



Hamilton

**Youth Sexual Health Survey:  
How and where do youth want  
their sexual health information?**

- In October 2007, the STD & Sexual Health program conducted a survey in local malls and sexual health clinics to assist with the development of a social marketing STI campaign targeted to young males



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- Public Health Nurses set up an STI display in local malls
- An ipod was offered as a prize for completing a survey
- 344 respondents completed the survey, 332 surveys were completed on paper and twelve online
- 154 of the respondents were males and 187 females



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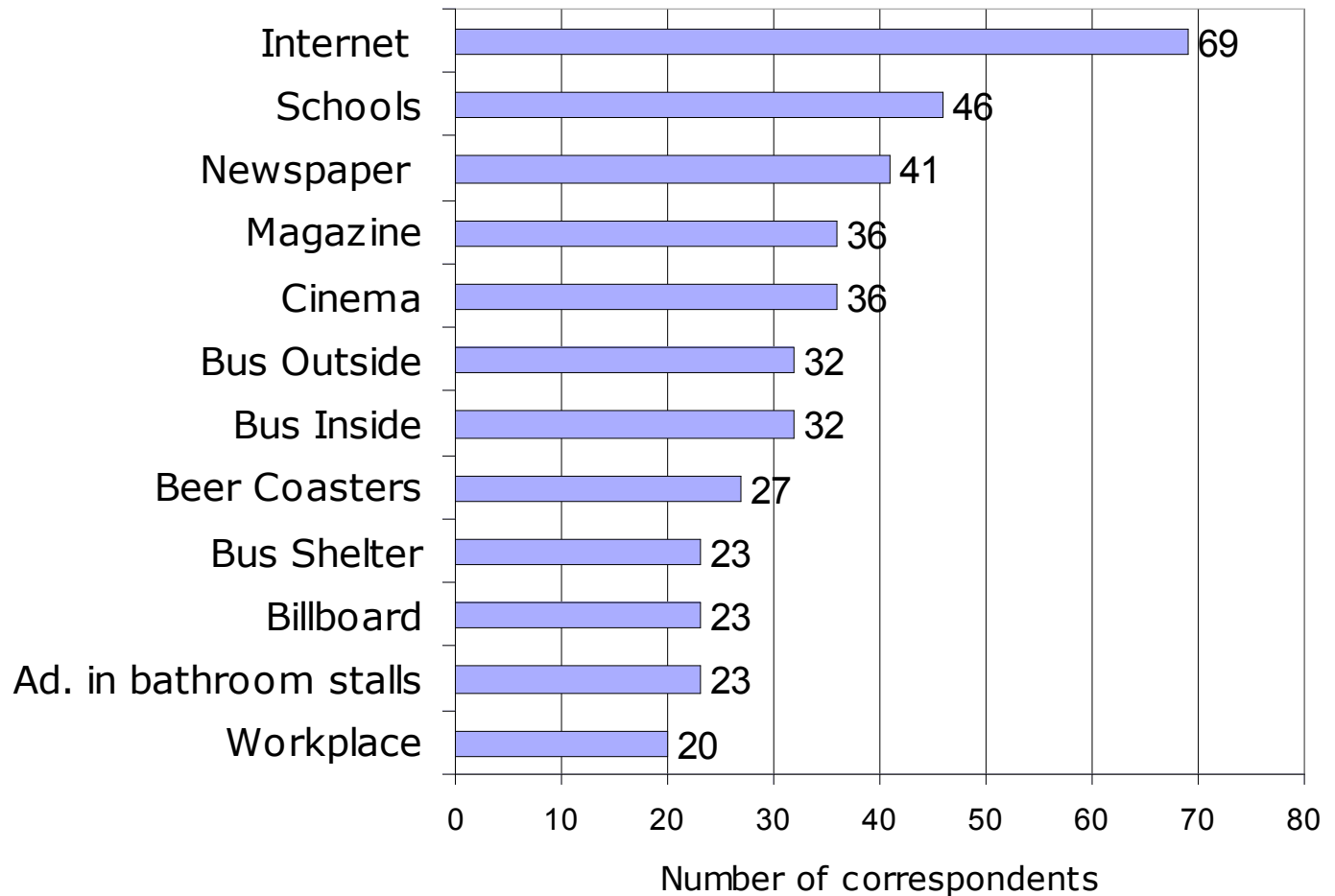
# **Data Analysis for age 14-24 males**



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# Q: Where should we post ads?

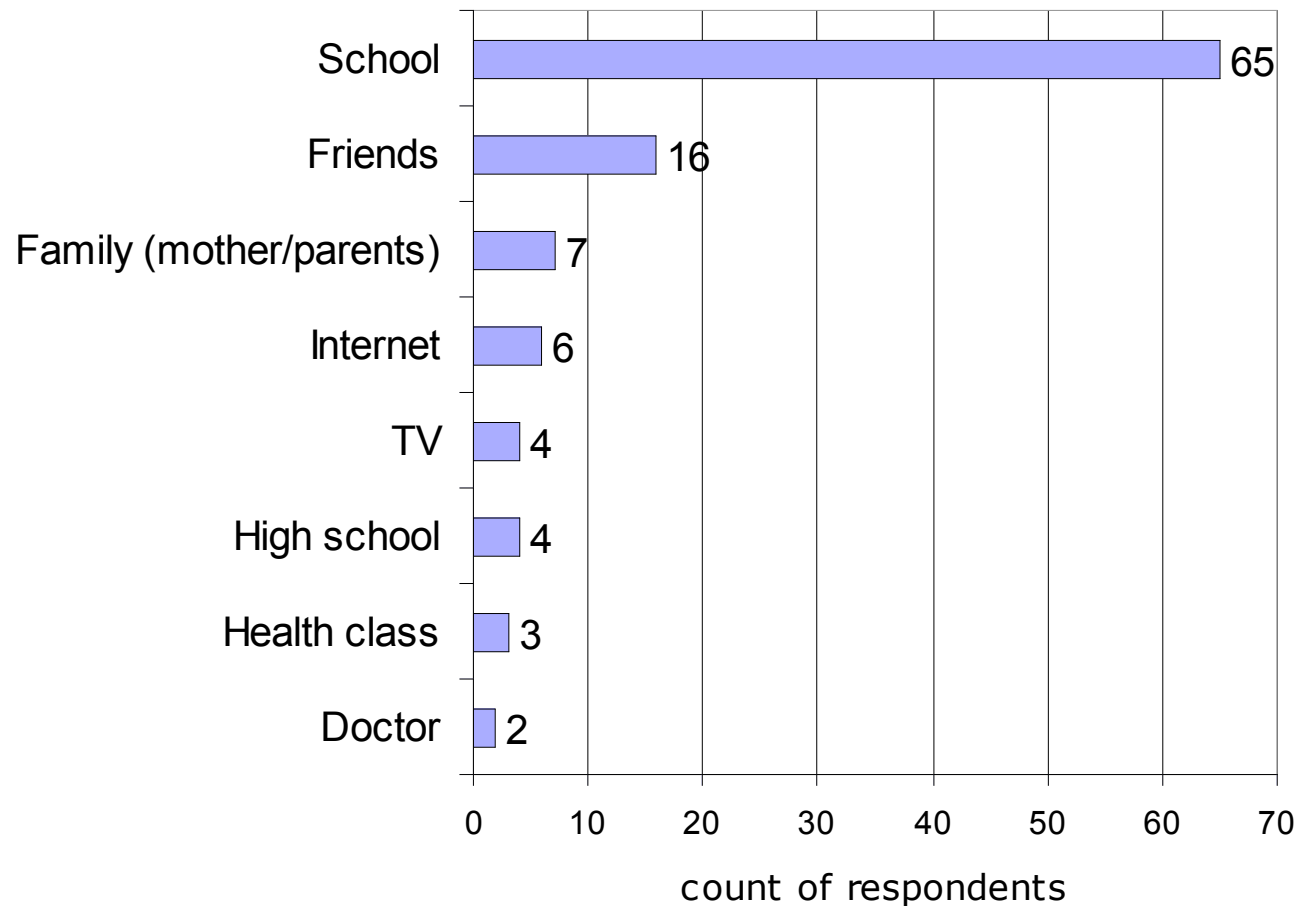
**Where we should place Ads.**



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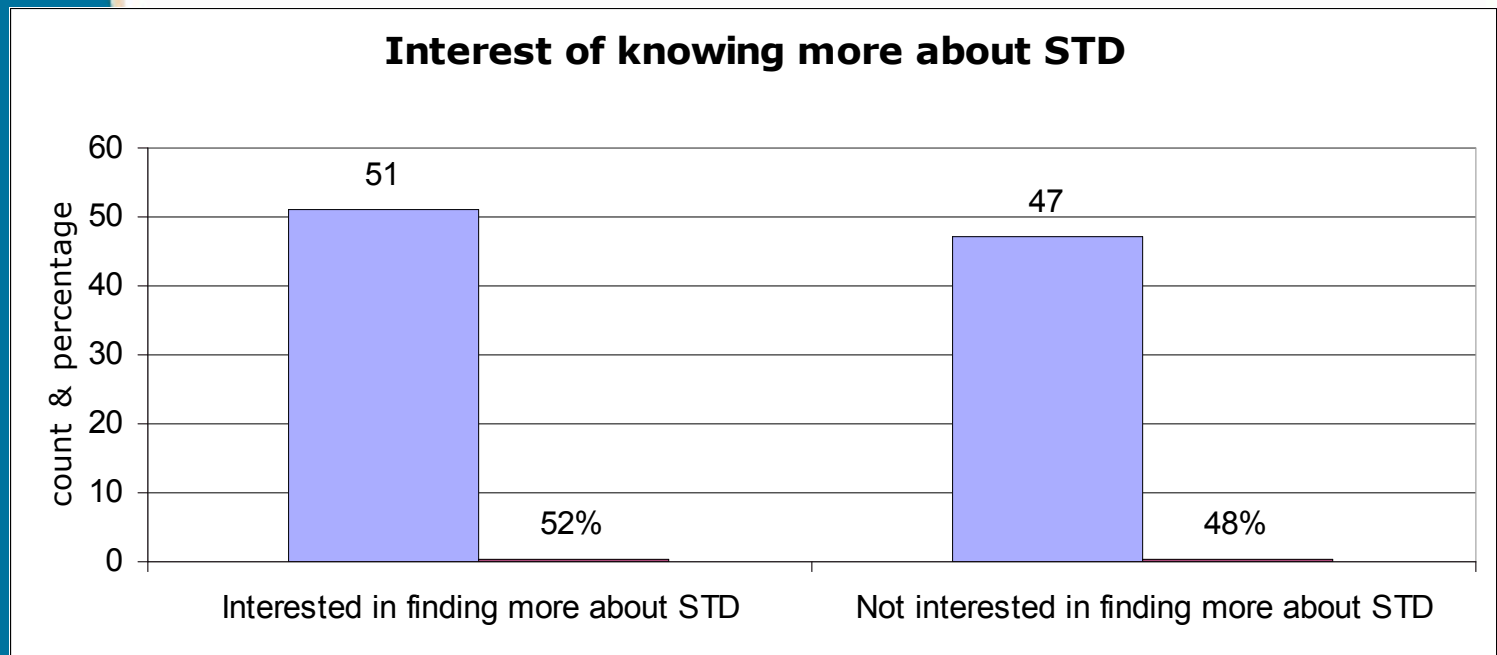
# Q: Where do you find STI info?

**Where does this group find STD info**

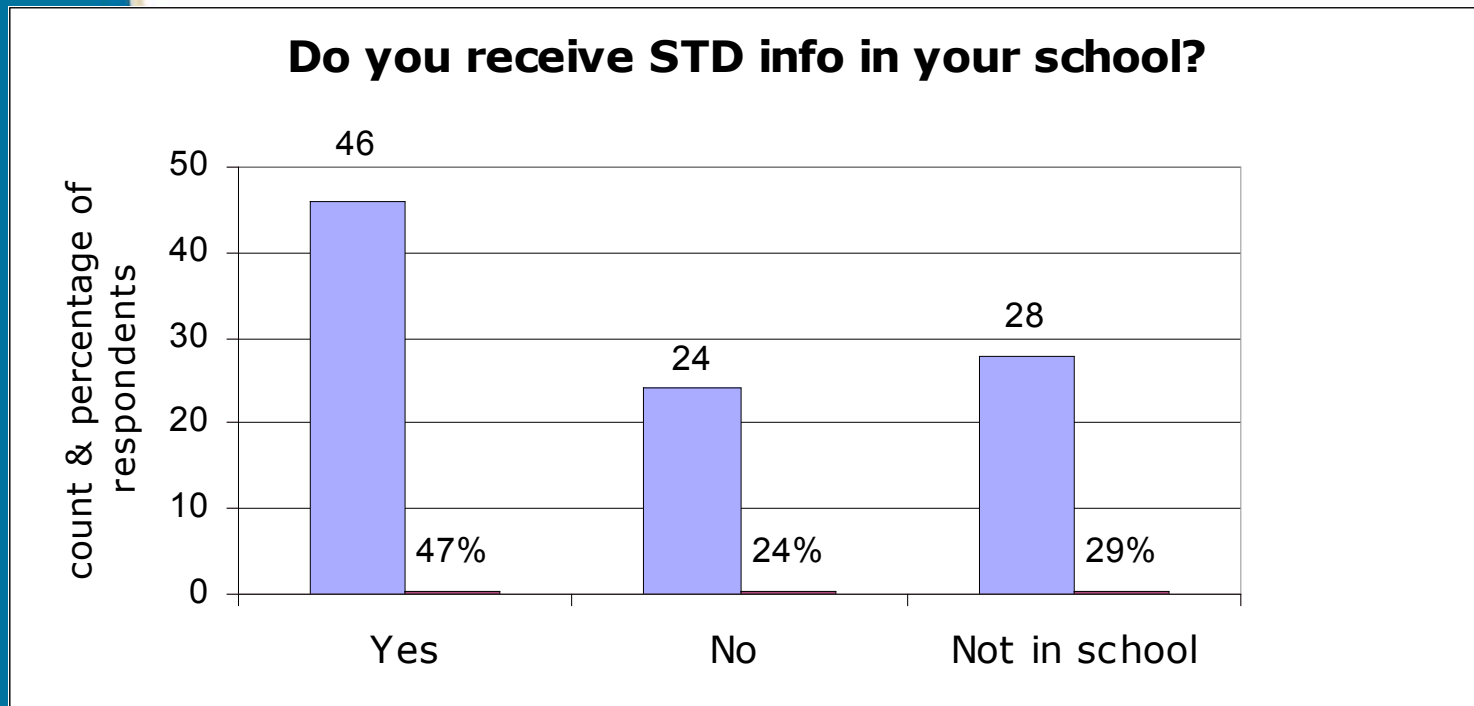


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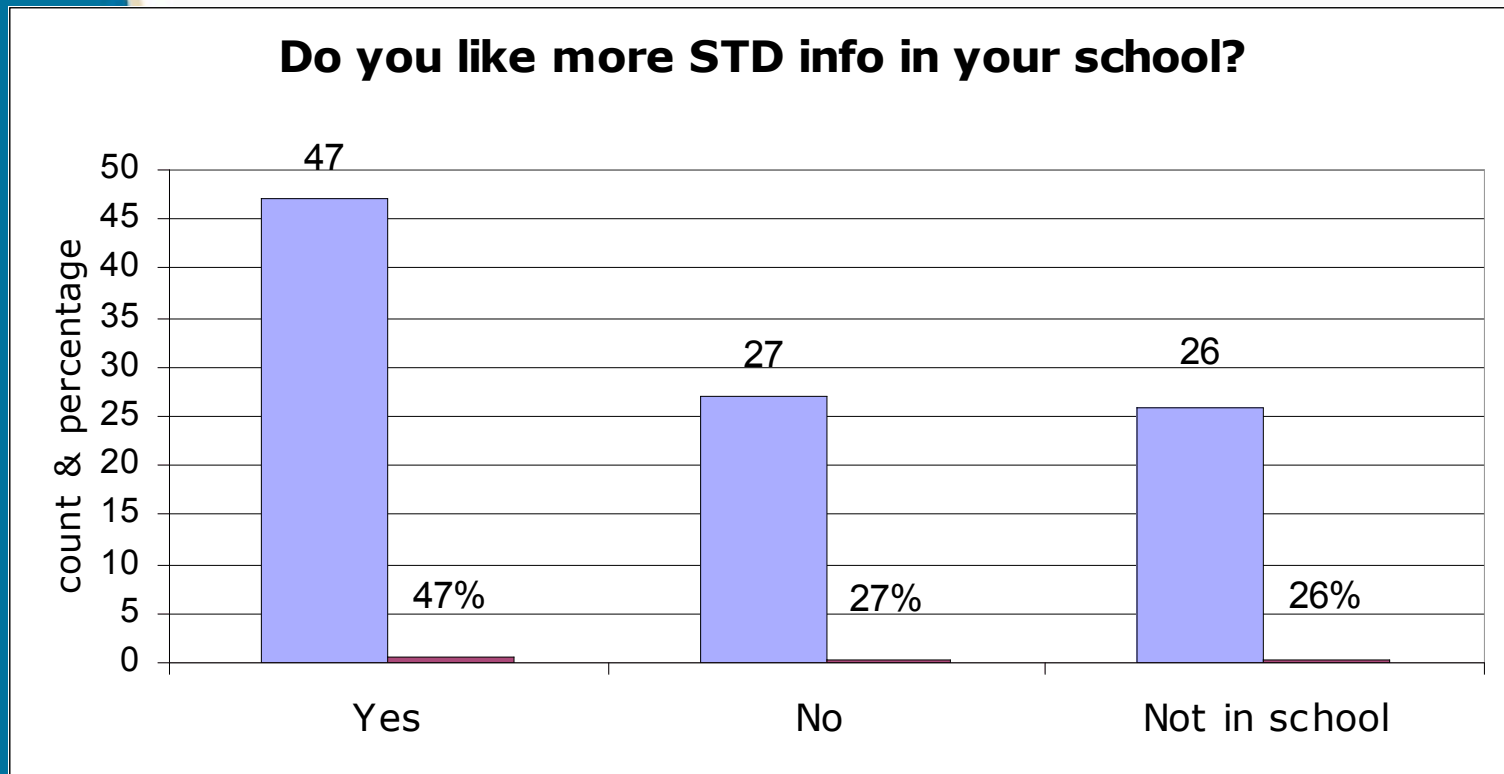
# Q: Would you like to know more about STIs?



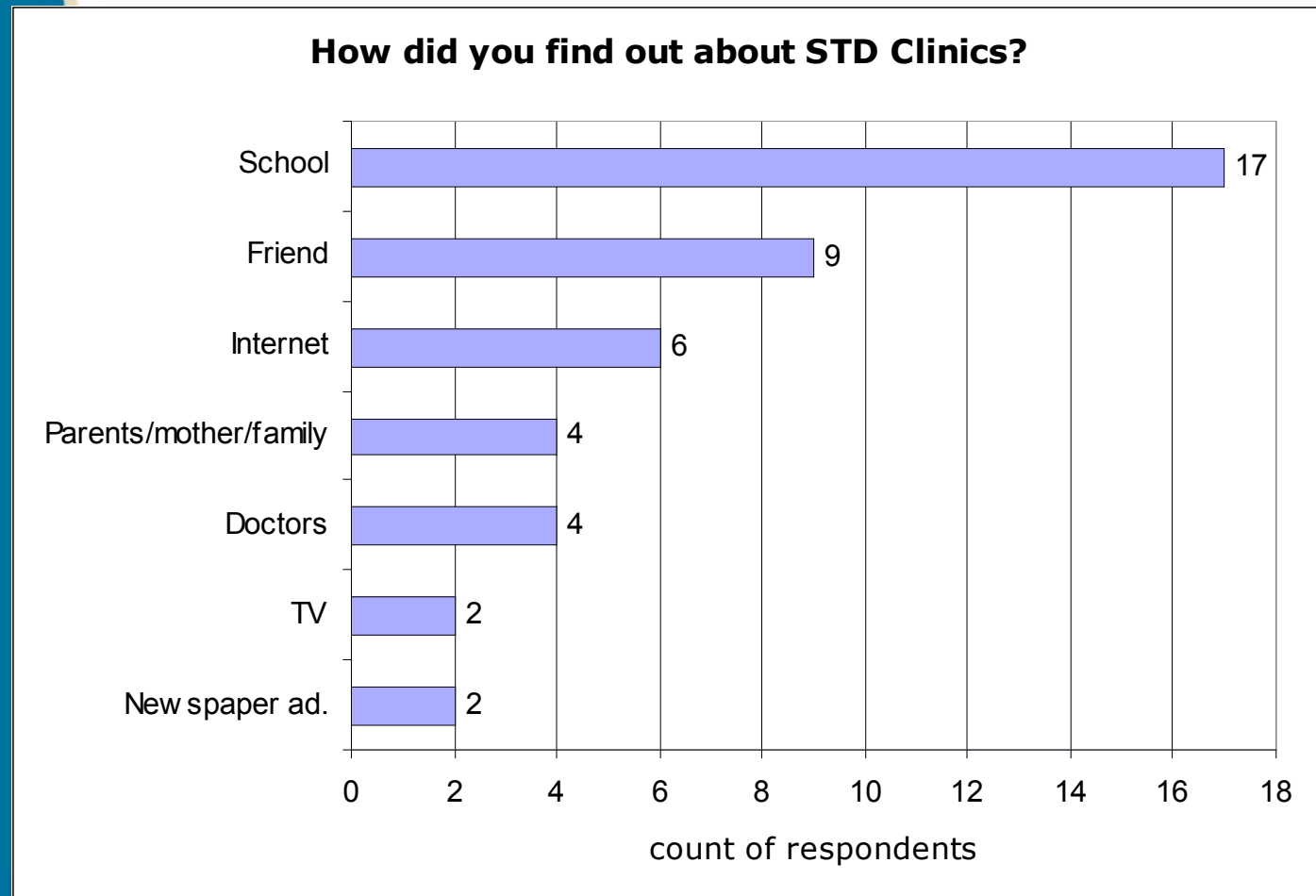
# Q: Do you receive STI info in your school?



# Q: Would you like more info in your school?

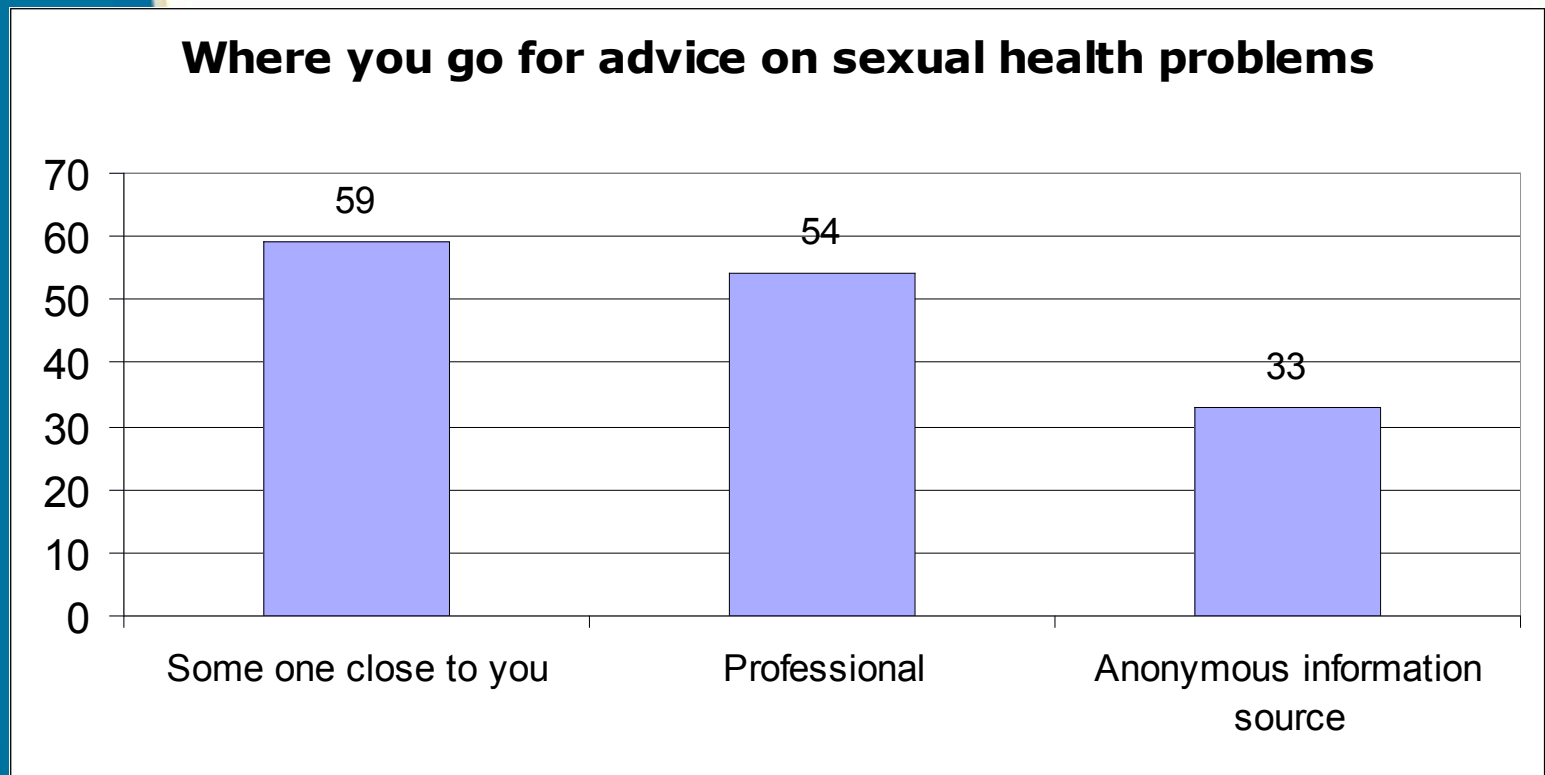


# Q: How did you find out about Sexual Health Clinics in Hamilton?



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Q: If you need help with a sexual health problem, where would you go for advice?



Q: Can you think of anything clinics could do that would encourage more males to visit?

- 28 respondents who indicated that they have no idea or do not know.
- Give free food; just advertise more than normal.
- Advertise it more/ make us see the effects of STI's.



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- Word of mouth.
- Confidentiality and male hours - where males only come in.
- Create more masculine ads or more discrete clinics.
- Educating no stigma in schools.
- Encourage males from a very young age.



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# Action Taken:

- Poster campaign developed and focus tested
- Purchased ad space in local restaurants and bars (male washrooms) Jan – March 08
- Poster put on department web site and distributed to key agencies serving youth



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- Ads placed inside city buses promoting PHS clinic services
- Billboard ad placed in April 2008
- Poster to be placed in city bus shelters Nov/Dec 2008
- Measured telephone calls to PHS Sexual Health Information Line related to seeing ads (best response has been to ads inside buses)



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If you've had unprotected sex,  
you're at risk of sexually transmitted diseases.



**STDs**

Be Sure... Get Tested

Call our confidential hotline **905-528-5894**



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**Hamilton**  
Public Health Services



This month is  
**Sexually Transmitted Infection (STI)**  
Awareness Month

**BE SURE, GET TESTED**

Call about free confidential testing  
**905-528-5894**  
[www.hamilton.ca/std](http://www.hamilton.ca/std)



**Hamilton**

# STD & Sexual Health Program



**Hamilton**  
Public Health Services

## *SERVICES INCLUDE:*

- STD testing and treatment
  - Anonymous HIV testing
- Birth control and pregnancy testing
  - Emergency contraception
    - Needle exchange
    - Free condoms

*[www.hamilton.ca/std](http://www.hamilton.ca/std)*

**Sexual Health Information Line**  
**(905) 528-5894**

Speak directly to a public health nurse



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# Future Plans

- Work with PHS School Program and School Boards to enhance sexual health information in high schools
- Explore web based interventions i.e. chat rooms



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# Questions?

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