



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)

# 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 relationships, 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. Service 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 836 per 100,000.

The highest rate of diagnosis was among 20-24 year old men (4,317 per 100,000). Overall rates for men were highest in Watford (1,318) and Three Rivers (773). 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 2015, over 8,000 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 countywide 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 London Community Healthcare NHS Trust working in partnership with Chelsea and Westminster Hospital NHS Foundation Trust) was commissioned to provide integrated sexual health services from 1 April 2015.

## CAMPAIGN TIMING

December 2015 till April 2016

## 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 (34.1%) was 'whenever they have unprotected sex'; and
- 80.9% of men surveyed said they didn't know where 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 'sperm wink' 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 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 Pinpoint Precision Mobile advertising and will feature in targeted apps and websites such as The Lad Bible and Sky Sports, and also in popular dating and chat sites, such as Tango and Meet Me. Research findings that support this approach include:

- 46.6% 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 (58.9% 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 a digital toolkit 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.





HAD UNPROTECTED SEX?

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

For further information please contact:

Public Health Hertfordshire - Hertfordshire County Council  
T: 0300 123 4040 | E: [PublicHealth@hertfordshire.gov.uk](mailto:PublicHealth@hertfordshire.gov.uk)

