

SHARING LESSONS LEARNED FROM DEVELOPING A HEALTH PROMOTION VIDEO RESOURCE ON ABORTION

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Background/Purpose:

Sexual Health Victoria's (SHV) clinical education team identified a need for clear, simple messaging about medical abortion. People seeking information about abortion lack easily accessible information that is easy to understand. A health promotion video resource was created to facilitate increased access to information about medical abortion.

Approach:

Sexual Health Victoria (SHV) worked closely with a video production company to create a short animation style video to provide people with clear, accurate information on medical abortion to enable increased client choice. The video was promoted and made available via SHV's current clinical services, outreach team and social media platforms, and youtube to ensure maximum reach.

Outcomes/Impact:

This project addressed a clear gap in easily assessable information about medical abortion. The video's animation style ensures that the information is delivered in plain simple images and language that increases the availability of the information for people, including those from priority populations, for example, young people and people from culturally and linguistically diverse backgrounds. To date, the video has received 61,811 views.

Innovation and Significance:

The video is Sexual Health Victoria's most viewed video to date. The video is a health promotion resource that can be shared widely with a range of audiences. There was careful consideration to ensure the style and delivery of the video were acceptable and accessible to people of all backgrounds.

Disclosure of Interest Statement:

The author reports no competing interests