

CT1: Get On Top – peer led social media project

Geographical Area: Sefton

Lead Professional/Organisation: Isis Health Promotion Team, Southport & Ormskirk NHS Trust

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Brief Overview: In 2012, Public Health in Sefton requested bids for social marketing projects for sexual health. For bids to be successful they needed to follow the principles of social marketing development.

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Target Group: The case study is targeted towards young people aged between 16-19 year olds living in from Bootle and Southport in Sefton. A secondary group was the under 25 cohort. The campaign was intended to specifically engage with young people deemed as NEET (not in employment, education or training) and those young people who are not at present, mainstream sexual health service users.

Outcomes: Baseline research and follow up evaluation was commissioned from John Moores University (JMU). The baseline consultation engaged with two targeted groups resulting in a project brief, a social media resource to address their key concerns and issues, as well as service objectives. The outcome of this was the development of a website called ‘Get On Top’. This site was entirely peer led by young people. They wrote, produced and acted in short dramas that were put out as virals. The site also has relevant sexual health information written with a dose of humour, but providing straight facts. There is also a forum for questions. In addition to this, we are delivering a peer led education project in Sefton Further education colleges which is based around the website. Young peer educators (students) are acting as brand ambassadors.

Evaluation: The final evaluation was conducted by JMU in Spring 2012; to date it has been difficult to assess the first outcome due to clinical data not being available. In addition to this, the evaluation methodology attempted to revisit the original cohort used in the baseline research proved to be difficult and resulted in a very small, statistically insignificant number being re-engaged with. However, the JMU evaluation did make the following observations:

- Consideration needs to be given to the use of the term ‘LARC’ (Long Acting Reversible Contraception). It is not widely used or understood by young people, whilst the term ‘implant’ or ‘rod’ is.
- The information that is provided to young people about how the implant works and what it does physically could be improved, to reduce worries for example on what happens when menstruation stops. This needs to be done not just through the website, but by the health professionals providing the service.
- The website alone is not likely to change behaviour, particularly among young men. The website should be used as part of a wider behaviour change strategy. Young women are key

influencers over young men and improving their confidence in demanding that they are protected from STIs by male partners would be beneficial. The use of schools and colleges in this would be important.

The website should have a communication strategy to increase awareness. This could include e-campaigns through social media, but also conventional media that target this age group.

After being live for two months, there were 602 visits to 'get-on-top.co.uk' website and 700 YouTube views of the virals. The project was a finalist in the UK National Sexual Health Awards 2012.

As part of a Mystery Shopping project conducted in Summer/Autumn 2012, Sefton Young Advisors rated the 'Get On Top' website as the most young people friendly of all the available sexual health websites for Sefton residents (Isis, GU & Chlamydia). They felt the information was more directed to people like themselves and was very informative.

Sustainability: The "Brand Ambassadors" have been developed through a peer education project with students from Southport and Hugh Baird Colleges. The students will promote sexual health events and issues within the college student community.

What made it work? The creativity of the young people and the energy and enthusiasm of all the key workers involved.

What could make it work better? Building the website campaign into a much broader marketing campaign across Sefton (not identified or bid for originally) as identified by JMU. Potential lack of funding for maintenance and further development of social media initiatives linked to this.

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Click to view the Evaluations of the Get on Top Website [Interim Report](#) and the [Phase 2 Report](#)