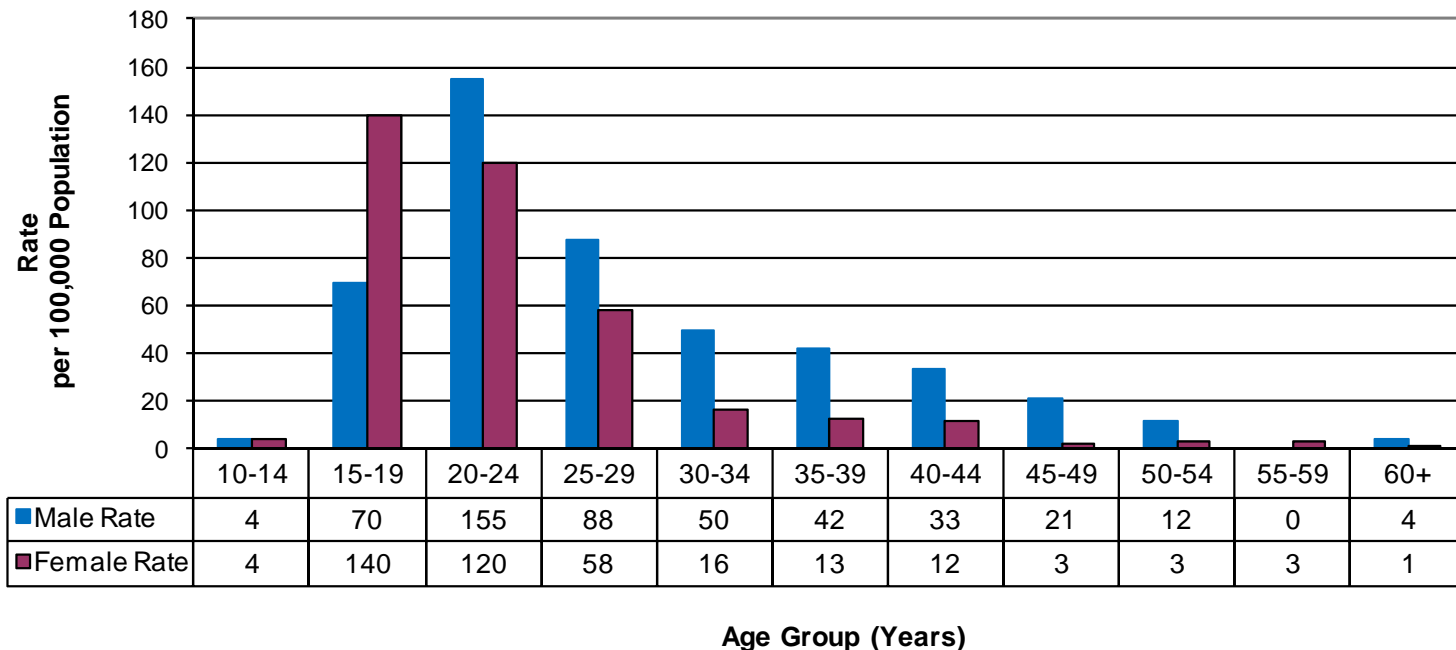# Chlamydia and Gonorrhea are on the Rise

Source: Ministry of Health and Long Term Care integrated Public Health Information System (iPHIS), extracted January 11, 2011 by Epidemiology Section, Ottawa Public Health.

Chlamydia Rates are Highest in 15-29 year-olds

Rate per 100,000 Population

	10-14	15-19	20-24	25-29	30-34	34-49	40-44	45-59	50-54	55-59	60+
■ Male Rate	4	394	992	611	276	186	81	59	37	29	6
■ Female Rate	21	1339	1897	719	288	157	81	56	33	3	1

Age Group (Years)

Gonorrhea Rates are Highest in 15-29 year-olds

Age Group (Years)	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60+
■ Male Rate	4	70	155	88	50	42	33	21	12	0	4
■ Female Rate	4	140	120	58	16	13	12	3	3	3	1

Age Group (Years)

Source: Ministry of Health and Long Term Care integrated Public Health Information System (iPHIS), extracted January 11, 2011 by Epidemiology Section, Ottawa Public Health.

Issue

➢ Most people with a chlamydia infection and 50% of people with a gonorrhea infection have no symptoms and are therefore less likely to be tested/seek testing.

➢ New technologies are required to reach this generation.

Objectives

➢ Increase awareness of and access to testing and treatment for Chlamydia and Gonorrhea.

➢ Increase access to services and information on STI/HIV/birth control for youth aged 15 – 29 using new technologies.

How are we going to do this?

➢ On-line screening and promotion

➢ Downloadable Requisition form

➢ SMS Texting

➢ Overall promotion of STI testing campaign

Youth Engagement

➢ A youth advisory group was formed to help guide the development and implementation of the project.

Youth STI Campaign

➢ **Website "GET TESTED.** Why Not?**"** for youth by youth

➢ "Testing is the only way you will know if you have chlamydia or gonorrhea, most people do not show any signs or symptoms".

➢ English: gettestedwhynot.ca

➢ French: sefairetesterpourquoipas.ca

GET TESTED

Why not?

I WANT TO TAKE THE TEST NOW! *and why not?*	CHLAMYDIA	GONORRHEA	PREVENT & PROTECT	ABOUT THE TEST	FRANÇAIS
GET TEXTED 365247	OTHER STIs	BIRTH CONTROL	SEXUAL HEALTH CENTRE	RESOURCES	FAQ

HIDE

Youth STI Campaign

➢ A **downloadable lab requisition** form for chlamydia and gonorrhea testing.

➢ A mandatory self screening tool prior to downloading form.

Youth STI Campaign

➢ This requisition form can be taken to any lab across the city for chlamydia and gonorrhea testing.
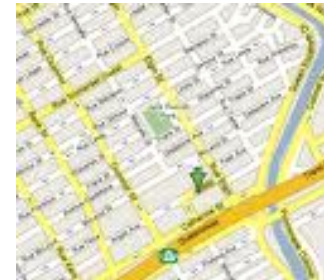
➢ A "Find a lab" function is incorporated on the site to locate closest lab.

Youth STI Campaign

➢ **SMS texting Service** – development of a bilingual texting service that promotes sexual health messages as well as the GET TESTED. *Why not?* website.

"Text *gettexted* to 365247"

Youth STI Campaign

➢ The site also includes key messages on chlamydia and gonorrhea, an on-line quiz, and links to other useful resources.

condom application demo
> > >

Sexualityandu.ca
http://www.sexualityandu.ca/home_e.aspx
Ottawa Public Health: Sexuality
http://ottawa.ca/residents/health/living/sexual/index_en.html
Gay Zone
http://www.aco-cso.ca/gayzonegaie/english.html

Free treatment for some STIs at the Sexual Health Centre. Testing is the only way you will know if you have chlamydia.

Successes

➢ Multi pronged communication Strategy etc.

➢ Reduced barriers to information and access to testing asymptomatic chlamydia and gonorrhea.

➢ Collection centres located across Ottawa and are easily accessible.

Successes

➢ This new initiative offers easy access to sexual health information and reduced wait times for asymptomatic chlamydia and gonorrhea testing.

Lessons Learned

➢ Youth engagement

➢ Embrace new technologies

➢ Innovation is challenging

➢ Set clear goals and objectives

➢ Be flexible

Website Demo

For further information:
OPHGetTested@ottawa.ca

Acknowledgements

Stakeholders

➢ Youth involved in Advisory Groups and Youth Facilitators

➢ Sexual Health Unit

➢ Youth STI Committee (YSTIC)

➢ Health Promotion Disease Prevention Branch

➢ Strategic Support Branch

➢ Integrated Quality & Standards Branch