

GP education materials and their impact on chlamydia testing

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Introduction

- Chlamydia
- The National STI Strategy
- The National STI Prevention Program
- GP support materials
- The study
- Early results
- Impact on health policy



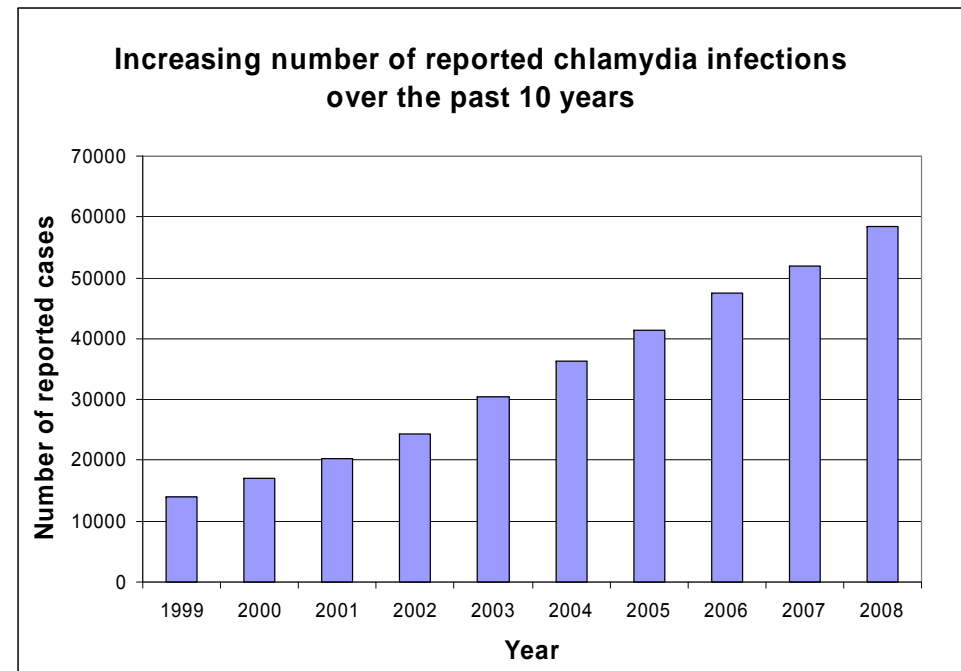
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[Chlamydia]

- The most frequently notified infectious disease in Australia
- Over 58,000 infections in 2008
- Number of notified infections rapidly rising
- Over 80% of infections are asymptomatic
- Easily detected and treated by GPs



[The National STI Strategy]

- One of four national strategies for STIs and BBVs
- Chlamydia control and prevention identified as a priority area
- A national health promotion program is highlighted as an action area



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The National STI Prevention Program



- A national sexual health campaign
- Targeting all 15-29 year olds
- Print, radio, poster campaign
- Youth marketing



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GP support materials

- Department of health web pages
 - STI facts
 - Management guidelines
 - Contact tracing
- Online learning module
- Promotion
 - CMO letter
 - Medical press adverts

Advertisement

IT CAN BE MORE UNCOMFORTABLE TALKING ABOUT STIs THAN HAVING ONE

Nobody is comfortable raising the topic of sexually transmissible infections, but a word from you may increase awareness and help stop the spread.

The number of notified cases of STIs is on the rise, particularly in people aged 15-29 years. Many of these STIs are asymptomatic so carriers may be putting others at risk of infection without knowing it.

Research shows that most young people are comfortable talking with their GPs about STIs and possible testing, so raising the topic in consults with younger patients will not be as uncomfortable as you might think.

You're not alone in the fight. The Department of Health and Ageing's new National STI Prevention Program: Sexual Health Campaign will be appearing in the media. It will raise awareness of STIs and encourage safe sexual practices.

Find out more about your role in combating STIs and get professional accreditation on the topic through an RACGP approved learning module.

Log on to: www.health.gov.au/sexual-health

 **STIs ARE SPREADING FAST**
ALWAYS USE A CONDOM
www.australia.gov.au/STI

Authorised by the Australian Government, Capital Hill, Canberra.



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[The study]

- Two phases
 - Phase 1 – a survey of general practitioners:
 - Phase 1a – a postal survey
 - Phase 1b – an online survey
 - Phase 2 – an evaluation of the number of chlamydia tests requested and the number of notified chlamydia infections



[The survey]

- Postal survey
 - 500 GPs
 - Random sample
 - Provided by Medical Benefits Division
- Online survey
 - Target all 20,000 GPs
 - Recruitment through AGPN and RACGP weekly newsletters
 - Completed online at Survey Monkey



[Survey sections]

- Demographics
- Campaign awareness
- Health professionals website
- Online learning module
- Communication
- Partner notification
- Overall impression



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[Survey analysis]

- Analysis of online and postal groups separately
- Evaluate effectiveness of each recruitment method
- Comparison of responses based on gender, location, age, type of practice, interest in sexual health etc.



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Tests and infections

- Chlamydia tests
 - Medicare Australia
 - Pre-campaign vs post-campaign
- Chlamydia infections
 - National Notifiable Diseases Surveillance System
 - Pre-campaign vs post-campaign
- Correlation not causation



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National Notifiable Diseases Surveillance System



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[Early results - website]

Table 1. Number of visits to the sexual health pages on the Department of Health and Ageing website in June 2009 (www.health.gov.au/sexual-health).

Total Visits	1137
Page	Visits
Online learning module	277
Contents	240
STI facts	172
Chlamydia	109
Infectious diseases notification	108
HPV	107
Management guidelines	106



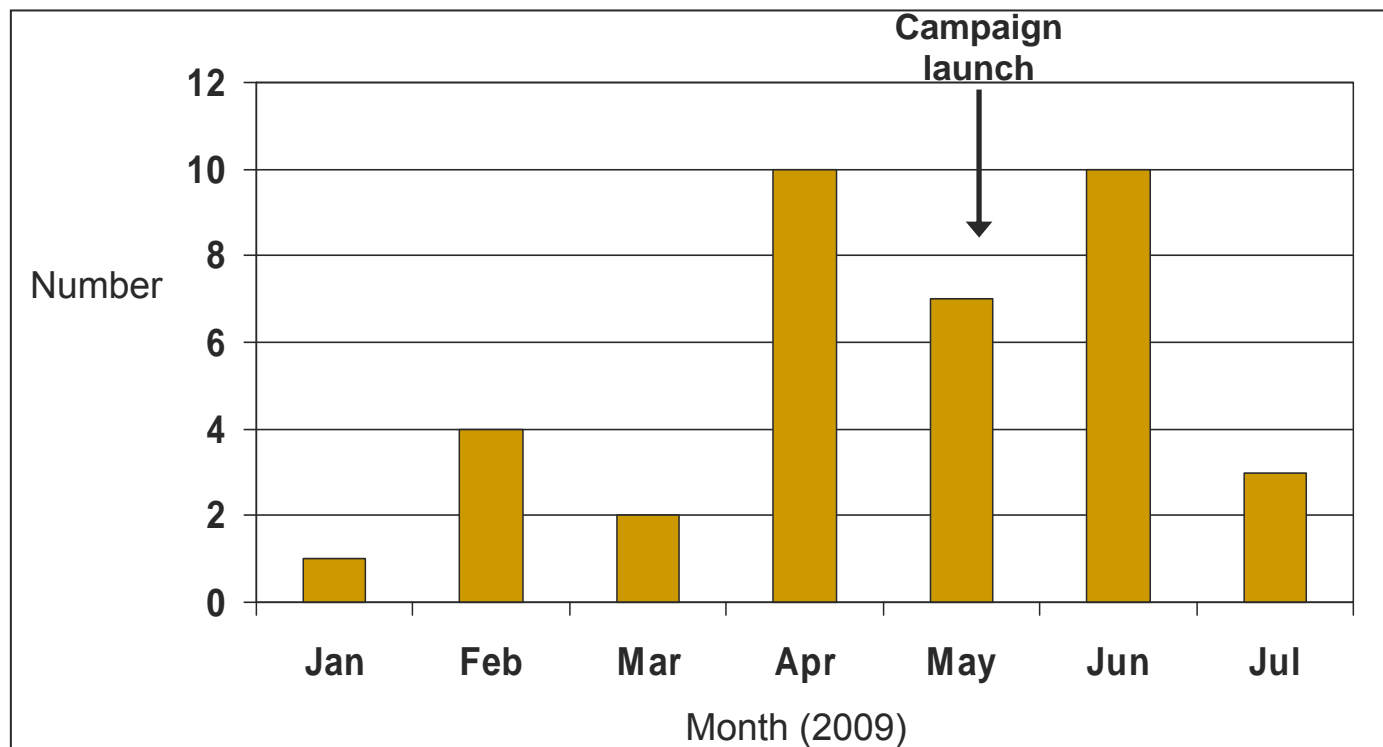
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[Online learning module]

Graph 1. Number of general practitioners to complete the online learning module before and after campaign launch



[Chlamydia tests]

Table 2. The total number of chlamydia tests requested in the months before and after the campaign launch compared with the same time for the previous year – MBS items 69316, 69317 and 69319

	2008	2009
May	52,756	64,333
June	48,127	54,329
Difference	↓ 8.7%	↓ 15.5%



[Notified chlamydia infections]

Table 3. The total number of notified chlamydia infections in the months before and after the campaign launch compared with the same time for the previous year.

	2008	2009
May	5326	5974
June	4708	5397
Difference	↓ 11.6%	↓ 9.6%



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Influenza A H1N1 09

- First confirmed case in Australia – 9th May 2009
- Global pandemic announced – 12th June 2009
- Increased burden on general practitioners
- Impact on GP attendances by target population



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Impact on health policy

- The National STI Prevention Program
 - Future waves of campaign activity
- Australian Government health promotion campaigns
 - No consistent policy for supporting health professionals.
 - What is the best method for promoting support activities?
- Cross-sector health promotion activities
 - Which areas of the National STI Prevention Program can be applied more broadly?



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