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March 2012

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We hope that you find the information useful. If you would like the full text of any of the abstracts listed, please let us know.

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Please find below the results of your literature search request. If you would like the full text of any of the abstracts included, or would like a further search completed on this topic, please let us know. A feedback form is included with these search results. We would be very grateful if you had the time to complete it for us, so that we can monitor satisfaction with the service we provide.

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Literature Search Results

Search completion date: 6th March 2012
Search completed by: Alison Price

Enquiry Details

Research around sexual health promotion campaigns
Sexual Health Campaigns

Department of Health Campaign research
This page on the DH website provides access to evaluations and summaries of a range of health campaigns.
http://www.dh.gov.uk/en/FreedomOfInformation/Freedomofinformationpublicationschemefeedback/Classesofinformation/Campaignresearch/index.htm#jumpTo41

Scrolling down the page to the Sexual Health section will take you to links to the following:

Jonny 18-30 Creative development Research. December 2009

Carrying Condoms Summer Pilot Scheme Evaluation. October 2009

Sexual Health Campaign Pitch Research. September 2009

Sexual Health Campaign Tracking Research. August 2009

Condom Essential Wear creative development April 2009
Research to sense check the new Condom Essential Wear executions to ensure that they are understood and resonate with the target audience and encourage the required behaviour change

Sexual health tracking wave 4 January 2009.
Campaign evaluation research for the Condom Essential Wear campaign - both above and below the line - and to track attitudes and behaviours towards sex and sexual health

Sexual Health Campaign Tracking Wave 3.
Evaluation of the Condom Essential Wear Campaign [2008]

Chlamydia messaging research.
Strategic research to inform development of an appropriate and compelling marketing campaign that supports the National Chlamydia Screening Programme and drives the target audience towards its use [2008]

South Asian sexual health strategic research.
Qualitative research amongst stakeholders to provide insight into the current attitudes and behaviours of young South Asians with regard to sex and sexual health [2008]

National chlamydia screening programme - Stakeholder research.
Research amongst those who work directly for NCSP in Chlamydia Screening Offices and Screening Providers to understand how the NCSP is current delivered [2008]

Condom Essential Wear creative development.
Research to test new work to move on from the 'invisibility' message to 'sex degrees of separation' idea, as part of the adult sexual health [2008]

Condom Essential Wear online routes.
To evaluate reactions to two alternative web site ideas for the condom essential wear (sexual health) campaign website [2008]
**Club 18-30 Jonny campaign evaluation September 2008.**
Qualitative research to evaluate the impact and effectiveness of the 2008 in resort Jonny partnership activity in terms of attitudes towards condom usage, awareness of STIs and the uptake of the sexual health

**Condom Essential Wear Creative Development.**
Research to evaluate five creative routes for Condom Essential Wear (sexual health) print advertising and make recommendations for the way forward [2007]

**Sexual Health In-Resort Partnership Evaluation.**
Research conducted by 2CV (September 06)

**Contraception Stakeholders Research.**
Qualitative research to inform decisions about the type and nature of marketing activity that should be undertaken to help improve the service available to contraception users

**Contraception users research.**
Qualitative research to understand knowledge, attitudes and perceptions towards contraceptive choices available to women, in order to develop marketing programmes which will improve uptake

**Condom Essential Ware website evaluation and development.**
Research is needed to evaluate what the audience would want from the CEW site, what is currently being delivered and how it might best be developed

**Summaries of reports on advertising campaigns relating to sexual health**

- **Youth Facing Websites Research.** Research conducted by Research Works. 2007)
- ‘Sexual Health Post Wave Debrief’. Research was conducted by TNS. (April 2007)
- Creative development research to identify and inform any changes required to maximise the impact of the current creative work (DLKW's 'Condom Essential Wear' campaign), September 2005
- Creative development research to understand how proposed creative routes for the sexual health campaign perform across marginalised groups, June-July 2005
- Qualitative research evaluation of three potential creative routes for the Adult Sexual Health Campaign, June 2005
- Adult sexual health campaign - qualitative research among stakeholders, - 2005
- Adult sexual health campaign - tracking research Wave 4, February - March 2005
- Desk research on useful sources relating to the sexual behaviours and condom usage of men and women aged 16 to 34, March 2005
- Creative development on an extension to the current campaign, December 2004

**Creative development of TV “filler” campaign, July- August 2004**
Family Planning Association Campaigns
Details of previous campaigns run by the Family Planning Association can be explored on the link below, though this does not include evaluation.

http://www.fpa.org.uk/campaignsandadvocacy

‘Any Plans for Tonight?’ campaign
Manchester Teenage Pregnancy Partnership has developed a teenage pregnancy prevention campaign. The high-profile initiative ran over Christmas and New Year and was entitled ‘Any Plans for Tonight?’
The campaign was one aspect of wider efforts to reduce the local under-18 conception rate. It was aimed at sexually-active older teenagers. It encouraged them to consider the potential consequences of unplanned, unprotected sexual intercourse, including the risk of pregnancy.
Posters featured on billboards in the city centre and on 80 bus shelters in neighbourhoods with high teenage conception rates. They were designed to appeal to the target audience. They promoted local contraceptive and sexual health services for young people.
The campaign will be developed further during 2008. It will be complemented by a separate initiative to communicate the benefits of avoiding sex until you are older. This message will be rolled out to sexually curious younger teenagers.
Local sexual health services have reported an increase in information enquiries and visits from young people since the campaign launched.

http://www.idea.gov.uk/idk/core/page.do?pageId=14342334
# Search Results

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Citation: Public Health, February 2011, vol./is. 125/2(101-5), 0033-3506;1476-5616 (2011 Feb)
Author(s): Welfare WS; Lighton L
Language: English
Abstract: OBJECTIVE: To map sexual health promotion activity and resources across North West England.
STUDY DESIGN: Survey.
METHODS: A survey of all sexual health promotion activity commissioned by primary care trusts (PCTs) was carried out using a self-completion questionnaire for PCT sexual health commissioners in North West England.
RESULTS: Sixteen out of 24 PCTs responded. Some PCTs had difficulty in identifying the relevant commissioner. Most activity was focused on young people, especially around the National Chlamydia Screening Programme (NCSP) and teenage pregnancy, and on particular high-risk groups such as lesbian, gay and bisexual people, those living with human immunodeficiency virus and commercial sex workers. All PCTs commissioned education/training and a condom distribution service. Other common activities included outreach work, and producing and disseminating materials. Most services were confined to one PCT. Most PCTs were unable to identify the resources committed to sexual health promotion. The emergent themes in the analysis of service development ideas and comments were all linked to commissioning: commissioning and strategy; funding; needs assessment; service development and provision; contracting and monitoring; evaluation and evidence; and regional perspective.
CONCLUSIONS: A simple tool to map sexual health promotion activities commissioned by PCTs was developed. Many PCTs could not identify a commissioner for sexual health or the resources committed to sexual health promotion. Sexual health promotion activity focused on young people (linked to the NCSP and teenage pregnancy) and particular high-risk groups, with resultant gaps and a mismatch with the epidemiology. The most frequently commissioned activities were education/training and condom provision (despite the limited evidence base). A series of recommendations to PCTs, sexual health networks and providers are made. Copyright Copyright 2010 The Royal Society for Public Health. Published by Elsevier Ltd. All rights reserved.

Publication Type: Journal Article
Source: MEDLINE
Full Text: Available in print at Lincolnshire Knowledge & Resource Service

2. Should we change the focus of health promotion in sexual health clinics?.

Citation: Sexual Health, December 2010, vol./is. 7/4(407-10), 1448-5028;1448-5028 (2010 Dec)
Author(s): Pittrof R; Goodburn E
Language: English
Abstract: The effectiveness of sexual behaviour change interventions in sexual health clinics is unknown. Risk factors for poor sexual and reproductive health such as depression, violence, alcohol and smoking in sexual health clinics are all common and can be identified easily in sexual health services. Targeting these risk factors could be as effective as traditional sexual health promotion and could have additional benefits. The authors propose a pilot to assess the cost-effectiveness and acceptability of incorporating screening and interventions for these risk factors.

Publication Type: Journal Article
Source: MEDLINE

3. No sex please! We're over 50.

Citation: Working with Older People: Community Care Policy & Practice, 01 September 2010, vol./is. 14/3(40-43), 13663666
Author(s): Smith P; Cowell J; McGarry P; Chandler S
Sexual health as a concept, particularly for the over 50s, is not seen as sexy. A large proportion of policy and subsequent resources are directed at young people, specifically around sexually transmitted infections (STIs) and preventing teenage pregnancy. Consequently, the sexual health needs of the over 50s are marginalised at best or at worst completely forgotten. This article describes the process behind developing a sexual health promotion campaign aimed at the over 50s in Manchester.


Citation: Social Science & Medicine, March 2010, vol./is. 70/6(942-50), 0277-9536;1873-5347 (2010 Mar)
Author(s): Hilton S; Hunt K; Langan M; Bedford H; Petticrew M
Language: English
Abstract: In September 2008, the human papillomavirus (HPV) immunisation programme was introduced in the UK for schoolgirls aged between 12 and 18 years of age. The vaccine shows high efficacy in preventing infection against HPV types 16 and 18 responsible for 70% of cervical cancer. However, to be most effective, the vaccine needs to be administered before exposure to the viruses and therefore, ideally, before young people become sexually active. The introduction of any new vaccine, and perhaps particularly one given to young teenage girls to prevent a sexually transmitted cancer-causing virus, has the potential to attract a great deal of media attention. This paper reports on content analysis of 344 articles published between January 2005 and December 2008 in 15 UK newspapers. It includes both manifest and latent analysis to examine newsprint media coverage of the introduction of the HPV vaccination programme and its role in HPV advocacy. We concluded that the newspapers were generally positive towards the new HPV vaccination and that over the 4 years period the newsworthiness of the HPV vaccination programme increased. In 2008 two events dominated coverage, firstly, the introduction of the HPV programme in September 2008 and secondly, in August 2008 the diagnosis on camera of cervical cancer given to Jade Goody, a 27 year old mother of two, who gained fame and notoriety in the UK through her participation in several reality television shows. There are two conclusions from this study. Firstly, the positive media coverage surrounding the introduction of the HPV vaccination programme is to be welcomed as it is likely to contribute towards influencing public perceptions about the acceptability and need for HPV vaccination. Secondly, the focus on prevalence rates of HPV infection among women and on women's sexual behaviours, in relation to HPV vaccination 'encouraging' promiscuity, is an unhelpful aspect of media coverage. Copyright 2010 Elsevier Ltd. All rights reserved.

5. Let's talk about sex.

Citation: British Journal of Nursing (BJN), 10 December 2009, vol./is. 18/22(1356-1356), 09660461
Author(s): Warriner J; Power L
Language: English
Abstract: In a bid to ensure UK adults know the facts when it comes to sexual health, the Department of Health and the Department for Children, Schools and Families, together with the National Chlamydia Screening Programme have launched the 'Sex. Worth
Talking About' campaign. Jason Warriner and Lisa Power explore the crucial role that nurses can play in educating and empowering young adults.

**Publication Type:** journal article

**Source:** CINAHL

**Full Text:** Available in fulltext at EBSCOhost

### 6. Strategies to promote sexual health.

**Citation:** Nursing Standard, August 2006, vol./is. 20/48(35-40), 0029-6570;0029-6570 (2006 Aug 9-15)

**Author(s):** Ritchie GA

**Language:** English

**Abstract:** This article examines trends in sexually transmitted infections in the UK. Screening, treatment and education of adults and adolescents are discussed. Suggestions are made for improvements to sexual health, as outlined in The National Strategy for Sexual Health and HIV (Department of Health 2001).

**Publication Type:** Journal Article; Review

**Source:** MEDLINE

**Full Text:** Available in fulltext at EBSCOhost

### 7. Representing young people's sexuality in the 'youth' media.

**Citation:** Health Education Research, December 2004, vol./is. 19/6(669-76), 0268-1153;0268-1153 (2004 Dec)

**Author(s):** Batchelor SA; Kitzinger J; Burtney E

**Language:** English

**Abstract:** This paper reports findings from a content analysis of the main messages about sexuality in media outlets consumed by young people. It examines how sexuality is represented and the level of sexual health information provided in some UK magazines and TV programmes targeted at young people. Our findings show that such outlets included a vast range of useful discussion including information about health concerns and in-depth exploration of issues such as consent and examples of couples exploring whether or not they were 'ready' for sex. In particular, the right of girls to 'say no' was vividly fore-grounded in several teen dramas and magazines. However, coverage was also characterized by certain limitations. A clear pattern was evident whereby contraception and managing 'how far to go' were depicted as women's responsibility. There was a limited range of representations for young men, a lack of positive images of lesbian and gay teenagers, and a failure to represent diversity. There were also no examples of how people might raise concerns such as safer sex. In this context, health educators need to be aware of both the richness and the limitations of current mainstream representations in order to work with and through the media to improve the quality and range of material for young people.

**Publication Type:** Journal Article; Research Support, Non-U.S. Gov't

**Source:** MEDLINE

**Full Text:** Available in fulltext at Highwire Press

### 8. Worth doing badly? Sexual health promotion in primary care.

**Citation:** British Journal of General Practice, December 2003, vol./is. 53/497(981), 0960-1643;0960-1643 (2003 Dec)

**Author(s):** Adams J

**Language:** English

**Publication Type:** Journal Article

Citation: Nursing Standard, January 0001, vol./is. 18/46(40-3), 0029-6570;0029-6570 (2004 Jul 28-Aug 3)

Author(s): Metcalfe T

Language: English

Abstract: BACKGROUND: The UK has the highest rate of sexually transmitted infections (STIs), especially among young people, in western Europe. Knowledge of what influences young people's sexual behaviour is limited which highlights a need to understand adolescent development and recognise that they are at increased risk of acquiring an STI compared with other groups. This article examines the risks of acquiring STIs in adolescence and discusses how nurses feel about treating young people with sexual health needs.

CONCLUSION: Postgraduate training needs to incorporate specific modules relating to young people within sexual health. Sexual health providers go some way to providing an adolescent-friendly service, but more creative approaches to service delivery such as flexible opening hours and contraception outreach services would make them more accessible to young people.

Publication Type: Journal Article; Review

Source: MEDLINE

Full Text: Available in fulltext at Royal College of General Practitioners
Available in fulltext at Ingenta
Available in fulltext at National Library of Medicine
Available in fulltext at Lincolnshire Knowledge & Resource Service
Available in print at Lincolnshire Knowledge & Resource Service

10. Sexuality and sexual health promotion for the older person.

Citation: British Journal of Nursing, January 0001, vol./is. 13/4(188-93), 0966-0461;0966-0461 (2004 Feb 26-Mar 10)

Author(s): Peate I

Language: English

Abstract: Being a sexual being and having sexual feelings is a part of what it is to be a human being--there are no age limits to enjoying a healthy sex life and having the ability to love and be loved. There are many misconceptions surrounding sexuality and in general these misconceptions become even more problematic as the older person and sexuality are discussed. This article aims to consider misconceptions that nurses may have about sex and sexuality concerning older people. The nurse is ideally placed to encourage the older person to discuss sexual worries and can easily correct any misconceptions. However, in order to do this effectively, he/she needs to have a good knowledge base about the topic. Nurses need to demonstrate empathy and understanding if the patient is to disclose intimate feelings concerning his/her sexual health. Information is offered that may help nurses to ensure that a truly holistic approach to care is provided to older patients. Finally, recommendations are suggested in order to act in the patient's best interests.

Publication Type: Journal Article; Review

Source: MEDLINE

Full Text: Available in fulltext at EBSCOhost

11. 'Get it on' in the millennium.

Citation: International Journal of STD & AIDS, September 2000, vol./is. 11/9(586-7), 0956-4624;0956-4624 (2000 Sep)
Over the Christmas and New Year period the Health Education Authority launched a sexual health promotion campaign aimed at increasing the awareness of and reducing the incidence of sexually transmitted infections (STIs) and unwanted pregnancy. We undertook a study to assess the effect of this campaign locally in 2 genitourinary medicine (GUM) clinics. From our study we concluded the following: (1) Although rarely performed, it is possible to assess the effectiveness of health promotion campaigns. (2) Genitourinary medicine clinics provide a good forum for the assessment of such campaigns. (3) The information obtained from such assessments can be valuable for effective targeting of future campaigns.


This study evaluated the 1994, 1995 and 1996 Dutch safer sex campaigns as to their effectiveness in terms of improved attitudes, perceived social norms, self-efficacy and intentions regarding safer sex. The hypotheses were tested that variables become more positive when campaigns are conducted and less positive when campaigns are discontinued. A comprehensive design, including a baseline-post-test/post-test-only group design and a longitudinal or multiple assessment group design, was employed to exclude testing effects, history effects, cultural changes and sample differences as alternative explanations. The results show that despite high baseline levels, the campaigns positively affected all variables. Importantly, levels of all variables decreased when no campaign was conducted. It is concluded that campaigns are needed to maintain high levels of determinants of safer sex and that future campaign goals should be formulated in terms of stabilization instead of growth.