

WRHA Population and Public Health
Healthy Sexuality and Harm Reduction (HSHR)
Program Monitoring Report: January 1 – December 31, 2014

1. Number and types of harm reduction supplies distributed and recovered

<i>Site</i>	<i>Needles Distributed</i>	<i>Needles Collected</i>	<i>SCUKs Distributed</i>
Street Connections (evening)	441,555	378,540	19,603
496 Hargrave walk-ins (daytime)	165,226	52,111	6669
Partner agencies	43,376	4311	6520
Street Connections (day outreach*)	1396		287
Needle drop-boxes		1049	
TOTAL	651,553	436,011	33,079

2. Number of STBBI tests performed and results in Street Connections van, office and other outreach venues

The following tests were performed in the evening by the *Street Connections* van ONLY, according to the nightly statistics sheets completed by staff.

Serology				Urine	Swabs
<i>HIV</i>	<i>Syphilis</i>	<i>HCV</i>	<i>Other</i>	<i>NAAT</i>	
192	181	185	9	128	1

Results – ALL of HSHR outreach (Street Connections, Corrections, bath house outreach, and PHN investigations)

<i>Syphilis</i>	<i>Gonorrhea</i>	<i>GC/CT</i>	<i>Hepatitis C</i>	<i>Chlamydia</i>	<i>HIV</i>	TOTAL
3	16	12	13	65	3	112

3. ‘Other health care’ services provided by Street Connections, evening and daytime [NB: Oct. 1/13 to Sept. 30/14]

Includes immunisations, giving results, TB sputum, wound care, antibiotic tx, and referrals: 197 services, over 169 encounters.

4. Number of ‘bad dates and street hassles’ (reports of violence, threats and risk of violence to sex workers) collected

Three ‘Bad Dates’ and two ‘street hassles’ were collected by staff. All were reported by female-identified individuals and were shared with Sage House and the WPS. All but one appeared in the *Street Connections* newsletter.

5. Number of prenatal clients

Fifty-six (56) pregnancy tests were conducted. Forty-one (41) prenatal blood tests were conducted.

6. Number of group education sessions and attendance

HSHR staff (outreach workers and PHNs) animated 44 groups—to university groups, residential facilities, youth centres, etc.—and reached 1094 participants.

7. Number of Street Connections website views

StreetConnections.ca launched partway through 2014. The website receives ~1500 visits per month, by ~1200 unique visitors.

8. Number of HIV point of care/rapid tests administered and results

One hundred and twenty-three (123) POC tests were administered, with one reactive test. This results in a percent-positivity of 0.8%. This is 4x higher than the province-wide percent-positivity of 0.2%.

9. Advocacy, partnership, community development activity

This year, HSHR:

Advocacy

- Organised and present Sex and Drug Matters, a conference on drug policy and STBBIs in Canada.
- Printed materials for a community event for sex workers about the impact of Bill C-36.
- Staff and leadership participated in a number of number consultations.
- Started to advocate to provincial health bodies to allow HSHR to provide naloxone to clients (ongoing).
- Started to advocate to Manitoba Health to change HSHR's approach to chlamydia management (ongoing).

Partnerships

- Broadened our communications base through a new *Street Connections* website (StreetConnections.ca) and new pamphlets.
- Funded Sunshine House and the Centre for Global Public Health for the *Geographical Mapping of priority populations in Winnipeg, Manitoba* project.
- Funded *Totally Outright*, a sexual health ambassadors training program at the Rainbow Resource Centre.
- Funded community safer sex supplies distribution through Klinik.
- Funded a sexual health program for the Afro-Francophone community at SERC.
- Funded *Like That*, a recreation-as-prevention project aimed at the urban queer communities, at Sunshine House.
- Collaborated with community partners on a strategy to confront Winnipeg's syphilis outbreak.

Community development

- Surveyed clients who access safer crack use kits (SCUKs) about their satisfaction with the kits and their distribution.
- Surveyed clients who inject drugs about the feasibility of a naloxone initiative.

10. Number of 'opened' (HSHR staff are making active efforts to notify them) contacts per disease

2437 contacts were pursued by HSHR in 2014. Note that these do not include contacts for whom we have insufficient information to pursue, and who therefore are not entered into the database.

<i>HIV only</i>	<i>HIV and syph</i>	<i>GC only</i>	<i>HIV and GC</i>	<i>Syphilis only</i>	<i>CT/GC</i>	<i>Chl only</i>	TOTAL
99	35	197	1	180	143	1761	2416

11. Social marketing

In 2014, HSHR began working with a new marketing agency, McKim Communications Group, on our social marketing campaign, previously *heads up?!/enjeu?!*. In addition to this new partnership, some strategic changes were made. Chief among these was incorporation of emerging evidence that social marketing initiatives may be inappropriate for health behaviors that are characterized by inequity. This is attributable to the fact that there are often practical and material barriers that impede behaviour change. Failing to address these barriers can disadvantage communities who are unable to *not* violate the promoted social norms.

Considering this, HSHR's social marketing campaign more explicitly targets chlamydia-prevention, as it is (due its asymptomatic manifestation) the most universal of STIs, and one that often transmits within monogamous partnerships, when consistent condom use is more rare.

To help guide McKim, HSHR leadership developed a schematic (Appendix A) identifying the *drivers* of and *barriers* to condom use, along with the different kinds of messages appropriate to each. Although in the past messaging was exclusively delegated to the marketing agency, HSHR used this schematic alongside McKim to develop a creative brief for the new campaign (Appendix B). The new campaign, dubbed 'Protect Yourself' for short, was launched in January 15 and can be accessed at www.GetSomeCondoms.com. Health In Common has been contracted to perform the campaign evaluation, looking at measures of both acceptability (to the target audience) and impact (on their attitudes, opinions, and behaviors).

For additional details, contact cross4@wrha.mb.ca.