

# **Sexual Health Information Booklets**

Tool kit for putting together a Sexual Health Information Booklet

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## Chapter 1

### Introduction – aims and objectives of the Initiative

#### Health Challenge Wales

1. The key themes of Health Challenge Wales have been selected because they are considered to be those issues that constitute a significant proportion of the ill health that could be avoided. The prevention of infection, including sexually transmitted infections (STIs) is one of the key themes. This intervention is designed to prevent the transmission of STIs, to promote awareness of safe sex practices and provide related information in the form of addresses of STI and Family Planning clinics and on where contraceptives can be obtained.
2. STIs occur most frequently in people under the age of 25 years. Rates of some infections, including gonorrhoea and chlamydia are increasing<sup>i</sup>. The statistics from the Public Health Laboratory Service (PHLS) show that since 1995 diagnoses of genital chlamydia have risen 77%, gonorrhoea by 57%, syphilis by 56% and genital warts by 22%. The consequences of such diseases can be severe, and can include infertility. This is of concern as research carried out for the National Assembly for Wales has shown low levels of knowledge about STIs such as chlamydia<sup>ii</sup>.
3. Figures for conception in women under the age of 18 are higher in Wales than the rest of the UK. In 2003, the last full year for which figures have been published the conception rate for women between 15-17 years in Wales was 45.7 per 1000 population as compared to 42.3 for England<sup>iii</sup>. Since 1992 in Wales the rate of conceptions to under 16s has been consistently higher and has risen more rapidly than in England. In Wales, the rate in 1997 was 10.3, compared to 8.8 per 1000 girls aged 13-15 in England.
4. A survey conducted by National Opinion Poll (1996) indicated that young adults may be becoming complacent about the importance of safer sex, increasing their risk of infection and unwanted pregnancy or paternity<sup>iv</sup>.
5. The Strategic Framework for Promoting Sexual Health in Wales<sup>v</sup> requires the raising of awareness about the more common STIs. It also recognises that it is good for young people to have access to good information, advice and services relating to STIs and sexual health in general. Attitude surveys indicate that adolescents prefer to rely on the contraceptive pill to prevent unplanned pregnancies, but fail to take into account the fact that this method of contraception does not provide any protection from STIs.

6. This intervention is designed to assist individuals, particularly young people to practice safe sex, both to prevent STI transmission and to prevent unwanted conceptions and paternity. It. In doing so it addresses in part the key theme of Health Challenge Wales, prevention of infection, particularly STIs.

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<sup>i</sup> Public Health Laboratory Service(2001) *Provisional English and Welsh KC50 Data for 2000*. London :PHLS

<sup>ii</sup> National Assembly for Wales (1999) *Strategic Framework for Promoting Sexual Health in Wales*. Cardiff. National Assembly for Wales.

<sup>iii</sup> ONS figures

<sup>iv</sup> <http://www.wales.gov.uk> – sourced reference

<sup>v</sup> As 2 above

## Chapter 2

# Sexual Health Information Book– Pre-considerations to running an Initiative

### 1. Initial considerations

Initial considerations for this project have to be addressed, including;

- What is the target group?
- Will the outcome have the desired outcome i.e. raising awareness of safe sex practice and reducing STIs in the target group?
- How can the target group be reached?
- Who are the key partners in the initiative?
- How will the initiative be evaluated?
- Will the initiative deliver value for money?

### 2. Target Group

The target group for this initiative could be a very wide one, being all sexually active individuals. For the purposes of the pilot project the target group was young people. This group was selected because the evidence suggests it has little knowledge about the risks of STI transmission and whilst it has knowledge about the types of contraception available these are regarded as a mechanism for avoiding unwanted conception, rather than as a protective mechanism against STIs. This is therefore the group in which the greatest health gains can be made, although the project could be targeted at all sexually active adults.

### 3. Achieving the desired outcome

The desired outcome for this intervention is to raise awareness of safe sex practices, knowledge about contraception and where it can be obtained and to prevent unwanted conceptions. It is also to reduce the number of cases of patients from within the target group presenting with new cases of STIs at GPs surgeries, Family Planning Clinics or STD clinics. Whilst Health Challenge Wales does not specifically promote reduction in unplanned conceptions in young people as a key theme, this is also a desired outcome of this initiative.

All of the desired outcomes are measurable and can be compared on a year on year basis.

### 4. Reaching the Target Group

The target group is a broad one, therefore this initiative relies on self selection. The Sexual Health Information Booklet is made available in as many locations visited by the group as possible, so that it can be picked up by individuals from the group on a casual self selection basis. There is no direct interface with the contact group as part of the initiative.

## **5. Who are the key partners in the initiative?**

Key partners in this initiative are the local authority, the Local Health Board and Local Health Alliance, and all of the premises from which the Sexual Health Information Booklets are made available, including Local GP practices, pharmacists and chemists, libraries, information centres and colleges.

The number of premises from which the booklet will be made available is a matter for local decision dependant upon the availability of resources to fund production of copies of the Booklet.

## **6. How will the initiative be evaluated?**

Good base line figures regarding new cases of STIs presenting at GP practices and STD clinics exists and have been collected for some years. Similarly figures relating to conception under the age of 18 years are also collected. Evaluation is therefore matter of comparison of the pre-initiative figures for new STI presentations and for conceptions with those relating to an agreed post-intervention period.

On-going evaluation will also be possible as comparison of the same figures can be made on a regular basis, to measure the continuing value of the intervention and to be used to ascertain whether the safe sex practices message is beginning to loose its efficacy and a further intervention to raise the profile of the issue is needed.

Although not a wholly satisfactory method of evaluation it is considered that the uptake of the Sexual Health Information Booklets should be used to measure the success of the initiative. The Booklets will be taken either by those wishing to inform themselves, or by those intending to pass them to others for their information. The number of booklets being placed in distributing premises would be known, and the sites monitored and replenished as necessary. The number of booklets taken could be calculated. It is accepted that there will be loss of booklets, some being taken and discarded and some being lost, but it is considered that the majority will be taken by individuals with a genuine interest in the information provided. It is therefore considered that the number of booklets taken can be used as the method of evaluation for this intervention

## **7. Will the initiative deliver value for money?**

There are multi strand costs to treating STIs and to responding to unwanted conceptions. There are costs of treatment and drug provision, to deal with the primary infection. In the cases of unplanned conceptions there is the cost of termination, or, in the alternative the cost to the individuals concerned in progressing the pregnancy to terms and bringing up the child.

There are additional costs however related to both circumstances. It is known that STIs can lead to future infertility, which may have to be treated at cost to both the NHS and the individuals concerned, and similarly there are hidden costs relating to unplanned conception, including loss of investment in education, under achievement of the individual and the damage to mental health and well being in young girls who become pregnant before they are old enough to cope with the emotional issues that attached to pregnancy.

This intervention is inexpensive to run. The main costs to the local authority and its partners in the pilot project were in the collation of information for the Sexual Health Information Card and in its printing and dissemination. In the pilot project £1,486 was spent, to purchase 10,000 copies of the booklet for dissemination.

It is suggested that this initiative does deliver value for money in financial and in health and well being terms.



## Chapter 3

### Sexual Health Information Booklets

#### The Scheme

Distribution of free credit card sized booklets printed with information on safe sex practices, sexual health messages, including prevention of transmission of STIs, advice on contraceptives and their availability and details of STI and Family Planning Clinics.

#### Preliminary steps

1. The first step to be taken in this project is the establishment of a multidisciplinary task group to take the project forward. This group, it is suggested will include the, Environmental Health Practitioners from the Communicable Disease team and staff, the Local Health Alliance, Local Health Board and the National Public Health Service for Wales. Partners could also include organisations in the voluntary sector, e.g. the Terence Higgins Trust.
2. There are a number of decisions to be made by the task group prior to the commencement of the initiative.
  1. The target group
  2. The health message/s to be put promoted in the booklet
  3. The premises from which the Sexual Health Information Booklets are to be distributed

Selection of the premises from which the booklets will be distributed will be determined through selection of the target group. Local knowledge will advise the selection of the premises.

3. Selection of the size and type of booklet to be used will have to be determined. The Booklet used in the pilot project was credit card sized, and described as the Caerphilly Little Book. Cards of this size and shape are common, as similar cards are issued by banks, transport companies and by other premises such as Video Hire Shops and libraries. A booklet this size will also fit easily into wallets and purses and is therefore user friendly.

The sexual health protection messages to be used and the number of different messages to be promoted will be a matter for local decision. The message to be promoted should simple and capable of being easily understood.

The Sexual Health Information Booklet produced for the pilot project is shown as [Appendix 1](#).

### **Launching the Sexual Health Information Booklets.**

4. Prior to the launch it is important to ensure that the premises from which booklets will be available have sufficient number of booklets to meet anticipated need. The booklets should be made available at the premises from an agreed date, which will be the launch date for the initiative, and will be available at the premises on and from that date.
5. Maximum impact can be achieved by launching the Sexual Health Information Booklets on an agreed date with a high profile event and ensuring that there is as much media coverage of the launch event as possible. It is suggested that the launch of the Booklets also be promoted through a press release targeted at the elements of the local media likely to deal with the issue in a responsible manner. This will raise levels of awareness in the target group about the booklets and may also have the effect of causing individuals to seek out them out, either for themselves or for their friends or family members.

### **Monitoring and maintaining the Initiative**

6. In order to judge the success or otherwise of the scheme the evaluation work suggested in Chapter 2 of this tool kit should be undertaken on a regular basis. Comparisons of the number of patients from the target group presenting with STIs at STI clinics or GP practices should be compared with like period prior to the commencement of the initiative, as should numbers of unplanned conceptions within the target group. These figures can be used to demonstrate, in part, the success or otherwise of the initiative.
7. It is essential that the number of booklets being placed in each of the target premises at the start of the initiative is known, and that the sites are revisited and monitored on a regular basis. The number of booklets taken from each site should be calculated and those booklets taken replaced. This will allow for calculation of the total number of booklets taken to be undertaken, and will also allow for identification of those premises from which the greatest number of booklets is taken, which information may be of value if further initiatives directed at the same target group are planned. The combination of this information and the information relating to new cases of STIs and unplanned conceptions can be used to determine the success, and therefore value of the initiative.

## Appendix 1

Compiled and Produced by  
Caerphilly Local  
Public Health Team, Caerphilly  
Local Health Board and Gwent  
HealthCare NHS Trust

Endorsed by  
The Caerphilly Health Alliance

# Caerphilly's Little Book 2005

## Your own information/notes

All content within this book is provided for general information only, and should not be treated as a substitute for the medical advice of a doctor or any health care professional. Caerphilly Local Public Health Team is not responsible or liable for the contents of any helplines listed, nor does it endorse any commercial product or service mentioned or advised on any of the various sources of information.

## Help and Advice on Sexual Health

January 2005  
2<sup>nd</sup> Edition  
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Your GP can help with most sexual health needs. Once you are 16 you can choose your own doctor.

Any approach to your doctor will be treated in confidence even if you are under 16, but if you are worried about this, check it out first. If you want to talk to someone else, this book has the names, addresses and telephone numbers of other agencies where you can go.

Some of the helplines are free and this is made clear. Otherwise, you will pay the appropriate rate depending on time of day and distance.

You may find the phone is only answered at certain times, or you may get an answerphone. Don't be put off – ring again.

2

Emergency contraception  
Forgotten your pill?  
Condom split?  
Had unprotected sex?

You have **3 days (72 hours)** in which to act to try to prevent a pregnancy but the sooner the better.

Help is available from

- Any Young Peoples Clinic or Family Planning Clinic – the telephone numbers are in this book
- Any GP who provides contraceptive services
- Local pharmacists (see page 10)
- On weekends and Bank Holidays telephone the casualty department of your local hospital. They may be able to help you.

Helplines are listed in this book.

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### Contraception and Pregnancy

For free, confidential help and advice, both sexes under the age of 25 can go to any Young Peoples Clinic (or Family Planning clinic -any age). The clinics offer confidential advice and information on a range of sexual health issues, e.g. contraception, pregnancy testing, abortions, infertility, sexually transmitted infections. Free condoms are available.

For further information on contraception call:

**Sexual Health Wales helpline** – for confidential information about STI's, sexual health or where to find local services. Tel: **0800 567 123**. Textphone (for people with hearing impairments) 0800 521 361 – 24 hrs. [www.playingsafely.co.uk](http://www.playingsafely.co.uk).

For confidential emergency advice and information about clinic and times:

01633 623714 (Mon – Fri 9am - 5pm)  
or email  
[julie.payne@gwent.wales.nhs.uk](mailto:julie.payne@gwent.wales.nhs.uk)

National agencies can also help.

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The following pages list the Young Peoples Clinics in Gwent and also the Family Planning Clinics in Caerphilly borough.

### Young Peoples Clinics in Gwent

#### Monday

Abertillery Young Peoples Clinic  
Abertillery Careers Centre  
16-30 Somerset, Abertillery  
01495 322000 - Open 3.30pm - 5.30pm

Cwmbran Young Peoples Clinic  
Health Centre, Tudor Road, Cwmbran  
01633 488386 - Open 4.30pm - 6.30pm

Pontypool Young Peoples Clinic  
19/21 Clarence Street, Pontypool  
01495 757788 - Open 3.00pm - 5.00pm

#### Tuesday

Rhymney Young Peoples Clinic  
Health Centre, Victoria Place, Rhymney  
01685 840647 - Open 3.30pm - 6.00pm

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**Wednesday**

Abergavenny Young Peoples Clinic  
Leven House, Lion St, Abergavenny  
01873 852791 - Open 3.30pm - 6.00pm

Caldicot Young Peoples Clinic  
Health Centre, Cae-Mawr Rd, Caldicot  
01291 426730 - Open 3.00pm - 5.00pm

Ebbw Vale Young Peoples Clinic\*  
Tertiary College, College Road, Ebbw Vale  
01495 333002 - Open 12.00pm - 2.00pm

Newport Young Peoples Clinic  
26 Clytha Park Road, Newport  
01633 435975 - Open 4.30pm - 6.30pm

(\* term time only)

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**Thursday**

Bargoed Young Peoples Clinic  
Health Centre, Hanbury Square, Bargoed  
01443 875783 - Open 3.30pm - 6.00pm

Brynmaur Young Peoples Clinic  
Health Centre, Lower Bailey Street,  
Brynmaur  
01495 314937 - Open 3.30pm - 6.00pm

Monmouth Young Peoples Clinic\*  
'The Attik' Commerce House  
9 Monnow Street, Monmouth  
01600 711948 - Open 12.00pm - 2.00pm

**Saturday**

Blackwood Young Peoples Clinic  
The Basement, Blackwood Library  
01495 233007 - Open 12.00pm - 3.00pm

Cwmbran Young Peoples Clinic  
Health Centre, Tudor Road, Cwmbran  
01633 488386 - Open - 12.00pm -  
3.00pm

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**Family Planning Clinics – Caerphilly****Monday**

Pontllanfraith Health Centre  
Blackwood Road, Pontllanfraith  
01495 227031 - Open 9.30am - 12.00pm

Ystrad Mynach Day Hospital, Hengoed  
01443 811317 - Open 5.30pm - 7.30pm

**Tuesday**

Bargoed Health Centre, Hanbury Square  
01443 875783 - Open 9.30am - 12.00pm

Denscombe Health Centre, Health Clinic  
Denscombe, Caerphilly  
02920 882464 - Open 5.30pm - 7.30pm

Blackwood Clinic, Beaumont House,  
Bloomfield Rd, Blackwood  
01495 226284 - Open 1.30pm - 4.00pm

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**Wednesday**

Trethomas Health Centre, William St,  
02920 867000 - Open 2.30pm - 5.00pm

**Thursday**

Ystrad Mynach Day Hosp., Hengoed  
01443 811317 - Open 9.30am - 12.00pm

Pontllanfraith Health Centre  
Blackwood Road, Pontllanfraith  
01495 227031 - Open - 5.30pm - 7.30pm

Newbridge Clinic, Health Centre,  
Ashfield Road, Newbridge  
01495 243280 - Open 1.30pm - 4.00pm

**Friday**

Denscombe Health Centre, Health Clinic  
Denscombe, Caerphilly  
02920 882464 - Open 9.30am - 12.00pm

Rhymney Health Centre  
Victoria Place, Rhymney  
01685 840647 - Open 9.30am - 12.00pm

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**Emergency Contraception**

For confidential advice on emergency  
contraception and where to find your  
nearest sexual health clinic  
0800 567123 - local rate calls  
Mon - Fri 8am-8pm Sat 10am-2pm

**Pharmacies participating in free Emergency  
Hormonal Contraception (morning after  
pill) in Caerphilly borough**

Troed-Y-Bryn Pharmacy  
Old Co-op Building, Penyrheol, Caerphilly  
029 20 865 661

Gough AM  
4 Under Cardiff Road, Bargoed  
01443 839 983

Pearns Pharmacies  
5 The Square, Oakdale, Blackwood  
01495 224 315

The Health Centre  
Off Blackwood Road, Pontllanfraith  
01495 229 268

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Sheppard A & JM Ltd  
16 Commercial Street, Nelson  
01443 450 240

Park Pharmacy  
35 High Street, Rhymney  
01685 840 283

Vida Rogers Ltd  
26 Commercial Street, Aberbargoed  
01443 831 015

Lloyds Chemist Retail Ltd  
St. Mary Street, Risca  
01633 612568

Boots the Chemist Ltd  
2 The Market Place, Blackwood  
01495 225208

Asda Superstore  
Pontygwindy Road, Caerphilly  
029 20 869 589

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Nelsons Pharmacy  
6 Cae Meillion, Castle View Shopping  
Centre, Caerphilly  
029 20 888 008

**Unplanned Pregnancy?**

**Beth** – Gwent Healthcare NHS Trust  
Free confidential help and advice  
8.30am – 4.30pm 01633 623718

**British Pregnancy** 0845 730 4030  
**Advisory Service**  
[www.bpas.org.uk](http://www.bpas.org.uk)

**Family Planning Association**  
Mon – Fri 9am – 7pm 0845 3101334  
[www.fpa.org.uk](http://www.fpa.org.uk)

**Brook Advisory Service** 0800 0185023  
(24hr ) [www.brook.org.uk](http://www.brook.org.uk)

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**SEXUALLY TRANSMITTED  
INFECTIONS**

You can go to any Genito-Urinary Medicine  
(G.U.M.) clinic for free and confidential advice,  
counselling, testing and treatment for STI's. HIV  
pre and post-test counselling is available.

**GUM Clinics**

Newport	01633 234555
Royal Glamorgan	01443 443597
Dewi Sant, Pontypridd	"
Aberdare General	"
Princess of Wales, Bridgend	01656 752767
University Hospital of Wales (City Centre)	02920 335207 or 335208

**Sexwise** 0800 282930

Free National helpline specifically for teenagers,  
offering confidential advice about sex and  
relationships. 7.00am – midnight (daily)

**The Room** – for young people in Wales,  
information from alcohol to sexual health, drugs  
to travel advice.  
[www.nhsdirect.wales.nhs.uk/theroom](http://www.nhsdirect.wales.nhs.uk/theroom)

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## SEXUALITY

If you are concerned about your sexuality there are local or national groups who offer advice, help and support.

**Sexual Identity** 01656 649990  
Many young people feel confused about their identity as they grow up. If you would like to talk to someone in a safe and confidential way, try phoning GYL, a Gay, Lesbian and Bi Sexual youthline Mon – Fri 4 – 8pm  
[www.thegyproject.co.uk](http://www.thegyproject.co.uk)

**Lesbian and Gay Switchboard**  
020 7837 7324 Mon – Fri 4pm – 8pm  
Provides information and advice to anyone who needs to talk about lesbian and gay issues. [www.llgs.org.uk](http://www.llgs.org.uk)

## HIV/AIDS

If you are worried or have questions about HIV, there are people who can help locally. There are also national organisations that offer friendly advice.

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**National AIDS Helpline** 0800 567123  
Information and counselling on all aspects of HIV, AIDS, and sexual health (24hr)

**Local AIDS Helpline** 01633 841901  
Mon – Fri 9am - 4.30pm

## The Terrence Higgins Trust

Provides information, advice and help on all aspects of HIV and AIDS. Mon – Fri 10am – 10pm, Sat & Sun 12pm – 6pm 0845 1221200  
[www.tht.org.uk](http://www.tht.org.uk)

**Blackliners** 0171 738 5274  
Helpline for black people concerned about HIV/AIDS Mon – Fri 10am – 6.30pm

## ALCOHOL AND DRUGS

If you have any concerns about the use of drugs or drink, the National Drug Helpline service is a free phone number (24hr) 0800 776600. Also, the National Alcohol Helpline service is a free phone number 0800 9178282. Both these numbers offer confidential help and advice.

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## Drug and Family Support (DAFS)

Telephone and one-to-one support to any person who is affected by substance misuse. 01495 292020. Mon – Fri 9am – 5pm (some evenings)

## DrugAid

For information and support contact Drugaid Young Person's Project Service in Caerphilly on 02920 868675.  
Mon – Fri 9am – 5pm [www.drugaidcymru.com](http://www.drugaidcymru.com)

## Islwyn Drug & Alcohol Project (IDAP)

Mon – Fri 10am – 4 pm 01495 229 229  
Information and advice on drugs and alcohol, counselling and complementary therapies.  
e-mail: [idad@btconnect.com](mailto:idad@btconnect.com)

**Frank** 0800 776600 (freephone)  
Offers free and confidential advice about drugs and alcohol 24 hours a day. [www.talktofrank.com](http://www.talktofrank.com)

## Child & Adolescent Mental Health Service (CAMHS)

Mon-Fri 9am – 5pm 01873 735567  
Offers assessment and counselling to under 25's  
[www.gwent-tr.wales.nhs.uk](http://www.gwent-tr.wales.nhs.uk)

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For information and legal advice on illegal or prescribed drugs, contact **RELEASE** on 0845 4500 215 who will tell you anything you need to know. [www.release.org.uk](http://www.release.org.uk)

## Youthlink Wales 02920 885711

Provides volunteering opportunities for young people to educate other young people on sexual health issues  
e-mail: [youthlink@youthlinkwales.org](mailto:youthlink@youthlinkwales.org)

## SMOKING

Smokers Helpline Wales 0800 1690169

## Eating Disorders Association

Mon – Fri 4pm – 6.30pm 0845 634 7650  
[www.edauk.com](http://www.edauk.com) e-mail: [talkback@edauk.com](mailto:talkback@edauk.com)

## NHS Direct 0845 46 47

24hr nurse-led, confidential helpline providing advice and information on:- what to do if you or your family are feeling ill, local health services, and self-help and support organisations.

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## OTHER INFORMATION

**Childline** Freephone (24hr) 0800 1111  
[www.childline.org.uk](http://www.childline.org.uk)

**NSPCC Child Protection**  
24 hr freephone 0800 800500  
[helpline@nspcc.org.uk](mailto:helpline@nspcc.org.uk)

**Connect** 0808 808 4121  
A freephone, confidential counselling helpline for young people aged 11-25 who need support Mon – Fri 3 – 9pm

**Childline – Bullying line** 0800 449944

**CURB** 02920 611300  
Children under risk of bullying (24hr)

**Kidscape** 020 7730 3300  
National charity dedicated to prevent bullying and child sex abuse. Aimed at children under the age of 16.  
[www.kidscape.org.uk](http://www.kidscape.org.uk)

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## OTHER INFORMATION

**RASSAS**  
(Rape and Sexual Abuse) 01685 353 999

**Refuge Domestic Violence Helpline**  
24 hr crisis line for women and children escaping domestic violence 0870 5995443

**Victim Supportline** 0845 3030 900

**Cruse Bereavement Care** 029 20 886913  
[www.crusebereavementcare.org.uk](http://www.crusebereavementcare.org.uk)

**Samaritans** 08457 909090  
Listening service staffed 24hrs a day, 365 days a year for those who are troubled, despairing or suicidal.  
[www.samaritans.org.uk](http://www.samaritans.org.uk)

**The Children's Legal Centre**  
01206 873820

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## Wired for Health

Information on alcohol, drugs, mental and physical health. Wired for Health supports the national curriculum and is a good first stop for under 20's wanting health information. [www.wiredforhealth.gov.uk](http://www.wiredforhealth.gov.uk)

**Supportline** 020 8554 9004  
Confidential emotional support for children and young adults.  
[info@supportline.org.uk](mailto:info@supportline.org.uk)

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