



HAD UNPROTECTED SEX?

HAVE YOU GOT  
THE BALLS TO  
**#GETCHECKED**

STAKEHOLDER TOOLKIT

[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)

# 'Have you got the balls to #getchecked'

is a sexual health campaign targeted at men in Hertfordshire which will run from December 2015 to April 2016.

The aims of the campaign are to:

- increase the numbers of men living in Hertfordshire (aged 18-50) accessing countywide Sexual Health services; and
- reduce the number of STI/HIV infections among men living in Hertfordshire (aged 18-50)

For further details, a PDF of the stakeholder briefing can be found visiting <http://bit.ly/1NGaGxv>

In response to research findings, it's largely a digital campaign which links a Facebook page and targeted Facebook and online advertising, to a new webpage within hertsdirect, the existing Hertfordshire County Council website: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)

You can support this campaign by:

- Liking the campaign Facebook page, found at: <http://on.fb.me/1NRNNmy>
- Liking and sharing posts and ads from the page, or else leaving positive messages.
- Including our boilerplate copy and campaign artwork on your website.
- Displaying and distributing printed campaign materials.
- Using our suggested social media messages across the duration of the campaign, using #getchecked.
- Adding the e-mail footer to your e-mail signature.

## BOILERPLATE COPY

The content below is currently live at [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)

Please use this text, along with our artwork, to support the campaign on your own website.

### Have you got the balls to #getchecked ?

A Sexually Transmitted Infection (STI) can be passed from one person to another through sexual contact, including vaginal, anal and oral sex. You can get or pass on an STI to whoever you're having sex with.

If you think you have an STI don't panic. You simply need to get tested so you can get the right treatment. Many people with STIs don't get symptoms, so it's worth getting tested even if you feel healthy.

To find your nearest sexual health service call 0300 008 5522,

or speak to your GP or visit the Sexual Health Hertfordshire website: [www.sexualhealthhertfordshire.clch.nhs.uk](http://www.sexualhealthhertfordshire.clch.nhs.uk)

When used correctly, condoms help to protect against pregnancy and STIs. Under 25? You can get free condoms, a chlamydia test and advice about contraception through the local c-card scheme.

Need an HIV test? Get a free, confidential testing kit sent to your home. To order a kit visit [www.freetesting.hiv](http://www.freetesting.hiv)

For more sexual health information visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked).



Campaign assets including posters, business cards, the campaign logo and an email footer as well as other literature can be found at <http://bit.ly/1NGaGxv>. Printed materials are available, please contact Public Health Hertfordshire by calling 0300 123 4040 or emailing [PublicHealth@hertfordshire.gov.uk](mailto:PublicHealth@hertfordshire.gov.uk).



HAD UNPROTECTED SEX?

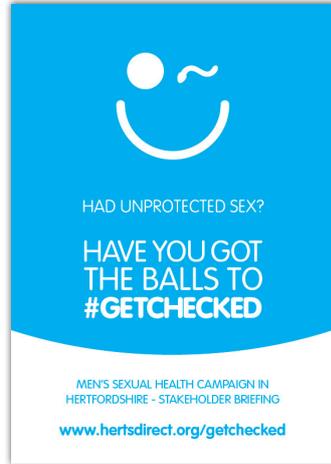
HAVE YOU GOT THE BALLS TO #GETCHECKED

For free confidential advice, contact Sexual Health Hertfordshire on 0300 008 5522, speak to your GP or visit our website [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)

When used correctly, condoms help to protect against pregnancy and sexually transmitted infections (STIs)



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HAD UNPROTECTED SEX?

HAVE YOU GOT THE BALLS TO #GETCHECKED

MEN'S SEXUAL HEALTH CAMPAIGN IN HERTFORDSHIRE - STAKEHOLDER BRIEFING

[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)



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HAVE YOU GOT THE BALLS TO #GETCHECKED

For further information please contact:  
Public Health Hertfordshire - Hertfordshire County Council  
1, 1000 123 4040 | E: [PublicHealth@hertfordshire.gov.uk](mailto:PublicHealth@hertfordshire.gov.uk)



Hertfordshire County Council is committed to improving the sexual health outcomes of its population.

There are a number of factors that influence sexual health and risk behaviors, such as personal beliefs and attitudes, social norms and peer pressure.

Sexual health promotion and prevention is essential to achieve effective sexual health and aims to help people make informed and responsible choices and decisions.

High-quality information is important to help people make such decisions but the provision of information alone is not enough to change behaviours. Sexes, provision and treatment also play a key role in prevention by diagnosing STIs and HIV, preventing their onward transmission and in providing contraception to prevent unwanted pregnancies.

In 2014 there were 4,143 diagnoses of sexually transmitted infections among men living in Hertfordshire, a rate of 742 per 100,000 population. This is lower than the England rate for men which was 939 per 100,000.

The highest rates of diagnosis were among 20-24 year old men (4,317 per 100,000). Overall rates for men were highest in Watford (3,318) and Tring (3,078). Higher rates do not necessarily reflect a higher prevalence as they are dependent on the screening services offered as well as how well informed the public is. Since April 2013, over 6,000 appointments at sexual health services in Hertfordshire were to men.

The 'Have You Got the Balls to #getchecked' campaign aims to:

- increase the number of men living in Hertfordshire aged 18-50 accessing community Sexual Health Services; and
- reduce the number of STI/HIV infections among men living in Hertfordshire aged 18-50.

This challenge is set against the backdrop of a changing landscape for sexual health services in Hertfordshire. A new provider Central and Local Community HealthCare NHS Trust working in partnership with Chelsea and Westminster Hospital Chelsea and Westminster Trust were commissioned to provide integrated sexual health services from 1 April 2015.

**INSIGHT**

An agency was commissioned to conduct:

- secondary desk research, including a review of previous campaigns with similar aims and their associated outcomes;
- qualitative research with stakeholders including those working in the field of sexual health;
- quantitative research with men in Hertfordshire aged 18-50; and
- a co-creation session with professionals and members of the public (men aged 18-50).

Key findings include:

- 41.7% of men surveyed said they never think about their sexual health;
- when asked 'what makes you think about your own sexual health?' the most common answer (38.5%) was 'a new sexual partner';
- when asked 'how frequently should men have a sexual health check?' the most common answer (54.1%) was 'whenever they have unprotected sex'; and
- 80.9% of men surveyed said they didn't know when their nearest sexual health clinic is situated.

This, along with the other research findings, has been used to inform all aspects of the campaign including the creative approach, messages, targeting and channels.

**MESSAGE & CREATIVE**

The wink design was devised in the light of the primary stakeholder research which suggested encouraging men to 'stay safe while having fun' as an approach. It received an overwhelmingly positive response in the co-creation group. Participants recognised the 'spinnaker' and said it made them think about sex. The blue was considered striking and likely to capture attention.

Key messages:

- Had unprotected sex? Have you got the balls to get checked?
- For confidential advice, contact your local sexual health service, GP or visit [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked).
- When used correctly, condoms help to protect against pregnancy and sexually transmitted infections (STIs).
- Available local services including location.
- What symptoms to look for.
- Myth busting messages about sexual health and testing.
- Stats from our research.

**CAMPAIGN TIMING**  
December 2015-18 April 2016

Having unprotected sex (sex without a condom) can increase the risk of getting a Sexually Transmitted Infection (STI). If you think you have a STI, don't panic. You simply need to get tested so you can get the right treatment.

Many people with STIs don't get symptoms, so it's worth getting tested even if you feel healthy.

For confidential advice, contact your local sexual health service, GP or visit:

[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)



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**CAMPAIGN CHANNELS**

In response to research findings, it is largely a digital campaign which links targeted Facebook and online advertising with a new web page within 'hertsdirect', the existing Hertfordshire County Council website. The campaign will use Precise Mobile advertising and will feature in targeted apps and websites such as The Last Bible and Sky Sports, and also in popular dating and chat sites, such as Tinder and Me2Me. Research findings that support this approach include:

- 46.4% of men surveyed in our research preferred online as a source of information about sexual health, second only to their GP;
- Social media and online is where Hertfordshire men would expect to see a sexual health campaign (54.9% and 54.4% of those surveyed respectively second and third only to TV);
- The co-creation session revealed that Hertfordshire men use social media 'constantly';
- Social media also came out of the stakeholder research as a suggested route.

In addition to this, and in response to the findings of the co-creation session, the campaign will also use outdoor advertising in men's pub toilets across Hertfordshire.

This will be supported by a media launch, Facebook page, and stakeholder engagement.

Stakeholders are encouraged to support the campaign and will have access to digital tools including images and messages suitable for use online and through social media. Other stakeholders will support the campaign by distributing materials such as business cards and posters carrying key messages.

**MONITORING & EVALUATION**

The campaign will be monitored and evaluated by an agency against a range of outputs and outcomes including:

- Numbers of men in Hertfordshire accessing information about their sexual health as a result of the campaign. This includes metrics such as clicks through to 'hertsdirect' from Facebook and other online advertising, pages visited and length of time spent accessing information.
- Number of attendances of men at Hertfordshire sexual health clinics.




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HAVE YOU GOT THE BALLS TO #GETCHECKED



## SUGGESTED SOCIAL MEDIA MESSAGES

Cut and paste these messages into your own social media channels.

(These are not applicable for Twitter - please see Twitter messages overleaf)

58% of Hertfordshire men surveyed said they don't know where their nearest sexual health clinic is. To find out, contact your local sexual health service, GP or visit:  
[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
#getchecked

Only 36% of Hertfordshire men surveyed said they'd tried to access information and advice about their sexual health – this is compared to 73.3% of women. For free confidential advice, contact your local sexual health service, GP or visit:  
[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
#getchecked

42% of Hertfordshire men surveyed said they never think about their sexual health. Some STIs have no symptoms, and if untreated can cause infertility.

For free confidential advice, contact your local sexual health service, GP or visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
#getchecked

34% of Hertfordshire men surveyed said they felt they should get a sexual health check whenever they had unprotected sex. Have you got the balls to #getchecked

For free confidential advice, contact your local sexual health service, GP or visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)

70% of Hertfordshire men surveyed would encourage a friend to have a sexual health check if they knew they'd had unprotected sex. Have you got the balls to #getchecked

For free confidential advice, contact your local sexual health service, GP or visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)

Had unprotected sex? Have you got the balls to #getchecked  
For free confidential advice, contact your local sexual health service, GP or visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
#getchecked

Time to get checked? Sexual Health Hertfordshire is your free, local, confidential service. To find your nearest clinic visit:  
[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
#getchecked

When used correctly, condoms help to protect against pregnancy and sexually transmitted infections (STIs). For free confidential advice, contact your local sexual health service, GP or visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
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Many people with Sexually Transmitted Infections (STIs) don't get symptoms, so it's worth getting tested even if you feel healthy. For free confidential advice, contact your local sexual health service, GP or visit:  
[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
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Many people with Sexually Transmitted Infections (STIs) don't get symptoms but those who do can experience:  
Itching; Swelling; Redness around their penis; Pain when you pee; Pain during sex; Unusual discharge from their penis; Pains in the lower abdomen.

For free confidential advice, contact your local sexual health service, GP or visit: [www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
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Under 25? You can get free condoms, a chlamydia test and advice about contraception through the local c-card scheme. Visit [www.ccardherts.co.uk](http://www.ccardherts.co.uk)

A Sexually Transmitted Infection (STI) can be passed from one person to another through sexual contact, including vaginal, anal and oral sex. You can get or pass on an STI to whoever you're having sex with. For free confidential advice, contact your local sexual health service, GP or visit:  
[www.hertsdirect.org/getchecked](http://www.hertsdirect.org/getchecked)  
#getchecked



**Cut and paste these messages into your own twitter messages.**

58% of Herts men surveyed don't know where their nearest sexual health clinic is. For advice visit <http://bit.ly/1QiODPE> #getchecked

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Worried about your sexual health? For confidential advice contact your local sexual health service or visit <http://bit.ly/1QiODPE> #getchecked

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Only 36% of Herts men have had advice about their sexual health, compared to 73% of women. For advice visit <http://bit.ly/1QiODPE> #getchecked

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Condoms can prevent pregnancy and STIs. For advice, contact your local sexual health service, GP or visit <http://bit.ly/1QiODPE> #getchecked

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42% of Herts men never think about sexual health. Untreated STIs can cause infertility. For advice visit <http://bit.ly/1QiODPE> #getchecked

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Not all Sexually Transmitted Infections have symptoms, so even if you feel healthy #getchecked. For advice go to <http://bit.ly/1QiODPE>

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34% of Herts men said they should get checked after unprotected sex. Got the balls to #getchecked ? Get advice at <http://bit.ly/1QiODPE>

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Often STIs don't give symptoms but some are: Itching; Swelling; Redness around genitals. For advice visit <http://bit.ly/1QiODPE> #getchecked

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70% of Herts men said they'd tell a friend to #getchecked if they'd had unprotected sex. Get advice at <http://bit.ly/1QiODPE>

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Under 25? Get free condoms, chlamydia test and advice on contraception through the local c-card scheme. [www.ccardherts.co.uk](http://www.ccardherts.co.uk) #getchecked

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Had unprotected sex? Have you got the balls to #getchecked ? For free confidential advice visit <http://bit.ly/1QiODPE>

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STIs can be passed through sexual contact, including vaginal, anal and oral sex. For advice visit <http://bit.ly/1QiODPE> #getchecked

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**STAKEHOLDER FACING ORGANISATIONS**

**Cut and paste this messages into your own social media channels:**

Work in the field of sexual health? Want to know more? For a digital stakeholder toolkit visit <http://bit.ly/1NGaGxv>





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T: 0300 123 4040 | E: [PublicHealth@hertfordshire.gov.uk](mailto:PublicHealth@hertfordshire.gov.uk)

