



Annual Report

07/08

chlamydia
Screening

Meet the Chlamydia Screening Programme team

Management



Michelle Stamp
**Chlamydia screening
programme manager**

Health advisors



Caroline Allsop
Newcastle



Julie Taylor
**Northumberland
and North Tyneside**



Kate Morris
Sunderland



Lorraine Neild
**Gateshead and
South Tyneside**

Administration team



Elizabeth Rayner
Administrator



Fiona Johnston
**Team
administrator**



Sarah Blair
Administrator

Contents

Introduction	4	Work in nightclubs	24
Chlamydia screening programme background	5	Work in schools	25
Population sizes and targets	6	Examples of good practice across Northumberland Tyne and Wear ..	26
Local delivery plan target	6	Sunderland	26
Performance data	7	Newcastle	27
Number of males and females screened during April 2007 - March 2008	8	Gateshead	27
Chlamydia screening programme percentage of screens by venue....	8	North Tyneside.....	27
NT&W positivity rate by venue April 2007 – March 2008	9	Northumberland	28
Sunderland Teaching PCT chlamydia screening	10	South Tyneside.....	29
Gateshead PCT chlamydia screening	11	Innovative practice	30
Newcastle PCT chlamydia screening	12	Pee in the pot events	30
North Tyneside PCT chlamydia screening	13	Shopping centres.....	27
South Tyneside PCT chlamydia screening	14	Postal service	27
Northumberland Care Trust chlamydia screening	15	Advertising and marketing.....	31
How does the chlamydia screening programme work	16	Talking washroom advertising	31
Treatment options and partner notification	17	Radio advertising.....	32
Key developments	18	Viral marketing, holiday competition	33
Peer education project	18	Viral marketing, holiday competition winners	34
Colleges and universities.....	20	Future developments	35
Targeting workplaces	21		
Military	22		
GP pilot.....	23		

Introduction

The Northumberland Tyne and Wear Chlamydia Screening Programme (CSP) was launched in January 2007 and is phase three of the Department of Health (DH) National Chlamydia Screening Programme (NCSP) roll out.

The programme is funded by the six primary care trusts (PCTs) from North and South of Tyne and is managed and hosted by Newcastle PCT. The aim of the programme is to control chlamydia through the early detection and treatment of asymptomatic infection; to prevent the development of sequelae, and reduce onward disease transmission. The NT&W CSP has screened over 17,000 young people to date. The service provides chlamydia screening, treatments and partner notification for 13 to 24 year olds residing in Northumberland, Newcastle, North Tyneside, Sunderland, Gateshead and South Tyneside. The service promotes accessibility for clients using both clinical and non clinical venues such as contraceptive services, termination of pregnancy (TOP) services, GPs, colleges, schools, work places and other settings.

The programme also ensures that service provision for those hard to reach groups such as young people in the looked after system, drug and alcohol projects, young offenders, lesbian, gay and bisexual young

people as well as those who live in rural areas. The CSP provides education and training to raise public awareness of chlamydia and its associated health risks. This is to meet the local delivery plan (LDP) targets of population screening and ultimately reduce the prevalence of chlamydia.

The CSP is managed from the central screening office (CSO) in Newcastle. All patient data and communication, including results are managed from there. The CSO is responsible for supplying resources, such as chlamydia testing kits, to over 400 screening venues across NT&W as well as sending out over 200 postal testing kits per week.



Chlamydia screening programme background

A plan to establish a National Chlamydia Screening Programme (NCSP) in England was included in the Department of Health's National Strategy for Sexual Health and HIV (DH 2002), to target the significant burden of undiagnosed chlamydial infection. These priorities accelerated the implementation of the NCSP to cover the whole of England. Management of the NCSP was transferred from the DH to the Health Protection Agency (HPA) in October 2005. New strategies for managing chlamydia in non specialist settings became necessary to cope with the increasing work load and demand in Genito Urinary Medicine (GUM) clinics. The government set out a number of sexual health targets in the public health white paper Choosing Health (DH 2004). These targets formed part of a public service agreement with the DH and included the implementation

of the National Chlamydia Screening Programme (NCSP 2006), whose aim is to increase the percentage of young people aged 15-24 accepting chlamydia screening.

The National Chlamydia Screening Programme (NCSP 2006) offers free opportunistic screening for genital chlamydial infection, targeting men and women below 25 years of age in both clinical and non clinical settings. The national annual cost of chlamydia and its consequences is estimated to be more than £100 million (NCSP 2006). Economic analyses have demonstrated the cost benefits and cost effectiveness of chlamydia screening (Hu et al 2004, Van Valkengoed et al 2004). Implementation of the final phase, of the NCSP and involvement of all primary care trusts commenced in 2007.

Population sizes and targets

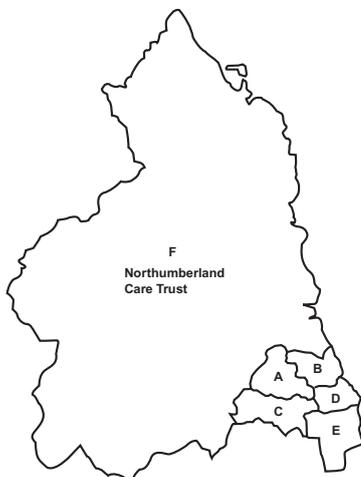
Local delivery plan target

The Chlamydia Screening Programme is a national priority and local delivery plan (LDP) target for all PCTs. The 2007/08 target was to screen 15% of the 15 to 24 year old

population, in Northumberland Tyne and Wear, this equated to 29,415 screens. The table below shows this broken down by PCT.

Population sizes and service targets			
Primary Care Trust	No of Persons	Screens per quarter	15%
Newcastle	53,700	2,014	8,055
North Tyneside	23,200	870	3,480
Gateshead	24,000	900	3,600
South Tyneside	19,900	746	2,985
Sunderland	40,000	1,500	6,000
Northumberland	35,300	1,324	5,295
Total	196,100	7,354	29,415

Source; Office of National Statistics mid year population estimates (2005)



Area	Population
A. Newcastle	53, 700
B. North Tyneside	23, 200
C. Gateshead	24, 000
D. South Tyneside	19, 900
E. Sunderland	40, 000
F. Northumberland	35, 300

Performance data 2007/08

Summary of performance data from April 07 - March 08								
PCT	Total YTD Activity	Target (15% of 15-24 years)	Achievement against 15% Target	% Screened in Q1 of 15-24 Population	% Screened in Q2 of 15-24 Population	% Screened in Q3 of 15-24 Population	% Screened in Q4 of 15-24 Population	% Screened of Total 15-24 Population
Gateshead	1660	3599	46.12%	1.20%	1.11%	2.28%	2.32%	6.92%
Newcastle	4281	8068	53.06%	0.95%	1.11%	3.10%	2.80%	7.96%
North Tyneside	1884	3483	54.09%	1.58%	1.50%	2.36%	2.67%	8.11%
Northumberland	2075	5291	39.22%	0.81%	0.64%	1.89%	2.54%	5.88%
South Tyneside	1827	2990	61.10%	1.33%	2.07%	2.14%	3.62%	9.17%
Sunderland	2143	6010	35.66%	0.86%	0.91%	1.67%	1.91%	5.35%
Other PCTs	88							
Total	13958	29441	47.41%	1.08%	1.14%	2.31%	2.59%	7.11%

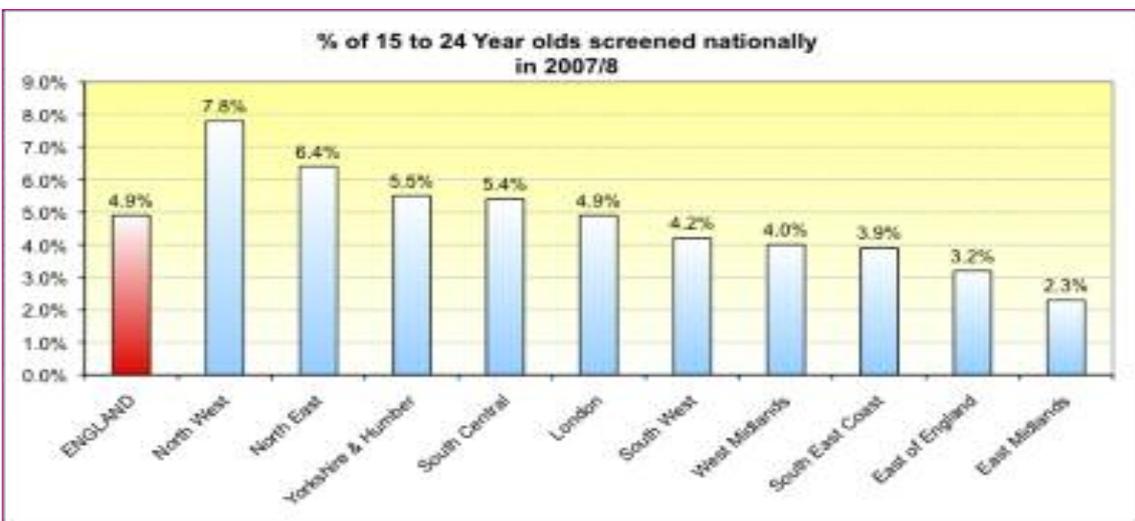
The Northumberland Tyne and Wear chlamydia screening programme achieved 13,958 screens in the 15-24 year old population from April 07 - March 08.

The number of young people screened increased substantially each quarter. This is due to a number of different initiatives, which have been

implemented throughout the year.

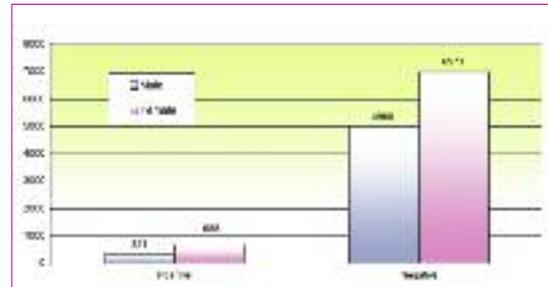
However, the programme did not achieve the 15% target despite being the second best performing region in the country; neither did any other Strategic Health Authority as the table below shows.

Percentage of 15 to 24 year olds screened nationally in 2007/08

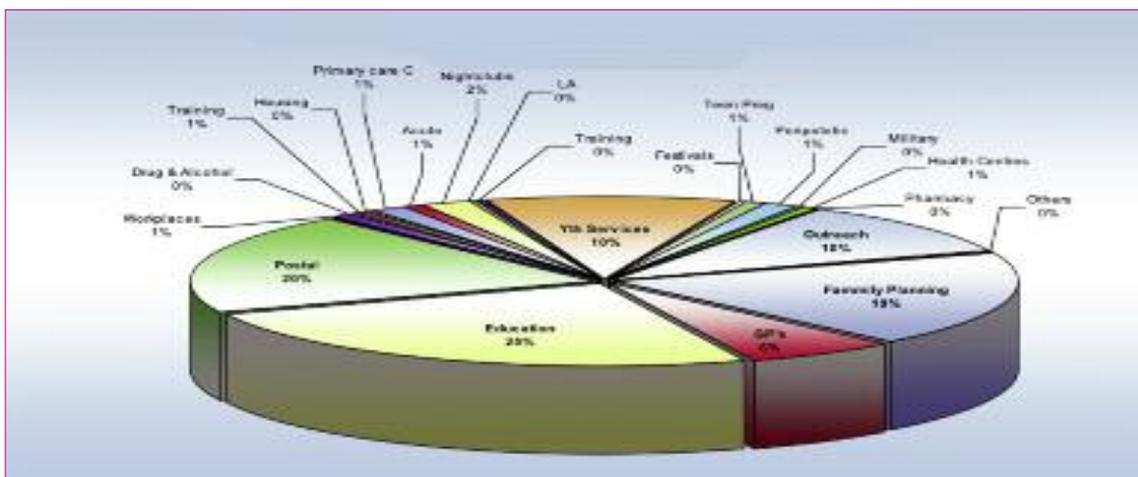


Number of males and females screened during April 2007 - March 2008

This graph shows that the programme is targeting male and female patients. The majority of males (45%) are mainly being screened in education settings and via the postal service. In comparison to the national picture in 2006/07 only 21.1% of those screened within the NCSP were men.



Chlamydia screening programme percentage of screens by venue



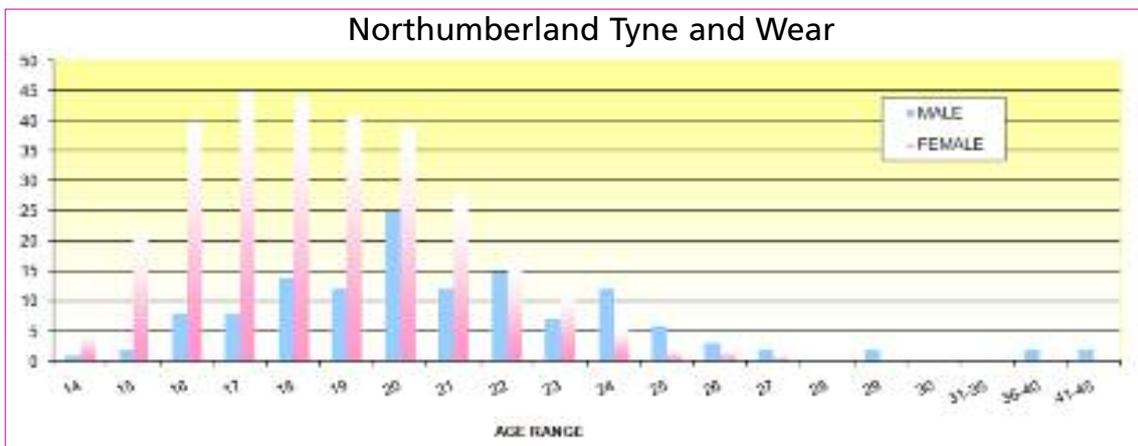
The majority of screens taken during 2007/08 were in educational settings such as colleges, universities and schools across the six PCTs. The postal service which accounted for one fifth of screens makes it easy for young people who do not access services and for those who live in rural areas. Nineteen % of screens come from contraceptive

services, 10% via youth settings, 10% through outreach work and 6% came from GPs. Areas that need to be addressed in 2008/09 are vulnerable groups, such as: looked after children; lesbian, gay, bisexual (LGB), ethnic minority (BME), drug users and asylum seekers.

Positivity figures shown by age and gender across Northumberland Tyne and Wear in April 2007 - March 2008

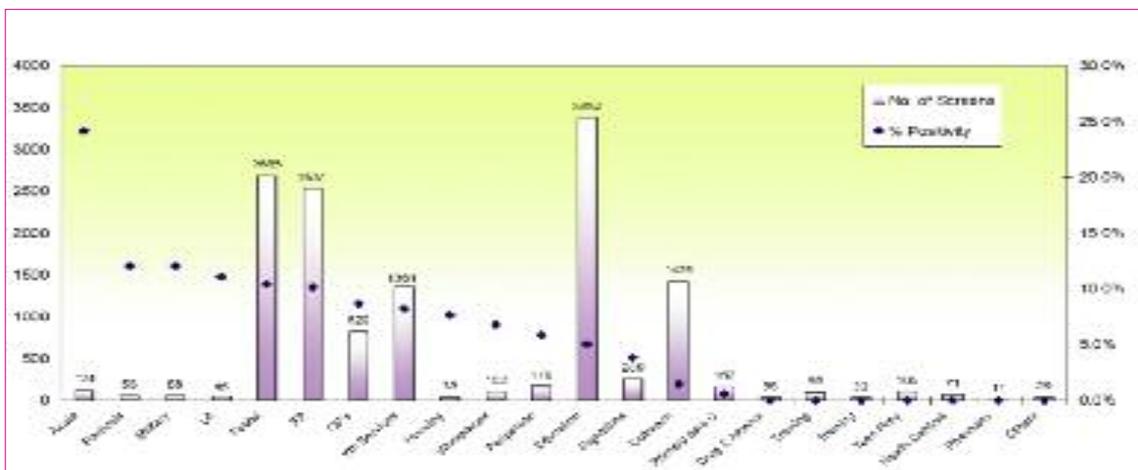
This graph shows the positivity rate amongst males and females with the

highest rates of chlamydia in 20 year old males and 17 year old females.



Northumberland Tyne and Wear positivity rate by venue April 2007 - March 2008

The Graph below shows the positivity rate in screening venues across Northumberland, Tyne and Wear.

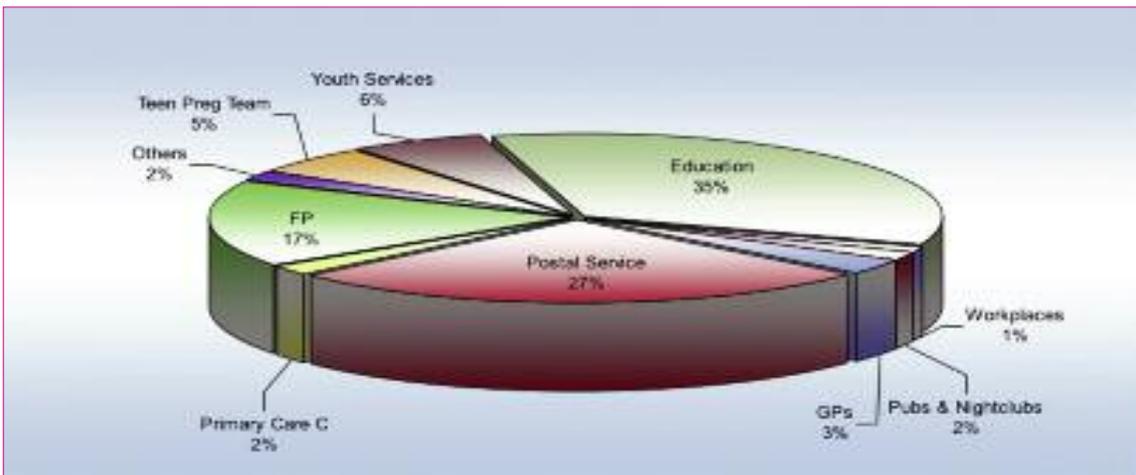


Sunderland Teaching PCT chlamydia screening

Percentage of screens by screening venue

The majority of screens carried out in Sunderland during April 07 to March 08 were via educational settings including Universities, colleges and schools across Sunderland.

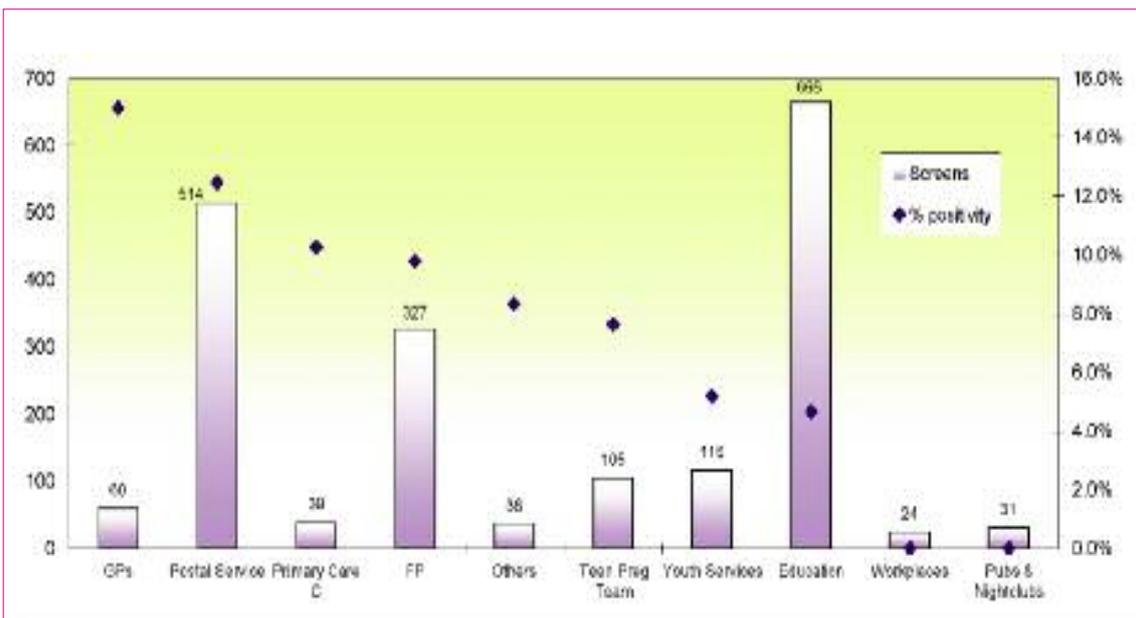
The postal service, where young people can access a test via the web site or text, accounted for more than a quarter of screens.



Positivity rate by venue including number of screens

This bar chart shows positivity rates by setting. The highest positivity rates are in the GPs, postal service, primary care and contraceptive

services. Education settings account for the highest number of screens, but the percentage positivity rate is low.

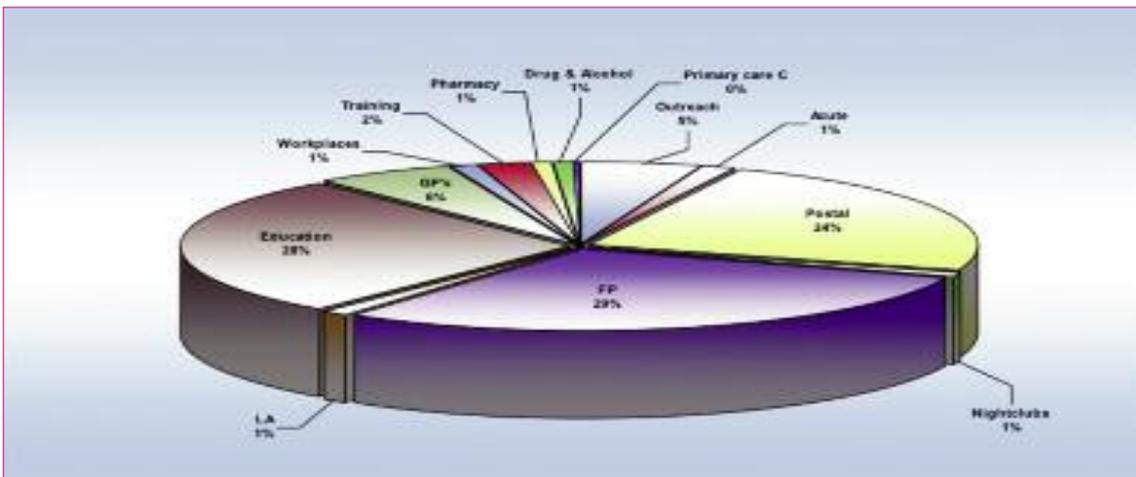


Gateshead PCT chlamydia screening

Percentage of screens by screening venue

The majority of screens were carried out in contraceptive services. Screens carried out at numerous events held at college sites and schools across Gateshead accounted for a

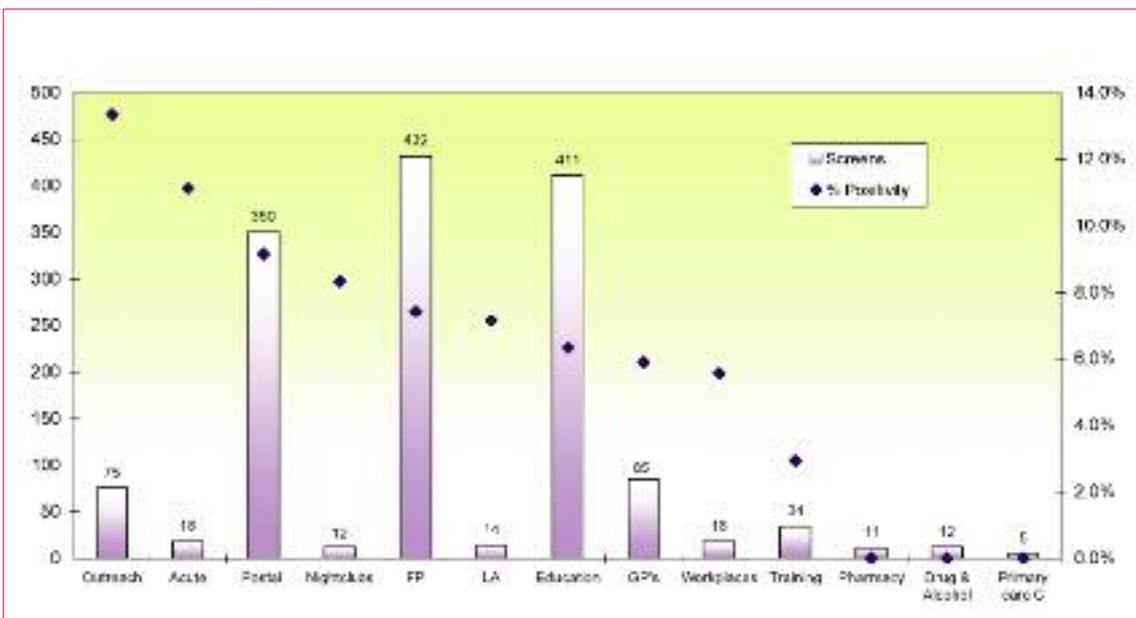
quarter of the total. The postal service where young people request a free home testing kit from the website or text back service has brought in nearly a quarter of screens.



Positivity rate by venue including number of screens

This graph shows the number of screens carried out in each setting and the percentage of positive patients identified. The highest rates during the year were identified via the outreach work. Although a lower number of

screens were taken in the acute sector which includes TOP and antenatal services the number of positive patients was quite high. The postal service also identified higher than average numbers of positive cases.

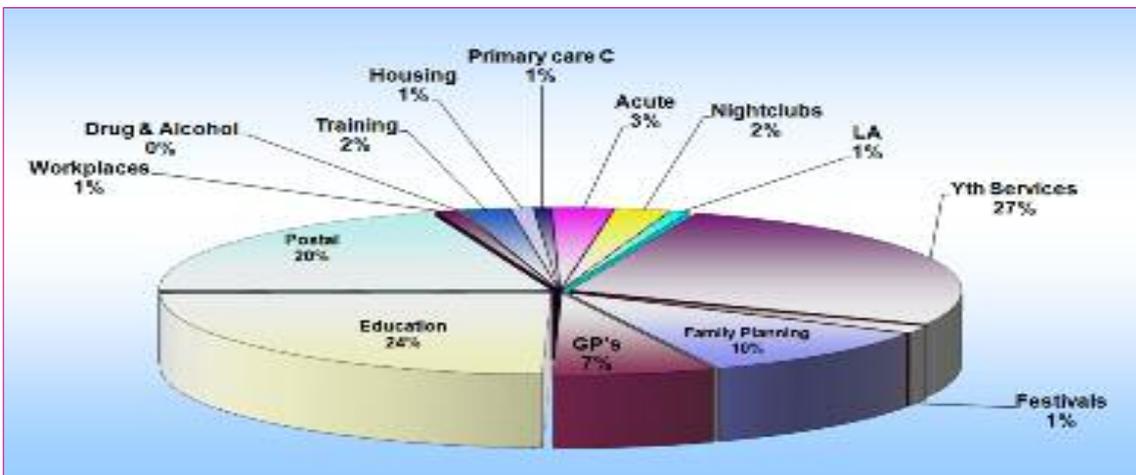


Newcastle PCT chlamydia screening

Percentage of screens by screening venue

This pie chart shows the highest number of screens undertaken in Newcastle during April 2007 - March 2008 were through educational settings in the two universities,

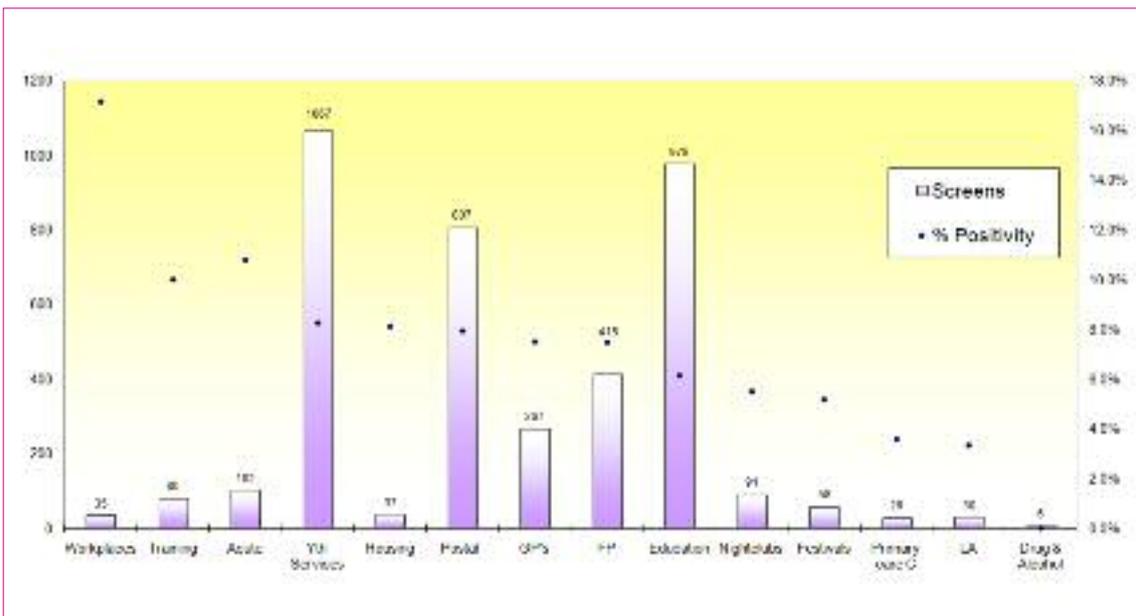
plus colleges and schools across Newcastle, the postal service and youth services also accounted for large number of screens.



Positivity rate by venue including number of screens

High numbers of positive patients come from workplaces, acute trusts which is TOP services and training outlets, although relatively low

numbers have been screened via workplaces and training outlets positivity has been high.

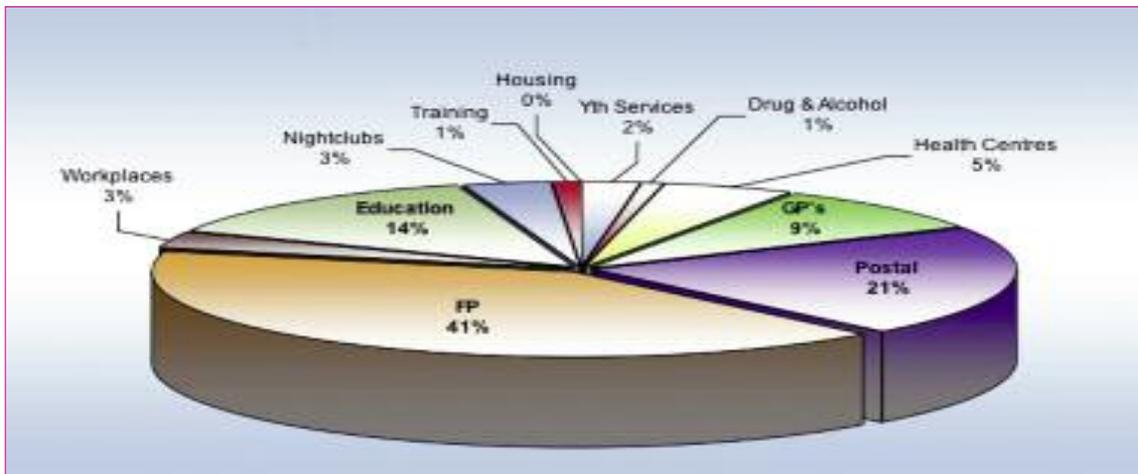


North Tyneside PCT chlamydia screening

Percentage of screens by screening venue

The majority of screens undertaken in North Tyneside during April 2007 - March 2008 were via contraceptive services and the postal

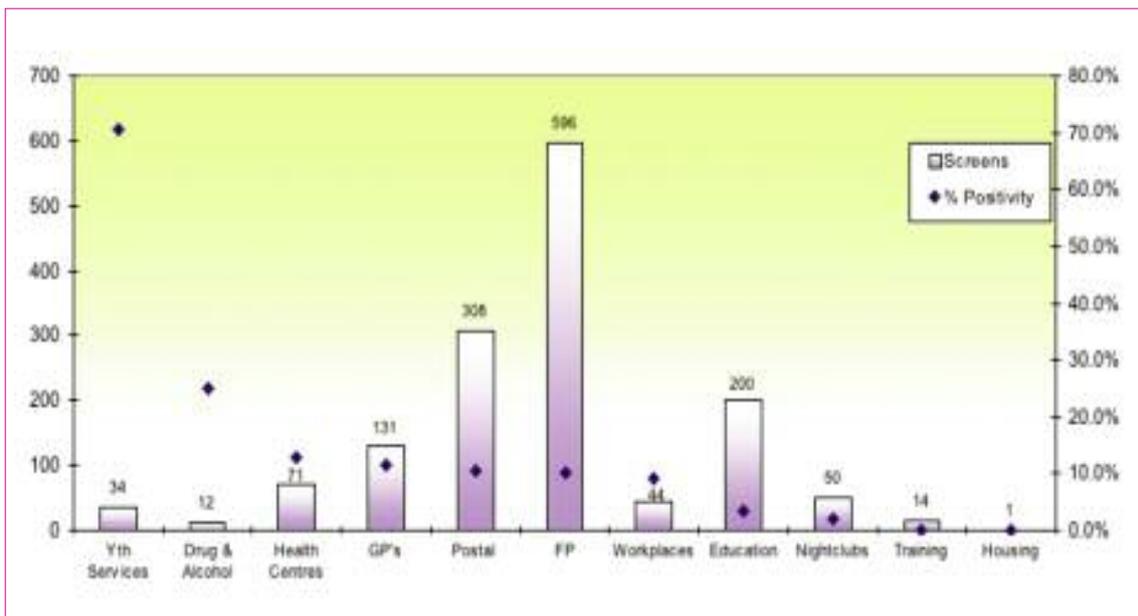
service. A number of screens were also taken in educational settings within schools and colleges across North Tyneside.



Positivity rate by venue including number of screens

The highest number of positive patients were identified via a number of settings these included youth services, drug & alcohol, health

centres GPs, postal, contraceptive services and workplaces, within a range of 10 – 15%.

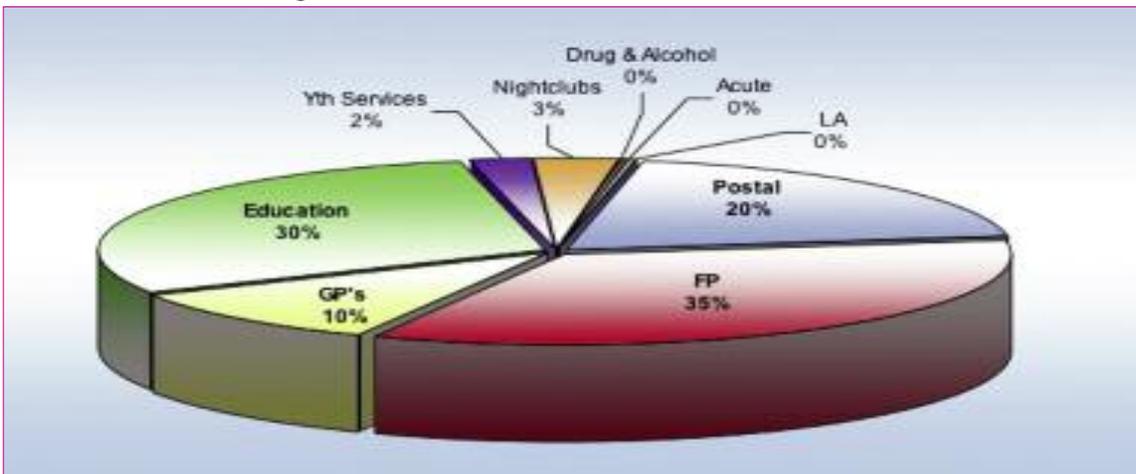


South Tyneside PCT chlamydia screening

Percentage of screens by screening venue

The highest number of screens carried out during April 2007 to March 08 were through contraceptive services and education settings which included both college sites and schools

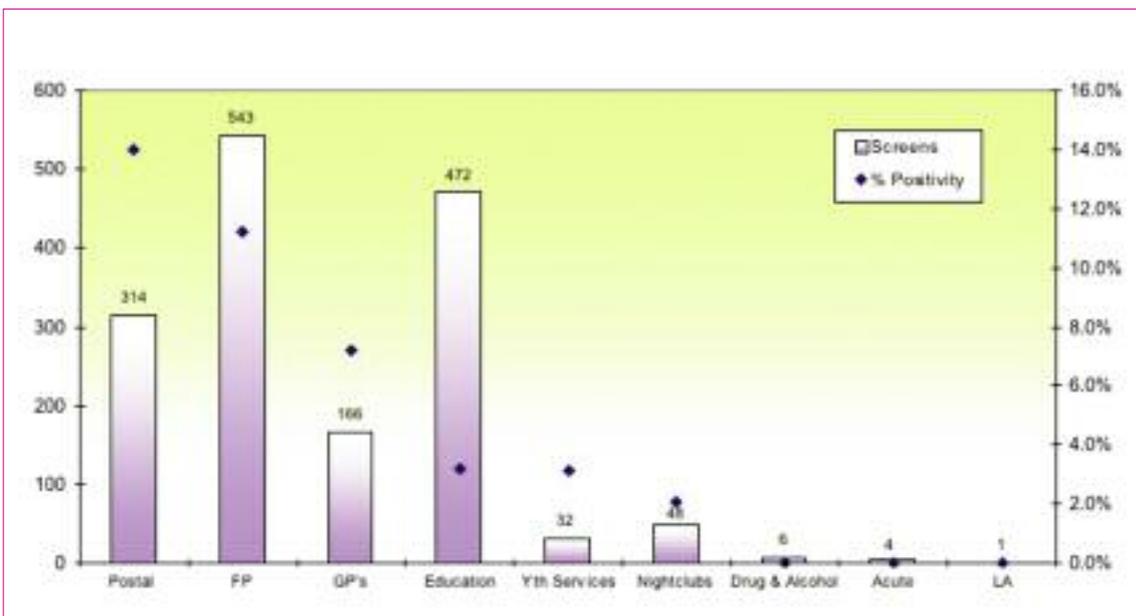
across South Tyneside. The postal service also accounted for a large number of screens during the year.



Positivity rate by venue including number of screens

The highest positivity rate is via the postal service and contraceptive services. There are

also a number of positive patients who have been screened in primary care.

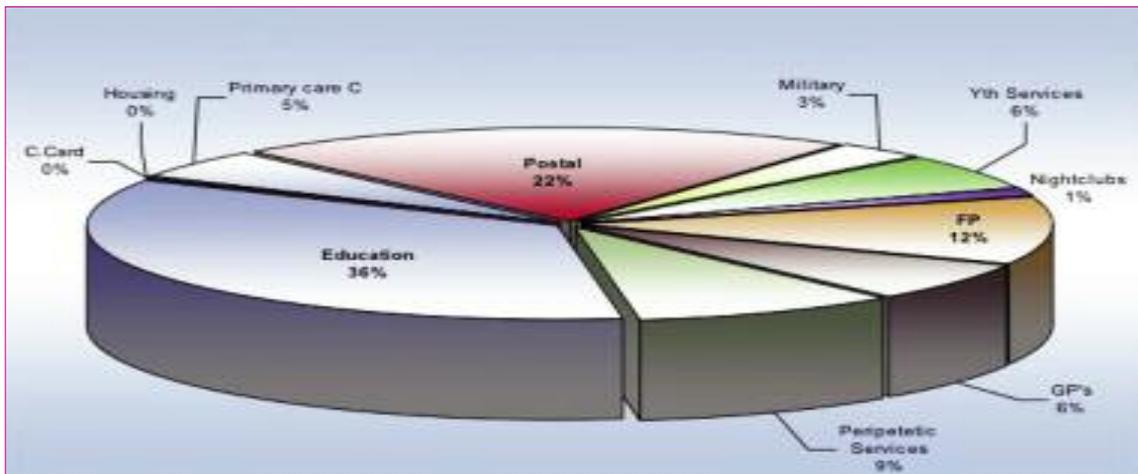


Northumberland PCT chlamydia screening

Percentage of screens by screening venue

The highest percentage of tests carried out in Northumberland during April 2007 to March 2008 was through educational settings which

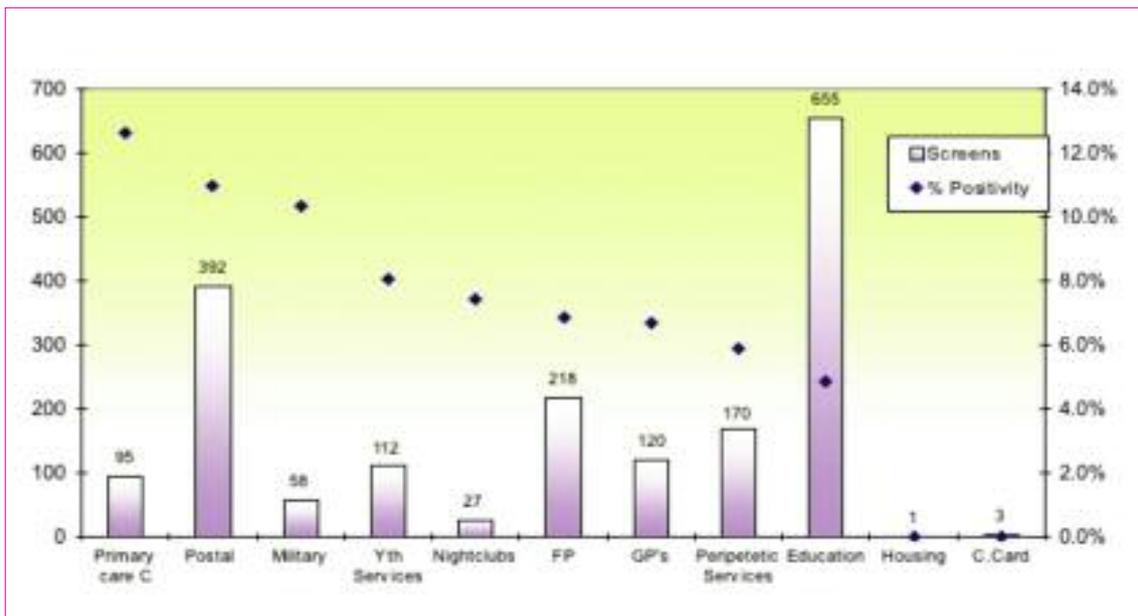
included several pee in the pot sessions in colleges and schools across Northumberland and the postal service



Positivity rate by venue including number of screens

The highest positivity rate was via the primary care centres, postal service and the military, although education settings had the highest

number of screens the positivity rate was relatively low.



How does the chlamydia screening programme work?

The Northumberland Tyne and Wear chlamydia screening programme is staffed by a programme manager, four health advisors and an administration team.

Screening is now taking place in a variety of settings across Northumberland Tyne and Wear. At present there are large numbers of screening venues with high numbers of tests coming from both clinical and non-clinical sites. Incorporating screening venues from various settings has enabled us to provide young people with extensive choice and rapid access to screening, while also targeting hard to reach groups who may not access health services. As a result of extensive work chlamydia screening has now been incorporated into areas such as homelessness, local authority care, drug and alcohol dependency, youth offending, education and mainstream clinical services. The CSP team continue to recruit and train staff at new venues and provide training days throughout the year in all six PCTs. This includes information

about chlamydia: what it is; how the screening process works; barriers to screening; information about the programme's work and examples of good practice.

Following the training staff are invited to complete a new venue application form. A unique venue ID code is requested from the Health Protection Agency and once allocated venues are supplied with resources as per their requirements.

When a test has been completed it is delivered to either Newcastle HPA laboratory for samples North of Tyne or to City Hospitals Sunderland for samples South of Tyne. When the results are received in the CSO the young person is contacted via their chosen method: text, phone or letter. If a result is positive a health advisor will contact the young person to arrange an appointment for treatment. Anyone with symptoms will be sign posted to the Genito Urinary Medicine (GUM) or their GP for further testing and treatment.



The chlamydia screening programme team

Partner notification and treatment

Partner notification is a key element in the identification, management and control of sexually transmitted infections. Partner notification is discussed with all patients diagnosed with chlamydia.

Partner notification is initiated either during first contact or during consultation with the patient. There are three available options for the patient; option one is patient referral. This is where the patient would notify their partner. The use of contact cards are recommended. The second option is provider referral where all partner details are given to the

health advisor and partners are contacted ensuring confidentiality of index patient. Option three is contract referral where the health advisor negotiates with the patient a range of options. The outcome of partner notification should be followed up until partner attendance has been verified.

The health advisors have three treatment options via patient group directives (PGDs) and are as follows:

Azithromycin 1g single dose
Doxycycline 100mg bd 7 days
Erythromycin 500mg bd 14 days (test of cure required).



Key developments

Peer education project

Contagious Marketing was approached to pilot a six month peer education project for the CSP to add capacity to the screening programme at large scale events and increase the uptake of screening with young people. Approximately 40 young people

were recruited from colleges and universities across NT&W and trained by the central office about chlamydia key messages for other young people. Peer educators offer screening to their peers using existing social networks and communication in a variety of



The chlamydia screening programme peer educators at a nightclub in Newcastle

settings, these include colleges, universities, festivals, outreach work and local night spots. The peer educators give credibility to the message they are delivering as the young people can relate to them.

Over the six month period there was a substantial increase in activity with approximately 3,000 screens achieved via the peer educators. This work will continue throughout 2008/09.

Natasha Langstreth is the peer education co-ordinator employed through Contagious marketing. Her role includes; - recruiting potential peer educators and ensure that they get adequate training about the chlamydia programme, help co-ordinate 'pee in the pot' events across NT&W and establish new contacts for future screening events.

Contagious Marketing is currently in the process of putting together a 'Chlamydia handbook' for each of the peer educators. This will be a great reference tool and will contain information about the programme including facts about chlamydia, how it's transmitted, current statistics and ways to encourage young people to take a test.

The NT&W peer education project is the first of its kind within the NCSP, and plays an important part within the screening programme and no doubt it will continue to be successful in increasing screens during the forthcoming year.



The Chlamydia gremlin living it up



The peer educators at a night club



A peer educator and health advisor at a club



Natasha Langstreth with the gremlin and a peer educator

Colleges and universities

Work within the colleges and universities has been extremely successful throughout the past year and continues to expand. The programme now has well established links to encourage the uptake of screens and will visit more sites each term to hold 'pee in pot' events. The team have also been able to access lectures and tutor groups where factual information is provided followed by the opportunity to take a test.

Within the universities and colleges the team have worked extensively with the student union reps who are employed each year and who will always provide both energy and vitality in their ideas. They have been able to provide us with information regarding planned events such as sports events as well as contacts for any sports teams, social nights around dates such as Halloween, Christmas and Valentine's particularly within the universities and on campus as well as health awareness events. Recent events in the past year have included sexual health advice and guidance (SHAG) week and stay safe campaign where the team

were able to offer screening to students as well as providing information about other important health messages. This has included working alongside nurses being able to provide consultation rooms for treatments should the student request to be treated on campus.

Freshers week within all PCTs in our region always provides an excellent opportunity to promote the screening programme as well as giving out what all students love; branded chlamydia freebies, contact information for the programme and sexual health awareness messages.

Innovative work in the student population has been the student 'door knocks' within the university's halls and student accommodation areas. This involves the peer educators who work in a team and simply knock on a student's door offering testing. This has been a very effective way of screening students and received very positive feedback from the young people.

Targeting workplaces

Over the past year the CSP has undertaken extensive work within workplace settings. It became evident that although we were able to target large groups within colleges and universities we were potentially missing large numbers of young people who were not in or had moved on from further education. The CSP have now worked in partnership with some of the regions high profile employers including Marks and Spencer, Barclays, Orange, Nissan, N Power, Northumbria Police, Fire Service and EDF energy. This is usually in partnership with the occupational health team and human resources departments to provide screening as well as raising awareness.

The programme has piloted various ways to access workers including writing out to employees offering tests. In some areas tests were posted out to all under 25 year olds with an option to return it if not required. Alternative methods have included linking into company health awareness weeks or simply stand alone 'pee in the pot' events, the team also trialled pick up points within toilets which were extremely popular yet still need to be evaluated fully in terms of return rates. Other suggested ways to raise awareness were to supply posters and leaflets for staff areas or to attach information to pay slips.

An example of good practice within the work place has been health screening within Tyne and Wear Fire and Rescue Service during April 2007. An initial meeting took place with the occupational health manager Tony Thompson and his team. The team identified all staff under 25 they then posted information on the intranet about the campaign as well as explaining that tests would be posted out with an option to return should they not be needed. The returns worked out at approximately 30% over the year yet continued to come in well after the campaign was over. Hopefully the campaign can be repeated in September 08.



Tony Thompson occupational health manager from Tyne and Wear Fire and Rescue Service

Military

RAF Boulmer was one of the first to participate in the 'pee in the pot' events the team arranged after the programme launched in January 07. The team worked very closely with the health centre at the base and screened young men and women. Groups of RAF personnel were brought to the medical centre throughout the day for information, advice and screening (approximately 60 tests were taken that day). Regular events are now held at

RAF Boulmer with the medical centre also offering the screening through the week. From the success of this the team have now established relationships with Albermanle Barracks and have kits available in the gym. The team is planning regular 'pee in the pot' sessions during the next year to help increase the uptake of screening among military personnel.



Toni Armstrong-Gray, practice nurse and military personnel at Albermanle Barracks.

GP pilot

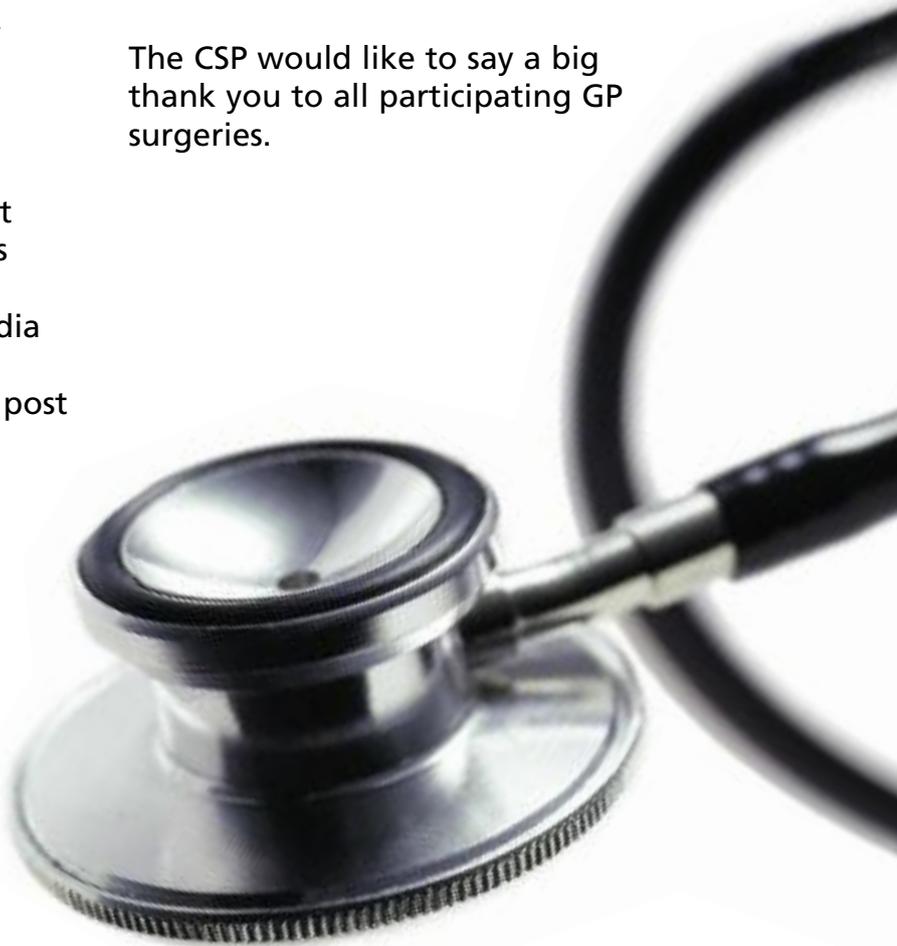
Six GP practices across Northumberland Tyne & Wear took part in a pilot to raise awareness and increase screening in patients registered with a GP.

The participating practices were: Gateshead Rowlands Gill, South Tyneside Marsden Road, North Tyneside Village Green Surgery, Northumberland Seaton Park Medical Group, Sunderland Springwell Medical Centre and Newcastle Ethel Street Surgery. Chlamydia invitations were sent out from the CSP to all patients aged between 18 and 24 years inviting them to take a chlamydia test by texting their name and address to the CSP, who would post a chlamydia kit to them.

Results included 314 young people requesting a postal kit, 66% of kits were returned and 8.2% were positive. As well as reaching a large number of young people and raising awareness of chlamydia, including where to access screening in the future. All of the positive young people have been treated and partner notification carried out to ensure all partners

were notified, tested and treated. As a result of this the CSP will investigate this method of screening by sending out annual chlamydia invitations to all 15 to 24 year olds registered with a GP across Northumberland Tyne & Wear.

The CSP would like to say a big thank you to all participating GP surgeries.



Work in nightclubs

The chlamydia team is targeting young clubbers to raise awareness of the risks associated with Chlamydia and is giving young people the opportunity to be screened for Chlamydia on a night out. Nightclub Blu Bambu in Sunderland was the first nightclub in the region to offer this service. The club manager and staff were keen to get involved and help raise awareness of this infection. With nightclub dancers wearing the chlamydia gremlin mask, bouncers handing out chlamydia credit cards to clubbers and bar staff wearing chlamydia t-shirts. The night was deemed a great success with over 50 young clubbers screened.

The CSP has now screened in a range of pubs and clubs in Newcastle, South Tyneside, North Tyneside and Northumberland. Due to the success of these high profile events Channel 4 filmed staff in action in one of the nightclubs. Following the same nightclub event a member of the public wrote into their local newspaper:

“Of all the things you’d imagine being offered in a nightclub, a sex test would probably come near the bottom of the list. But hats off to the city’s NHS bosses who are taking their fight against chlamydia to the young. Instead of waiting for youngsters coming to them, they are

going out to where the youths hang out. It’s an unusual experiment that could just work.”

The Sunderland Echo (October 24th, 2007) titled Hats off to Sex Tests.

Making the event fun reduces the stigma associated with chlamydia and encourages more young people to come forward for testing.



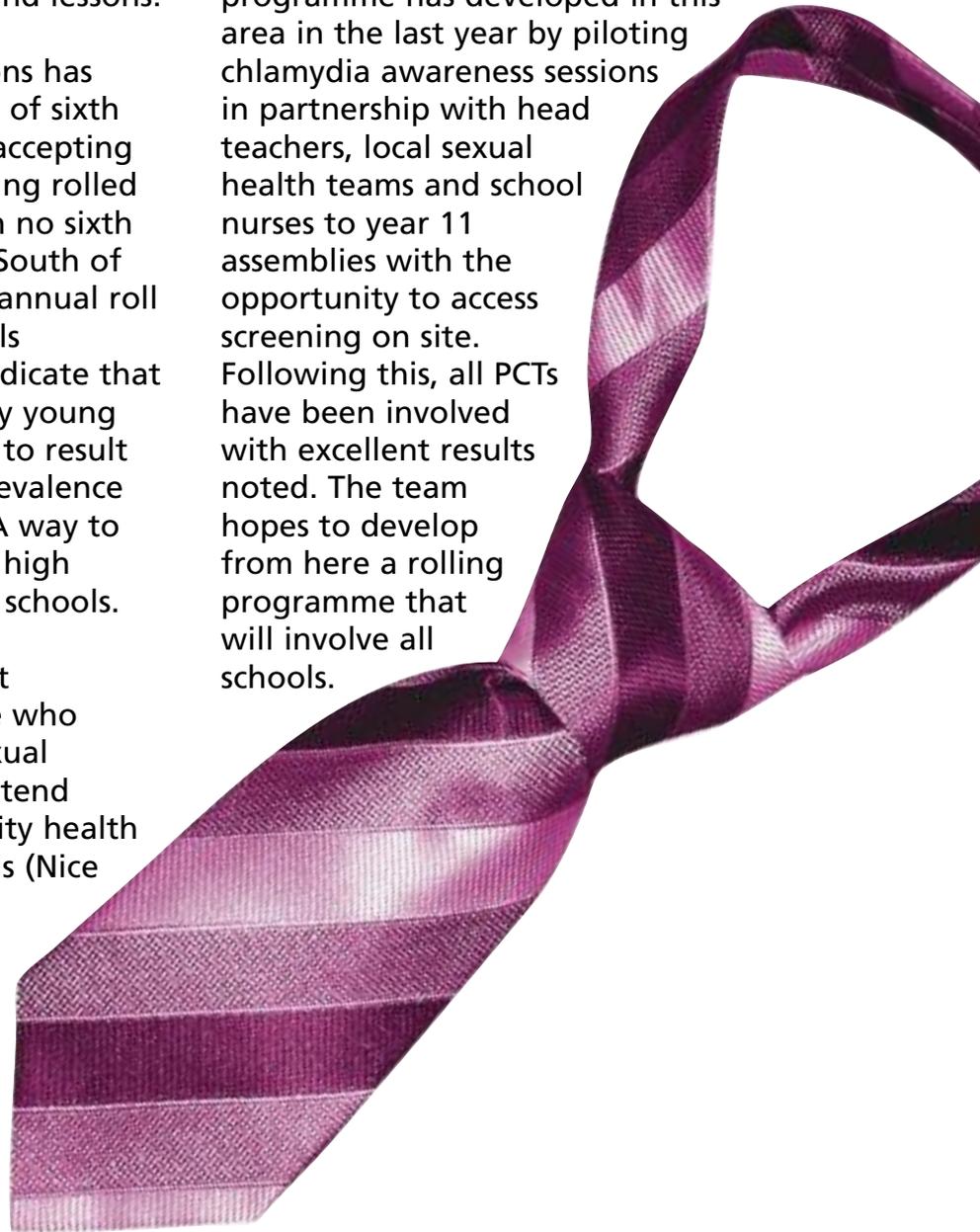
Work in schools

The work with schools, particularly year 11 and 6th forms, is well underway across North and South of Tyne. It offers education, information and screening during assemblies, lunch times and lessons.

Uptake from these sessions has been excellent with 50% of sixth formers in most schools accepting screening. This is also being rolled out to those schools with no sixth forms, across North and South of Tyne with the aim of an annual roll out. Mathematical models developed by the HPA indicate that a 10% acceptance rate by young people under 25 is likely to result in a 40% reduction in prevalence over a five year period. A way to achieve this could be via high volume screening within schools.

It has also suggested that vulnerable young people who often engage in risky sexual behaviour tend not to attend primary care or community health services on a regular basis (Nice

2007). The National Chlamydia Screening programme has now identified schools and colleges as one of five target areas in a recent implementation plan. The NT&W programme has developed in this area in the last year by piloting chlamydia awareness sessions in partnership with head teachers, local sexual health teams and school nurses to year 11 assemblies with the opportunity to access screening on site. Following this, all PCTs have been involved with excellent results noted. The team hopes to develop from here a rolling programme that will involve all schools.



Examples of good practice across Northumberland Tyne & Wear



Below are some examples of good practice for all areas and show some of the best opportunities

for offering young people a chlamydia test.

Sunderland

A special thank you to Alex Mallett who is student liaison officer at Hylton College and who has been a huge support in the drive to promote screening. There has now been numerous 'pee in the pot' sessions, yet on each occasion Alex has given an additional touch by visiting tutor groups prior to the event to promote it, customising posters for use within the college, decorating halls with pink bows and music, making key rings and chlamydia bags and always

greeting students with a smile. This without doubt has boosted numbers. Thank you again, Alex.



Alex Mallett with her chlamydia bags

Newcastle

We would like to take this opportunity to say a big 'well done' to Streetwise for being our star screener.

Streetwise is a young people's project providing free, confidential health advice and information. They have been one of the strongest partners in promoting and consistently achieving record chlamydia screens to the target group in Newcastle. Streetwise operates 'no appointment necessary' drop-in sessions which have helped chlamydia screening, while delivering advice / counselling services and sexual / contraceptive advice to young people aged 11-25 years. One particular example of good practice to increase screens was a glow in the dark condom promotion scheme which was

launched by Streetwise. All young people who took a pee in the pot test were given a glow in the dark condom. As a result of this 300 young people were screened in two months.



Star screening award Justine Scobie from Streetwise with Caroline Allsop (CSP health advisor)

Gateshead

Karen Brown and the team have been awarded a star screening certificate. Karen works at Low Fell Clinic but she is also a practice nurse in Gateshead. Karen was asked what she says to encourage the young people to take a test. Karen said she stresses the words 'free' and 'confidential' and the fact they can have the test there and then in the clinic. Karen also explains what chlamydia is and that treatment is simple and can be arranged in a venue near where they live. In the GP surgery Karen stresses again that the service is confidential and explains that the surgery will not

receive the result, and all that will be documented in their medical notes is 'advice given'. Hopefully these examples of good practice will help other services in their attempts to offer chlamydia screens to young people.



Karen Brown with her star screening certificate

North Tyneside

Chlamydia screening has proved very successful in the pubs and clubs of Whitley Bay. Managers were approached to see if the service could go in and screen customers during their night out. Each venue was given free publicity in the local press to raise awareness of the programme and reasons behind the screening.

Customers themselves thought the idea was very positive with comments like "what a good idea" and "I work all week and don't have time to go to a clinic, but I'll do a test as you are here." The

screening programme is for under 25s however it is important to raise awareness of Chlamydia and local services such as the One to One sexual health centre for anyone over 25.



Vince Bilcliffe and CSP health advisors out in bar Vi in North Tyneside

Northumberland

Family planning is working very closely with youth services in Cramlington to increase the screens at family planning drop in sessions. Each client and any friends that have accompanied them, are seen by a youth worker, given a flyer to read and a small slip informing them about what chlamydia is, how it can be transmitted and how they will receive the results. They then hand the slip over to the worker without having to verbally ask for a test. This has proved really successful and has increased the screens dramatically over the past

few months. Even if clients do not take the test it is still a way to raise awareness of chlamydia.



Joanne Coyne helping to increase screens during drop in sessions

South Tyneside

The contraceptive services in South Tyneside are exceptional as they achieved one of the highest number of screens in the Northumberland Tyne and Wear area last year.

Dr Janet Gallagher and her team have shown how chlamydia screening can be introduced successfully by ensuring that all reception areas have chlamydia forms and leaflets. Receptionists also ask young people 'have you had your chlamydia screen?'.

The team always ask this again when they see the young person in

case they need more information, reassurance or encouragement. Health care assistants also help young people and show them how to take their test.



Dr Janet Gallagher with the contraceptive service team.

This is just some of the excellent work being carried out across Northumberland Tyne and Wear. Other star screeners include GP practices, youth services and

antenatal services who are all working together to reduce the prevalence of chlamydia in the local population



Pee in the pot events



The NT&W chlamydia screening programme has produced a calendar of events and this has proved very successful. It includes details of every large scale screening event due to be carried out across the six PCTs over the year. This is updated on a weekly basis and includes events in schools, colleges, workplaces, festivals,

outreach work, student halls, nightclub events and is available to view on the www.checkyourbits.org website.

These events continue to bring about large numbers of screens in one day, and are staffed by our health advisors, peer educators and locality sexual health teams.

Shopping centres

Shopping centres were targeted throughout March to increase screening. Eldon Square, Metro Centre and the Bridges were all visited by the road show where peer educators spent a week in each locality. The screening programme has been working with LBV TV to air the chlamydia video clip (which was

designed for the life channel in GP surgeries) throughout the week in the three shopping centres and screening was offered there and then by the chlamydia peer educators as well as handing out contact details and general sexual awareness leaflets.

Postal service

The postal service achieves one of the highest number of screens for all PCTs. Young people can log on to the website or text their name and address to the central office for a postal kit. This service is good for rural areas and those hard to reach groups who do not access services. This service also generates a lot of positive patients therefore

picks up those who have put themselves at risk, and ultimately engages them in local sexual health services. The post service is advertised via radio campaigns, literature and word of mouth.



Advertising and marketing

A sub group has been created with representation from the 6 PCTs to develop the work of marketing and publicity of the programme. This work has formed part of the communication strategy for the programme, and has produced some excellent campaigns. The screening

programme has a young person friendly branding which features the chlamydia gremlin. The branding, which was designed by Foundry Media in consultation with young people is one of the best in the country. Cumbria PCT is now using the same branding.



Talking washroom advertising

New innovative ways of marketing and targeting young people have been introduced by the screening programme. Talking washroom panels were located in local nightclubs, targeting 18-24 year olds. The advertising which is motion censored and 'shouts' chlamydia messages "I'm in your panties" as people walk past. This has created lots of interest and

raised the awareness of chlamydia to clubbers in local nightspots and has been the topic of conversation on that scene. This has had huge media interest including very positive comments from young people as well as national recognition from the Department of Health.



Radio advertising

A radio campaign with Galaxy Radio was launched in January 2007. The campaign was fronted by Byker



Grove star

Andrew Hayden Smith whose voice over was used in the adverts along with the chlamydia gremlin to encourage young people to log on to www.checkyourbits.org for their free home testing kit. The campaign has evaluated very well with high numbers of young people accessing tests after hearing the radio campaign. Approximately 250 - 300 tests a month are generated via the website.

Andrew was born in November 1983 and hails from Chester le

Street. He started his acting career at the age of 12 as Ben Carter on the BBC1 children's drama series Byker Grove. After 8 years "down on the Grove" he moved in to presenting, working on CBBC and also on the UK top 40.

In 2006, Andrew met the timelord himself, Dr. Who, as he starred as Jake Simmonds alongside David Tennant and Billie Piper; battling the rise of the Cybermen and surviving doomsday!



Andrew Hayden Smith

Andrew said: "Like a lot of people, I hadn't realised how bad chlamydia could be. I didn't know that it could leave you infertile, or that it affects lads as much as girls. It is quite scary when you hear that there often aren't any symptoms with it either. I think its amazing that it can be sorted with a short course of antibiotics, so I would encourage anyone to take this really simple test and get it sorted.

Viral marketing holiday competition

A viral marketing campaign was launched in partnership with Foundry Media who ran a competition to win a holiday. The competition to win £2000 of holiday vouchers works on the principle of viral marketing. To be entered into the competition the young person is required to take a chlamydia test and they encourage three friends to take a test. Each friend fills out a competition entry form and they enter the competition together. The winners will be a group of four friends who have all taken a test and win £500 holiday voucher each. The prize has been provided from sponsorship by

Foundry Media, the agency working with the PCTs on the campaign to raise awareness of the CSP. Newcastle's director of public health, Danny Ruta, speaking on behalf of local primary care trusts, said the NHS had looked at the marketing techniques the commercial sector was using to target young people. "This holiday competition is a tried and tested way commercial organisations market to young people and given the serious implications undiagnosed chlamydia can have, the NHS must give it a go". This competition was rolled out across Northumberland Tyne and Wear.



Danny Ruta (director of public health) and Neil Foster (marketing manager) with the Gremlin at the launch of the Viral marketing holiday competition.

Viral marketing holiday competition winners

During 2007/8 the CSP stepped up the campaign to get as many young people as possible to be screened for the sexually transmitted infection chlamydia.

In an innovative marketing move believed to be a first in the UK, young people aged 16-24 had the chance to win a holiday for themselves and three friends - if they peed in a pot and took a test for chlamydia.

The winners were a group of four friends who had all taken a test and won a £500 holiday voucher each. The prize was provided from sponsorship by Foundry Media. It must be stressed that the NHS was not giving away public money. The competition supported the health and peer advisors and encouraged young people to test. Around 2000 more young people, compared to the same period in 2006/07, tested and entered the competition.

Northumbria University student Sarah Williams, 19, is looking forward to holidaying in the Mediterranean during summer 2008.

She said: "My friends and I were in Eldon Square when we decided

to take the simple test and enter the competition."

"I couldn't believe it when I found out I had won. I think the competition is an excellent way of getting more young people to take the chlamydia test. It's really important they get themselves tested and know the facts about chlamydia."



"The test doesn't hurt and you get the results quickly. I'd encourage anyone to get themselves tested and protect themselves against chlamydia."



The chlamydia screening programme holiday competition winner with Michelle Stamp (chlamydia screening programme manager) and Neil Foster (marketing manager)

Future developments

- To develop an annual rolling programme of education/screening in all secondary schools across Northumberland Tyne & Wear
- Develop work with disadvantaged groups such as BME, LGBT, Asylum seekers and Looked after children
- Build on the excellent work carried out in GPs across the 6 PCTs
- Implement screening across antenatal services and work in partnership with midwives and antenatal staff
- Develop work in pharmacies with chlamydia packs being given out to young people accessing emergency contraception
- There is a need to target more workplaces such as call centres, factories, local authorities, PCTs and acute trusts
- Increase screening with young men via sports settings, local football, rugby clubs and gyms
- Build on the marketing and advertising campaign and develop new literature in partnership with young people
- Launch a local TV campaign featuring the chlamydia gremlin on Tyne Tees to raise awareness of chlamydia and encourage young people to be screened

For further information, please contact:

Chlamydia Screening Programme
45 Scrogg Road
Walkergate
Newcastle upon Tyne
NE6 4EY

Telephone: 0191 265 7014

Fax: 0191 265 8037

www.checkyourbits.org

This document is available
in large print and other
languages on request:
Tel: 0191 265 7014