

Right people, right place, right time: innovative dissemination of sexual health information

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SASHA

SOUTH AUSTRALIAN SEXUAL
HEALTH AWARENESS



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SHine SA



- Established in 1970, Family Planning Association of SA
- Expanded beyond traditional family planning services
- From women to all genders: STI testing, management and referral, Hepatitis B vaccinations, sexual health issues, information on safer sex and sexuality issues
- Leading not-for-profit provider of primary care services and education for sexual & relationship wellbeing
- Sexual health education (workforce & community, schools team), early intervention, health promotion, clinical services and therapeutic counselling
- Values-based approach

- Our communities of interest:
 - young people aged 30 and under
 - Aboriginal and Torres Strait Islander peoples
 - people from culturally and linguistically diverse (CALD) backgrounds
 - gay, lesbian, bisexual, transgender and intersex people
 - sex workers
 - people with disabilities
 - people living with HIV
 - people from regional, rural and remote communities

What is SASHA?

Let's have a look

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Inquiry into the Sexual Reassignment Repeal Bill 2014 (S.A.)

Posted on [May 31, 2016](#) by [J Pope](#)

Parliament of South Australia: Legislative Review Committee, 13 April 2016

On Tuesday 12 April 2016, the Report of the Legislative Review Committee into the Sexual Reassignment Repeal Bill 2014 was tabled in Parliament

The referral to investigate the Bill was brought in the Legislative Council in late 2014 by the

Hon. Tammy Franks MLC. The report recommends the passage of the Sexual Reassignment Repeal Bill to repeal the Sexual Reassignment Act 1988 (SA) (the 'SRA').

Presiding member of the Committee, Gerry Kandelaars, said that the report recognises a particular need for law reform to improve the health outcomes experienced by the 'gender diverse' (meaning gender questioning, queer, androgynous, non-binary, transgender, or transsexual) community in South Australia.

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How did it start?

- Library & information professional
- Hospital & sexual health NGOs
- Passion for matching up information & people



“Hi, I found this article and thought you might like it ”

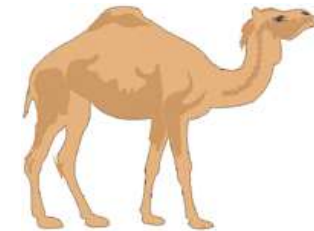
An evolution



- 2002:
- Individual emails, based on known interests, ad hoc, no formal system

“Hi Bill I know you are interested in gestational diabetes - saw this and thought you may be interested”

- 2005:
- Mailing lists based on specialties, weekly digests, called CAMLs (Current Awareness Mailing Lists)
- 52 CAMLs in the end. A lot of cutting and pasting and maintaining email addresses
- Chasing up articles people remembered and couldn't find



“Hi Janiece you sent an article about chemical restraints in a CAML, I can't find it, can you remember the one? Can you re-send it to me?”

There must be an easier way



- 2010:
- At AIDS Council of SA there was CAS: Current Awareness Service – paper, journal abstracts, monthly
- Later sent out electronically as a PDF
- Not targeted – everyone got everything
- Experimented with a free WordPress site where articles could be posted, blog format (with help of IT colleague Justin France) → CAS document became a WordPress blog site
- Needs analysis - Survey Monkey - what did people want, how did they want to receive it, when & how often?
- Site searchable afterwards for posts people may remember & want later - metadata

“I won’t remember to go and look, I want the articles emailed to me”



2013:

- ACSA closed down suddenly, CAS lost, worked to rebuild similar at SHine with SASHA (brainstormed name)
- Wider scope at SHine: people wanted selected topics only sent, not all posts
- WordPress plugin solved this issue: currently 14 active plugins

Budget (what budget?)

- Practically no budget for this, had to get creative

“Runs on the sniff of an oily rag”

- Free software & plugins used
- Hosting fees
- Fees for initial consultant
- Paid for logo design (can you tell what it is?)
- My time (part-time)
- Have trained up second staff member, written up P&P
- Can schedule posts



https://upload.wikimedia.org/wikipedia/commons/d/d2/A_no_money_handshake.svg

Negotiating a government department's IT system

- SHine's IT system is the SA Health IT network
- In the process of moving to hosting our own system
- All the restrictions that come with a government IT network
- Some headaches along the way (firewalls, exceptions, email spam rules, page blocks, too many cooks)
- SASHA doesn't play nicely with Internet Explorer
- But we got there in the end

“Category: swimsuits & lingerie”



Evaluation

- Conducted via Survey Monkey a year ago
- Also informal feedback

Findings:

- Most subscribers worked in **health** (45%, 28% in sexual health)
- 33% had **clinical** roles, 39% were in **non-profits**
- 89% of subscribers visit the **website**
- 88% subscribe via **email** (rest were RSS & casual browsers)
- Most be people heard about SASHA from **colleagues** (informal & meetings)
- 65% of email subscribers were subscribed to **more than one category**, 18% to all
- 95% click on links



- 89% **revisit** the site to search for a particular post
- 35% of those who visit the site have used the **share buttons**
- 100% find SASHA **very useful or somewhat useful** – no respondents did not find it useful
- 83% found post **frequency** suitable (a few not enough, none too many)



How is SASHA used?



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“Thank you it is a very valuable service”

Most useful aspects:

Relevance to field of study/work (82%) / Keeping up to date (64%)

Time saved chasing and evaluating news (58%)

Convenience (53%) / Ability to search it later (53%)

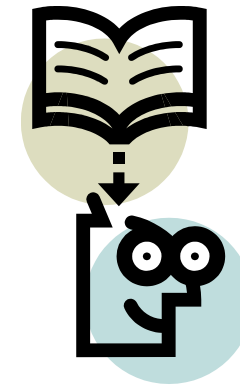
“Keeps me up to date with my area of interests in a quick read.. Good Job!”

How people have used the information:

I've just felt generally more informed with what's going on (77%)

I've used it in my clinical practice (41%) / I've used it in meetings (35%)

I've used it in training and/or presentations (24%)



Explore the site

<http://sasha.shinesa.org.au/>

Thank you for listening.

Maybe you could set up something similar!



SASHA: South Australian Sexual Health Awareness

Current news & views in sexual health & related topics, brought to you by SHine SA

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