Getting the all clear: STI testing at the Fremantle Falls Festival

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STIs and young people

SHBBVP ran a novel sexual health promotion activity at a music festival to address the high rates of STIs in young people.

• n=11,557 chlamydia notifications in 2018

• Gonorrhoea notifications increased 27% in 2017

• 83% of all notifications of chlamydia in 2018

• 68% of all notification of gonorrhoea in 2018
## STIs and young people

### Number and proportion of chlamydia notifications by age group, 2014 to 2018

<table>
<thead>
<tr>
<th>Age group</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>%</td>
<td>Number</td>
<td>%</td>
<td>Number</td>
</tr>
<tr>
<td>&lt;16 yrs</td>
<td>365</td>
<td>3%</td>
<td>273</td>
<td>2%</td>
<td>259</td>
</tr>
<tr>
<td>16-24 yrs</td>
<td>6,363</td>
<td>56%</td>
<td>5,991</td>
<td>53%</td>
<td>6,115</td>
</tr>
<tr>
<td>25-34 yrs</td>
<td>3,454</td>
<td>30%</td>
<td>3,652</td>
<td>32%</td>
<td>3,967</td>
</tr>
<tr>
<td>35+ yrs</td>
<td>1,246</td>
<td>11%</td>
<td>1,336</td>
<td>12%</td>
<td>1,529</td>
</tr>
<tr>
<td>Total</td>
<td>11,423</td>
<td>100%</td>
<td>11,247</td>
<td>100%</td>
<td>11,867</td>
</tr>
</tbody>
</table>

### Number and proportion of gonorrhoea notifications by age group, 2014 to 2018

<table>
<thead>
<tr>
<th>Age group</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>%</td>
<td>Number</td>
<td>%</td>
<td>Number</td>
</tr>
<tr>
<td>&lt;16 yrs</td>
<td>129</td>
<td>6%</td>
<td>101</td>
<td>4%</td>
<td>159</td>
</tr>
<tr>
<td>16-24 yrs</td>
<td>849</td>
<td>38%</td>
<td>871</td>
<td>37%</td>
<td>1,270</td>
</tr>
<tr>
<td>25-34 yrs</td>
<td>757</td>
<td>34%</td>
<td>849</td>
<td>37%</td>
<td>1,223</td>
</tr>
<tr>
<td>35+ yrs</td>
<td>477</td>
<td>22%</td>
<td>502</td>
<td>22%</td>
<td>735</td>
</tr>
<tr>
<td>Total</td>
<td>2,212</td>
<td>100%</td>
<td>2,323</td>
<td>100%</td>
<td>3,387</td>
</tr>
</tbody>
</table>
Concept development

• New South Wales Health – ‘Down to Test’

• Learning from ‘Down to Test’ successes

• Adaptation of the concept for WA
Aim: Provide a convenient opportunity for STI testing for young people.

Objectives:

- Increase STI testing rates
- Increase awareness around the ease of STI testing and treatment
- Normalise discussions about STI testing
- Promote safe sex messages

Budget: $50,000
STI Testing Facility Concept

The brief:
- registration
- specimen storage
- luxury loos
- incentives
- registration system

The concept: “Get the All Clear”
- quick and easy
- ‘a weight off your mind’
- ‘tick it off the list’
- fun and positive experience
Falls Festival Sponsorship

- Bathroom stall posters
- Condom distribution
- Competition tickets
- Wristbands
- Location for STI testing activation
- Social media promotion
Key stakeholders

SHBBVP
- Idea
- Concept
- Budget

Communications team
- Media
- Execution of agreements

Secret Sounds
- Falls Festival

Gettin Hectic
- Design
- Set up
- Management

PathWest
- Testing
- Pathology

South Terrace Clinic (STC)
- Test results
- Clinical volunteers

WA AIDS Council (WAAC) and Youth Affairs Council (YACWA)
- Peer educators
Implementing the activation
<table>
<thead>
<tr>
<th>What worked</th>
<th>What didn’t’</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Registration system</td>
<td>× Registration system</td>
</tr>
<tr>
<td>✔ Peer educators</td>
<td>× Number of peer educators and tablets at registration</td>
</tr>
<tr>
<td>✔ Luxury toilets</td>
<td></td>
</tr>
<tr>
<td>✔ Timing of STI testing activation</td>
<td></td>
</tr>
<tr>
<td>✔ STI testing activation concept</td>
<td>× STI testing activation layout</td>
</tr>
</tbody>
</table>
Project outcomes

Participation:
• 458 participants were tested
• 193 (42%) tested on Saturday
• 265 (58%) tested on Sunday
• 96% of people tested were 18-35

Results:
• 14 cases of chlamydia
• Nil gonorrhoea
• Test positivity rate of 3%

All positives were able to be contacted and treated at South Terrace Clinic or at their GPs.
Aim and Objectives Summary

To provide a convenient opportunity for STI testing:

Increase STI testing rates
• 458 people tested

Increase awareness around the ease of STI testing and treatment
• “It’s easier than I thought it would be”
• “If I find out I’m positive, how will I get treated?”

Normalise discussions about STI testing
• “I’m going to tell my mates to come get tested”
• “This is such a great things you guys are doing!”

Promote safe sex messages
• Approx. 2,500 condoms distributed
Lessons learned

• Increase number of peer educators and tablets at registration
• Alter the layout
• Other incentives
• Participant evaluation
What next?

• Music festivals are an effective setting to engage with young people
• Explore other settings to hold a similar activation
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• Shaina Thomas
Questions?

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