



Government of **Western Australia**  
Department of **Health**

# Trends in 2010-2016 Online Chlamydia Testing data:

## Using clinical and online information for program evaluation

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# Background

Target Audience: 16-29 year olds

Could I have it?  
STIs: What you need to know

You could have an STI and never know it's there

STI facts

The low down on STIs

Take a free test

Get the Facts

What is Sex? Relationships Condoms & Contraception Sexually Transmitted Infections (STIs) Puberty Sexting Tattoos & Piercings Games & Events

Defeat the Triglot to prove you're the master of respectful relationships

couldIhaveit.com.au

Take a free test

Target Audience: 16-29 year olds

Target Audience: 13-17 year olds

# Presentation Overview

- Trends in:
  - people coming to the websites
  - people completing the self-assessment
  - people downloading the Pathwest form
  - people who get tested
- Do our campaign activities affect numbers testing?
- What we have learnt / future directions

# Online Chlamydia Testing (OLC): A 5-step process

1

**Take a free test**  
Answer the following questions to see if you are at risk.

Start

2

**Get tested**

It would be a good idea for you to have an STI test. See your doctor or take a FREE PathWest test

PathWest test

Sexual Health Helpline  
T. 089 592 0518 (weekdays)  
T. 1800 226 200 (weekends - free call)

3

**Free PathWest test**

Enter your details in the form below - note that information is required by PathWest and is not held by the Department of Health

Home: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Date of birth: \_\_\_\_\_  
5  
February  
1990  
Male  
No  
halspoon@simpsons.com  
[REDACTED]  
Please select if you want the to download the PathWest pathology test form now or have it emailed to you.  
We will email it to the address you have entered above.  
Email:  Download:   
Next

20 metro centres 51 regional centres

4



5

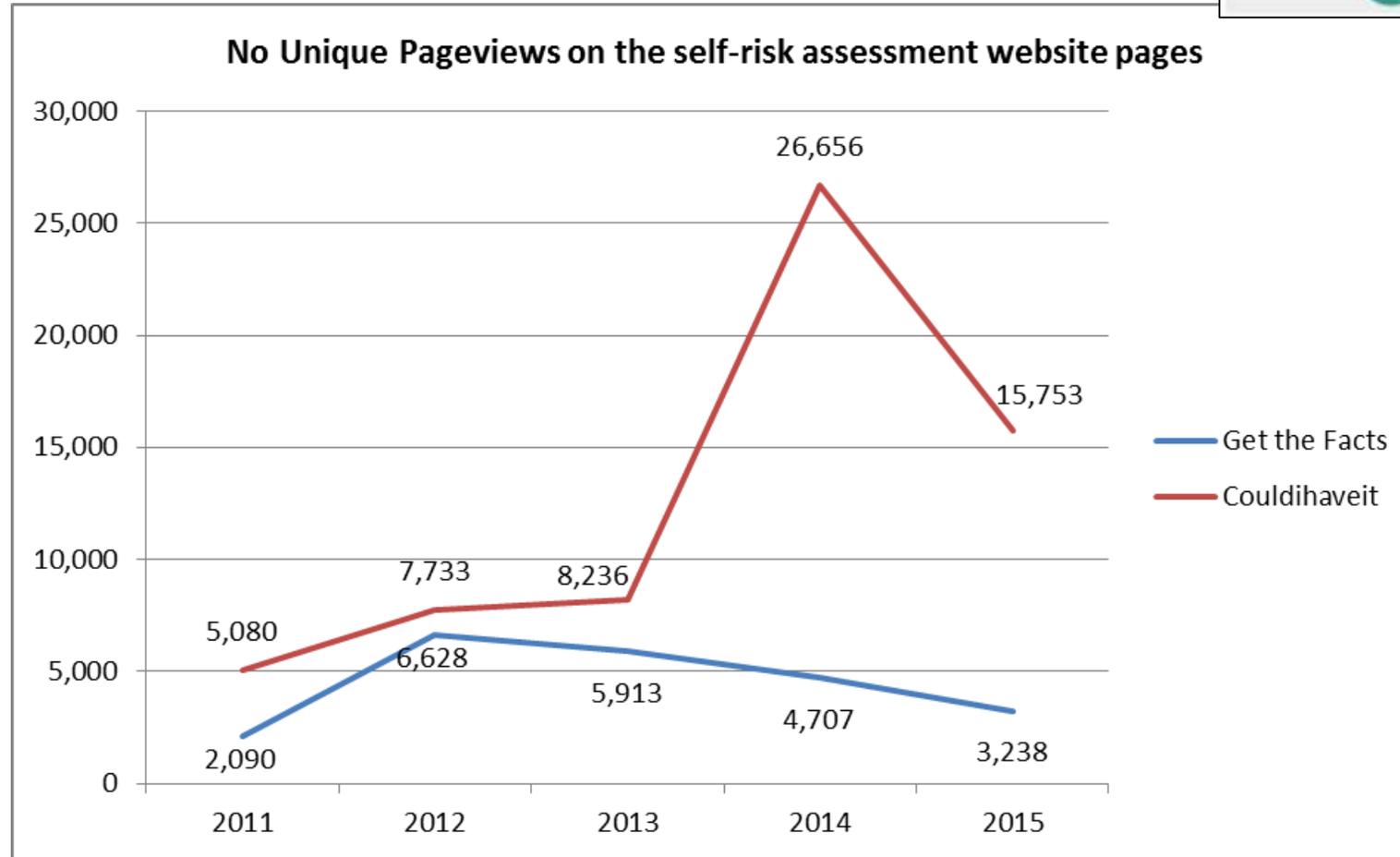


# 1. People looking at the testing pages

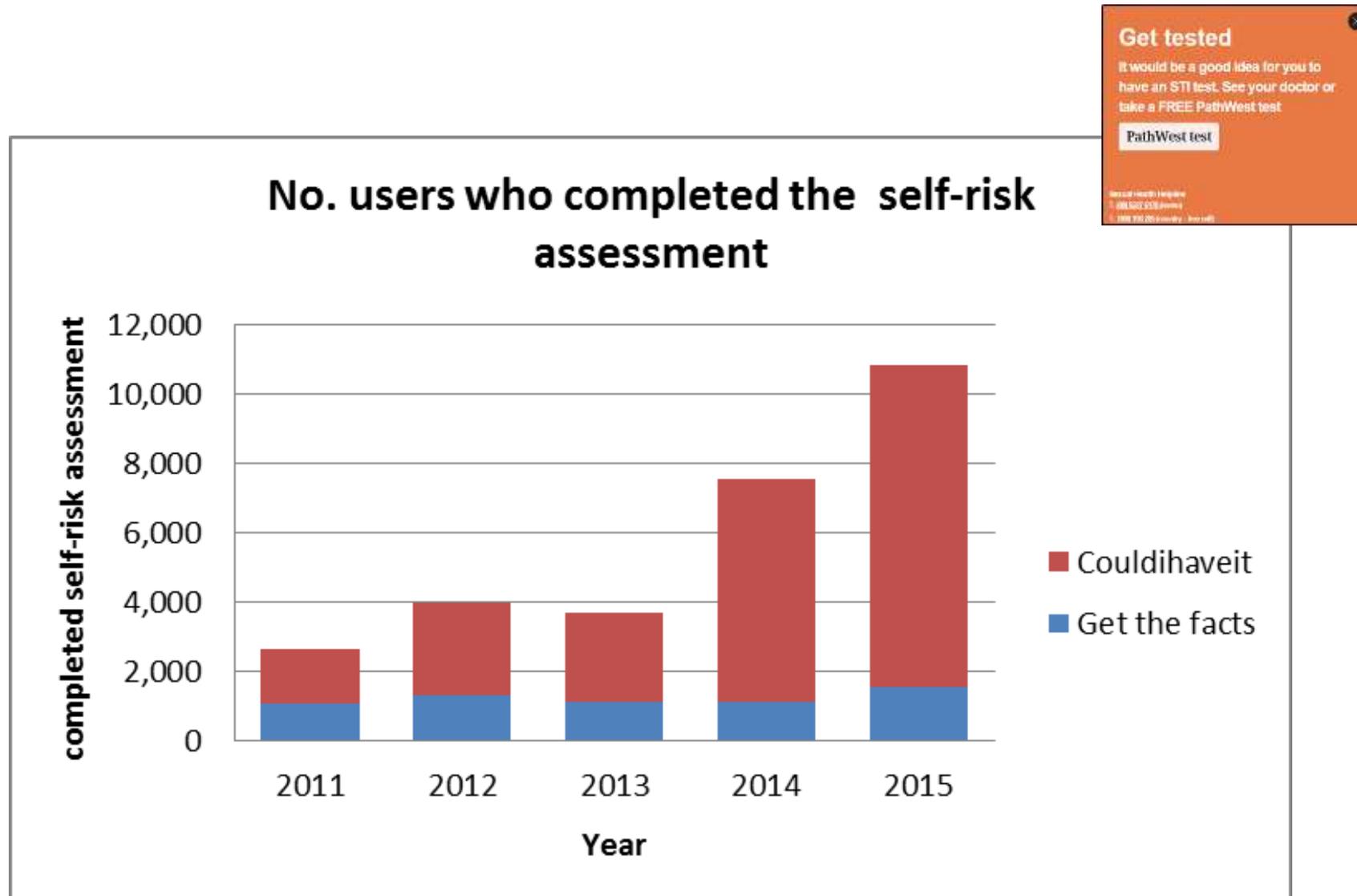
Take a free test

Answer the following questions to see if you are at risk.

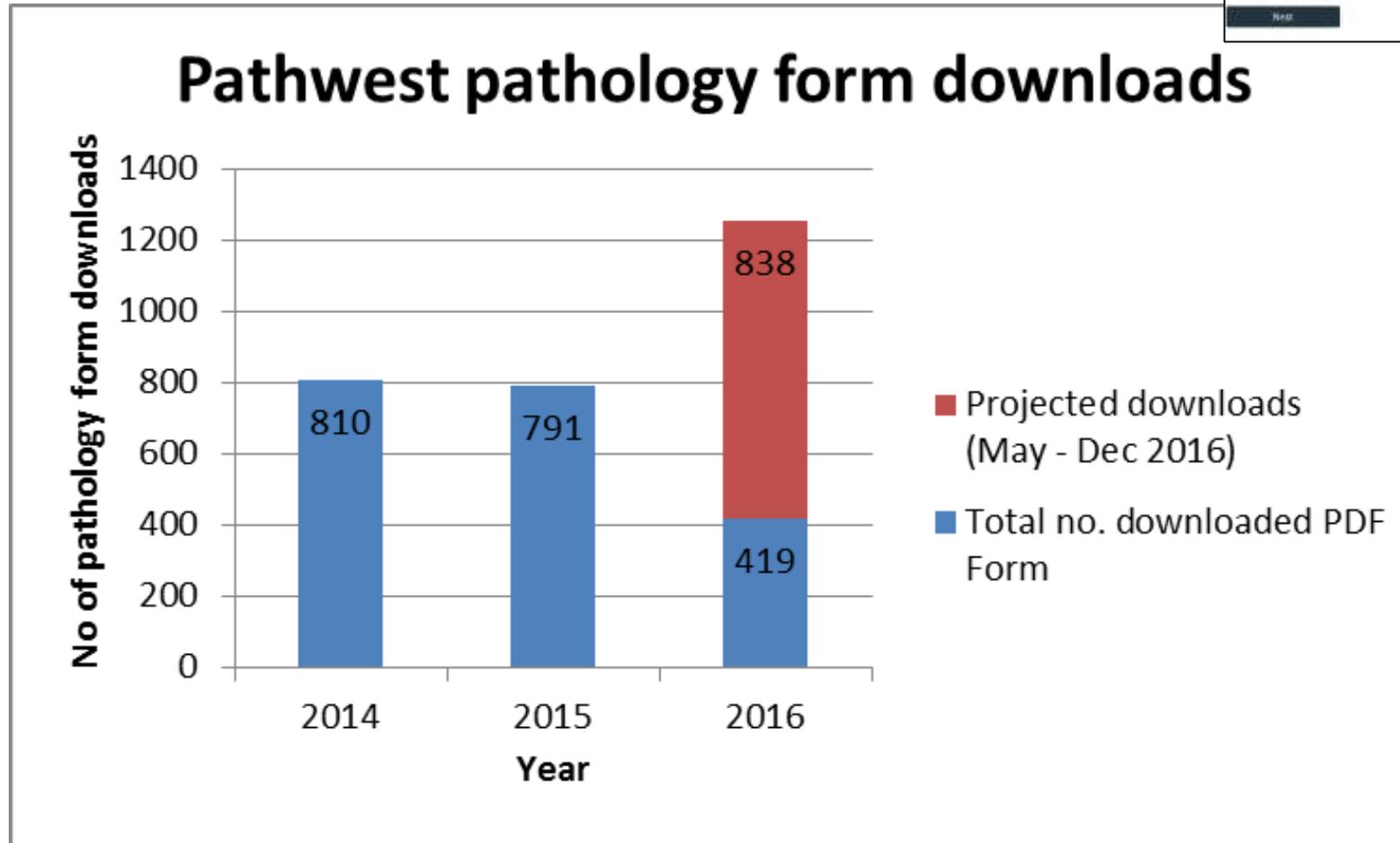
Start



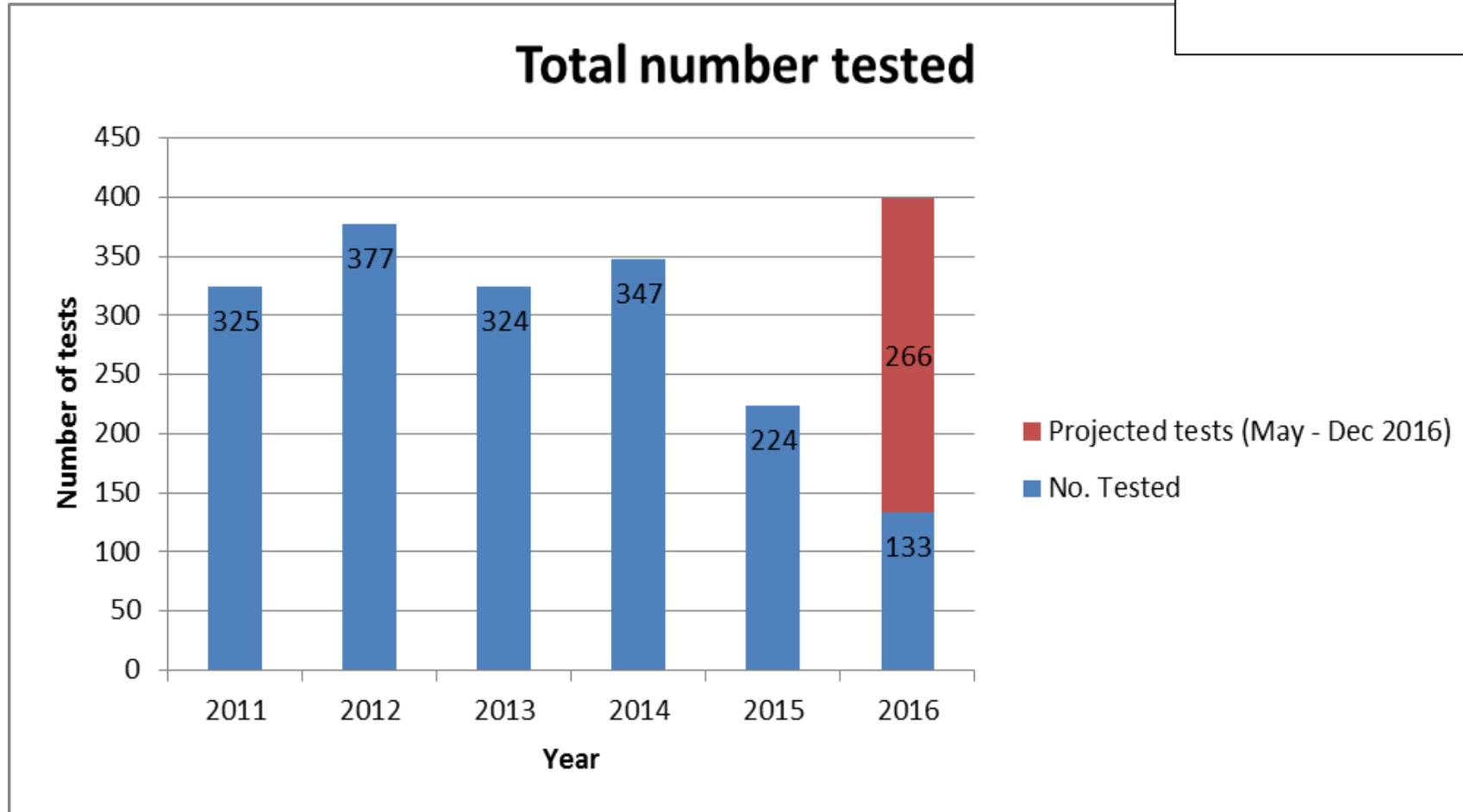
## 2. People completing the self risk-assessment



### 3. People downloading the Pathwest pathology form



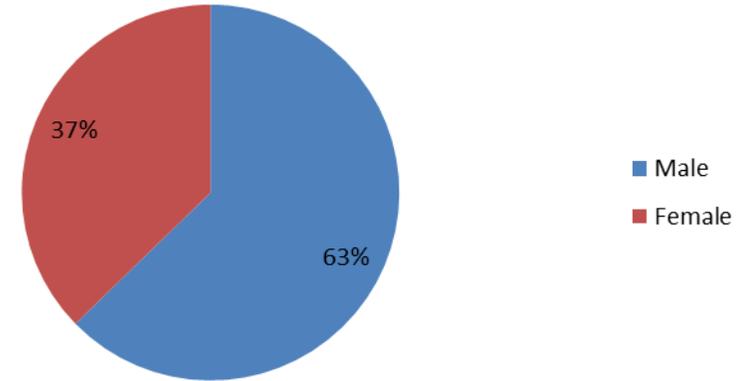
## 4. People who were tested



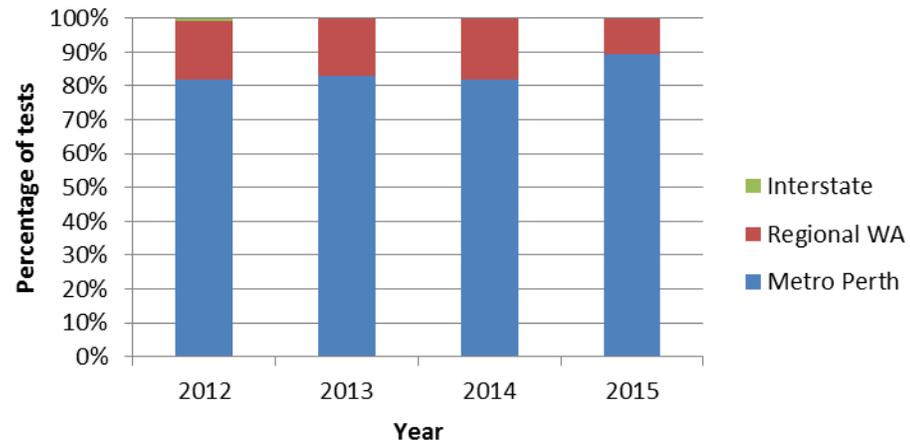
# Testing Data



**Total No. OLC Tests by Gender 2012-2015**



**OLC Testing Data % by region**



# Chlamydia Positivity 2010-2015

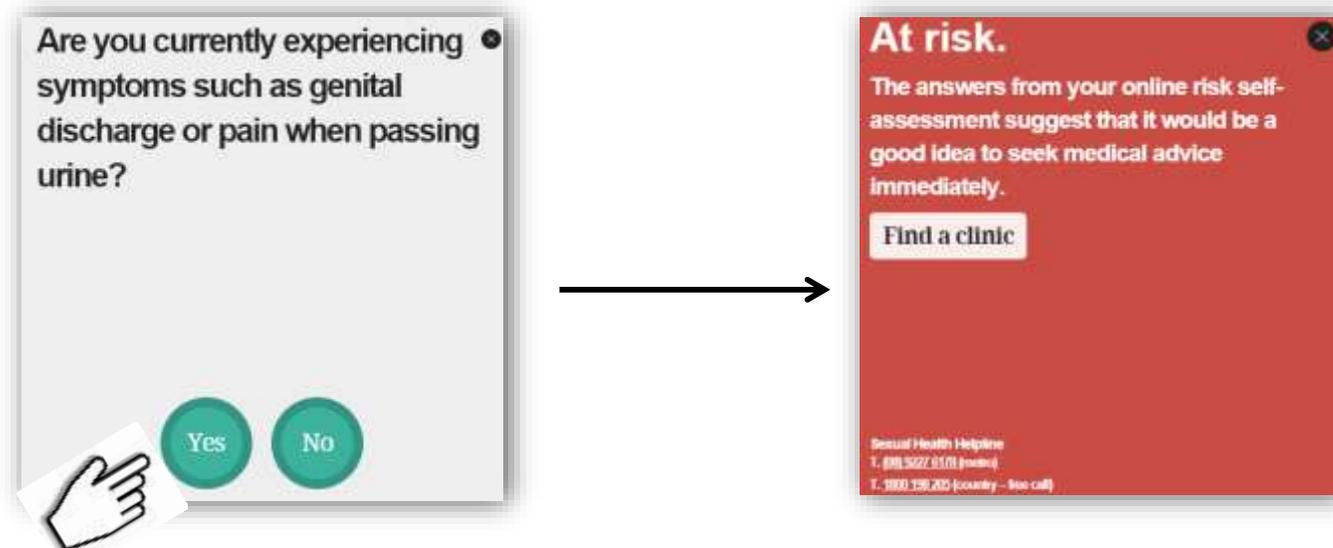
- Average chlamydia positivity rate 2010-15: 13%
- Positivity rate range: 12% (2012)– 17% (2010)
- 2015 positivity rate for males & females: 11%
- Higher than ACCEPT study 4.6% chlamydia prevalence in 16-29 year olds attending Australian GPs (2010-12)



## Symptomatic...?

**The OLC form is only available for people who self-report as being asymptomatic**

In 2015 48% of people who tested positive for chlamydia were symptomatic and 36% were contacts



## The whole process (Jan 2014 – April 2016)

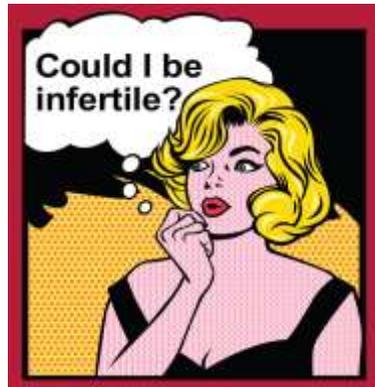
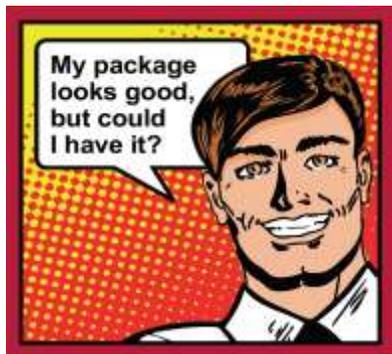
Of those who looked at the "take a free test" page, 35% completed the self-risk assessment

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graph TD; A[Of those who looked at the "take a free test" page, 35% completed the self-risk assessment] --> B[Of those who completed the self-risk assessment, 9% downloaded the Pathwest pathology form]; B --> C[Of those who downloaded the Pathwest pathology form, 40% got tested.];
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Of those who completed the self-risk assessment, 9% downloaded the Pathwest pathology form

Of those who downloaded the Pathwest pathology form, 40% got tested.

# Are our Campaigns impacting on testing data?



Healthy WA  
Sponsored · 🌐

Click for STI info, and a free, simple test to help you stay safe.



Could **i** have it?

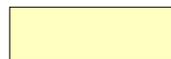
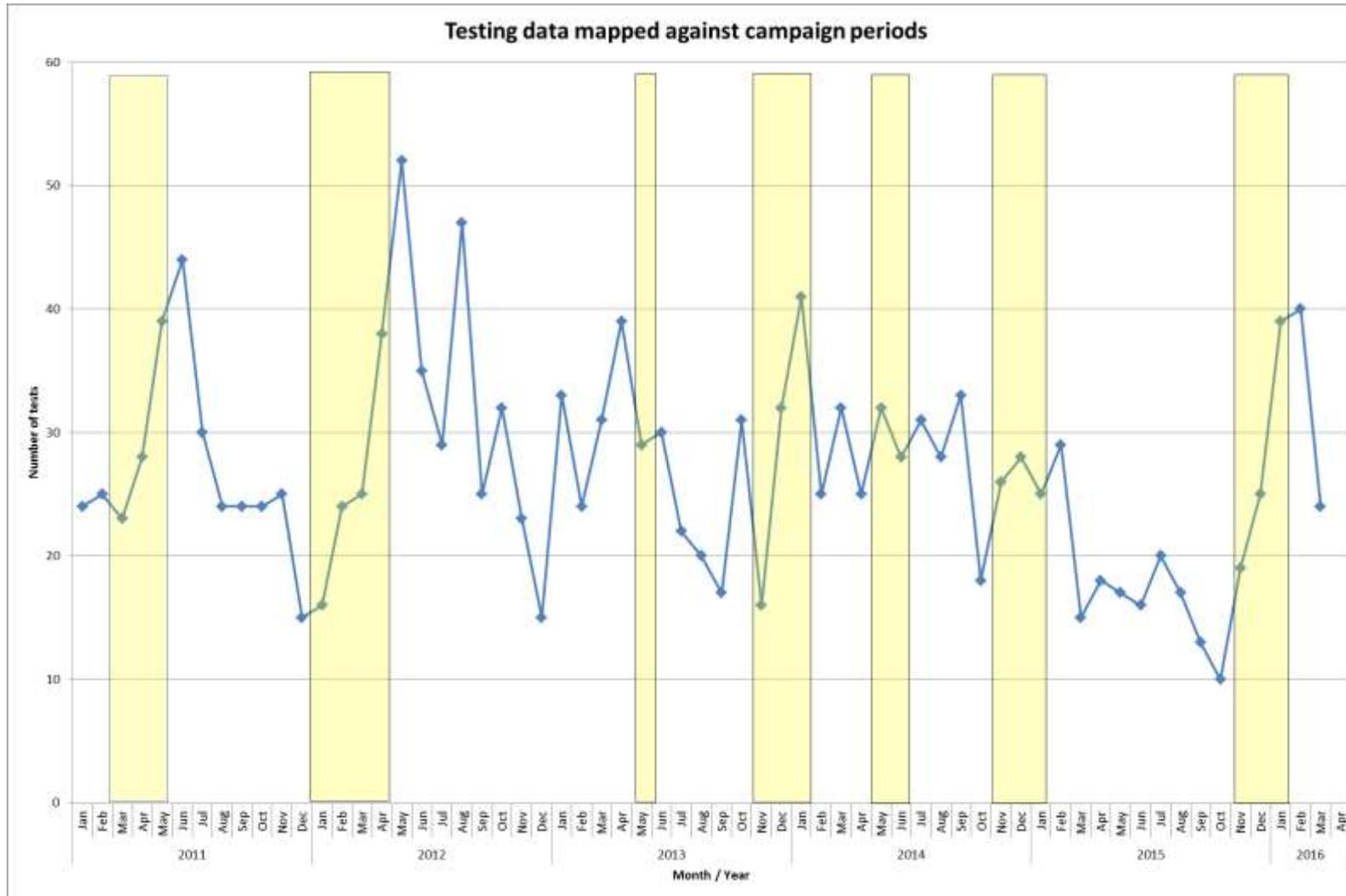
You could have an STI & never know it's there [Learn More](#)

[www.couldihaveit.com.au](http://www.couldihaveit.com.au)

5 Likes 6 Comments

**Like** **Comment** **Share**

# Testing data mapped against campaigns



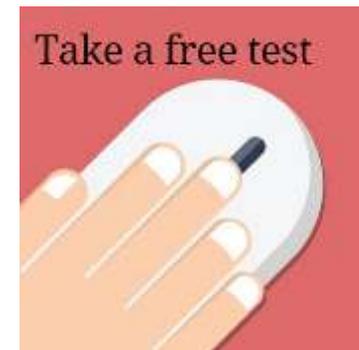
Campaign period



Number of tests

# Feedback on the couldihaveit website

- When asked whether the “Take a free test” function was a good feature of the website, **87% said yes, and 13% said don’t know.**
- When asked if the “Take a free test” function was easy to complete, **77% said “very easy to complete” and 23% said “somewhat easy to complete”**
- **87% said that they would be “very likely” or “somewhat likely” to use the feature if they thought they were at risk of an STI**



# Summary

- More people are looking at the testing website pages and completing the self-risk assessment
- Numbers of people testing has fluctuated but remained relatively stable
- OLC is mainly used within the metro area and is well utilised by males
- Over a third of people who download the form actually get tested
- The number of people testing increases around campaign periods, however there are other increases in testing during non-campaign periods
- People find the OLC testing process useful and user-friendly

# So What?

- Prevalence of chlamydia in people accessing OLC testing indicates that the program is targeting people at risk. people are able to self-identify
- In some cases people may be using the form to access testing when they are symptomatic
- There may be scope to improve service promotion within regional areas of WA.
- Look at ways to improve motivation to download the form after users complete the self-risk assessment.

## **FUTURE DIRECTIONS/CONSIDERATIONS:**

- Need to use this information as a reminder to set up comprehensive data tracking.
- Could clinicians be using the OLC form as a way of increasing uptake of test of reinfection?



Thank you!



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