

ShowCase

Chlamydia Outreach Advice Screening and Treatment (COAST)

Topic: Sexual health

Organisation: North East Lincolnshire Care Trust Plus; NHS North Lincolnshire

Location: Northern Lincolnshire (Yorkshire and Humber)

Dates: 2007 to ongoing

Budget: £282,255 per annum

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Overview

As part of England's National Chlamydia Screening Programme, COAST (Chlamydia Outreach Advice Screening and Treatment) is an innovative, nurse-led scheme designed to make the detection and treatment of chlamydia a simple and straightforward process.

Established and funded by North East Lincolnshire Care Trust Plus and NHS North Lincolnshire, COAST offers free chlamydia screening and treatment to 15- to 24-year-olds living in Northern Lincolnshire. Designed with young people in mind, COAST offers screening at over 100 sites and the option to order a freepost DIY testing kit online or by text. The COAST team send results by text, email or mail, and offer to notify sexual partners on behalf of those who test positive. A branded promotional campaign and incentives are used to raise awareness and encourage young people to get tested.

In its first year, North East Lincolnshire screened 7.5 per cent of its 15- to 24-year-old population (higher than the 4.9 per cent average for England) and North Lincolnshire screened 3.8 per cent. By year three (2009/10), screening rates had increased to 26.4 per cent in North East Lincolnshire (exceeding that year's target of 25 per cent), and 20.6 per cent in North Lincolnshire. Work is now underway to meet the 2010/11 government target of 35 per cent.

1. BEHAVIOUR

- To screen 35 per cent of all 15- to 24- year-olds for chlamydia by 2011

2. CUSTOMER ORIENTATION

- Local service providers consulted for advice
- Three focus groups with young people
- The name *COAST* was devised by one young lady attending a focus group
- 30 one-to-one interviews with local students
- Sample logos, images and website voted on by users
- Informational DVD created by local media students
- Young person's participation and consultation exercise
- Creation of young person's panel

3. THEORY

- **Health Belief Model (Rosenstock 1974):** Individuals carry out health-related behaviours based on: perceived susceptibility; perceived severity; perceived benefits; and perceived barriers
- **Theory of Planned Behaviour:** Behaviour is determined by intention to perform and attitudes towards a behaviour; influenced by social norms and perceived behavioural control

4. INSIGHT

- Peace of mind is an important motivator to get tested
- Young people want a "cool", nurse-led service that does not involve any "men in white coats"
- Young people want one point of contact for advice, screening and treatment
- Treatment has to be quick, easy and offered "where we are, when we are"
- Text messaging is the preferred way of receiving test results
- Young people worry about informing previous sexual partners if they test positive and want support in this area

5. EXCHANGE

Barriers:

- Lack of knowledge about screening sites
- Embarrassment and concern over confidentiality
- Cost
- Fear of testing positive and having to tell previous partners

Benefits:

- Piece of mind
- Free, accessible, painless and confidential screening and treatment
- Screening available in a variety of settings
- DIY testing and results by text
- *COAST* manages partner notification
- Incentives

6. COMPETITION

- Competing screening services
- Popular venues in which young people spend time
- The habit of not using a condom

7. SEGMENTATION

Primary target audience:

- 15- to 24-year-old sexually active males and females in Northern Lincolnshire

Secondary target audience:

- Screening sites and service providers

8. METHODS MIX

- Free screening available at over 100 sites, including via DIY postal kits that can be ordered online or by text
- Free and convenient treatment
- Partner notification support
- Outreach activities and tutorials at local colleges
- *COAST* branding and promotion at popular youth venues
- Male-orientated communications and promotion
- Radio advertising and street engagement
- 'Wee for a wii' prize draw and 'Pee 4 pants' incentives
- Patient records accessible to GPs using TPP SystemOne
- Continuous support and feedback for screening sites
- Most active screening site offered free attendance to annual NCSP conference