



NZAF

Te Tūāpapa Mate
Āraikore o Aotearoa

Using Geo-Targeted Health Alerts to Respond to Local STI Surges Among Gay and Bisexual Men

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Sunita Azariah, Auckland District Health Board

Background

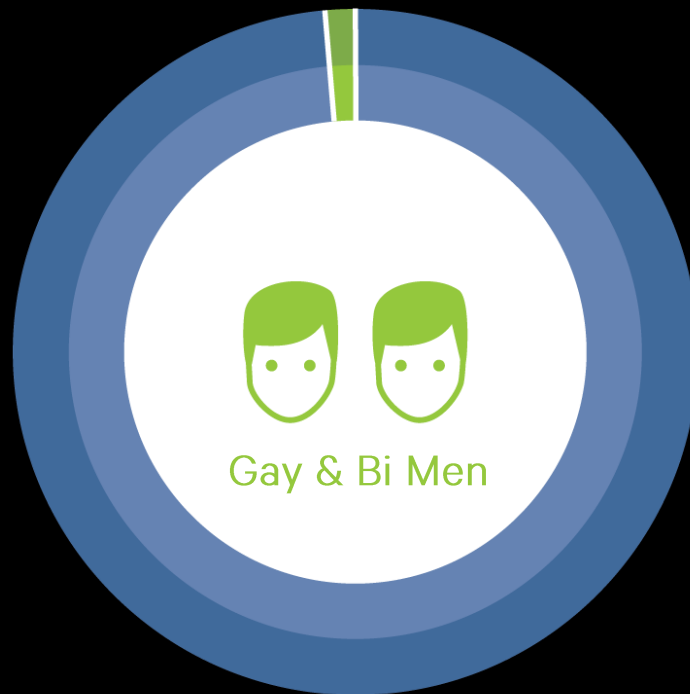
Design

Results

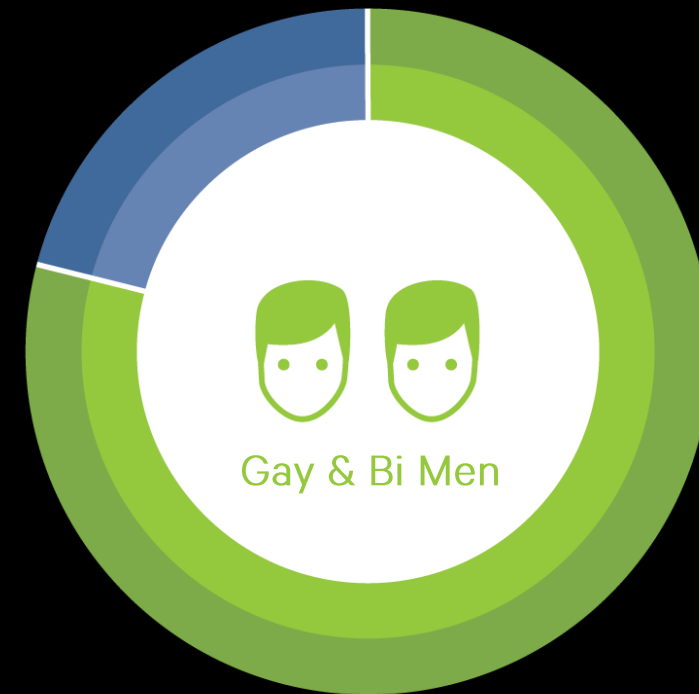
Next Steps

The concentration of Syphilis among MSM

2.5% of NZ
population

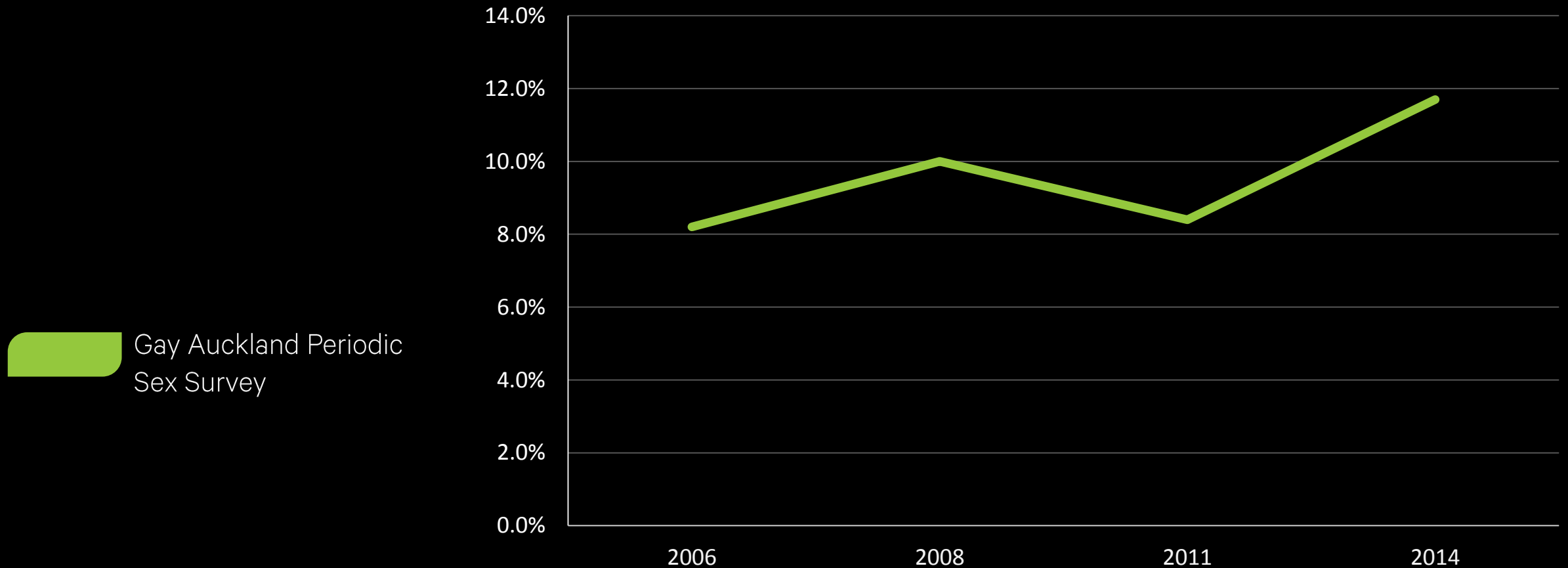


83% of Syphilis notified
in NZ, 2011*



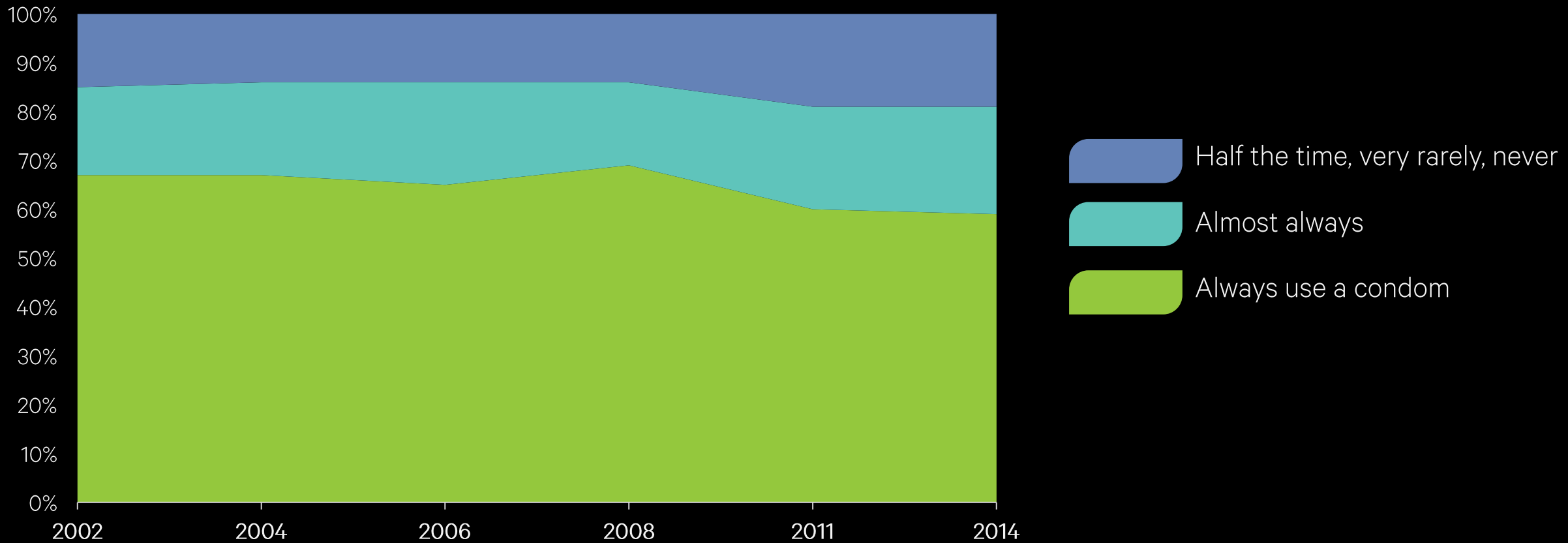
* Infectious syphilis notified at sexual health clinics. Source: Psutka, R. et al. *Int J STD AIDS* 2013; 24: 791-798

GBM diagnosed with an STI in last 12 months*

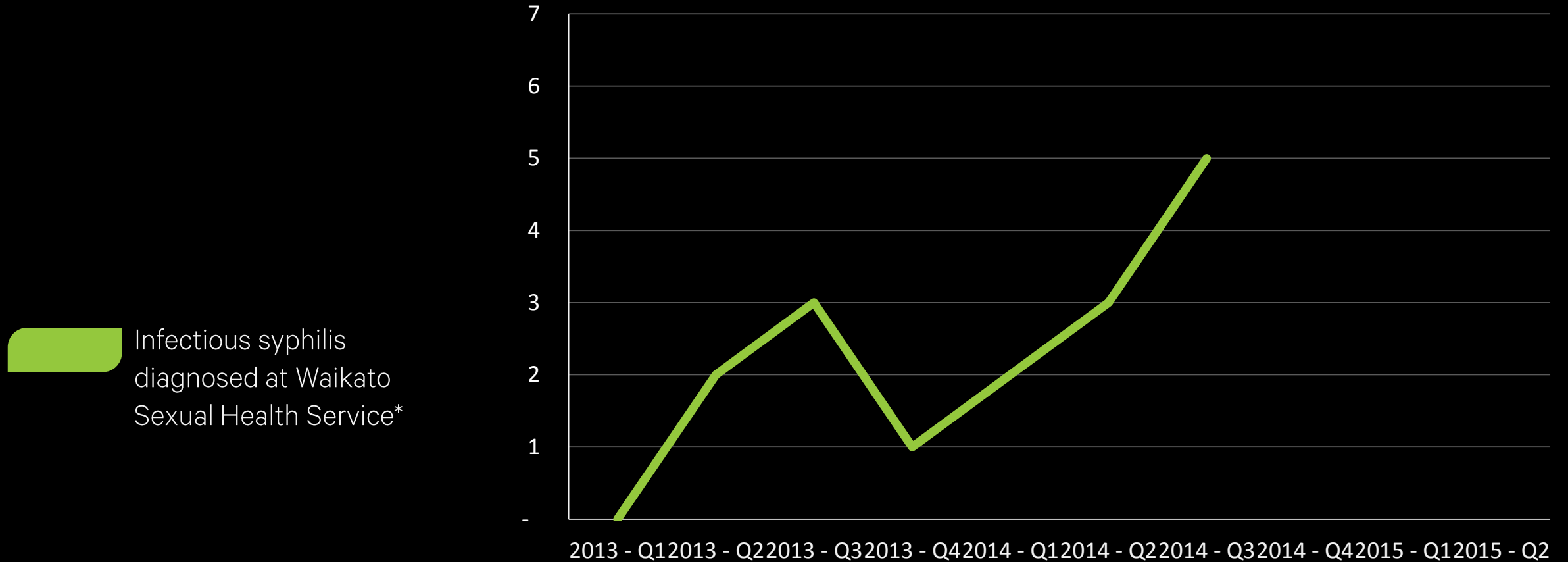


Source: Saxton, P. et al. *GAPSS Basic Frequency Tables 2002-2014*. *Note questions asked differently each survey round.

Condom use during anal intercourse with casual partners among GBM



Syphilis cases in Waikato SHC



*Includes heterosexual males and females. Source: ESR STI Clinic Surveillance: Quarterly Reports Apr-Jun 2015

Syphilis cases in Auckland SHCs



*Includes heterosexual males and females. Source: Auckland Sexual Health Service

Objective

Prompt syphilis screening to reduce undiagnosed infections among gay, bisexual and other men who have sex with men (GBM) in Waikato and Auckland.

Background

Design

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Health alert to MSM

Syphilis is on the rise

Information about risks and symptoms

Encouraged to use condoms for anal sex and to get tested

Channels

Gay news sites: Gaynz.com, Express, Eikon

Hook-up apps: Grindr, Hornet, Growlr, Scruff, Squirt

Porn site: Xtube



Health Alert:
STIs and HIV on the rise in Auckland. A surge in syphilis, gonorrhoea and HIV cases among gay and bisexual men is being reported in the Auckland area. STIs can cause long-term complications if not treated early and can increase risk of HIV transmission. Click for more info and to book a free check-up.

OK More

Online 65 m



New Zealand AIDS Foundation
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Health Alert: Syphilis, gonorrhoea and HIV are on the rise among gay and bi guys in Auckland.



Book a free STI check-up
You may have no symptoms, STIs...
Auckland, NZ

Health Alert

Book Now

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<p>by Bambambamb No was driving wa... 1:00 [x]</p>	<p>by Bambambamb This hot young me... 2:24 [x]</p>	<p>by Bambambamb Be normal up it... 1:11 [x]</p>	

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STI/HIV health alert issued in Auckland

Posted in: New Zealand Daily News
By GayNZ.com Daily News staff - 20th June 2018

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Syphilis and gonorrhoea cases are on the rise in Auckland, where gay and bisexual men are being urged to get a sexual health check-up.



Average monthly syphilis cases have increased 120 per cent over the last 18 months, and average monthly gonorrhoea cases by 170 per cent in the last six months.

Recent data from University of Otago shows an increase in HIV diagnoses among gay and bisexual men across New Zealand.

"The STI epidemic is very worrying" says Executive Director of the New Zealand AIDS Foundation Shaun Robinson.

"There have been several significant outbreaks of STIs amongst men who have sex with men over the last two years and the situation appears to be getting

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RAINBOW HAMILTON

Background

Design

Results

Next Steps


Reach

829,173 advertising impressions

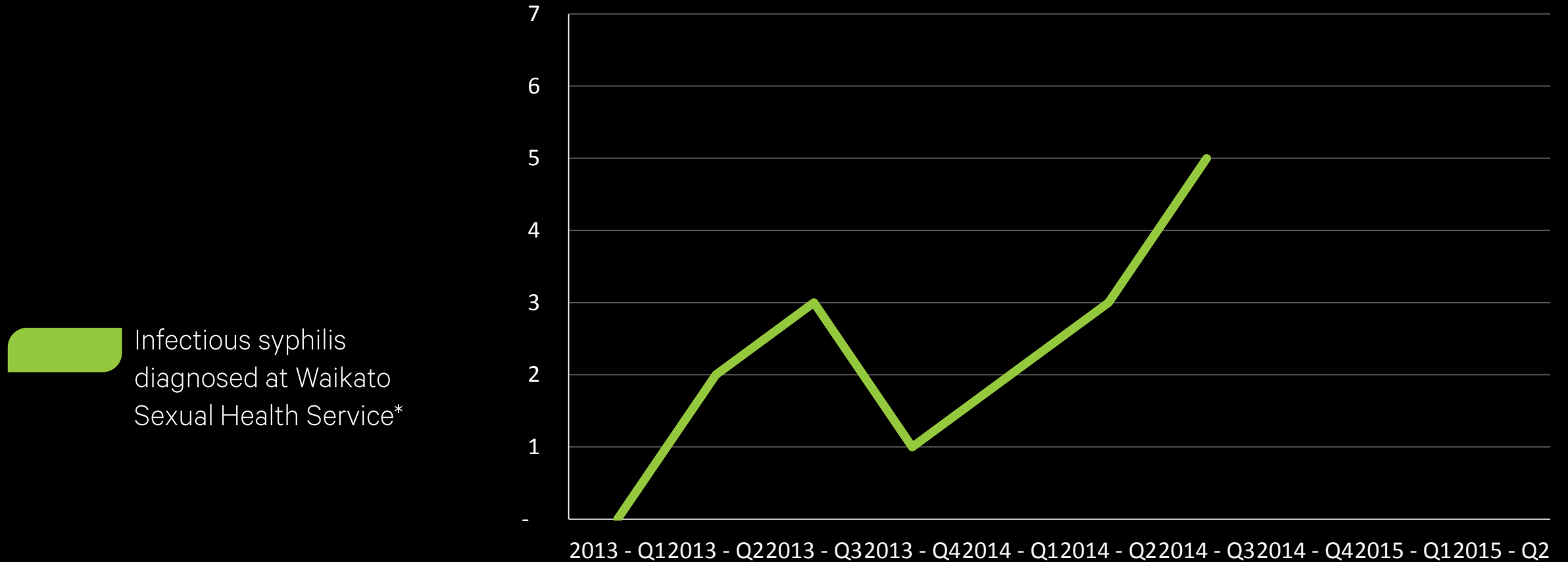
4594 clicks to website

Syphilis tests among males in Waikato DHB



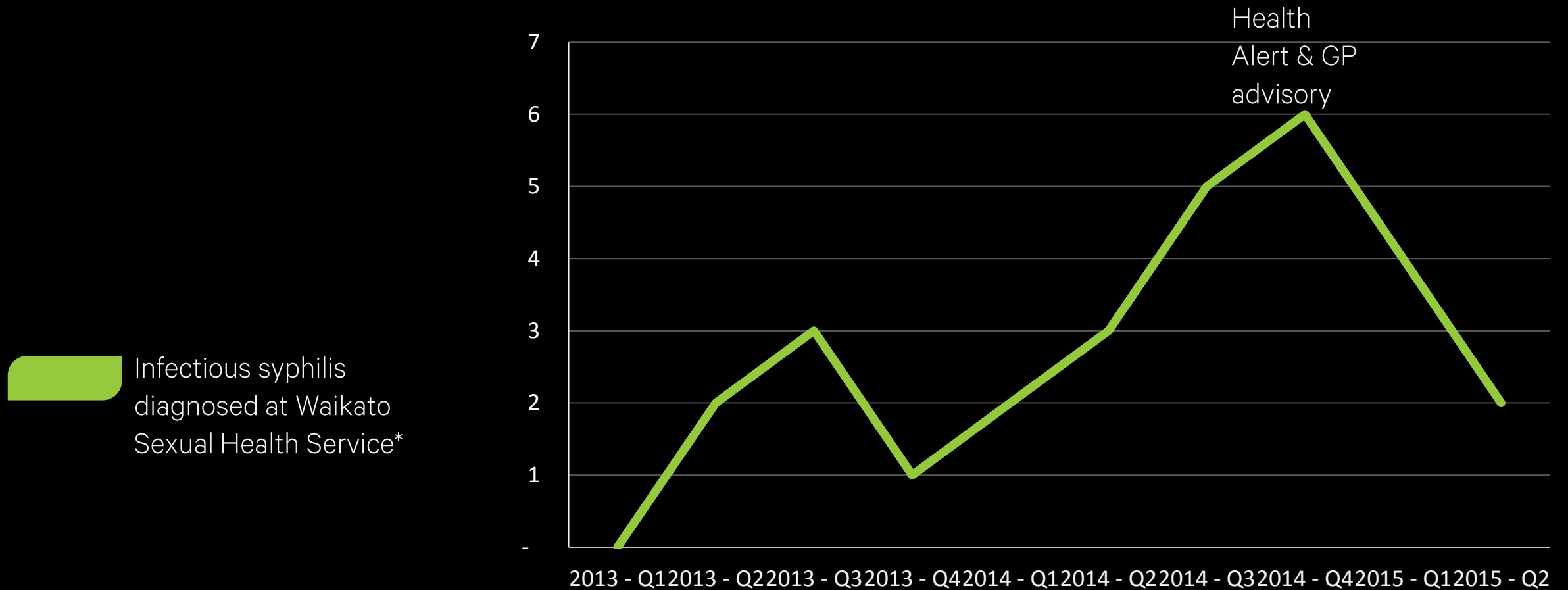
 Syphilis tests among males in Waikato DHB (includes SHC and GPs)

Syphilis cases in Waikato SHC



*Includes heterosexual males and females. Source: ESR STI Clinic Surveillance: Quarterly Reports Apr-Jun 2015

Syphilis cases in Waikato SHC



*Includes heterosexual males and females. Source: ESR STI Clinic Surveillance: Quarterly Reports Apr-Jun 2015

Syphilis cases in Auckland SHCs



*Includes heterosexual males and females. Source: Auckland Sexual Health Service

Syphilis cases in Auckland SHCs



Infectious syphilis diagnosed at Sexual Health Clinics in Auckland*

*Includes heterosexual males and females. Source: Auckland Sexual Health Service

Syphilis cases in New Zealand SHCs



*Includes heterosexual males and females. Source: ESR STI Clinic Surveillance: Quarterly Reports Apr-Jun 2015

Conclusions

Geo-targeted health alerts are an effective way of reaching GBM.

Data on GBM testing numbers is not available so we can't tell to what extent the increase in diagnoses is a result of increased screening.

Patients reported seeing syphilis health alerts to clinicians.

Background

Design

Results

Next Steps

Improve reporting

DHB reporting on GBM testing numbers.

Consider asking “what prompted your test today” in pre-test questionnaire; operational and reporting implications.

SHC data does not include ID and GP cases. Making syphilis notifiable will provide a more complete picture.

Collaborate

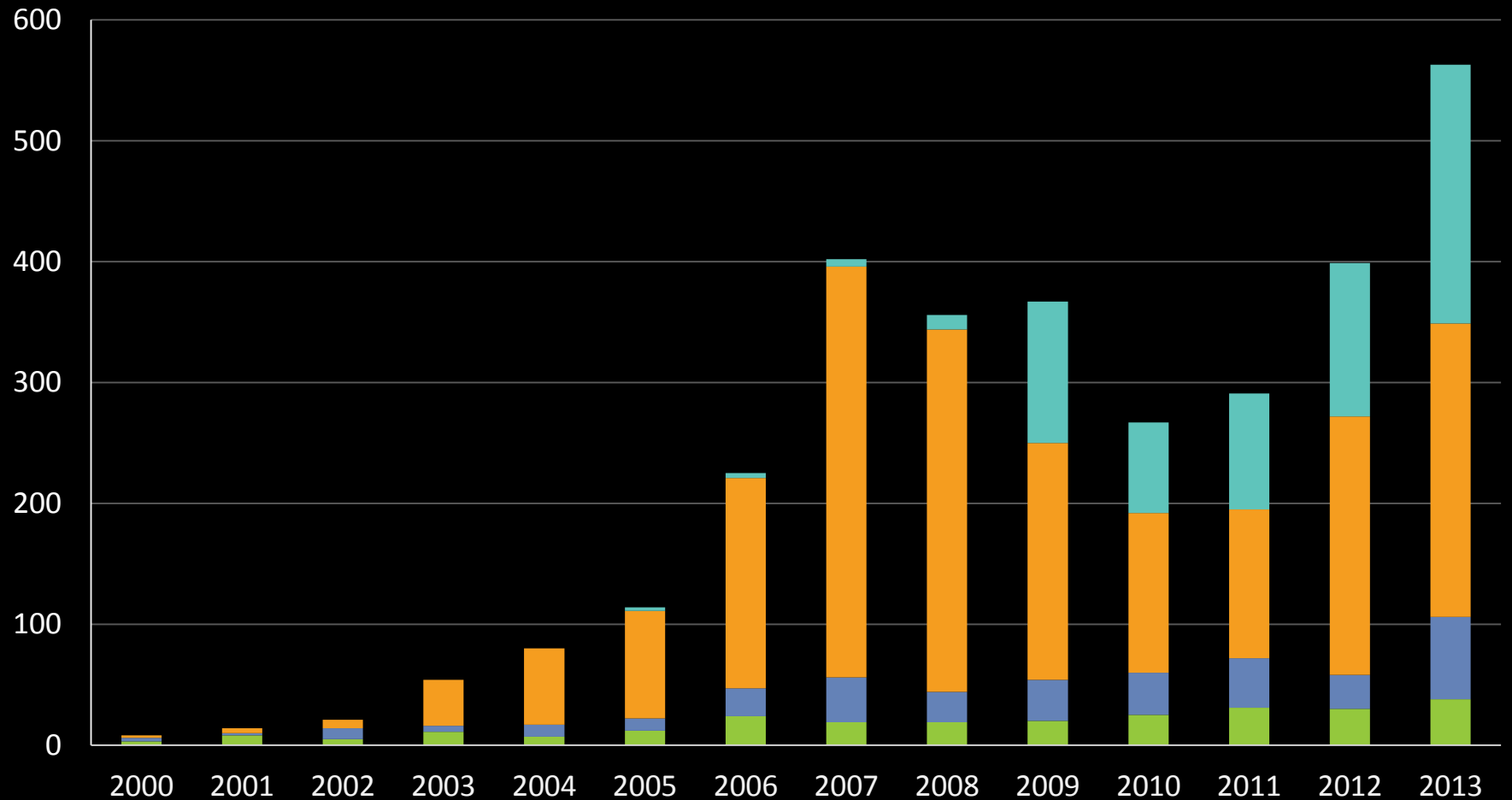
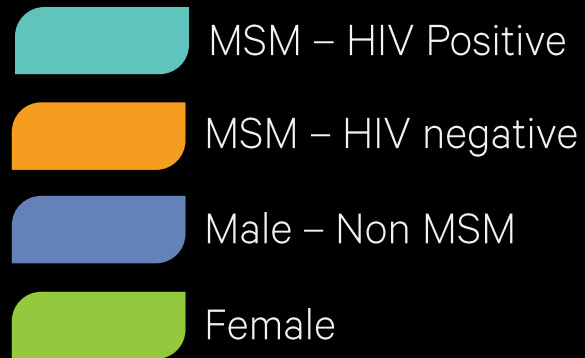
NZAF has the expertise to reach GBM and prompt STI screening.

Driving HIV testing among high-risk GBM can have secondary impact on increasing syphilis screening.

Consider extending syphilis rapid testing alongside HIV rapid testing in primary care settings.

Let's avoid this

Syphilis cases in Victoria, Australia



Acknowledgements

- Sexual Health Services at Waikato and Auckland DHBs
- Gay Men's Sexual Health Research Group
- New Zealand AIDS Foundation
- Hornet app

Thank-you

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