

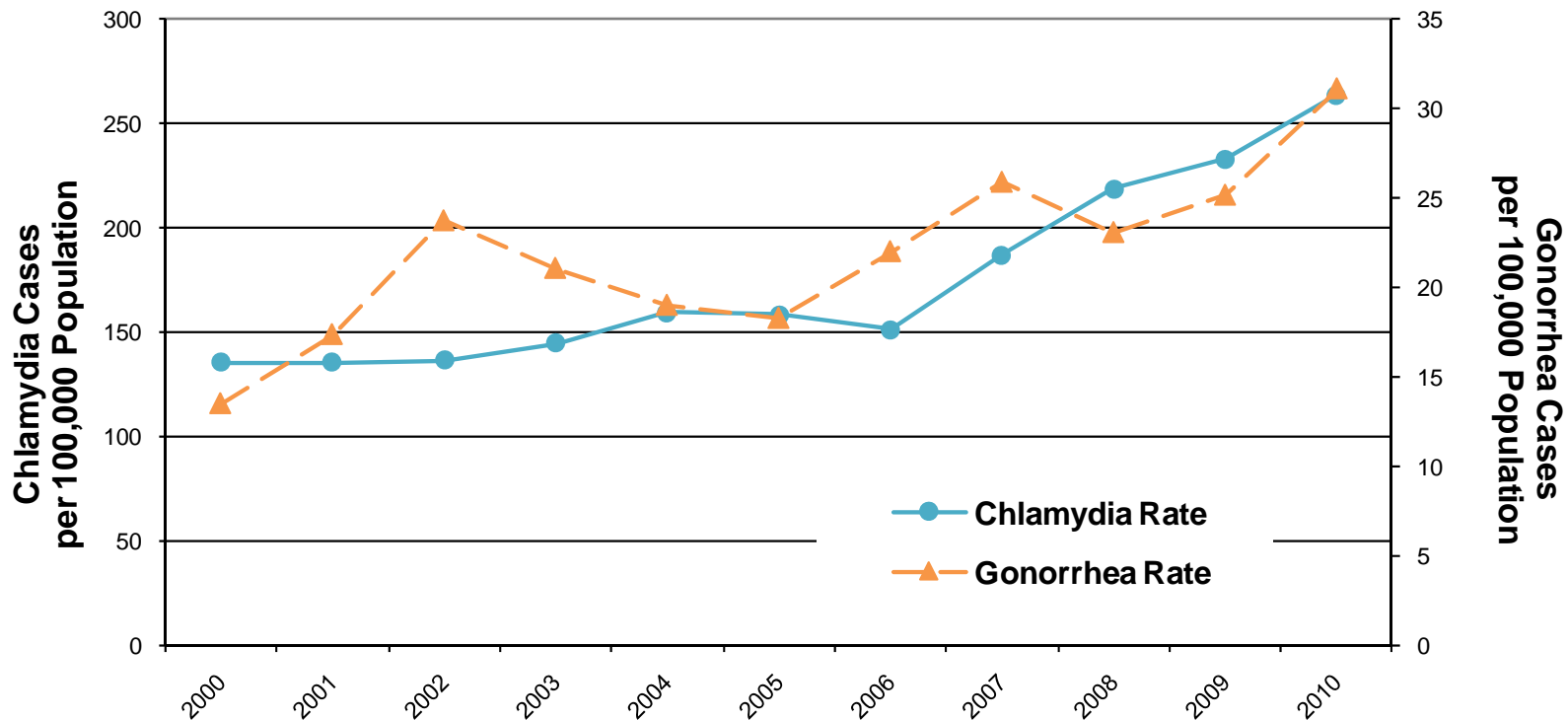


*“Successes and Challenges”
Sexual Health Unit
Service and Innovation
Zhaida Uddin,
July 10, 2011*

Overview

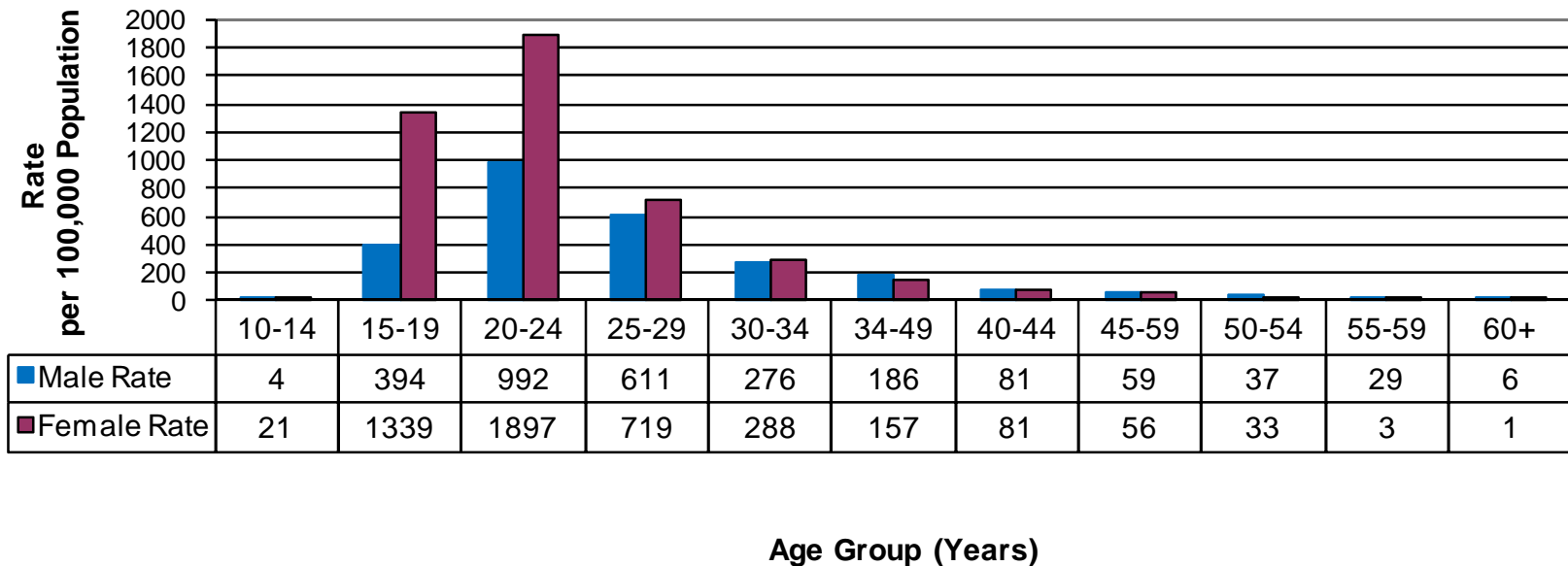
- Current issue
- New technologies
- Successes
- Lessons Learned

Chlamydia and Gonorrhoea are on the Rise



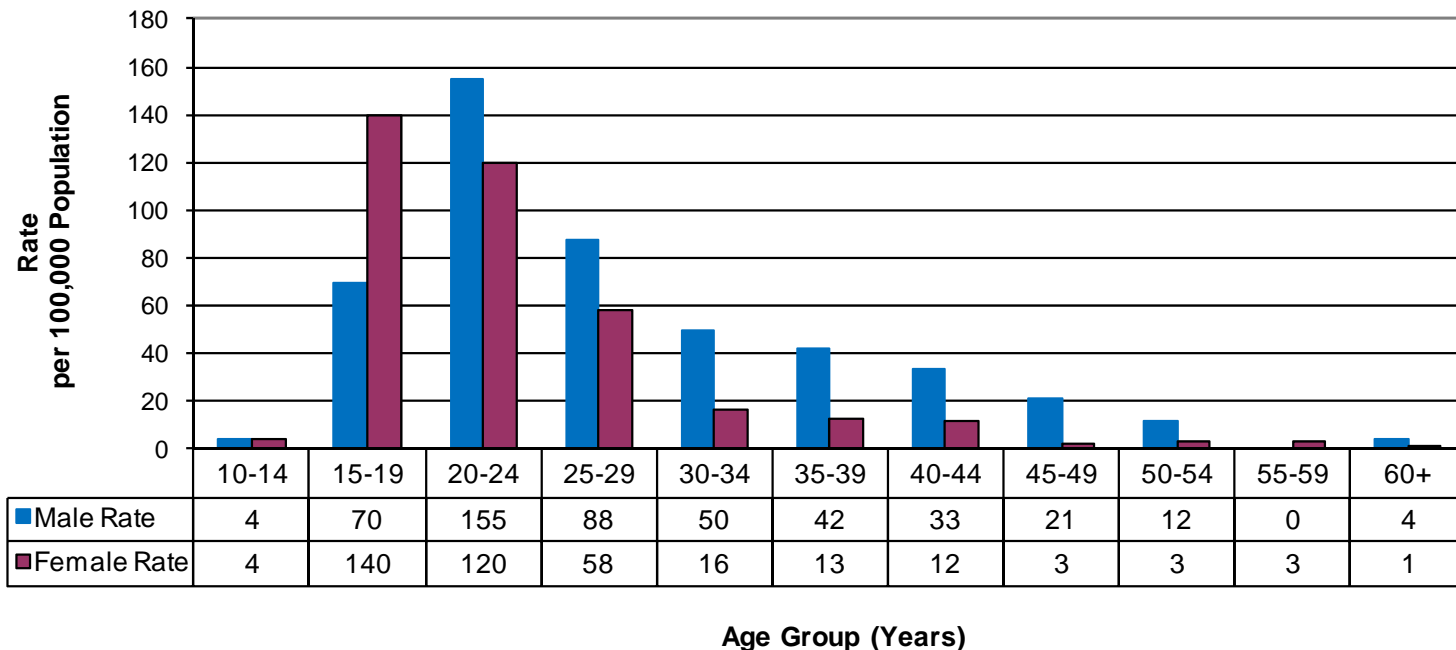
Source: Ministry of Health and Long Term Care Integrated Public Health Information System (iPHIS), extracted January 11, 2011 by Epidemiology Section, Ottawa Public Health.

Chlamydia Rates are Highest in 15-29 year-olds



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

Gonorrhoea Rates are Highest in 15-29 year-olds



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 gonorrhoea, most people do not show any signs or symptoms”.
- English: gettestedwhynot.ca
- French: sefairetesterpourquoipas.ca



I WANT TO TAKE THE TEST NOW! <i>and why not?</i>	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 gonorrhoea testing.
- A mandatory self screening tool prior to downloading form.

THIS REQUISITION IS ONLY VALID FOR OTTAWA LABS.
CETTE RÉQUISITION EST VALABLE UNIQUEMENT AUX LABORATOIRES À OTTAWA.
getstecshyrot.ca safairstestor@omqopolps.ca

Ontario
Ministry of Health
Public Health Laboratories

Date received: OPHL No.:

2009 / mm / dd

General Test Requisition
ALL Sections of this Form MUST be Completed

1 - Submitter
Course Code
Dr. Vera Geraldine Etches
179 Clarence Street
Ottawa, On K1N 5P7
613-234-4641 Fax & Postcode
Physician #: 75316

Physician Initial / Surname and OHP / CPSC Number
Tel: Fax:

2 - Patient Information
Health No. Sex Date of Birth: 2009 / mm / dd
Medical Record No. follow-up
Patient's Last Name (per OHP card) First Name (per OHP card)
Patient Address
Postal Code Patient Phone No. ()
Submitter Lab No. Public Health Unit Outbreak No.

3 - Test(s) Requested (Please see test codes on reverse)

CODE	DESCRIPTION
B11	Urine for PCR
VGS	

Specimen Type and Site
 blood / serum feces Nasopharyngeal
 sialum urine vaginal smear
 urethral cervix BAL
 other - (specify)

Patient Setting
 Physician Office/Clinic ER (not admitted)
 Inpatient (ward) Inpatient (ICU) Institution

4 - Reason for Test
 diagnostic immune status Date Collected: 2009 / mm / dd
 needle stick follow-up
 prenatal chronic condition Onset Date: 2009 / mm / dd
 immunocompromise
 post-mortem other - (specify)

Clinical Information
 fever gastroenteritis respiratory symptoms
 STI headache / stiff neck vesicular rash
 pregnant encephalitis / meningitis maculopapular rash
 jaundice
 other - (specify)
 influenza high risk - (specify)
 recent travel - (specify)

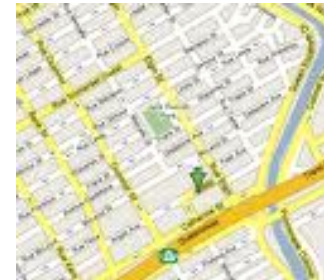
Laboratory Result
For laboratory use only

further report to follow
Date reported: 2009 / mm / dd Checked by: Specimen(s) transferred to: Date transferred: 2009 / mm / dd

For HIV please use the HIV serology form. - For referred cultures, please use the reference bacteriology form.
To re-order this test requisition contact your local Public Health Laboratory and ask for form number 97-44 (09/2009)
Current versions of Public Health Laboratory requisitions are available at www.ohpp.ca/labrequisition

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 *gett*exted to 365247”

Youth STI Campaign

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



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 gonorrhoea.
- 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