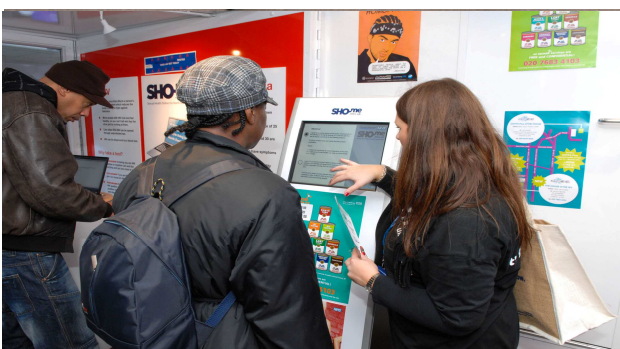


Case Study

PCT reaches out with pre-Christmas Sexual Health roadshow



Testimonial

"This was an ambitious campaign tackling a highly sensitive issue. By taking screening services and information right into the heart of the community, we wanted to reach those people who would not necessarily visit their GP or hospital - possibly out of embarrassment. EMS has an excellent track record in helping us to reach out to different communities and we were particularly impressed at the sensitive approach they brought to this project."

Dr Jose Figueroa Consultant in Public Health City & Hackney PCT

Comments from the public included:

"A great way to get screened"... "I can't believe how easy it is"

Campaign Objectives

- Increase sexual health disease awareness and provide support
- To double the amount of men they engage with at their clinics
- Provide additional access to testing for HIV, Chlamydia and pregnancy
- Promote contraception and raise awareness of a free condom distribution scheme

Our Response

EMS created a striking yet sensitively-branded vehicle. To maximise impact, the campaign launched to coincide with the pre-Christmas party season and World AIDS Day (1 December). The roadshow was such a success the PCT ran an additional two week Valentine campaign in February.

Delivering the Campaign

- The 8.5 metre hire vehicle included: a private testing room; a soft seating area for informal discussion; information displays on safe sex, contraception and sexual diseases; and two laptops running an interactive educational quiz
- Experienced PCT staff accompanied the vehicle to provide information and testing and two EMS promotional staff encouraged people to come on board
- The 'SHO-me' roadshows delivered 24 show days in total

Roadshow Results - December and February

Roadshow Visitors	Chlamydia Tests	HIV Tests	Pregnancy Tests
7,468	266	198	21

At a glance...

Campaign

SHO-me (Sexual Health Tour)

Dates

Four weeks Nov - Dec 2008
Two weeks Feb 2009
(Liverpool Street railway station, shopping centres, playing fields and sixth form colleges)

Client

City and Hackney PCT

Vehicle

Endeavour

Results from December Roadshow

- Men took full advantage of the screening service (54% HIV / 57% Chlamydia), an excellent achievement when you compare only 10% of visitors to their clinics are male
- Almost three times as many people engaged with the roadshow compared to clinics (4 weeks : Roadshow 3,125* / Clinics 1,151)
- 1,321 free condoms were distributed (40.5% were distributed to 16-19 age group as part of the condom distribution scheme)