

# *The Annual Report of*



&

R PROJECT

2010

Welcome from the Directors

Welcome to 2011 which marks a new decade, and an end of the naughties (no pun intended),

We have been in operation now for 12 years, and this last year has seen a year of considerable consolidation of our work in Brent in general practices, and in our community work generally, but also in the development, and most notably in the delivery, of our Time 4 U school based advice and support services in 9 secondary schools in the Borough. We remain proud of the achievements of the R Project in the delivery of their award winning PHSE and education programmes. Much has been achieved; reductions in teenage conceptions and pregnancies, improved access to sexual health services for young people, increasing rates of screening for Chlamydia and other sexually transmitted infections, and improved sexual health services in schools, general practices, and through pharmacies.

SHOC has always been proud of its community development work, its policy of inclusion, and the authentic partnership working that underpins our philosophy. The Time 4 U school based service and the SAFE campaign, are excellent examples of what can be achieved on both an individual and public health level, when partnerships work in true collaboration. Our campaigns have had significant impact on targeting young people, the excluded, and the vulnerable in reducing teenage pregnancies, and the prevention of HIV and other STIs. We hope to build on the successful work we have done in schools and youth settings, and expand our work in delivering evidence based interventions to those most in need.

We are confident that the ground-swell of activity in general practices, pharmacists, youth and community settings, and our partnerships in sexual health will show demonstrable effect in improving sexual health provision. We aim to maintain the condom distribution scheme, the SAFE campaign, support the implementation and delivery of the Chlamydia Screening Programme, develop our local sexual health networks, and support these developments through the recognised training delivered through SHivAG, our multi-disciplinary training arm, and the development of dedicated web-sites for SHOC.

So time for the elevenses (no not a tea break, and again no pun intended), for this will be no time for complacency. It is a time of considerable uncertainty for many charities and social enterprises like ourselves, that have historically relied on grants from the PCT, and the Local Authority to deliver and maintain our work. It is a time for us to review the last decade of our activity to inform how we continue to consolidate and develop our work in delivering evidence based sexual health initiatives to our communities. But with the end of the National Sexual Health and Teenage Pregnancy Strategies, changes to the restructuring of the PCTs and local authorities, and the increasing role of general practices in commissioning 2011 will mark an important time for us to embed our work, promote and market the successful work that has been accomplished, and strive to develop new partnerships in our new Civil Society, ensuring that we champion the sexual health agenda in our communities for the next 10 years.

*Brian Whitehead, Director*  
*Heather Wint, Company Secretary*  
*Tanya White, Trustee*

## **SHOC's 2011-12 intentions and objectives**

### **It is the quality policy of SHOC:**

- To provide a high quality service to all our clients in a cost effective manner
- To satisfy our funders' requirements effectively and economically
- To provide services to meet the community's requirements for improving understanding and communication of sexual health issues
- To ensure that our staff adopt an objective of 'good practice' in all working practices
- To operate at a modest surplus annually
- To expand the range of programmes annually

### **Aims**

To support the delivery of sexual health services in primary care by working with primary care providers to improve service delivery in order to:

- Increase Chlamydia screening in primary care by supporting primary care providers to deliver screening
- Reduce undiagnosed rates of Blood Borne Viruses amongst Brent residents by supporting primary care providers to identify the symptoms of HIV, Hepatitis B and Hepatitis C
- Reduce the rate of late diagnosis of HIV by supporting primary care practitioners to identify the symptoms of HIV earlier in the onset of disease
- Reduce unwanted pregnancies through training support for contraception to primary care practitioners
- To support the delivery of discreet pilot projects in primary care

### **Objectives**

To improve the level of sexual health provision in primary care including:

- Increase in numbers of GP registered patients referred for testing for the Blood Borne Viruses
- Increase in numbers of the target population testing for Chlamydia through primary care
- Increase in testing for blood borne viruses in Primary Care settings.
- To test novel methods to increase uptakes of testing including pilot work with Barbers and Nailshops on Chlamydia screening.
- Increase in the delivery of Long Acting Reversible Contraception (LARC) in Primary Care
- To increase the number of GPs and Pharmacies that are signed up and delivering services against the GP and Pharmacy SLA's.

### **What is SHOC?**

Established in 1999, SHOC is a not for profit voluntary organisation, a Registered Charity, and is incorporated under the Companies Act 1985 as a private company that is limited.

SHOC's primary mission and focus is the delivery of evidenced based sexual health initiatives, rooted in the communities we are commissioned to serve. We are community orientated, and employ community development principles to support the delivery of our work.

We are committed to applying our equal opportunities, diversity and vulnerability policies in all aspects of our work.

Our primary focus is working with general practice, primary care, and the community and voluntary sector. We are currently commissioned by Brent Teaching Primary Care Trust (tPCT) and Brent Local Authority Children & Families Division to support the delivery of primary care and

community based health promotion in the Borough. We also receive grants from the Brent Youth Opportunities Fund and Brent Local Authority to support the delivery of our award winning peer education programme, the R Project, which delivers SRE/PHSE and education programmes in schools and informal youth settings. The Authority also commissions us to provide the Time 4 U School based advice and support services, a partnership project between SHOC, Addaction, and Camden Contraceptive Services.

## **SHOC's Philosophy**

SHOC believes that effective sexual health promotion is multi-faceted and must include key activities such as:

- The development of policies and strategies at local national and organisational levels which address sexual inequalities, support the development of positive sexual health and of caring relationships and ensure that appropriate and accessible services are available.
- The provision of sexual health and other health services, delivered by staff who are well trained and supported and who have the necessary knowledge, skills and attitudes to promote the health of their service users. Within the wider aim of working towards sexual health for all, our specific objectives include:
  - Reducing unintended teenage pregnancies;
  - The prevention of HIV and other Sexually Transmitted Infections (STIs);
  - The promotion of positive and mutually satisfying relationships through the provision of evidence based Sex and Relationships Education.
- Enabling individuals, groups and communities to gain the skills, understanding and information to take control of their own sexual health and to be empowered to make positive responsible choices.

## **2 What does SHOC provide?**

SHOC develops and implements evidence based sexual health campaigns targeted at specific populations, often in partnership with other community organisations. Such campaigns include:

- General Practice and Primary Care: targeting young people and general practices to improve general practices' accessibility and responsiveness to young peoples' need for health services.
  - The SAFE card Campaign: targeted condom distribution for young people through pharmacists and community agencies.
  - Emergency Hormonal Contraception provision through community pharmacists.
  - The SHOC-In' Campaign: targeting young people through nail bars and hairdressers.
  - The Weapons of Mass Protection Campaign: HIV awareness.
  - Supporting the implementation of the National Chlamydia Screening Programme in Brent.
- SHOC, and its training arm SHivAG ( a consortium of local providers of sexual health services, including contraceptive services, general practice, genito-urinary services and the voluntary sector) provides a comprehensive training programme of courses related to sexual health, HIV, youth work, sex and relationships and community and organisational development.

- SHOC contributes to emerging national strategies and policy and to the curriculum of appropriate professional training bodies.
- SHOC provides a wide range of publications, resources and materials including appropriate education and training manuals, leaflets, videos, and condoms.
- SHOC works in collaboration and partnership with other national and local sexual health promotion agencies.
- SHOC provides national and regional conferences, seminars and workshops on a wide range of sexual health issues.
- SHOC provides service reviews, organisational audits and community needs assessments.
- SHOC provides specific tailor-made courses commissioned by individual organisations, local networks and forums.
- SHOC provides consultancy on a range of sexual health and health promotion issues.
- SHOC provides support for those developing and implementing local sexual health strategies and projects.
- SHOC provides organisational development and consultancy.

### **3 Our work Locally in Brent**

We are rooted in our local community-based work. Our activities include:

- Community development, particularly with marginalized, vulnerable or stigmatised groups.
- Consultancy, education and training, resources and support for those working in primary care settings, most notably in general practice to implement the National Strategy for Sexual Health and HIV.
- Training for staff within the statutory sector services-such as health, education social services- as well as for those in voluntary and community based organisations.
- HIV prevention initiatives, HIV and AIDS education and work to reduce the incidence of other STIs.
- Project training and on-going work to reduce unintended teenage pregnancies.
- A major resource of sexual health information, current policy and strategy documents
- Networking and agenda-building opportunities for meeting and planning with other colleagues through local forums.
- A structured condom distribution scheme to General Practices in Brent.
- A structured condom scheme through HIV voluntary agencies in Brent.

- Professional support to primary health care professionals promoting sexual health and HIV prevention, through our training arm SHivAG.
- Professional support and training to voluntary agencies promoting sexual health and HIV prevention.
- Through partnership with other practitioners, a structured training and professional development programme.
- An award winning peer education project “R Project”; developing and delivering peer led sexual health education in schools and informal youth settings in Brent and London Boroughs.
- Resources and health promotion materials on sexual health. The production of our Children and Young Peoples “Stay Healthy” and “Stay Safe” award winning “The adventures of a Blueberry Condom” education resource and teaching package.

We continue to support the improvement and delivery of sexual health services in general practice in line with our targeted outcomes.

- The General Practice Campaign: targeting young people and general practices to improve general practices’ accessibility and responsiveness to young peoples’ need for health services.
- The SAFE card Campaign: targeted condom distribution for young people through pharmacists and community agencies.
- Emergency Hormonal Contraception provision through community pharmacists.
- The SHOC-In/Not another Statistic Campaign: targeting young black people through nail bars and hairdressers.
- The Weapons of Mass Protection Campaign: HIV awareness.
- Supporting the implementation of the National Chlamydia Screening Programme in Brent particularly through general practices and pharmacists (24 general practices & 18 pharmacists providing Chlamydia screening to under 24 years olds).



### **Condom distribution scheme – General Practice**

SHOC has a well established condom and pregnancy testing distribution scheme in the general practices of Brent and has maintained the scheme through the training and support of health practitioners, both GPs and practice nurses. (90%) 66 general practices are involved in the scheme.

In this year SHOC has distributed over 450 000 condoms in over 22000 recorded interventions. This equates to over 7600 distributed per week through general practice and primary care sites with the number of total contacts/interventions ranging from 2800-6000 interventions over a month.

As part of our on-going review and audit of general practices we undertook an analysis of the results from the Sexual Health and Contraceptive Services Questionnaire. A report compiled by SHOC and Brent Primary Care Trust with support from the Organon Strategic Healthcare Development Team. We also completed our yearly assessment of activity in Brent.



- R PROJECT:** An award winning peer education project “R Project”; developing and delivering peer led sexual health education in schools and informal youth settings in Brent and London Boroughs.  
 Resources and health promotion materials on sexual health. The production of our Children and Young Peoples “Stay Healthy” and “Stay Safe” award winning “The adventures of a Blueberry Condom” education resource and teaching package

**THE FIRST DVD: THE ADVENTURES OF A BLUEBERRY CONDOM;**

The Adventures of a blueberry condom is a wildly creative, innovative and unique puppet film. It contains crucial sexual health messages for young people but at the same time it is highly entertaining and visually striking. The film does not only provide information about STIs and contraception; it discusses integrity, self esteem, responsibility, taboo and prejudice.

**THE SECOND DVD: THE SPERM BUSTERS;**

The film follows the adventures of a young woman as she travels through her own reproductive system, learning about sex, pregnancy, contraception and emotional wellbeing. It contains important sexual health messages surrounding contraception – where to get it, how it works and what it does to your body. It is highly educational and idiosyncratic.

**THE THIRD DVD: ABORTION;**

The Abortion DVD is a short animation which tackles the sensitive issues of abortion. The DVD details and explains the facts of Abortion and clarifies in depth the various stages of abortion and the individual procedures alongside each stage. The DVD does abstain from personal opinions that may be formed around Abortion and also discusses how it affects individuals both male and female not only physically but also mentally. The DVD also helps raise awareness around the services available for young people and highlights alternative methods other than abortion, such as keeping the pregnancy, adoption and other choices.



## The SAFE Campaign

Implementing a SAFE card scheme; a young person focussed condom distribution and information scheme in NW10. This scheme has facilitated the distribution of 4000 SAFE magazines to young people on general/sexual health, the distribution of 4000 safe cards, and supported the involvement of 40 external agencies including 15 pharmacies in NW10 5 nail-bars / hairdressers, Brent Connexions, Brent Youth Offenders Team, Education Welfare Services, Brent Housing Resource Centre, Brent youth Services, Brent Leaving Home Team, Kilburn Youth Centre, Brent Centre for Young People, Genesis Housing, Kilburn Health Shop, African child, Brent Community Health Project, Mosaic.

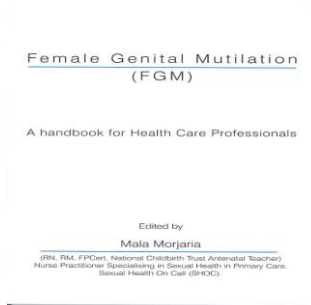
## Time4U School Based Advise & Support Services

Under the umbrella of Time4U, we have established and developed a peripatetic young peoples health stop, "clinic in a box" (focussing on preventative and advice based services) within schools in Brent. We know that many young people who are at risk of unplanned pregnancies, STIs and are at risk of drug use, excessive drinking, and other potentially harmful behaviours. Additionally many young people who are at risk from these health behaviours, also have decreased emotional, physical and mental well-being. We as a partnership service are fundamentally young person-centred, and well linked into all other young persons care pathways, and particularly sensitive to appropriate responses to young, vulnerable and socially excluded people in the context of child protection and Brent's Common Assessment Framework. We expect that our client audit data to match the demographic profile of young people in Brent.

The service is managed by SHOC and facilitated by SHOC and Addaction and employs a G grade nurse, who specialises in sexual health, contraception and young people, and a Young People's Project Worker with specialist substance misuse and mental health skills. The service has linked into SHOC's peer education/peer mentor project in Brent- R Project where young people are peer supported to direct them towards appropriate services.

The service targets all secondary schools in Brent and we are currently working with:

- Queens Park Community School
- Kingsbury High School
- Copeland Community School
- Crest Academy
- Preston Manor High School
- College of North West London
- Pupil Referral Unit, Church Road, Kingsbury
- Pupil Referral Unit, Popular Grove, Wembley Park



## Female Genital Mutilation in Brent (FGM)

A campaign to raise awareness of FGM and its physical and psychological effects on women accessing general practice (general practitioners and practice nurses)

89 general practitioners attended 2 days of awareness training and a concise booklet with all services for clear referral pathways to secondary care, specialist FGM services and psychosexual counselling was produced and distributed to all practices in Brent.

The campaign also worked with the Local Safe Guarding Children Board to identify child protection issues, and procedures, and development. Joint working relationships with Foundation for Women's Health Research and Development (FORWARD), specialist reversal clinics and the lead clinician Comfort Momoh.



## SHOCin/CUT it Campaign: Not Another Statistic

A sexual health promotion initiative for Brent residents: Working with male barbers and women's nail bars in targeting customers to promote sexual health:

- This Sexual Health/HIV prevention initiative aims to address the sexual health needs of Black African Men, so this has maximum impact on reducing HIV incidence and STIs.
- Aims to increase HIV testing in the population.
- Aims to increase the availability and acceptability of condoms
- Aims to increase access to GUM, and Primary Care Services.
- Aims to reduce social, cultural, and religious barriers to condom use in the community.
- Aims to reduce the stigma associated with HIV and other STIs.

This is a joint initiative between Brent Health Promotion, Sexual Health On Call and Community Health Action Trust (CHAT), promoting condom usage; promoting local STI awareness;

promoting screening in at risk populations; promoting awareness of and access to GUM and other screening services.

26 hairdressers/nail bars barbers are now recruited into the scheme. All the businesses operate within Brent. This area was chosen because our target populations were most evident in these areas. These businesses attract Black Caribbean and Black African men and women of our target age range. In 3 months over 6,000 condoms were distributed in 1200 separate incidents.



### **Working in primary care**

1. To improve and increase access of general practice services to young people, by developing local pathways to services for access to contraception and sexual health.  
46 (68%) of general practices recruited.
2. Ensure accessibility for young people to general practice services; develop specific local sensitive resources to support young people, promoting safer sex, and sexual health messages.
3. Assess young people's views regarding the development of sexual health services in general practices

Concerns that general practice in Brent and Harrow is an under-utilised service for young people, and that young people are unwilling to utilise general practice for general medical and specifically sexual health services because of concerns for confidentiality and ease of access, are unfounded.

This Campaign already clearly demonstrates that general practices are appropriate services that are acceptable to young people in promoting sexual health, are an appropriate site for sexual health promotion and a comprehensive sexual health provider

Promoting positive sexual health through general practice remains under-recognised and under-valued to date. General practice is a significant provider of general and sexual health and contraceptive services to young people, demonstrating that it has the capacity to focus on improving contraceptive and sexual health provision to young people, promoting interventions likely to prevent pregnancy and STI transmission and that it has services that are accessible and responsive to young people.

### **ShivAG "Getting it right in practice" educational seminars**

- 73 GPs/practice nurses attended - The Reconfiguration of Sexual Health Services in Brent. Developments & changes in Sexual Health Provision in Brent affecting General Practices
- 48 GPs/practice nurses: Sexual Health & Risk Assessment seminar
- 23 GPs/practice nurses STI Testing for women seminar
- 38 GPs/practice nurses Long Acting Reversible Contraceptive (LARC) seminar
- 24 GPs/practice nurses Sexual Health Promotion seminar
- 21 GPs/practice nurses Blood Borne Viruses seminar
- 34 GPs/practice nurses Working With Young People seminar
- 18 GPs/practice nurses Pregnancy Testing & Referral Pathways seminar
- 35 GPs/practice nurses Chlamydia Screening seminar
- 30 GPs/practice nurses Contraceptive Information & Services Update seminar
- 34 GPs/practice nurses Working With Young People seminar
- 20 GPs/practice nurses Assessment & referral for men with STI symptoms seminar
- 34 pharmacists Emergency Hormonal Contraception provision for Pharmacists
- 36 GPs - IUD Training
- 133 GPs/practice nurses FGM training

### **Young People's Condom Distribution and SAFE Card Scheme**

#### **Objectives**

- Improve access to condoms through a range of partner agencies ("Outlets"), offering a more holistic approach to sexual health promotion in young people
- Offer a flexible approach to sexual health services reflecting the needs of young people
- Contribute to the reduction in the number of under 18 conceptions in Brent from the 1998 baseline of 47.8 per 1,000 girls aged 15-17
- Contribute to the reduction in the number of termination of pregnancies in Brent
- Contribute to the reduction in the number of abortions in Brent of more than 10 weeks gestation
- Contribute to an increase in the uptake of LARC
- Increase the awareness of sexual health issues and access to services
- Wide distribution of the SAFE card through Connexions, education and youth service locations
- The You Can Expect scheme is integrated with the SAFE card scheme
- Integrate Chlamydia as a topic in all ongoing visits to pharmacists and GPs and with condom distribution service

### **School Based Service: Time4U**

#### **Aims of the service**

- To provide a confidential advice prevention and support service to pupils aged 11-19 years at the school
- To offer advice, information and support on health issues such as:
- Sexual health, contraception, pregnancy, alcohol and drug use, relationship issues, mental health and healthy lifestyles.
- To offer condom distribution.

- To offer Chlamydia screening as part of the National Chlamydia Screening programme.
- To offer pregnancy testing support and referral.
- To offer emergency hormonal contraception where appropriate.
- To offer contraceptive services where appropriate and to access young people to appropriate services.
- To refer young people to specialist services where appropriate.
- To advocate for and support young people to access services.