

## Digital Sexual Health Promotion in a Pandemic

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### **Background/Purpose:**

The Caddyshack Project team have been delivering sexual health promotion to the community for almost twenty years, with a regular program of capacity building training sessions.

The COVID-19 pandemic motivated the team to find alternate ways to deliver these face to face sessions and continue promoting a positive approach to sexual health. An early pivot in 2020 to online webinar delivery came with much trial and error but proved to be a success in maintaining a regular webinar presence and a strong online platform.

### **Approach:**

Regular webinars are supplemented with an organic social media presence and digital social marketing including a comprehensive website promoting free resources, a monthly blog and Newsletter as well as online resources developed including The Sexual Health & Relationships Kit and the Youth Empowerment Tool. Establishing trust and understanding the diverse online audiences is a vital component of Caddyshack's presence on Facebook, Instagram, and YouTube.

### **Outcomes/Impact:**

The incremental cost of scaling in digital health promotion is minimal, but the potential impact is vast. Monthly reports on strategies, achievements, reach and engagement analytics demonstrate Caddyshack's impact. In 2021 Caddyshack had 6,400 website visits, 3,300 YouTube views and 2,160 email subscribers. As well as 486 Instagram followers and 659 organic Facebook fans to date.

### **Innovation and Significance:**

The scope of moving sexual health promotion to a digital platform, has meant that geographical boundaries are no longer a barrier for engagement. In addition the recorded webinars allows participants to re-watch at any time.

A unique strength of Caddyshack's digital social marketing strategy is its logical system for content creation to tailor whilst align all health promotion activities and social media platforms. Understanding the needs of diverse online audiences and providing trustworthy, consistent sex positive sexual and reproductive health information online is a significant response to key priorities.

### **Disclosure of Interest Statement:**

None