

Sandyford 

Annual Report

Health Improvement Team
Sexual Health

2022 - 2023

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Introduction

It's been a busy year of delivery, our first since the COVID pandemic with a significant and very welcome re-introduction of face to face working to complement our online delivery. We have continued to work hard to mitigate and seek to prevent the persistent inequalities in sexual health experienced by our population.

We continued to deliver and expand coverage of Early Protective Messages and the Relationships, Sexual Health and Parenthood education programmes aimed at ensuring children and young people grow up with the knowledge, attitudes and skills they need to ensure their relationships are healthy.

We undertook valuable co-production work with care experienced young people and with staff who care for them, to further develop our approach to ensuring that our corporate parenting responsibilities meet this important aspect of children and young people's development.

We established strong partnerships to lay good foundations for programmes of work aimed at improving relationships and sexual health for adults whose life circumstances mean they are vulnerable or at risk of poor outcomes. This has included people with learning disabilities, people living in prison and people recovering from alcohol or drug dependency.

We continued to deliver prevention work with people at risk of acquiring HIV including continuing and evaluating our GlasGOWgettested campaign and contributing to the Glasgow Fast Track Cities Partnership.

As the restrictions required by the pandemic have eased we have significantly grown the number of free condoms outlets across the area. As always the team has responded well to newly emerging issues alongside our planned work and this year we led significant partnership working to respond to the Mpox (Monkeypox) outbreak among gay, bisexual and other men who have sex with men.

We then responded to the significant upswing in other sexually transmitted infections including gonorrhoea. This has seen us continue to provide a significant level of national as well as local delivery.

We also contributed strongly to the evolution of the imminent refreshed national strategies for sexual health and blood borne viruses and the HIV transmission elimination proposal.

All of this work has been carried out by a small but dedicated team whose enthusiasm, skills and hard work continues to inspire me. I'd like to thank all of the team for this impressive body of work.

Nicky Coia

Health Improvement Manager (Sexual Health)

Children and Young People: Universal

Awkward Moments Campaign



In June 2022, in partnership with other health boards, we launched a sexual health campaign called Awkward Moments.

In response to academic research, the campaign aimed to help young people 16-19 to recognise what good consensual intimate experiences can look like. The objective of the work was to provide support and increase confidence to start the important conversations around positive and mutual consent.

The campaign was co-developed by young people, colleagues from the youth work sector and sexual health specialists.

Five short films were created showing scenarios that address the barriers young people experience communicating within sexual situations, each showing the characters struggling to communicate about what they do or don't want to do with each other, and using an innovative means by which to help them understand how to communicate.

1.6 million
impressions
on social media

43%

said they learned how to communicate consent in their own relationships

62%

said they had examples of how to check in with a partner about consent

36k views
of the films

46%

said they were more confident to have conversations about consent

rshp.scot

The national teaching resource now includes The Awkward Moments films at Senior Phase.

View all the films and supporting resources [here](#)

Children and Young People: Universal

Relationships, Sexual Health and Parenthood Education 3-18 (RSHP)

We continue to lead the national partnership responsible for the management of www.rshp.scot, the national teaching and

learning resource for all children and young people aged 3-18. In the last business year almost 159,000 users accessed the lessons with more than 1.3 million page views.

We support staff in education to build confidence and competence in the delivery of relationships, sexual health and parenthood lessons by providing robust CPD. We have seen a return to face to face sessions alongside existing virtual training. In the past year we have delivered RSHP education training across NHSGGC to over 700 teachers across the primary and secondary estate and to all newly qualified teachers.



Relationships, Sexual Health and Parenthood Evidence Review

On behalf of the National Steering Group we also commissioned an evidence review to support and enhance delivery of the RSHP curriculum. This includes information for parents and carers along with guidance on best practice in RSHP Education.

- [A summary of evidence for relationships, sexual health and parenthood \(RSHP\) education in schools](#)
- [Evidence for relationships, sexual health and parenthood \(RSHP\) education in schools – sources referenced](#)
- [RHSP education explained information for parents and carers](#)
- [What is best practice in RSHP education?](#)

Read the papers 

Children and Young People: Universal

Early Protective Messages

This programme delivers on Scottish Government policy on a range of healthy relationships and equalities issues for parents/carers and key professionals involved in the lives of children aged 3-5. It supports the delivery of Relationships, Sexual Health and Parenthood Education at early level as part of Curriculum for Excellence.

This business year has seen the return of face to face training sessions alongside some online training. Staff across early years and social work in East Dunbartonshire participated in three online training sessions and three face to face sessions.

Staff in Renfrewshire participated in three online and six face to face sessions. Early years staff in Glasgow City have participated in two online and two face to face sessions.

The development of an online portal to facilitate the roll out of the Early Protective Messages programme nationally is underway with a view to launch in October 2023.

Children and Young People: Enhanced and Priority Support

Good practice guidance to support Care Experienced children and young people

In response to persistent inequalities in sexual health outcomes for care experienced young people we worked to develop good practice guidance for carers and the workforce across NHS GGC.

Who Cares? Scotland were commissioned to manage the involvement of care experienced young people in the co-development of this resource. The young people shared their experiences and ideas of how to improve support and learning around this topic, and produced resources for inclusion in the guidance.

Through a series of consultations, the team gathered the views and experiences of carers and the workforce.

Taken together, the findings have informed the development of an online good practice toolkit. The final version will be available as an app and the roll out of this resource will be supported by learning and development opportunities from Autumn 2023 onwards.

View the toolkit [here](#).

Adults: Enhanced and Priority Support

GlasGOWGetTested - Phase 3 and Evaluation

Campaign Background: The Sexual Health Improvement Team worked in partnership with Terrance Higgins Trust (THT) to develop a social marketing intervention, GlasGOW Get Tested, which was designed to encourage Gay, Bisexual and other men who have sex with men (GBMSM) to test for HIV at a frequency based on their levels of sexual risk. The development of this intervention was based on the need to improve HIV testing frequency and uptake with GBMSM based on behavioural research which shows that 33% of GBMSM in the GGC area have not tested for HIV in the last 12 months and that 50% of GBMSM who are at high risk for HIV acquisition, test with insufficient frequency for their level of risk (every 3 months).

Campaign Overview:

Evidence informed and transformative in its digital approach and ambition to change the culture around HIV testing, through seeking a behaviour change of planned regular testing rather than reactive event based testing. We created a targeted social marketing campaign, which was continually tested and optimized throughout its lifecycle, using video content to engage with our target audience and a highly specialized digital 'when to test' tool to support men to consider how frequently they should test for HIV, based on a self-assessment of their sexual risk, and connecting them to the Sandyford online booking site for how to book a test (if appropriate). This was mainly a Paid Social Media campaign, with activity targeted to the GBMSM across, Instagram, Twitter, Facebook, Google Display and several dating/hook up sites and apps connecting the target audience to the GlasGOWGetTested hub page.



Adults: Enhanced and Priority Support

Campaign Analytics:

The levels of engagement with the target audience for this campaign were exceptionally strong, and continued to improve throughout the lifecycle of the campaign, due to the strategy of continuous optimization. The post campaign evaluation reported that the cut-through and overall recognition were high, with levels in-line with those typically seen for larger scale campaigns including broadcast media.

Click through rates from campaign advertising to the campaign hub page were extremely high and the campaign was financially efficient, with an average Cost Per Click of £1.11. High levels of traffic were driven to the campaign hub page, a total of 25,502 visits and an average of 1,594 per week. This result shows our audience were highly engaged with the content available on site and the 'When to Test' tool.

3.23%

Average click through rate from ads to campaign hub page

£1.11

Average Cost Per Click

2.5mins

Average time spent on the campaign hub page

25,502 total visits to campaign hub page

1,594 weekly average visits to campaign hub page

Post Campaign Evaluation:

44% of the sample recalled having seen advertising or publicity about getting tested for HIV in the past year, with recall likely to come from a campaign source for the majority of these respondents. Two-thirds of those who had seen/heard activity on the campaign topic gave descriptions that could relate to the campaign, equating to a cut-through rate across the total sample of 29%. Results also suggested the campaign has encouraged good levels of both claimed and planned action, including driving traffic to Sandyford.scot, booking tests and being tested, as well as consideration of both testing and planning regular tests.

Adults: Enhanced and Priority Support

Harm Reduction Training Programme with the Harm Reduction Action Group (HRAG)

In partnership with Scottish Drugs Forum (SDF), Sexual Health training was delivered to staff supporting adults who inject drugs as part of a 6-monthly Harm Reduction programme. The interactive session aimed to build staff confidence to incorporate sexual health into their work by focusing on: initiating conversations and assessing risk around sexual health and Blood Borne Viruses, consent and knowledge of where to access sexual health support services. Participants shared the training increased their confidence to initiate conversations in the above areas. Similar training will be delivered to Lillias Centre Women's Community Custody Unit staff later this year.

Alcohol and Drug Recovery Services

Working in partnership with GGC ADRS, the team has carried out bespoke Sexual Health and Blood Borne Virus Training Needs Analysis (TNA) with staff across a range of roles and disciplines. The findings from the TNA have been used to develop a Sexual Health and BBV training programme for ADRS delivered in partnership with the ADRS Blood Borne Virus Nurses.

Alcohol and Drug Recovery Services (Renfrewshire) Partnership Exchange

Sandyford Sexual Health Services hosted a Partnership Exchange in Renfrewshire with the SDF and Renfrewshire ADRS, opening up the conversation around sexual health and continuing to develop the pathways between the sexual health and alcohol and drug services. The session focused on exploring sexual risks for people who use drugs and how we can work together to prevent and reduce the harms.

People Living in Prison

Working partnership with the NHS GGC Health Improvement Team (Prisons), we commissioned Media Education to use a living experience approach to scope out and understand the needs of people living in prison in relation to sexual health and BBVs, in order to develop the 'Keeping Safe in Prison programme'.

Through engagement with people living in prison and key stakeholders we have developed core key messages and explored the mediums for delivery.

The next stage of this project is to coproduce the information provision with people living in prison to support positive sexual health and reduce the risk of BBVs.

Adults: Enhanced and Priority Support

Building Capacity

Staff working directly with our priority population groups are key to supporting those at risk of poorer sexual health outcomes by engaging in discussions to support positive sexual health and strengthening pathways to specialist sexual health services.

In 2022/23, the sexual health team have continued to build partnerships with alcohol and drug recovery services (ADRS), justice services and homeless services to explore their staff training needs to support conversations about sexual health.

It has been valuable to learn about services as well as how to enhance my practice and better support others.

I feel like I gained a greater understanding of everything, giving me confidence to have conversations.

I found the training very comprehensive, informative, resourceful and engaging.

[I now know] where to access sexual health and further support services to refer individuals on to.

Adults: Enhanced and Priority Support



Relationship and sexual health for adults with a learning disability

Following the needs assessment report undertaken in 2021, Sandyford engaged with stakeholders and concluded the best way forward would be to commission a company to facilitate an engagement event. This included a broad range of stakeholders from across NHS GGC to plan and prioritise a programme of work.

The engagement event hosted 33 participants, representing 24 different roles, from 17 organisations across Greater Glasgow and Clyde. Participants were taken through a variety of activities including group discussions, silent brainstorms, action planning, voting and presentations from subject matter experts to help them gain a shared understanding of the problem area and the people it affects. Whilst the organisational make-up of the people who support adults with a learning disability, their families, friends and carers with relationships and sexual health may be broad there was a clear commonality in the passion and willingness to improve current service provision.

Three clear keys to the success of this programme of work are:

Developing cross-organisation working groups that take a user centred approach

Creating strong relationships and cross-organisational working groups to co-evaluate, plan and co-produce the resources, courses, training, spaces and content that both staff and service users need is vital to successful adoption and usage.

Ensuring policy and structure change

To ensure long term, systemic change there must be a change at a policy level. There needs to be standardised good practice processes and procedures put into place with training for all staff so they feel empowered and enabled to deliver these vital services.

Staff need access to training, resources, and on-demand content

For staff to be able to deliver the best service possible they need to feel comfortable, empowered, enabled, and knowledgeable. Therefore, training on assisting adults with a learning disabilities with relationships and sexual health should be included not just at on boarding stages but at regular intervals. Training should be accessible in a variety of ways to ensure maximum reach and impact.

In addition to the engagement event the following work has also taken place:

- focus groups with adults with a learning disability
- support for a national project to commission images for the topic matter
- a mapping exercise of current resources to support the topic

Free Condoms Service

The **Free Condoms Service (FCS)** is a public health intervention contributing to Sandyford's key outcomes of reducing the transmission of HIV and STIs, and educating unintended pregnancy. It is a universal service available to individuals aged over 13 years, aimed at increasing the availability of, removing barriers to access, increasing understanding of the benefits and normalising condom use.



Between April 2022 and March 2023, distribution outlets ordered a total of 791,874 condoms and 186,976 sachets of lubricant. Outlets are in a variety of locations where the public can easily access free condoms and lubricant, including pharmacies, youth services, universities, student accommodation and bars/clubs.

In the last year, we have focused on identifying gaps in provision for our priority groups and in geographical areas. This has involved re-engaging with existing distribution outlets and targeted engagement with new outlets. To further improve awareness and accessibility of the service, our online outlet finder has been updated.

Following review, the universal Free Condoms by Post service established in response to Covid-19 came to an end in December 2022. Distribution outlets are now the main point of access for condoms and lubricant. A pilot Free Condoms by Post service for individuals who test positive for Chlamydia and Gonorrhoea is being launched in the autumn.

A new online sign up and refresher tool for new and existing distribution outlets was launched in May 2022 with the aim of improving the accessibility of our training. To date, over 100 outlets have completed the Introductory or Refresher session. Feedback received regarding indicates that the session has been well received and supports effective service delivery.

Sandyford

is hosted by



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