

**Report from:** Max Vaughan, Head of Service – Commissioning, Directorate for Adult Social Care and Health

**Report to:** Health and Social Care Overview and Scrutiny Committee

**Date:** 20 February 2018

**Title:** Umbrella Sexual Health Services – Year 2 Progress  
University Hospitals Birmingham NHS Foundation Trust

## **1. Summary**

The provision of Sexual Health Services across Birmingham has been delivered by Umbrella, led by University Hospitals Birmingham NHS Foundation Trust (UHB), since August 2015.

The purpose of this report is to present key activity during Year 2 of the current five-year contract. This includes commentary on achievements and areas for further development.

Appendix 1 presents the Umbrella Sexual Health Services Annual Report. The annual report presents progress against the priority outcomes for Birmingham’s Sexual Health Services during contract year 2016/17 (August – July).

## **2. Key Commissioning Intentions**

From April 2013, the Local Authority became the statutory responsible authority for commissioning comprehensive, open access, Sexual Health Services which include contraception, testing for HIV, and testing and treatment of Sexually Transmitted Infections (STIs).

## **3. Priority Outcomes**

The Sexual Health system in Birmingham was commissioned to support better performance against nationally set targets, set out in the Public Health Outcomes Framework (PHOF), namely:

1. Reducing under 18 conceptions
2. Increasing chlamydia diagnoses in the 15 – 24 age group
3. Reducing the late diagnosis of HIV

In addition to these national requirements, the following priority outcomes were identified for Birmingham:

4. Improving support for people vulnerable to, and victims of, sexual coercion, sexual violence and exploitation
5. Providing better access to services for high risk communities
6. Ensuring prompt access for earlier diagnosis and treatment
7. Increasing the use of effective good quality contraception

8. Reducing the number of people repeatedly treated for STIs
9. Reducing the number of abortions, in particularly focusing on reducing the number of repeat abortions (women who have already undergone at least one procedure within the last five years) under the age of 25
10. Reducing the transmission of HIV, STIs and blood borne viruses (BBV)

Each of these outcomes are discussed in more detail in Appendix 1 – Annual Report.

## 4. Key Achievements

### 4.1 Self Care

One of the key aspirations of the Umbrella model is to drive sexual health services out of the traditional clinic setting and into the community.

To aid this, Umbrella offers free STI self-sampling kits, as an alternative to attending a clinic. These kits are accessible via the Umbrella website, or through partner organisations.

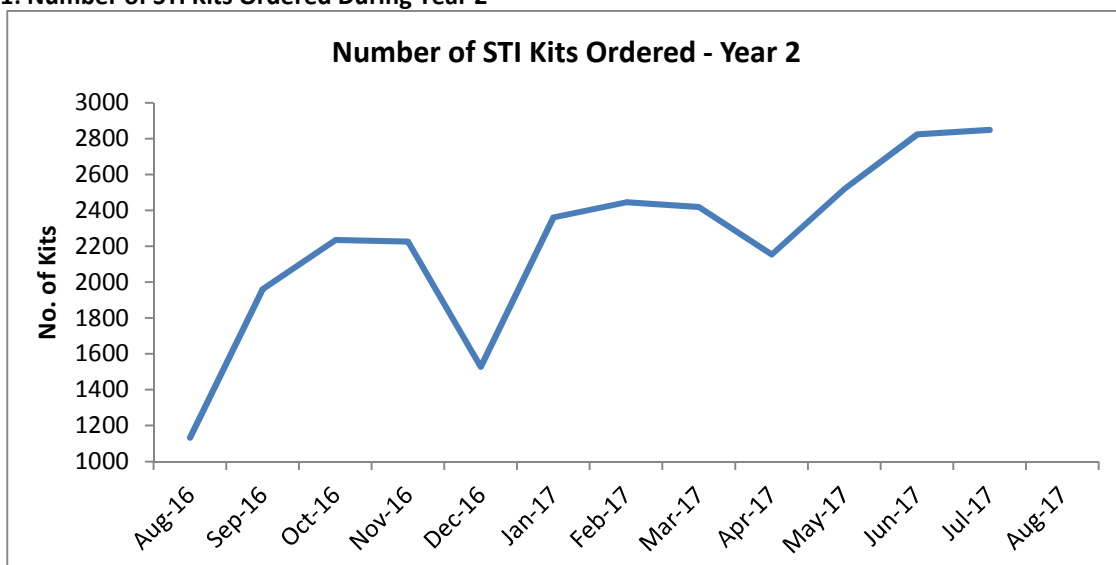
Service users are taken through a step-by-step triage process to ensure that they are suitable for this option, which is available only to people aged 16 or over. They are then issued with a self-sampling kit which is returned to the laboratory by post for analysis, and results are sent back to the service user by text (if negative) or by telephone call (if reactive).

Kits can be posted to the client’s home or a designated address, or collected from an Umbrella pharmacy or other venue.

STI self-sampling kits can also be issued directly by Tier 2 pharmacies and by some partner organisations, following training in how to competently triage a service user.

The self-testing kits have proved to be incredibly popular, with a steady and dramatic increase, month on month, as can be seen in the graph below. Umbrella is now sending out almost 3,000 STI kits per month (Fig. 1).

**Figure 1: Number of STI Kits Ordered During Year 2**



## **4.2 Support for Survivors of Sexual and Domestic Violence**

Sexual violence covers a wide range of abusive acts directed towards an individual's sexuality, including sexual assault, rape, sexual coercion, honour-based marriage, human trafficking and female genital mutilation.

People experiencing domestic abuse commonly present in sexual health services. NICE guidelines (PH50) recommends Sexual Health Services routinely enquire about experiences of domestic abuse to aid with disclosure and enable support to be offered.

All patients attending Umbrella clinics are asked during a self-assessment about experiences of sexual violence and abuse. This enquiry is made regardless of any visible signs of abuse. Following this, patients are also asked whether they would like to access support on the day that they are attending the service.

If patients choose to disclose previous experience of violence, or are attending the service because of rape, staff are trained on how to respond and how to offer support. The numbers of patients choosing to disclose and seeking support has remained at a high level during Umbrella's second year. More than one child per week and more than one adult per day attend Umbrella services to seek support after rape. There has been a 33% increase in the numbers seeking support on these issues from Umbrella over the past year.

Umbrella, in partnership with RSVP (and with Birmingham LGBT for the community and Trans clinics) has developed improved support for survivors of sexual violence.

RSVP's Independent Sexual Violence Advocates (ISVAs) are working across the Umbrella partnership. This includes supporting the ASC (Abuse Survivors Clinic) at Whittall Street Clinic, the SAFE Sex Worker clinic, and the LGBT clinic. This allows the ISVAs to become recognised by service users and enables seamless referrals into services.

RSVP have also provided training to a range of UHB staff and partners around various aspects of sexual violence, coercion and exploitation, including Child Sexual Exploitation (CSE), disclosure of sexual assault, and sexual intimacy after trauma.

Umbrella, in partnership with WAITS, has developed a more streamlined pathway for patients who disclose domestic abuse. The WAITS Independent Domestic Violence Advocate (IDVA) receives Umbrella referrals for patients disclosing domestic abuse, and arranges for a risk assessment and on-going support for these individuals in the community.

## **4.3 Safeguarding**

Umbrella Sexual Health recognises the importance of identifying vulnerable young people and adults, and keeping them safe from harm. During Year 2, Umbrella have delivered the following key safeguarding activities:

- Sexual health staff have received level 3 training on Female Genital Mutilation (FGM) and level 3 training on Domestic Abuse in a face-to-face training sessions from the safeguarding team,

- Further training sessions on Child Sexual Exploitation, Making a Good Referral, and FGM have been delivered to Umbrella Partners via the Sexual Health Awareness Promotion Education (SHAPE) programme,
- All 16 and 17 year olds now have a “Spotting the Signs of CSE” risk assessment carried out on attendance at sexual health clinics. The outcome of the risk assessment is documented on Excellicare.
- An updated level 1 leaflet on Safeguarding Adults, Children, and Prevent has been developed and given to all Sexual Health Staff via their pay slips. This leaflet has also been distributed online to all partner agencies,
- Factsheets on various types of abuse, abuse identification, referral pathways and further support have been developed and are available to all staff within clinical areas,
- A CSE pathway flowchart has been updated to incorporate the new CSE screening tool,
- A domestic abuse pathway flowchart has been developed and disseminated to all Sexual Health Staff,
- Group supervision continues to be delivered to Sexual Health Clinic Staff with 1-to-1 supervision always available for those staff who request it or who are identified as requiring it by line managers,
- The Safeguarding team visit clinics regularly to support staff and provide supervision.

#### **4.4 Driving Innovation**

Umbrella is a highly innovative service, that is one of, if not the largest, most integrated sexual health service in Europe and we regularly receive enquiries from other service providers and commissioners who are interested in how Umbrella works.

To enable this, we need to be at the forefront of all clinical developments and breakthroughs. We are very proud of the Research and Development (R&D) work that is underway within Umbrella, which helps to ensure that our clinicians are widely respected and the Umbrella service is highly regarded by our peers.

A key example of Umbrella driving innovation and wider improvements is the recent change that has been agreed by the Clinical Decision Unit (CDU) at UHB. Birmingham is classified as a high prevalence HIV area, with between 2 and 5 cases per 1,000 of the population. In 2016, clinical guidance was issued that stated that all patients attending hospital, including the Emergency Department, in high prevalence areas should be routinely screened for HIV.

Umbrella has been working, as part of UHB, to put these measures in place and has recently achieved significant progress in this, by getting agreement that all patients going through the CDU will be screened for HIV as part of the routine blood screening process. It is anticipated that this will result in approximately 15,000 additional HIV tests being carried out. Once this has been successfully rolled out, Umbrella aims to extend this offer through the Emergency Department at UHB.

Current Umbrella R&D projects include an investigation into the Sexual Health screening and testing preferences of young people, research to help understand the costs and benefits of online screening for STIs in asymptomatic patients, a review of patient experience when receiving care after sexual violence, and an evaluation of pharmacy-delivered Sexual Health Services.

Umbrella has developed strong links with Birmingham, Aston and Warwick universities, and, in Year 3, will co-fund two PhD students to evaluate new approaches to service delivery:

- Identifying and developing approaches for understanding the costs and benefits of sexual health programmes, to inform local decision-making
- Measuring and assessing patient experience and satisfaction with sexual health Services

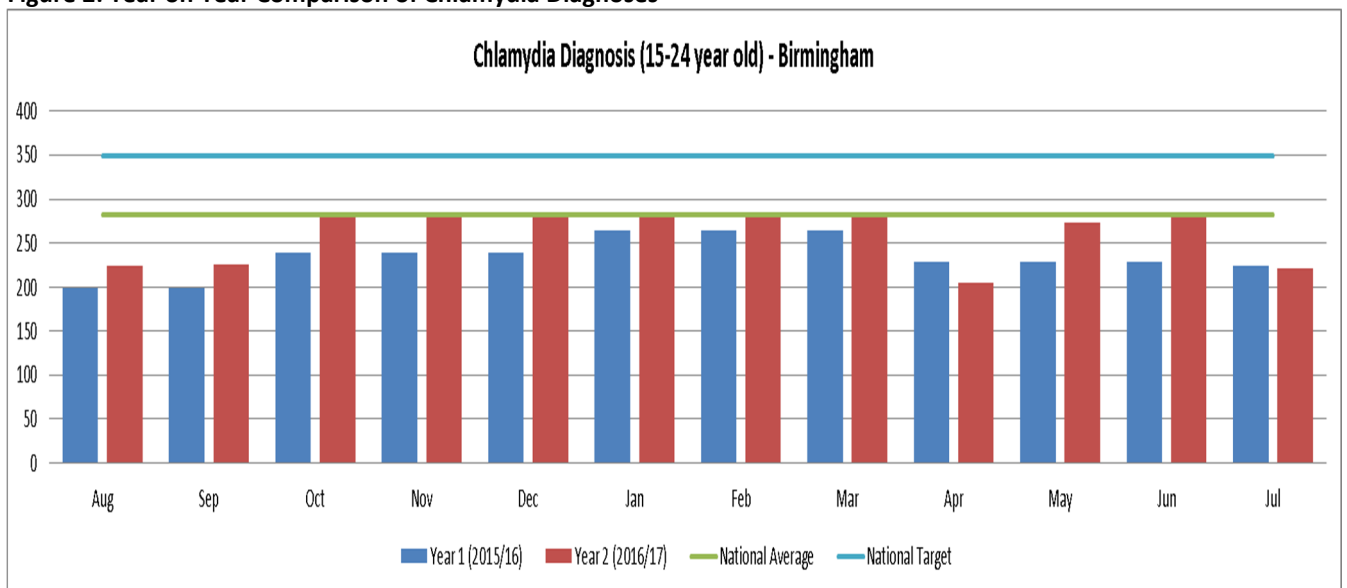
In addition to the work that is funded by Umbrella, the Sexual Health and HIV Academic Unit at UHB is engaged in numerous projects that are funded externally and supported by Umbrella. In the past year, Umbrella has been awarded £1.5 million by the National Institute for Health Research to investigate a new treatment for bacterial vaginosis, and has also successfully bid for funding to develop patient outcome measures. This work, on-going over several years, is firmly rooted in providing the evidence which will improve service provision and service user experience.

## 5. Further Developments

### 5.1 Chlamydia Screening in 15-24 year olds

One of the most challenging outcomes that Umbrella needs to deliver on is the Public Health Outcome Framework target for Chlamydia diagnoses. This is nationally set target that requires us to identify 2,300 positive diagnoses per 100,000 of the 15-24 year old population. In Birmingham, this equates to 4,188 positive diagnoses per year. In Year 2, we predict that the final confirmed number of positive diagnoses will be 3,161 positive diagnoses. This is an increase on Year One's diagnoses rate of 2,825 positive diagnoses, equating to a 37% year-on-year increase (Fig. 2).

**Figure 2: Year on Year Comparison of Chlamydia Diagnoses**

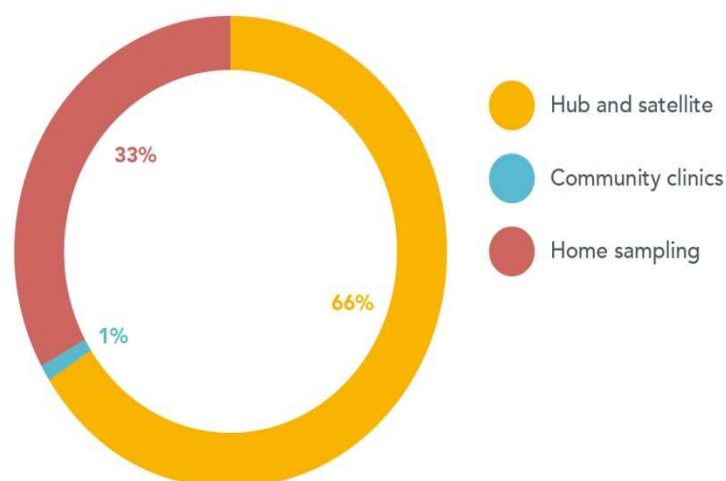


In Year 2 Umbrella contributed 83% of the positive screens across the city, which is an increase from 76% of the positive screens identified across Birmingham in Year 1.

The current positivity rate within Umbrella is 12%, which exceeds the national average of 10%.

In Year 2, 33% of the samples came from home sampling (i.e. from kits ordered on the Umbrella website) (Fig. 3). Last year, this figure was 25%. This increase in home sampling is another illustration of how well the Umbrella strategy of increasing self-care is working.

**Figure 3: Screening Contributions – Year 2**



Whilst we recognise that we still have work to do to increase chlamydia diagnoses, we feel that significant progress has been made in Year 2. Furthermore in Year 3, we have strategic plans in place to springboard us to a far stronger position.

We are currently undertaking a procurement exercise to recruit General Practices to carry out Chlamydia screening on behalf of Umbrella and have had expressions of interest from 119 individual GP practices across the city. To encourage this screening to be completed in a targeted fashion, we will be offering a base tariff with a banding payment that will increase as the positivity rate increases. It is anticipated that this will encourage large amounts of screening to be completed in the areas with the highest prevalence of Chlamydia. Modelling of the impact that having 119 GPs carrying out chlamydia screening will have has identified that, at a positivity rate of 10% (the national average), a screening rate of 2 per week, per practice will be enough, when combined with the current levels of activity, to exceed the national target.

In addition, we will be increasing the number of Umbrella pharmacies and continuing with the highly innovative and successful health promotion campaigns that have underpinned the increase in performance in Year 2.

## **5.2 Health Promotion**

A key aspect of the Umbrella model is the health promotion work undertaken by the Communications Team. Throughout Year 2, Umbrella ran a series of six campaigns and a number

of support events. Each campaign targeted specific audiences and there was a direct correlation between the campaigns and activity on the Umbrella website.

Examples of this can be seen in September, when Umbrella ran a campaign targeting the new university students in mid-late September and June-July 2017, when back-to-back campaigns around pharmacies and chlamydia saw a sharp rise in the number of visits to the website and the highest number of visits in one week.

Details of the campaigns can be seen in Appendix 2.

Future campaign plans (up until April 2018) will include a focus on increasing Long Acting Reversible Contraception (LARC) activity in GPS, and digital chlamydia campaign aimed at 15-24-year-olds. A fully worked up campaign calendar is currently being developed and will be completed in March 2018.

**To be embedded**

**A2. Umbrella Health Promotion Campaigns**

Details of Umbrella Health Promotion Campaigns are set out below:

**1. September/October 2016 – Freshers’ and Young People’s Campaign**

Audience	Students/Freshers’ aged 18-24, attending five universities across the city
Aims	<ul style="list-style-type: none"> <li>• Raise awareness of services provided by umbrellahealth.co.uk.</li> <li>• Drive visits to umbrellahealth.co.uk.</li> <li>• Increase in the number of requests for orders of STI testing kits and those that are returned.</li> <li>• Raise awareness of risk of chlamydia.</li> </ul>
Targeting	<ul style="list-style-type: none"> <li>• Campaigns will mainly focus on students at five universities in Birmingham.</li> <li>• Target students browsing social media.</li> <li>• Students actively searching for information on chlamydia and STI testing via google searches (PPC)</li> </ul>
Channels	<ul style="list-style-type: none"> <li>• Digital advertising: 1acebook and Instagram</li> <li>• Social media boosting: 1acebook and Twitter</li> <li>• Pay Per Click: Google Search</li> <li>• Press: BBC Radio 1 newsbeat</li> </ul>
Highlights	<ul style="list-style-type: none"> <li>• Distribution of 48,000 condoms at 1reshers’ events</li> <li>• Partnership with three nightclubs, distribution of 12,000 welfare packs</li> <li>• BBC Radio 1 Newsbeat interview with Dr Clare Robertson</li> <li>• Extensive distribution of posters and information cards at university sites</li> </ul>



## 2. November 2016 – national HIV Testing Week – testing for and raising awareness of HIV

Audience	Individuals most at affected by HIV, with a specific focus on MSM, Black Africans and African Caribbean Communities
Aims	<ul style="list-style-type: none"> <li>• Promotion of access points to HIV testing, and remind of the importance of repeat testing.</li> <li>• Increase in the number of requests for orders of STI testing kits and those that are sent back</li> <li>• Communicate to those service users most affected by HIV and encourage them to take a HIV test during national testing week</li> <li>• Raise awareness of access to HIV testing in both community and clinical settings in order to improve early diagnosis and treatment of HIV</li> <li>• Drive visits to <a href="http://umbrellahealth.co.uk">umbrellahealth.co.uk</a></li> <li>• Promotion of outreach activity for priority communities during HIV testing week</li> </ul>
Targeting	<ul style="list-style-type: none"> <li>• 18-55 year old males and females within Birmingham with a focus on MSMs and BlackAfricans.</li> </ul>
Channels	<ul style="list-style-type: none"> <li>• Digital: 1acebook, Twitter and Instagram advertising</li> <li>• Social media boosting: 1acebook andTwitter</li> <li>• Pay Per Click: Google Ad Words</li> <li>• MSM online sites: <a href="http://Squirt.org">Squirt.org</a> Digital Ads &amp; e-blast</li> </ul>
Highlights	<ul style="list-style-type: none"> <li>• Almost 7,000 visits to HIV campaign website landing page</li> </ul>

## 3. February and June 2017 - Young People, Chlamydia Campaign

Audience	15 to 24 year olds living in Birmingham and Solihull.
Aims	<ul style="list-style-type: none"> <li>• Raise awareness of chlamydia testing among 15 to 24 year olds</li> <li>• 1ocus on high prevalence areas with low return rates</li> <li>• Increase in the number of requests for orders of online STI testing kits and those that are sentback</li> <li>• Drive visits to <a href="http://umbrellahealth.co.uk">umbrellahealth.co.uk</a></li> </ul>
Targeting	<ul style="list-style-type: none"> <li>• 179,065 15-24 year olds in Birmingham and 23,800 15-24 year olds in Solihull</li> </ul>
Channels	<ul style="list-style-type: none"> <li>• Digital: 1acebook, Twitter and Instagram advertising</li> <li>• Social media boosting: 1acebook andTwitter</li> <li>• Pay Per Click: google search</li> <li>• Outdoor: interior bus panel and interior train posters</li> <li>• Radio: Capital 1M</li> <li>• Nightclub washrooms: postersites</li> <li>• New Street Station washrooms: poster sites</li> <li>• Train station poster sites: Selly Oak, University, New Street, Sutton, Bournville College and Solihull College</li> </ul>
Highlights	<ul style="list-style-type: none"> <li>• Extensive distribution of marketing materials to universities, colleges, GPs, pharmacies, nightclubs, bars, gyms and Umbrella partners within high priority areas.</li> <li>• 1ebruary 2017 campaign, highest 1acebook</li> <li>• June 2017 campaign, reached highest number of Twitter impressions</li> </ul>

#### 4. May 2016 – Umbrella campaign for PRIDE – MSM, online testing/condoms

Major LGBT event in Birmingham, promoting online testing kits and condoms.

#### 5. June 2017 – HIV Campaign – focus on hard-to-reach groups

Audience	Individuals most affected by HIV, with a specific focus on MSM, Black African, African Caribbean and Indian Sub-Continent communities.
Aims	<ul style="list-style-type: none"> <li>• Promotion of access points to HIV testing, and remind of the importance of repeat testing.</li> <li>• Increase in the number of requests for orders of STI testing kits and those that are sent back</li> <li>• Communicate to those service users most affected by HIV and encourage them to take a HIV test during national testing week</li> <li>• Raise awareness of access to HIV testing in both community and clinical settings in order to improve early diagnosis and treatment of HIV</li> <li>• Drive visits to <a href="http://umbrellahealth.co.uk">umbrellahealth.co.uk</a></li> <li>• Promotion of outreach activity for priority communities during HIV testing week</li> </ul>
Targeting	<ul style="list-style-type: none"> <li>• 18-55 year old males and females within Birmingham with a focus on MSMs, Black Africans, African Caribbean and Indian Sub-Continent communities</li> <li>• Heterosexuals, aged 45–54</li> </ul>
Channels	<ul style="list-style-type: none"> <li>• Digital: 1acebook, Twitter, Instagram and Grindr advertising</li> <li>• Social media boosting: 1acebook and Twitter</li> <li>• Pay Per Click: google search</li> <li>• Point of sale: 92 pharmacists</li> <li>• Radio: New Style Radio (African Caribbean) and Unity fm (Indian Subcontinent)</li> </ul>
Highlights	<ul style="list-style-type: none"> <li>• Highest performing Pay Per Click impressions since Umbrella’s launch</li> </ul>

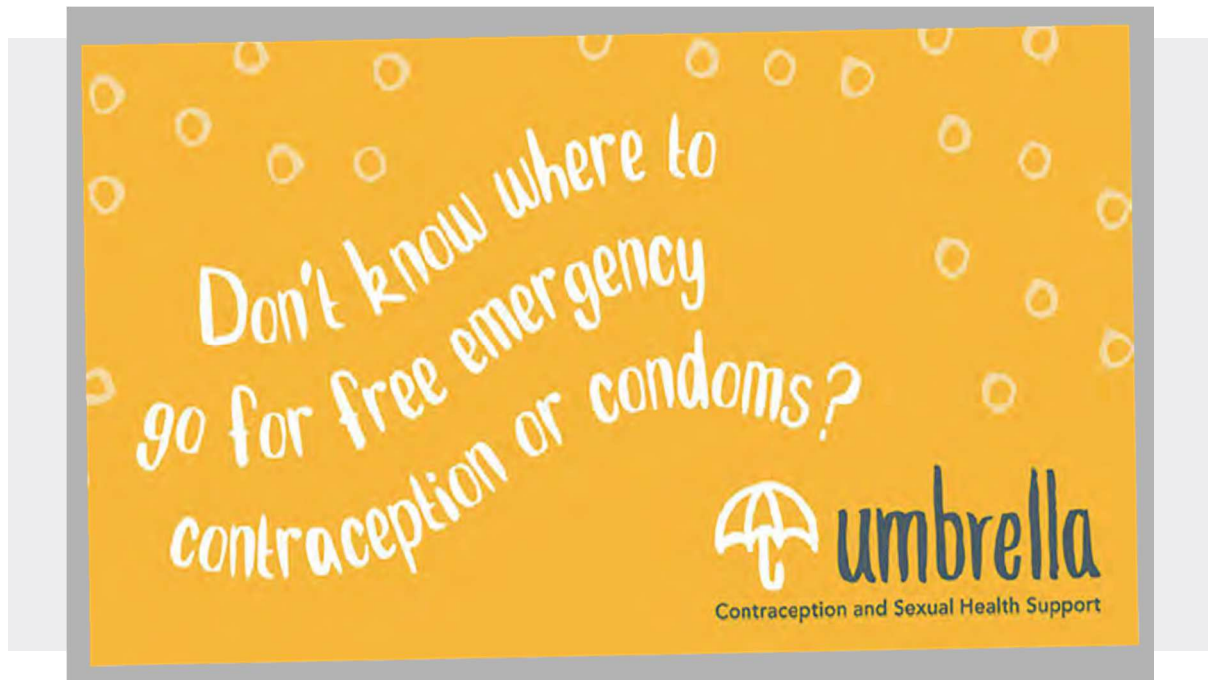
#### 6. July 2016 – Pharmacy Campaign: Young people’s campaign focusing on free condoms and emergency contraception

Audience	15-24 year olds living in Birmingham and Solihull
Aims	<ul style="list-style-type: none"> <li>• Promotion of the new pharmacy access points</li> <li>• Increase footfall to Umbrella pharmacies and reduce reliance on clinics, specifically for EHC and condom provision</li> <li>• Increase the pharmacy provision of EHC &amp; condoms to target audience</li> <li>• To refer target audience to <a href="http://umbrellahealth.co.uk">umbrellahealth.co.uk</a> to download a free STI kit as even though they have received the treatment - they still haven’t been tested for STIs</li> <li>• General brand awareness of Umbrella sexual health services</li> </ul>
Targeting	<ul style="list-style-type: none"> <li>• 179,065 15-24 year olds in Birmingham and 23,800 15-24 year olds in Solihull</li> </ul>

Channels	<ul style="list-style-type: none"><li>• Digital: 1acebook, Twitter, Instagram and Grindr advertising</li><li>• Social media boosting: 1acebook and Twitter</li><li>• Pay Per Click: google search</li><li>• Radio: Capital 1M</li><li>• Outdoor: bus stops, StreetTalk sites, 48 sheets and 6 sheets</li><li>• Point of sale: 92 pharmacists, window vinyls, posters, wobblers, bag seals and info cards</li></ul>
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Examples of health promotion collateral/messages include:

**Figure 4: Pharmacy campaign advertising**



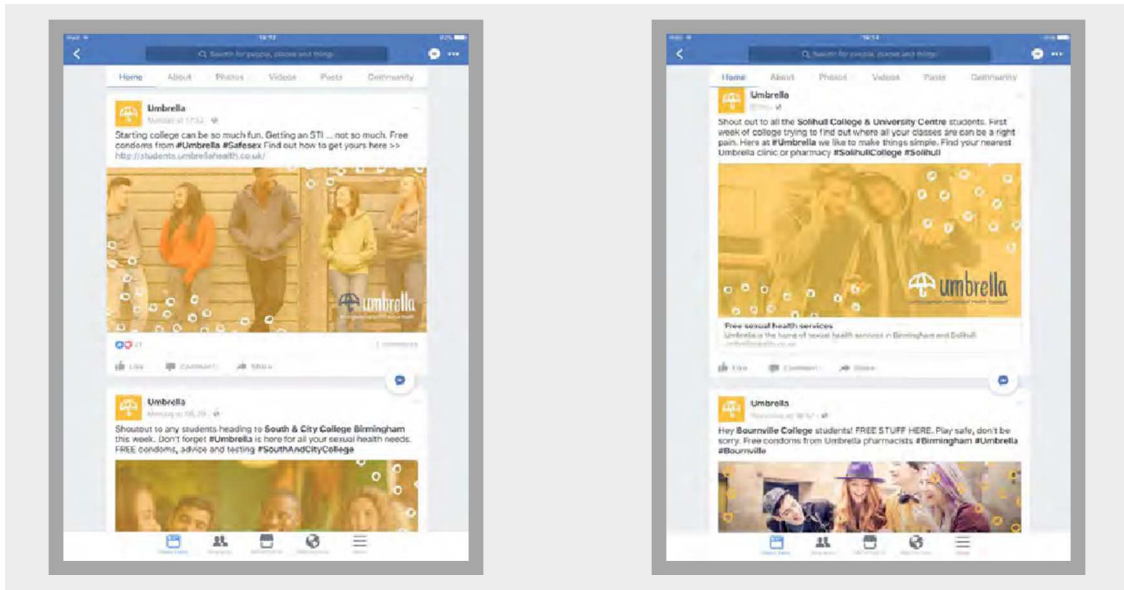
**Figure 5: Example of Umbrella 'street-talks' used in pharmacy campaign**



**Figure 6: HIV campaign, June 2017 – signposting to pharmacies**



**Figure 7: Examples of digital advertising for YP/Freshers Campaign September 2016**



**Figure 8: Chlamydia, Feb 2017, train advertising**





Figure 9: PRIDE 2017 advertising



Figure 10: HIV Testing Week Advertising