Sex Ed Goes Viral
‘The Chlamydia Rap’

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Swan Hill District Health
Setting

- Swan Hill – Population 10,000
- Flexible Learning Options (FLO)
- 2013 FLO merged with Payika

Reported Chlamydia infections per 100,000 (Dec 2010-2011)/LGA & Victoria

- Gannarwarra: 103.3
- Buloke: 127.4
- Swan Hill: 431.2
- Victoria: 360.6
Unwanted Gifts
Developed with Swan Hill Aboriginal Health Services in 2011

<table>
<thead>
<tr>
<th>Licensed Premises</th>
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<tbody>
<tr>
<td>2011</td>
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<td>2012</td>
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<td>2013</td>
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<thead>
<tr>
<th>Sporting Arena</th>
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<td>Football and Netball Leagues</td>
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<td>Central Murray 2012</td>
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<td>Golden Rivers 2013</td>
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<thead>
<tr>
<th>Sex Ed Goes Viral</th>
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<tbody>
<tr>
<td>Produced by 17 Young People</td>
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<tr>
<td>300+ Views</td>
</tr>
<tr>
<td>13 Peer Educators</td>
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<table>
<thead>
<tr>
<th>Sexual Health Murals</th>
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<tr>
<td>Produced by 9 young people</td>
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<tr>
<td>Displayed locally from September</td>
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Needs Assessment

• What is sexual health?
• What are the sexual health issues for young people

Pregnancy  
Sexually Transmitted Infections  
Consent  
Abuse or Violence  
Sexting  
Peer Pressure  
Contraception

• What is important for young people to know about sexual health?
Education

- Pregnancy
- Contraception
- Sexually Transmitted Infections
- Consent
- Peer Pressure
- Abuse or Violence
Peer Education

• Do other young people know this?
• How do we share this information with other young people?
• Brainstorm

Posters  Radio Advertisement  App  BBQ
Play  YouTube Clip  Comedy  Music Event/ Disco

• What do you want to do & how will it work?
Actions

Subgroups
• Write & Record
• Filming
• Launch & Marketing
Key Learning's

• Let them own it
• Limit sessions where possible to 1 hour
• Know the process is as important as the outcome
• Sexual health isn’t comfortable for everyone
Outcomes

- Project completion & teamwork
- 300+ views on YouTube in 4 weeks
- 13 Peer Educators
- Free education tool - suitable for use in schools
- Access via Smartphone/Internet

YouTube Clip Results: laughter + knowledge = win

Too early to determine if service access has increased
Challenges

• Timeline
• Behaviour
Sex Ed Goes Viral Timeline

- Partnership & Planning: 7/02
- Needs Assessment: 7/02
- Education: 27/02
- Rap Development: 19/03
- Recording: 8/04
- Film planning: 28/04
- Filming: 18/05
- Film Editing: 7/06
- Youtube channel & Policies: 27/06
- Launch: 17/07
- Promotion: 6/08
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Music Recording</td>
<td>$99</td>
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<tr>
<td>Props</td>
<td>$10</td>
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<tr>
<td>Film Production &amp; Editing</td>
<td>$770</td>
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<tr>
<td>Catering</td>
<td>$50</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$929</strong></td>
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https://www.youtube.com/watch?v=c7xdkd4ccF0

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References


