



## 4.0 WHAT WILL YOUR PROGRAM INCLUDE?

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### In this section:

Deciding on strategies for achieving your goals  
Influencing change at different levels  
Using a settings approach

Many factors may contribute to the increases seen in sexually transmitted infections and blood-borne viruses. These include individual factors, social/community factors, environmental factors and legislative, policy or organisational factors. This section of the toolkit will consider the strengths and limitations of different methods (or strategies) that can be used to address these factors. The decision-making processes used to select the most appropriate strategy or combination of strategies will also be discussed.

### 4.1 Deciding on strategies for achieving your goals

#### Which methods will be most effective?

So where do you begin when deciding on which strategies you are going to use to deliver the greatest health outcomes? This section provides information on the most common approaches to deciding on and implementing health strategies, with specific examples applied to the sexual health and blood-borne virus field.

It is important to consider the planning stages that have been covered in the previous sections of this toolkit: needs assessment (Section 1), creating your goal and objectives (Section 2) and using behaviour change theories (Section 3). Understanding the target group clearly will help to ensure you are on the right track to choosing appropriate strategies for achieving your program goals and objectives.

Consider the points in Figure 4.1 when choosing strategies.

**Figure 4.1: Considerations when choosing strategies**

#### 1. Evidence

Collect evidence from journals, reports and websites about strategies that have worked previously and how challenges and barriers could be addressed.

#### 2. Timing

Consider the timing of your intervention including other programs that may be implemented at the same time for your target group.

#### 3. Social Impact

Consider the impact of your proposed strategies on the target group. Is it fair and reasonable?

#### 4. Ethical Considerations

Ensure your program is implemented within an ethical framework. Consider the following questions:  
"Are you using somebody else's material without permission?"  
"Are your strategies culturally sensitive?"  
"Will you require ethics approval to publish your findings?"  
"Are you rewarding some people for participating but not others?"

#### 5. Economic Costs

Complete a budget that will cover all stages of your project. Your strategies may need to be redesigned if costs exceed available budget and resources.

#### 6. Acceptability

How acceptable is the program? Will people happily participate in your program? Unwillingness to participate may indicate further research about the target group is needed to understand the barriers to participation.

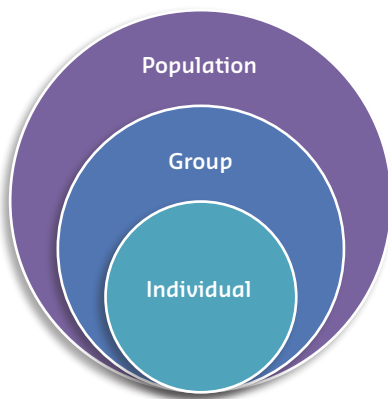
#### 6. Evaluation

Ensure the strategies you select can be evaluated. You want to be able to easily measure how successful each strategy has been so that you can provide this information to your funders, target group and community.

## 4.2 Influencing change at different levels

Program strategies can be implemented at three different levels: **individual**, **group** or **population** (see Figure 4.2). The level or levels you choose will depend on the focus of the intervention, the funding available and the size and participation of the target group. Most programs require a multi-faceted approach that addresses a variety of factors throughout the intervention to achieve the intended outcomes.

**Figure 4.2: Influencing change at different levels**



### 4.2.1 Individual Strategies

**Good training and interpersonal skills are needed by the person delivering individual strategies**

Individual strategies focus solely on the individual and may include brief interventions delivered by clinical practitioners, preventative health

checks and advice, and one-on-one education sessions for personal information gain or self-management of ongoing conditions such as HIV.

Individual strategies will often be tailored to the individual to respond to their needs and concerns. This allows for positive responses among those who are considering changing their behaviour as they will feel more comfortable in a personal setting, and are able to confidentially voice their concerns.

### EXAMPLES OF INDIVIDUAL STRATEGIES

- The WA AIDS Council has a peer outreach program that provides one-to-one support and counselling to people living with HIV/AIDS. Further information can be found at the following link: <https://waaid.com/living-well.html>
- SECCA supports people living with disabilities to learn about sexuality, relationships and sexual health as well as enabling them to obtain skills to make informed choices. SECCA offers a range of specialist counselling, consultancy and training services to people who have a disability, their family and careers. <https://secca.org.au>
- Hepatitis WA offers services for people affected with Hepatitis that includes confidential peer support, a clinic offering testing and treatment, education and a needle and syringe service. [www.hepatitiswa.com.au/support](http://www.hepatitiswa.com.au/support)

### 4.2.2 Group Strategies

**In group settings participants can learn from and support each other to make positive changes**

Working with a group provides a good setting to implement a health strategy. Participants are able to learn from and share with one another

on a similar and relevant issue, which can be a very powerful tool for behaviour change.

Group strategies can either be **didactic** (a one way provision of information) or **experiential** (the group becomes involved in the activities). Each method can be successful depending on the group size, age, culture and the complexity of the issue. When delivering a group-based strategy, health practitioners can either establish a new group or use an existing group structure such as a school, worksite, social or sporting club.

Working with a group requires good facilitation skills and a strong understanding of the goal or aim of the session. Careful attention is required when recruiting participants in regards to how appropriate the content is for the audience. For example: discussing sexual health with adolescents is less likely to be successful in a group of mixed gender and ages. Group strategies provide the opportunity for train-the-trainer workshops so that skills can be transferred to others, and programs can then be further implemented across a wider setting.

### EXAMPLES OF GROUP STRATEGIES

- SHQ offers a range of sexual and reproductive health education and training courses for teachers, doctors, nurses and other health professionals. The aim of these courses is to develop and update skills and knowledge in the area of sexual health, for a specific group of people. <https://shq.org.au/education-and-training/>
- The Freedom Centre is a peer support service for young people who are gay, lesbian, bisexual, transgender, intersex, queer, or questioning. It is a safe space for people to meet and talk to others with similar experiences. [www.freedom.org.au/](http://www.freedom.org.au/)

### 4.2.3 Population Strategies

Population health strategies include:

**A: Social marketing approaches**

**B: Community-based approaches**

**C: Environmental approaches**

#### **A: Social marketing approaches**

**Social marketing is the application of the principles and methods of marketing to the achievement of socially desirable goals<sup>1</sup>**

#### **Use social marketing to get messages to a large audience**

it is the use of marketing principles to influence behaviour change. Social marketers may try to maintain existing behaviours, change unhealthy behaviours or encourage new behaviours.

Social marketing is a strategy that will be more successful when used in conjunction with other supporting strategies. Using social marketing strategies can be expensive. Extensive research is generally carried out to make sure that disseminating a health message through a certain outlet will be successful.

The use of **mass media** such as television, newspapers, magazines, and the radio can also be components of a social marketing strategy. The choice of media used to implement your strategy can help ensure messages reach the intended audience. For example: television advertisements chosen to air during a certain television program that has a known viewing demographic, or print advertisements in magazines with specific readership.

Social marketing is an effective approach for achieving population-based health outcomes. In essence,

### **Social marketing and social media approaches.**

#### **What is the difference?**

**Social media** include free social networking sites such as Facebook® and Twitter®. Using these sites to access social networks is becoming increasingly popular to distribute messages to a large audience. Facebook® and Twitter® often feature as components of contemporary social marketing strategies.

### EXAMPLES OF MASS MEDIA STRATEGIES

- The South Australian Health and Medical Research Institute (SAHMRI) has been supported by the Commonwealth Department of Health to develop and deliver two projects that aim to rapidly increase STI and BBV testing and treatment rates for young people in remote and very remote Aboriginal and Torres Strait Islander communities. These projects include the Remote STI and BBV Project and the Syphilis Campaign <https://youngdeadlyfree.org.au/about-us/>
- The WA Department of Health developed a mass media campaign involving social media, radio advertisements, YouTube videos, posters, press and a website offering information on STI's and BBV's and free chlamydia testing. [www.couldihaveit.com.au/](http://www.couldihaveit.com.au/)

For further information about using **social marketing approaches**, check out the following:

*Principles and Practice of Social Marketing: An International Perspective* (2010) by Rob Donovan published by Cambridge University Press<sup>11</sup>.

#### **B: Community-based approaches**

#### **Community-based approaches can empower a group to change their health behaviour**

Community-based approaches are also effective for targeting a large number of people. These approaches aim to empower a subgroup of a population to make decisions about their health. Successful community strategies should involve a working relationship with the target population to ensure that they are involved in all stages of the intervention. Encouraging community participation will increase the likelihood of the intervention succeeding.

Community-based approaches are also effective for targeting a large number of people. These approaches aim to empower a subgroup

### EXAMPLES OF COMMUNITY-BASED STRATEGIES

The Third National STI Strategy recommends that: health and community services should provide an accessible and appropriate service for priority populations; harm reduction approaches should underpin prevention efforts; programs and policies should seek to assess and address STI-related stigma and discrimination; and that people living with STIs should have meaningful participation in the development and implementation of programs and policies. <http://www.health.gov.au/internet/main/publishing.nsf/Content/ohp-bbvs-sti>

### C: Environmental approaches

Changes to the environment which help to make the healthy choice the easier choice<sup>12</sup> may include adaptations not only to the physical environment but also to the economic, social, cultural, service and political environment such as:

- **Physical modifications to the environment** – may be thought of as changes around individuals, for example installing condom vending machines.
- **Regulation, Legislation/Policy and Advocacy** – regulation, legislation and policy interventions may be thought of as strategies that are mandated or making the healthy choice the only or default choice/decision of individuals. Advocacy is a combination of actions designed to gain political commitment, policy support, social acceptance and systems support for a particular health goal or program<sup>13</sup>.
- **Technology** – the use of point of care testing, condoms or new developments in the delivery of vaccinations harnessing innovations to advance health. These can be cost effective when distributed en masse, especially in resource poor settings. Because technological interventions do not rely only on the behaviour of an individual, they may protect the health of vulnerable or marginalised groups.
- **Incentives and Disincentives ('the carrot and the stick')** – this strategy may focus on *rewards* (incentives which may be financial such as rebates, membership fees, gift certificates) or non-financial such as recognition, social support or *negative consequences* (disincentives such as penalties which should be considered with caution)

- **Sponsorship** – such interventions may provide financial and non-financial supports for racing, sports and arts organisations in return for the promotion of healthy messages (and the ending of unhealthy messages in the case of replacing alcohol sponsorship with fruit and vegetables or physical activity messages) and the introduction of policies to support healthy environments.
- **Organisational interventions (or settings based approaches)** – A *settings approach* means that you operate within a specific setting that provides access to your target audience or group that could assist in achieving your program goal. Each setting will have its own benefits and challenges relating to the implementation of a single strategy or multiple strategies.

When choosing an appropriate setting for your intervention, consider:

- Do you already have strong connections with an existing setting?
- Are you familiar with an existing setting?
- Will this setting be credible for your audience, funders and partners?
- What is the evidence regarding successful and unsuccessful interventions that have occurred in this setting in the past?

### EXAMPLES OF ENVIRONMENTAL STRATEGIES

- Some examples of physical modifications to the environment include: creating easy access sexual health clinics, installing interactive risk assessment kiosks, installing safe disposal units.
- An example of a sponsorship strategy may be providing a safer sex message to a local drama production such as YOHfest (Youth on Health Festival) [www.yohfest.com.au](http://www.yohfest.com.au)
- Examples of regulation and legislation strategies include: requiring condom manufacturers to comply with Australian standards, changing the age of consent, changes to sex work laws or regulation of the industry.
- Some examples of policy and advocacy strategies include: the national HIV/STI/hepatitis strategies, required organisational cultural security training, advocacy for mandatory sexual health education to be in all secondary schools, advocacy for reform of sex work laws.

Some commonly used settings for health-based interventions, and an example for each, are listed below in Table 4.1.



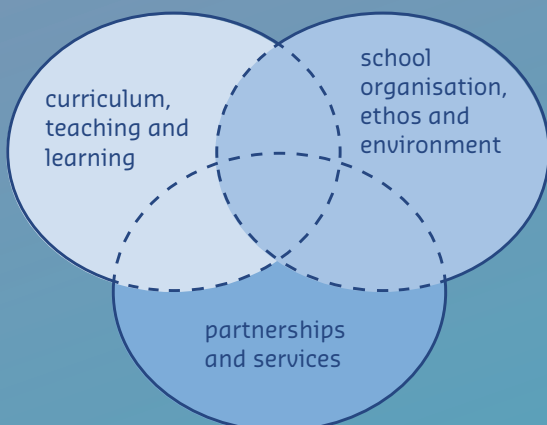
**Table 4.1: Settings for health-based interventions**

| Setting                       | Example   |
|-------------------------------|---|
| Hospitals                     | Safety protocol training to prevent the spread of BBVs in a clinical setting. |
| Schools                       | Comprehensive sexual health education in secondary schools                    |
| Workplaces                    | HIV community awareness training to reduce stigma and increase knowledge.     |
| Universities                  | Using the local university radio to transmit positive sexual health messages. |
| Social/sporting organisations | Implementing the blood rule for contact sports to prevent BBV transmission    |
| Local Government              | Condom dispensers in public toilets.  |
| Prisons                       | Needle syringe exchange program (NSEP)  |

**EXAMPLE OF A SETTINGS BASED APPROACH**

WA Health Promoting Schools Framework  
[www.wahpsa.org.au](http://www.wahpsa.org.au)

The three components of school communities interact and are inter-connected to create a health promoting school. By addressing each of these aspects of school life, it assists to make your planning and direction for change easier. If you have considered each of the components of the framework and made changes to promote a healthy school in each of the areas then your school will be on its way to providing a healthy and productive life at school.



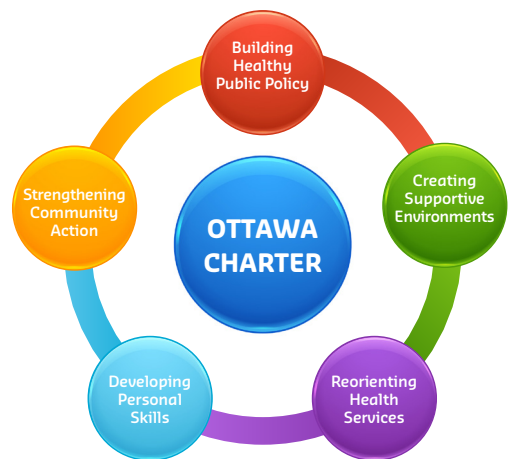
## 4.3 Using the Ottawa Charter for selecting strategies

**Health promotion is the process of enabling people to increase control over, and to improve, their health.**

The Ottawa Charter for Health Promotion<sup>12</sup>, developed in 1986, is the predominant framework used for health promotion practice. Using the Ottawa

Charter ensures that health promotion interventions operate broadly across different levels and are more likely to lead to behaviour change than a narrow approach.

The five action areas of the Ottawa Charter give you some clues on areas to develop strategies (see Table 4.2).

**Figure 4.3: Ottawa Charter for Health Promotion<sup>12</sup>**

The Ottawa Charter for Health Promotion encourages us to think about the broader context in which we implement our health programs and how different strategies can be used to influence behaviour change, not just strategies that are focused on the individual.

**Table 4.2: Ottawa Charter Strategic Direction**

| Ottawa Charter Areas of Action  | Examples of Appropriate Strategies  |
|---------------------------------|---|
| Build Healthy Public Policy     | Advocating for legislative and policy change that will support healthy choices  |
| Strengthen Community Action     | Active involvement and participation of community members to prioritise health issues and advocate for change   |
| Create a Supportive Environment | The interactions between individuals and their environments can support or inhibit healthy choices. Supportive environments reinforce positive behaviour changes.   |
| Develop Personal Skills         | Providing information, education for health, and enhancing life skills. This development assists people to exercise more control over their own health and environments, and to make choices for better health. |

| Ottawa Charter Areas of Action | Examples of Appropriate Strategies   |
|--------------------------------|--|
| Reorient Health Services       | The ability to access health services when and wherever you need them. Access to health services should not depend on where you live, your ability to pay for services or other factors. |

## Choosing strategies

Remember:

- **Start with your health issue and target group needs** – this encourages you to think more broadly about which strategies could be effective
- **BE CREATIVE AND INNOVATIVE!** Changing behaviour in a way that is sustainable often requires more than simply education

With so many options, what makes an effective behaviour change program?

The Behaviour Change Mind Map shown in Figure 4.4 was developed by [live-the-solution.com](http://live-the-solution.com) and illustrates some of the

different strategies that can be used to change behaviour. The combination and number of strategies available to us is limited only by our creativity, funding (of course!), and the partnerships we can establish to support our ideas.

Table 4.3 provides a list of potential strategies to help you start thinking about the wide range of specific actions you can take for your intervention. The strategies provide examples of influencing behaviour change at the individual, group and population levels and using strategies determined by the Ottawa Charter, e.g. advocacy and policy change. The table also lists some of the advantages and disadvantages of each strategy and an example of where it has been applied so that you can choose a combination of methods that are best suited to your program.

Figure 4.4: Behaviour Change Mind Map<sup>14</sup>

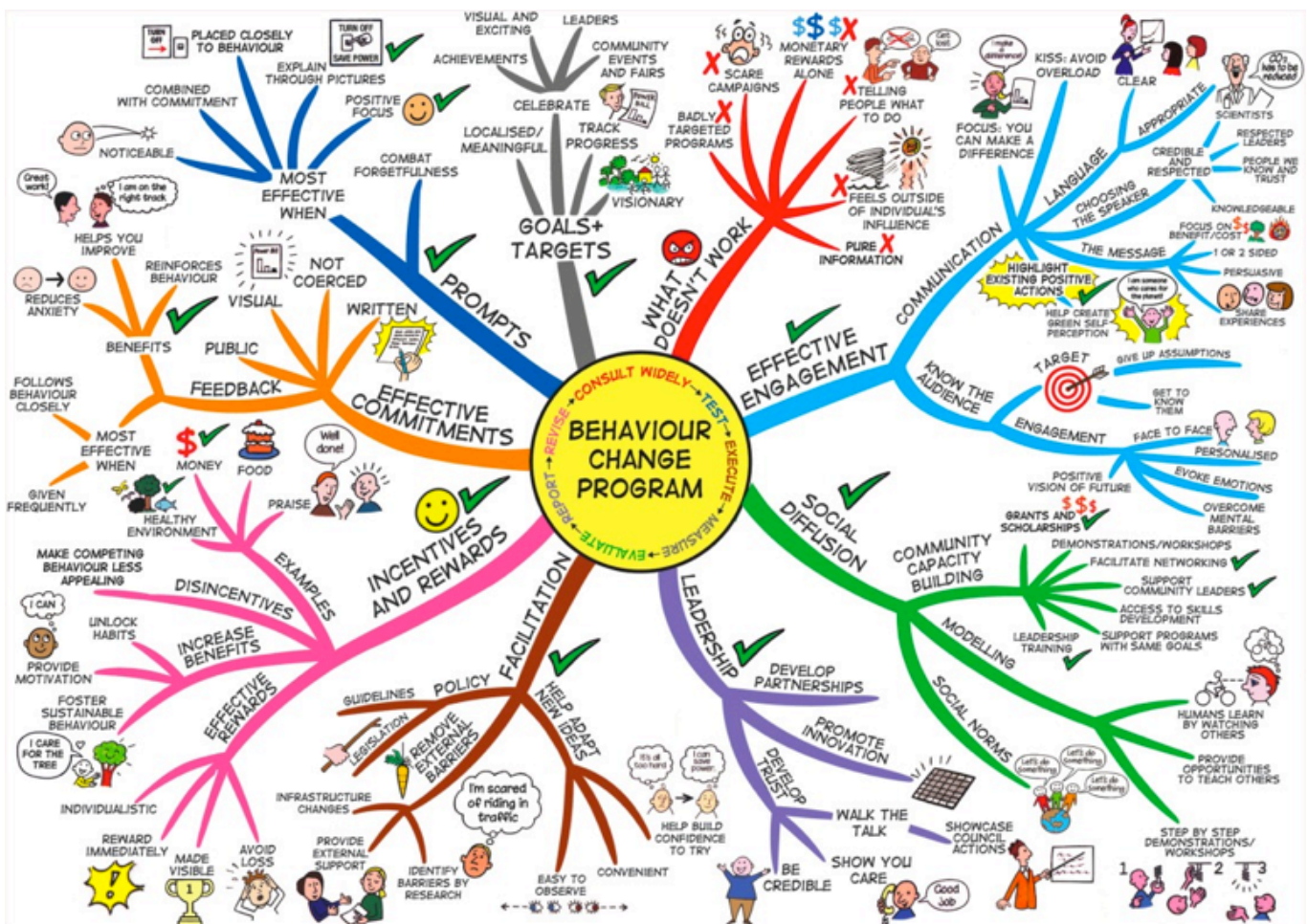


Table 4.3: Health based strategies

| Strategy            | Advantages  | Disadvantages   | Example   | Level            |
|---------------------|---|---|---|------------------|
| Advocacy            | <ul style="list-style-type: none"> <li>Great for gaining community support about topical issues</li> <li>Way of proposing positive and sustainable change</li> </ul>                        | <ul style="list-style-type: none"> <li>Advocacy is usually a long term strategy</li> <li>It needs passionate campaigners</li> </ul>   | <p>YACWA responded to the Strategy Regarding Range of Health Services for People Infected with, or Affected by, Viral Hepatitis in WA<br/> <a href="https://www.yacwa.org.au/research/2017-yacwas-response-to-wa-viral-hepatitis-strategy/">https://www.yacwa.org.au/research/2017-yacwas-response-to-wa-viral-hepatitis-strategy/</a></p> <p>Letter sent from PHAA and CAPHIA to Federal MPs and Australian Health Ministers regarding the public health case for same-sex marriage<br/> <a href="https://www.phaa.net.au/documents/item/842">https://www.phaa.net.au/documents/item/842</a></p> | Population       |
| Campaigns           | <ul style="list-style-type: none"> <li>Interactive</li> <li>Action-oriented (not just educational)</li> <li>Community members can make a difference to a health issue of concern</li> </ul> | <ul style="list-style-type: none"> <li>Campaign development may be costly</li> <li>Visual appeal of campaign is important therefore allow funds for graphic design</li> </ul>                 | <p>Hepatitis WA “Play the blood rule” campaign<br/> <a href="http://playthebloodrule.com/index.html">http://playthebloodrule.com/index.html</a></p>   | Group Population |
| Community education | <ul style="list-style-type: none"> <li>A good way of engaging a specific community at a personal and population level</li> </ul>  | <ul style="list-style-type: none"> <li>It often takes time and funding to develop good resources for the sessions</li> <li>May take time to find and train good facilitators</li> </ul>       | <p>WA AIDS Council runs community awareness events and workshops <a href="https://waaid.com/News-Events">https://waaid.com/News-Events</a></p>  | Group Population |
| Demonstrations      | <ul style="list-style-type: none"> <li>Provides a hands on approach for the target audience</li> <li>Provides opportunity for partnership building</li> </ul>                               | <ul style="list-style-type: none"> <li>Requires well-trained staff</li> <li>Need a good budget for resources</li> <li>Can be hard sometimes to find the right time and location</li> </ul>    | <p>Condom demonstrations at secondary schools during health class</p>   | Group Individual |
| Environment         | <ul style="list-style-type: none"> <li>Reinforces the effects of other health promoting strategies</li> <li>Facilitates behaviour change indirectly</li> </ul>                              | <ul style="list-style-type: none"> <li>Visible changes to the environment may be considered too explicit or capable of having unintended effects e.g. promoting sexual promiscuity</li> </ul> | <p>Condom vending machines in public toilets and schools</p> <p>‘Sex positive’ youth centres which display posters and provide information about sexual health and relationships encourage young people to feel comfortable to ask questions about any sexual health issues</p>   | Population       |



| Strategy                      | Advantages   | Disadvantages   | Example   | Level                             |
|-------------------------------|--|---|---|-----------------------------------|
| Group sessions                | <ul style="list-style-type: none"> <li>• A more personal approach</li> <li>• Can be sustainable if the community take ownership of it</li> </ul>   | <ul style="list-style-type: none"> <li>• Can be hard to get participants to attend and commit to the sessions</li> <li>• Finding the right time and location can be difficult</li> </ul>    | Mooditj is a program run for Aboriginal young people by local community people that supports them to learn about, relationships, sexual health and STI prevention <a href="https://shq.org.au/education-and-training/working-with-aboriginal-people/">https://shq.org.au/education-and-training/working-with-aboriginal-people/</a> | Group                             |
| Incentives                    | <ul style="list-style-type: none"> <li>• Can increase engagement in a health promotion strategy</li> <li>• Respects and values the time/input of participants</li> </ul>                   | <ul style="list-style-type: none"> <li>• Finding an appropriate incentive to avoid 'bribing' participation</li> <li>• May be difficult to sustain longer term without funding</li> </ul>    | <p>Can be financial, products obtained from relevant sponsors, or related to personal development e.g. work experience for CV</p> <p>Opportunity to enter a prize draw for participating in a project/survey</p>  | Individual<br>Group<br>Population |
| Interactive internet websites | <ul style="list-style-type: none"> <li>• Reaches a wide audience</li> <li>• Usually cost effective</li> <li>• Easy to update and edit information</li> </ul>                               | <ul style="list-style-type: none"> <li>• Only useful if target group are comfortable using the internet</li> <li>• Need technical assistance in the design and development phase</li> </ul> | <p>WA Department of Health "Get the Facts" website <a href="http://www.getthefacts.health.wa.gov.au">www.getthefacts.health.wa.gov.au</a></p> <p>Sydney Sexual Health Centre interactive website and sexual risk assessment <a href="http://www.sshc.org.au/Amiok/">http://www.sshc.org.au/Amiok/</a></p>                           | Individual                        |
| Mass media print              | <ul style="list-style-type: none"> <li>• Wide reach</li> <li>• Has a longer lasting time than TV ads</li> <li>• Local papers like local stories</li> </ul>                                 | <ul style="list-style-type: none"> <li>• Paid print media can be expensive</li> </ul>   | Article in The Conversation that reports on the findings of the Law and Sex worker Health (LASH) Study <a href="https://theconversation.com/new-report-shows-compelling-reasons-to-decriminalise-sex-work-83955">https://theconversation.com/new-report-shows-compelling-reasons-to-decriminalise-sex-work-83955</a>                | Population                        |
| Mass media television         | <ul style="list-style-type: none"> <li>• Reaches a wide audience</li> <li>• Brand awareness is created</li> </ul>  | <ul style="list-style-type: none"> <li>• Can be expensive</li> <li>• Need to keep messages simple</li> <li>• The effect is short-lived</li> </ul>   | Safe Sex No Regrets TV commercial <a href="https://youtu.be/NnEfukGtVfw">https://youtu.be/NnEfukGtVfw</a>   | Population                        |
| Outreach                      | <ul style="list-style-type: none"> <li>• Reduces barriers to accessing health services (e.g. time, transport, cost, opening hours) by taking the health service to the consumer</li> </ul> | <ul style="list-style-type: none"> <li>• Can be expensive</li> <li>• May operate outside normal 'working hours'</li> </ul>  | Stamp Out Chlamydia 2 Project – raises awareness of chlamydia and brings on the spot, free chlamydia testing to young people in public venues including music festivals and sporting clubs <a href="http://socproject.net/index.php/about-us">http://socproject.net/index.php/about-us</a>  | Individual<br>Group<br>Population |

| Strategy                                       | Advantages   | Disadvantages  | Example   | Level                             |
|--|--|--|---|-----------------------------------|
| Peer-led interventions                         | <ul style="list-style-type: none"> <li>• Good way to target hard to reach groups</li> </ul>  | <ul style="list-style-type: none"> <li>• Need to have appropriate peer leaders</li> <li>• Peer leaders will require support as well</li> </ul>   | <p>The Youth Educating Peers (YEP) project <a href="https://www.yacwa.org.au/youth-leadership/yep/">https://www.yacwa.org.au/youth-leadership/yep/</a></p> <p>M Clinic – free STI/HIV screening clinic for men who have sex with men <a href="http://www.mclinic.org.au">www.mclinic.org.au</a></p>   | Individual<br>Group<br>Population |
| Policy/<br>legislative<br>change               | <ul style="list-style-type: none"> <li>• Long lasting change is achieved</li> <li>• Uses a good evidence base</li> <li>• There is generally positive compliance with the change</li> </ul> | <ul style="list-style-type: none"> <li>• Time consuming – can take years to implement</li> <li>• Need to ensure that the policy is enforced</li> <li>• Need committed campaigners and politicians</li> </ul>   | <p>Decriminalisation of sex work industry in WA <a href="http://www.scarlettalliance.org.au/laws/">http://www.scarlettalliance.org.au/laws/</a></p>   | Population                        |
| Posters  | <ul style="list-style-type: none"> <li>• Cheap</li> <li>• Easy way of providing factual information.</li> <li>• Easy to distribute</li> </ul>  | <ul style="list-style-type: none"> <li>• Needs simple, short messages</li> <li>• Need to test readability e.g. using SMOG test (simplified measure of gobbledygook)</li> <li>• Short term response</li> <li>• Needs to be used in conjunction with other strategies</li> </ul> | <p>WAAC “ASH Project” posters <a href="https://safesexnoregrets.com.au/media/k2/attachments/ASH_Posters.pdf">https://safesexnoregrets.com.au/media/k2/attachments/ASH_Posters.pdf</a></p>   | Population                        |
| Printed resources<br>(brochures and pamphlets) | <ul style="list-style-type: none"> <li>• Cheap</li> <li>• Easy way of stating factual information</li> </ul>   | <ul style="list-style-type: none"> <li>• Assumes good literacy levels</li> <li>• Need to SMOG test for readability</li> <li>• Short term response</li> <li>• Generally unattractive to target audience</li> <li>• Might end up in the bin</li> </ul>                           | <p>Young Deadly Syphilis Free campaign posters on syphilis testing for young Aboriginal people <a href="https://youngdeadlyfree.org.au/young-deadly-syphilis-free/posters/">https://youngdeadlyfree.org.au/young-deadly-syphilis-free/posters/</a></p> <p>WA Department of Health “Talk Soon Talk Often: A guide for parents talking to their kids about sex” <a href="http://healthywa.wa.gov.au/Articles/S_T/Talk-soon-Talk-often">http://healthywa.wa.gov.au/Articles/S_T/Talk-soon-Talk-often</a></p> | Group<br>Population               |
| Technology                                     | <ul style="list-style-type: none"> <li>• Innovative</li> <li>• May increase engagement</li> <li>• Reduces barriers to accessing health care</li> </ul>                                     | <ul style="list-style-type: none"> <li>• May be costly to develop and implement</li> <li>• Requires specialist skills</li> <li>• There may be legislative and policy requirements to address</li> </ul>  | <p>Rapid HIV (Point-of-Care) testing for high risk population groups to engage users in screening and reduce barriers associated with waiting for test results <a href="http://theconversation.com/quick-and-easy-how-rapid-hiv-tests-can-help-reduce-transmission-1447">http://theconversation.com/quick-and-easy-how-rapid-hiv-tests-can-help-reduce-transmission-1447</a></p>  | Individual<br>Population          |

| Strategy                       | Advantages  | Disadvantages   | Example   | Level                 |
|--------------------------------|---|---|---|-----------------------|
| Training and capacity building | <ul style="list-style-type: none"> <li>Provides a reference tool for trainers and health professionals</li> <li>Increases skills in cultural sensitivity and competency in working with people from other cultures</li> </ul> | <ul style="list-style-type: none"> <li>Time consuming to develop</li> <li>Can become out-dated quite quickly</li> <li>May not be used</li> </ul>  | <p>Relationships and Sexuality Education Teacher Training Project at Curtin <a href="https://www.eventbrite.com.au/o/curtin-rse-project-7945958061">https://www.eventbrite.com.au/o/curtin-rse-project-7945958061</a></p> <p>Diverse sex and gender training workshops run by Freedom Centre <a href="http://www.freedom.org.au/index.php?option=com_content&amp;view=article&amp;id=169&amp;Itemid=118">www.freedom.org.au/index.php?option=com_content&amp;view=article&amp;id=169&amp;Itemid=118</a></p> <p>ACHWA runs cultural safety training to improve the quality of service delivered by health care providers to Aboriginal and Torres Strait Islander people <a href="https://www.ahcwa.org.au/cst">https://www.ahcwa.org.au/cst</a></p> | Group                 |
| Twitter, Facebook etc.         | <ul style="list-style-type: none"> <li>Affordable and current</li> <li>Engaging</li> <li>Great way to reach certain demographics such as young people</li> </ul>  | <ul style="list-style-type: none"> <li>Does not address people who are not familiar with this technology outlet or who do not have access</li> </ul>  | The World Association for Sexual Health has a Facebook page. <a href="http://www.facebook.com/WAS.org">www.facebook.com/WAS.org</a>   | Individual            |
| Web-based information          | <ul style="list-style-type: none"> <li>Broad audience</li> <li>Easy to update</li> <li>Can include a large amount of information</li> </ul>   | <ul style="list-style-type: none"> <li>Hard to know how the information is being interpreted</li> <li>Web design can take time and is costly</li> <li>Need to keep material current and credible</li> </ul> | <p>Sexual Health Quarters <a href="https://shq.org.au/">https://shq.org.au/</a></p> <p>WA Department of Health "Growing and developing healthy relationships" <a href="http://www.gdhr.wa.gov.au">www.gdhr.wa.gov.au</a></p>  | Individual Population |

## 4.4 I'm stuck! Where can I get more information?

Please contact SiREN at [siren@curtin.edu.au](mailto:siren@curtin.edu.au) or visit the SiREN website [www.siren.org.au](http://www.siren.org.au) for more information about choosing effective strategies. The following links and references may also be useful.

**Planning Health Promotion Programs: Introductory Workbook.** This workbook provides a six-step approach to assist in planning health promotion programs. [https://www.publichealthontario.ca/en/eRepository/Planning\\_health\\_promotion\\_programs\\_workbook\\_En\\_2015.pdf](https://www.publichealthontario.ca/en/eRepository/Planning_health_promotion_programs_workbook_En_2015.pdf)

**Health Promotion Strategies and Methods**, Third Edition, (2013) by Garry Egger published by McGraw-Hill Education, NSW.

### Promotion of Sexual Health Recommendations for Action.

This report provides a number of actions and strategies to promote sexual health. [https://www.paho.org/hq/index.php?option=com\\_content&view=article&id=397%3A2008-promotion-sexual-health-recommendations-action&catid=1425%3Apublications&Itemid=0&lang=en](https://www.paho.org/hq/index.php?option=com_content&view=article&id=397%3A2008-promotion-sexual-health-recommendations-action&catid=1425%3Apublications&Itemid=0&lang=en)

**The HIV and Mobility: Road Map.** This report presents five key action areas for HIV and mobility issues in Australia <https://siren.org.au>

**The AFAO Blueprint.** This document describes what is required to end HIV transmission in Australia <https://www.afao.org.au/our-work/hiv-blueprint/>