London: Challenges of planning sexual health during the 2012 London Olympics

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Presentation aims
To explore the process, benefits and lessons identified from the planning of sexual health delivery during the 2012 London Olympics.
MBARC’s role in all this...

MBARC have been commissioned by the London Sexual Health Programme to support delivery of sexual health Games time planning and legacy.

All deliverables have been set by NHS London who have been funded by the Department of Health and have then been agreed between NHS London and the London Sexual Health Programme.
2012 Sexual Health Legacy:
Programme context 1

Anecdotal evidence of increased demand for Sexual Health services as a result of hosting the Games and other large sporting events exists e.g. World Cup

Sexual Health needs in London highest in UK and amongst highest in Western Europe
Sexually transmitted infections

- Most boroughs in London (23 of 24) had a higher rate of diagnosed STIs than England average in 2011 – with substantial variation in the rate across boroughs.
- The rates of diagnosed gonorrhoea and syphilis in GUM clinics were higher than the England average in the majority of London boroughs.
HIV

• HIV prevalence in London ranged between 1.5/1000 (Havering) and 13.9/1000 (Lambeth) diagnosed cases per 1000 population aged 15-59 in 2011. Most boroughs (27) had a higher HIV prevalence compared to the England average (2 per 1000). Only Havering had a lower prevalence than England.
2012 Sexual Health Legacy:
Programme context 4

Health Protection Agency are key partners with the London Sexual Health Programme and carried out a literature review of the impact on sexual ill-health of hosting the Games from host cities.

Conclusion: London 2012 planning should include STI awareness and prevention and the provision of adequate sexual health services.
2012 Sexual Health Legacy: Thematic Approach

**Resilience** Safeguarding sexual health services during the Games, ensuring lower cost interventions and minimising the call upon NHS resources.

**Transformation** Using the development of resilience to transform services and relationships between partners and stakeholders for lasting benefit in line with NHS quality, innovation, and prevention principles.

**Engagement** Maximising public participation, particularly from young people and raising awareness of personal responsibility to ensure good sexual health.
2012 Sexual Health Planning: Commissioner and provider planning template

Updated planning template was available on sexual health delivery preparedness during the Games.

Based on best practice and developed by a wide range of stakeholders including clinicians from designated 2012 Hospital, voluntary sector, commissioners, HPA, GUM and contraception stakeholders.

Linked to assurance in the NHS 2012 Planning Toolkit.
2012 NHS Sexual Health Services: Free for overseas visitors

- Initial diagnostic test and treatment for sexually transmitted infections, including HIV testing, any associated counselling and PEPSE to prevent infection of a patient and others they may come into contact with; and

- Contraceptive services that supply contraceptive products and devices to prevent establishment of pregnancy.
2012 NHS Sexual Health Services:
Business as usual...

• Long-term treatment of an individual without residency rights, post positive HIV diagnosis remained chargeable until October 2012.

• NHS Guidance on Charging for Overseas Visitors is available on the DH website link below:
Residual Risk Response:
Games time support and advice

Support and advice to commissioners and sexual health providers to reactively address arising issues.

Provide information to inform media responses.

Monitor and report to NHS London any changes in demand for sexual health services.

Provide advice to NHSL as agreed.
2012 Public Health: Sexual health promotion

LOCOG were working with Durex to implement a sexual health promotion campaign which was to be promoted during the Games.

Worked with Health Promotion stakeholders across London to agree a campaign that could be used by local NHS.

A4 Posters and A6 Flyers available for local areas.
SUMMER LOVIN' LONDON

Using condoms will help protect against sexually transmitted infections (STIs), including HIV, and help prevent unplanned pregnancy.
2012 Public Health: Condom Distribution 1

• As part of our NHS sexual health demand management arrangements for the summer of 2012 the London HIV Prevention Programme is supporting the Freedoms Scheme to distribute an additional 170,000 condoms with lubricant specifically for the gay community.

• NHSL supported additional 330,000 condoms and lube for general public at live sites etc.
Loose condoms and lube were delivered across England:

- London
- Voluntary Sector
- East of England
- Weymouth and Portland
2012 Public Health: NHS Health & Wellbeing Lounges

MBARC worked with agencies that provide services to the Pan London HIV Prevention Programme.

Health & Wellbeing Lounges at:
- UK Black Pride, Southwark
- Summer Rites, Shoreditch

Additional 10 HIV testing services at key saunas.
Vision roller banner

PVC Banner 1.5m x 1m
Finished hemmed and eyeleted

Health & Wellbeing Lounge
LONDON SEXUAL HEALTH PROGRAMME

Qty 1

Qty 2
2012 Communications:
Sexual health communication strategy 1

Communications strategy was linked to the planning template guidance and aimed to:

• Signpost UK residents and visitors to appropriate sexual health services if and when required to manage NHS demand
• Provide key messages to encourage UK residents and visitors to take steps to prevent sexual ill health during the Games
2012 Communications:
Sexual health communication strategy 2

• Maximise opportunities to increase the awareness of UK residents of the different sexual health services available to them

• Ensure consistency of messaging at Games time across all stakeholders

• Ensure all communications supported the key London 2012 sexual health programme themes of resilience, transformation, and engagement
2012 Communications: Sign posting and messaging

A key focus of the Games was to signpost effectively to earlier information, testing and contraceptive services in community settings such as pharmacy.

Rapid referral to GUM and specialist Sexual and Reproductive Health services for those with symptoms of sexual ill-health.

2012 Sexual Health FAQs for NHS Comms Teams.
2012 NHS Choices:
NHS Choices

NHS Choices was the main vehicle for sexual health messaging and signposting to services during the Games.

All central communications directed residents and visitors to the NHS Choices ‘Have a safe and healthy 2012 Games’ pages with a designated sexual health section at www.nhs.uk/london2012
Have a safe and healthy 2012 Games

If you are unwell or injured during the London 2012 Games, choose the right health service to get the best treatment

Health services in England

Search for the right service near you

Pharmacy advice

Enter your postcode or location

Find services

Click the icons below to find out about health services you can use

Information & advice
Pharmacy advice
Walk-in services
Accident & Emergency
Sexual health
Sexual health services

If you are worried about unplanned pregnancy or sexually transmitted infections (STIs), including HIV, NHS pharmacists will give free confidential advice and direct you to the best sexual health service for you.

Sexual health services offer confidential services to women and men, including:

- sexual health information
- emergency contraception
- testing and treatment for STIs
- sexual health examinations
- referral to other specialist clinics
2012 NHS Choices:
Visitors to these pages could access...

NHS Direct symptom checker to direct them to pharmacies or services, depending on symptoms.

Information about the different sexual health services and what they provide to help people to choose the most appropriate service.

Information about local sexual and reproductive health services.
Stakeholder engagement:
2012 Sexual Health Legacy e-news

Monthly e-news on Sexual Health and the 2012 Games available from MBARC continue to keep people updated.

Interactive web-based email that covers both Games time delivery and legacy related articles including Q & As with key 2012 and sexual health stakeholders.
The Final of Sex Factor Ideas 2012

On Friday 23 March, finalists gathered to present their ideas to the judges or 'dragons' of Sex Factor Ideas 2012. The event was held at City Hall, hosted by Rugby World Cup winner and Chair of the StandUp Foundation Ben Cohen, and was a huge success.

Read more»
2012 Sexual Health Legacy: Sex Factor Ideas 2012 Competition

**Engagement** Maximised public participation, particularly from young people and raised awareness of personal responsibility to ensure good sexual health through:

- FESHyouthNET (Further Education Sexual Health)
- Young People Forums
- Nationally
Thank you to the generous support of our competition and Grand Final sponsors:

- Boots
- HRA Pharma
- MSD
- Pasante

SEX FACTOR
2012 Sexual Health Legacy: Dragon’s Den style final

Joint Gold Winners
Ask SAM phone app
Sexual health exhibition

Joint Silver Winners
Kiss Kiss condom packaging
Anti-homophobia in sport campaign
The Bird and the Bee sexual health advert
2012 Sexual Health Legacy:
Lessons identified

- High-level programme support and leadership is key to success.
- Designated funding can unlock further opportunities.
- There are benefits and challenges working with sponsors.
- Planning sexual health delivery and promotion is important to maintain public health.
2012 Sexual Health Legacy: Lessons identified

• Opportunity to transform way we think.
• Engagement and communication with a full range of stakeholders essential.
• Young people want to be involved - embrace this energy!
• Evaluation taking place to collect further lessons learnt.
2012 Sexual Health Legacy:
Thank you

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Resources:
www.londonsexualhealth.org
www.mbarc.co.uk