

Meeting: Children's Trust

Date: 19 May 2009

Report Title: Addressing National Indicator 113: Prevalence of Chlamydia

Report of: NHS Haringey

Summary

At the last meeting the Children's Trust had a discussion on Chlamydia. Previously there had been a presentation on the same topic to last November's HSP meeting. As a follow up to these two events the Trust requested a progress report on the actions that had put forward at the HSP meeting. Attached is an update on those actions

The target for 2008/09 was for 15% (4,390 people) of the resident population aged 15-24 to accept a test or screen for Chlamydia. The performance for 2008/09 just exceeded this with 15.6% (4,575 people) of the resident population aged 15-24 accepting a test or screen for Chlamydia.

Recommendations

That the Children's Trust note the report

Financial/Legal Comments

N/A.

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Chlamydia: Progress report on actions arising from HSP meeting November 2008

Action 1: It was noted that young men in the category were particularly difficult to target and there was agreement that the Partnership needed to identify new ways of reaching this group.

The local Chlamydia Screening Programme has used the posters and video commissioned from Exposure to target this group as part of a six week media campaign from mid February to the end of March 2009.

Action 2: It was suggested that facilities used by young men such as gyms, barbers and leisure centres should be used to promote Chlamydia testing and general awareness of sexual health.

The community group EECUK were commissioned (by the local authority) to work in leisure centres. The group expanded their outreach work to the Sunday league football teams.

Action 3: There was agreement that flyers and leaflets promoting Chlamydia testing should be distributed to the relevant partners and that partners should ensure that these were available at any relevant event or place.

The local Chlamydia Screening Programme sent promotional materials to Board members.

Action 4: It was noted that the PCT had created a dedicated website to promote and provide details of Chlamydia testing and it was agreed that details of this should be circulated to Partners.

The materials referred to above contained details of the website.

Action 5: That the Partnership should improve the 'marketing' of Chlamydia testing and raise awareness amongst the community generally.

The PCT commissioned Corporate Culture to undertake a piece of social marketing. The results will be presented to the PCT this week and the findings will be incorporated into the 2009/10 plan.

Action 6: It was suggested that representatives from each organisation should be trained to act as a contact point for cascading information on Chlamydia.

This is to be part of the 2009/10 plan.

Action 7: That ways of better utilising social networking sites and use of texting should be considered.

The advert developed for the cinema campaign is on YouTube: <http://www.youtube.com/watch?v=r3eNlSk5fb0>. The local Chlamydia Screening Programme will incorporate the findings from the social marketing work into the 2009/10 plan. This is still under development

Action 8: There was agreement that schools had a key role to play in raising awareness of sexual health and Chlamydia amongst young people. Rather than addressing the issue of Chlamydia in isolation, work should be carried out with schools to mainstream this within the existing curriculum.

During the spring term a discussion held at the secondary Head teachers' forum and a short briefing note distributed to all secondary Head teachers.

Action 9: That there should be analysis of the number of young people who were tested for Chlamydia outside the Borough and where these tests were being conducted.

The National Chlamydia Screening Programme system for attributing screens/tests on Haringey residents undertaken outside the borough is well established. The local Chlamydia Screening Programme will undertake this analysis now that the final 2008/09 data has been sent to the Health Protection Agency.

Action 10: That Haringey People should be used to publicise Chlamydia testing and to raise awareness of sexual health issues.

Chlamydia has been promoted twice in Haringey People, once as a full page advertisement and once as a 'day in the life' article.

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