I would like to acknowledge the Aboriginal Owners of the land and my Aboriginal colleagues in the room and on line today.

My title today is Sexual health Promotion for everybody.
• When I say every body, I mean every young person 15-29 years old in NSW........
• Today I will take you on a journey
• From, where we started to with a campaign focused on “sleeping with one and is sleeping with many” to the pivotal point in our work in 2013 at a youth week forum to the health promotion action plan and the work now and the future
Like you we work towards the same goals across government with a range of strategies and here are some examples.

We all have Priority Populations, settings, goals and outcomes. There is a whole range of agencies working to improve lives of young people and hear their voice to improve services, prevent harm and reduce morbidity. These strategies range from focusing on homelessness, multicultural and Aboriginal communities, drug and alcohol, safe roads, mental health, sexual health and relationships and education strategies. In some way we all play a part in improving the lives of young people. The point I want to make here is that we can't do it alone and while we have our own piece of the pie in terms of strategies and funding and as young people are mentioned in all of these strategies, if we are going to have an impact in the area of policy and health promotion we need to work together especially with the young people targeted or most in need in these documents.

In NSW STI Programs our focus is on prevention and reduction in the transmissions of HIV & STIs as well as a reduction in morbidity and mortality of HIV & STIs.
• I would like you to cast your mind back to youth week 2013 to Parliament house in Macquarie St, there were 85 young people from all over NSW participating in a day long forum focusing on sexual health.

Once all the formalities were out of the way and Minister Dominello had launched YW it was down to business with small groups facilitated by young people to identify the areas of most need when it comes to sexual health, the afternoon consisted of an open room discussion Q & A with ABC health reporter Natasha Mitchell… and there was plenty to talk about!

There were plenty of ideas where things could be improved in the area of sexual health for young people.
The goals of the day were that the NSW HEALTH SYSTEM RESPONDS TO THE HEALTH NEEDS OF YOUNG PEOPLE, INCLUDING TARGETED RESPONSES FOR VULNERABLE YOUNG PEOPLE, HEALTH SERVICES ARE ACCESSIBLE AND YOUNG PEOPLE ARE ENGAGED AND RESPECTED and that YOUNG PEOPLE ARE SUPPORTED TO OPTIMISE THEIR HEALTH AND WELLBEING.

Goals we still focus on in our work today ................. Not because we haven’t met them but because it is a constantly changing landscape and there is more to do.

The immediate feedback from participants as well as impressions gained from observation on the day indicate that the Forum broadly succeeded in meeting its objectives. It brought together young people from across the state and promoted the exchange of information, ideas, opinions and experiences on sexual health issues among the young people as well as health professionals, youth workers, service providers, policy makers and others.

There was an enthusiastic response to the content and delivery of the program and an acceptance among participants that they had been heard and that their views were seen as important to the development of responses in policy and practice. The challenge ahead is to maintain the impetus to ensure the information from the forum is in fact incorporated into ongoing planning and service delivery and to build on the success of this forum into the future work.
• In short… Young people talked and we listened
• From "sleeping with one is sleeping with many" which is more of a deficit approach to incorporating the Its Your Love Life research, to a range of developments of the program to something I hope you all recognise ....
We redeveloped the original “sleeping with one is sleeping with many ” NSW website to the Play Safe website with the help of a design company and young people. In this original design we introduced a range of characters and icons to assist people to navigate the space and see themselves in the Play Safe website. Including adding Nurse Nettie.
• Young people along side the IYLL survey identified key barriers and facilitators to access services, knowledge gaps and whether they feel they are at risk
There is of course much more to this than colours and pictures and you can see here the website aligns with the barriers to testing and access and well as opening up the conversation to young people while still providing the key information suggested by young people.
• The Play Safe website had been online for about 18 months and while we could see where we were going with this work with young people we needed more detail in order to have a greater impact and more clarity and detail on the characteristics of those young people most at risk. This meant finding out more than just the usual demographics we would normally use to guide our programs. We needed to talk directly to those most at risk and have them guide our work.
We contracted GfK to undertake market research with young people in NSW with some fascinating results.

The segmentation research (as it is fondly known) allowed us to focus our program and be more targeted on the needs of young people most at risk by understanding their barriers and facilitators and generally how they operate.
• While I wont go in to the results today, there is a lengthy and more succinct report available.
• The 2 groups at the bottom are our main focus and have assisted us to develop not only our website but also our program of work across NSW, the first change that needed to be made was our website as it was clear that it skewed too young for the most prominent target audiences. The dominant risk takers and experienced sex positive.
For those who haven’t seen it here is the refreshed website.

- It is:
  - Colourful
  - Confident
  - Fun
  - Informative
- Trustworthy and complete with the NSW Health logo which provides authority and a higher google rating

https://playsafe.health.nsw.gov.au
As you can see we still have our key messages condoms and STI testing are still included but in a more sophisticated approached which was developed directly due to feedback from our target audience.
• The site also incorporates the Nurse nettie function, Blog and online forum where young people can talk to other young people about sexual health
• The website also proveds options on risk assessment, where to go for help and information on our festivals and Take Blaktion work
• I mentioned before that our segmentation research led to focusing our program - more specifically the program I am referring to is the … NSW Sexual Health Promotion Framework
This framework was the beginning of… Health Promotion staff across the state were being brought together in line with the NSW STI Strategy 2016-2020 and the accompanying Sexual Health Promotion Framework. The aim of the framework was to bring all the work, the dedicated staff and to focus the resources to make greater gains in the work happening across NSW. The Health promotion sector received specific training and nominated to working group areas of work of interest. The working groups explored the evidence in their particular areas and developed plans aimed at having a great impact on outcomes for young people and submitted proposals to MoH.

Work was well underway …. when earlier this year the group leaders reassessed where they were at and re focused the work into NSW Sexual Health Action Plan 2018-2020 as a way of meeting the outcomes by 2020.
• This action plan has an overarching aim to support all young people and as you can see the work the becomes more targeted into priority populations and setting based approaches. Today I will speak briefly to 4 of the programs
  • Youth services
  • Play Sfe Pro
  • Out of Home Care and
  • Festivals
• The youth services project – developed and piloted a kit to support Youth Services. It has a range of resources from factsheets, advocacy tool, condom protocols and games to use with young people to promote positive sexual health.

• Play Safe Pro which is brand new has a range of
  • Tools
  • Training
  • Games
  • Newsletters
• It is in its infancy but we hope to have links to established training - online sticky stuff, nitty gritty and Doin it right as a way of supporting these key trainings for young people
• This is an example of the games part of the Play Safe Pro.
A training based on the Sticky Stuff training was developed for out of home care with a trauma informed approach. It was piloted with Carers and with case workers.

The pilot established the need to have both cares and case workers in the room for the training to best support young people.

We have been working with FACS to deliver a train the trainer to their key workers and deliver across NSW.
• To date there have been around 4000 Chlamydia tests undertaken over a 8 days of festivals so far this year. The main aim of this program is to demystify the STI testing process and to demonstrate the ease and increase social norms.
• With the sexual health Plan well under way with 9 of the 12 programs either completed nearly finished or on their way I am confident we can deliver this work with in the time frame BUT there is always more to be done to ensure that our programs have broad reach and out “pilots are scaled” up across NSW so that more young people and workers have access.
What is the next step ...?
Scale Up
• The reasons we scale up include these on the slide
• We are fortunate that NSW has a strong guide that identifies all the steps and helps to navigate the questions we need to answer about scale up …
• There are a range of big questions we need to ask as we must assess:
• What is the costs of scaling up these programs
• What is the value
• Is it a strategic approach?
• Is it sustainable?
• Can we let go of our projects that we have worked so hard on?
• What will successful scale up look like, how will we measure it? How will we know when we get there?
• One part of the success of this program is that we all must work together across the sector, teams, outside our silos and especially utilising the voice of young people to participate in the development of these programs.
• We all have different roles and responsibilities in the programs however across NSW in the health, non government and government sectors and in our work with young people I challenge you to - lead from where you are and to strive to make a sustainable difference to the lives of young people
Thank you!