

Empowering young people to be proud of their choices – a sexual health promotion campaign in rural Victoria

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Background/Purpose:

Amid the coronavirus pandemic, CERSH and 1800 My Options developed a sexual health promotion campaign, targeted at rural young people in Victoria. 'Be Proud of Your Choices' delivers positive messages to young people about taking the time to talk about their sexual health and contraception needs.

The campaign need was driven by a working party of rural youth workers who recognised a gap in knowledge amongst young people they worked with.

Approach:

Campaign messages were generated during focus groups attended by young people, held over Zoom, during the first 'stay at home' period. In total, seven groups were held, with 37 young people participating. Two young people facilitated the groups and attendees were recruited with the assistance of Youth Affairs Council Victoria.

The groups were shown existing sexual health posters and videos and asked to critique and provide recommendations for a new series of posters and videos aimed at answering questions about sexual health, contraception and pregnancy options.

The young facilitators led the development and implementation of the campaign materials, including script writing and production of the videos and the graphic design work.

Outcomes/Impact:

The outcomes of the campaign are the installation of restroom poster advertising at 22 regional shopping centres, campaign packs (with posters and a supply of condom packs) delivered to school nurses, youth workers and other rural workers; a series of six YouTube videos on the topics determined by young people in the focus groups. The campaign materials are available on a dedicated website and also shared via email and social media marketing.

Innovation and Significance:

This campaign need was driven by workers who directly engage with rural young people. However, the design, content and implementation has been led by young people themselves.

Disclosure of Interest Statement:

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