

The 2010 Sexual Health Society of Queensland Clinical Meeting

Brisbane

August 21, 2010

Remote north Queensland: Where are we up to now?

Dr Patricia Fagan
public health physician – sexual health
CPHU

Remote far north Queensland
populations are at high risk of
an HIV epidemic

This would be generalised in the population
and would affect
young men and women of reproductive age

Evidence for HIV risk

- Knowledge attitudes & practices 2007
 - Lower knowledge of STI & HIV, especially about transmission
 - Lower age of first sex
 - Rapid partner change
 - Lower level of personal efficacy

Evidence for HIV risk (cont)

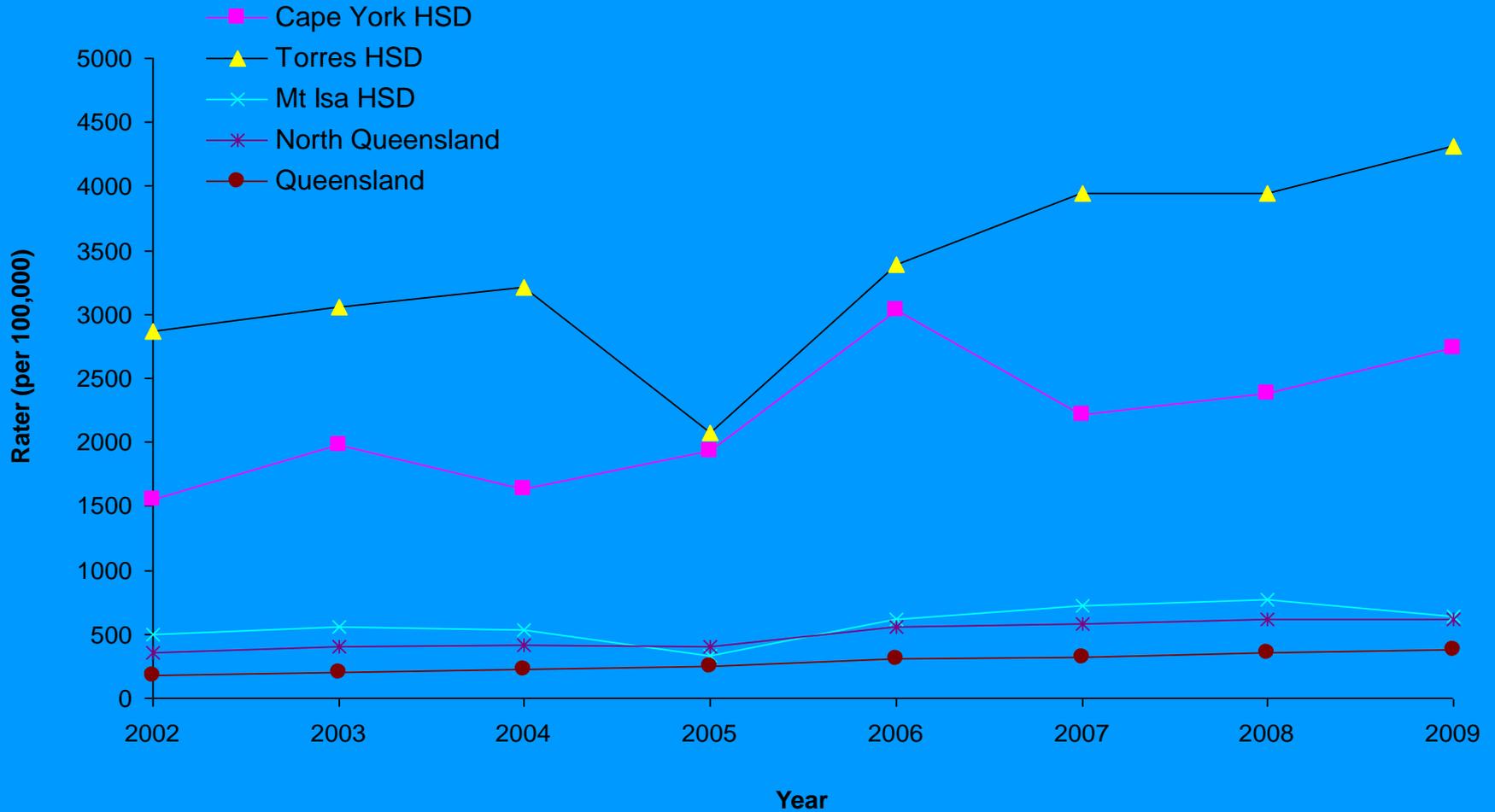
- Condom access poor

- Bacterial STI extremely common

combined with very low or absent
perception of personal risk of STI & HIV

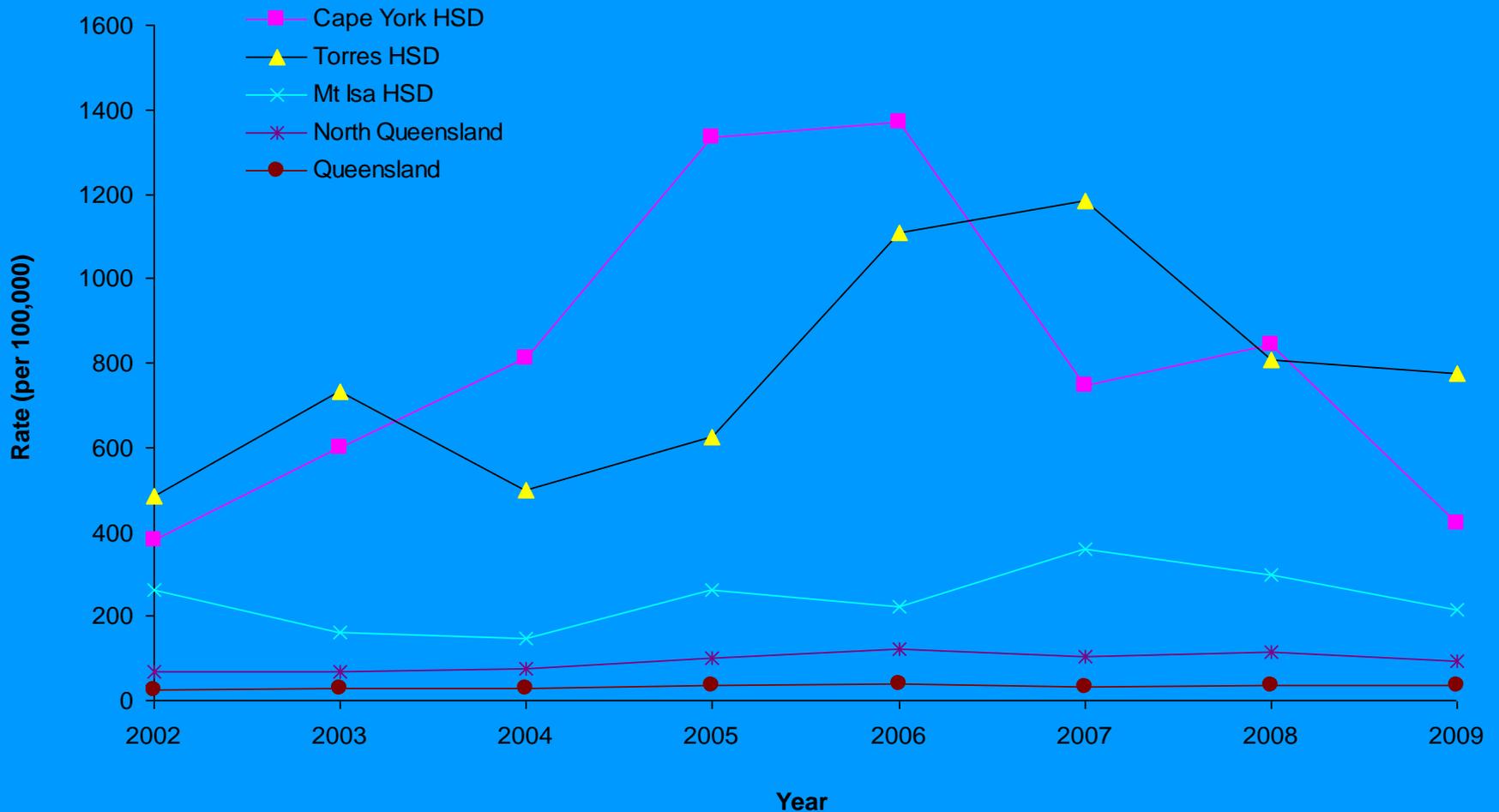
Chlamydia notification rates over time

(new boundaries)

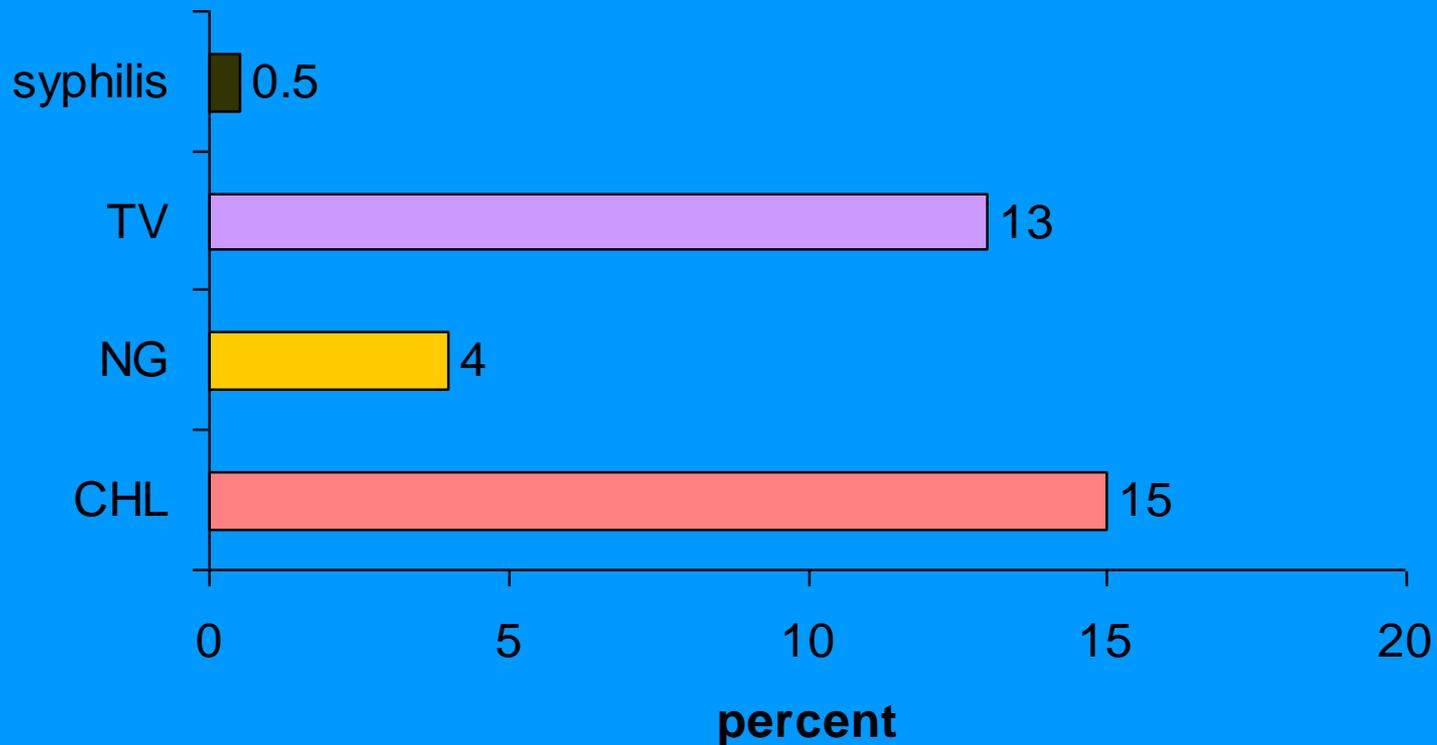


Gonorrhoea notification rate over time

(new boundaries)



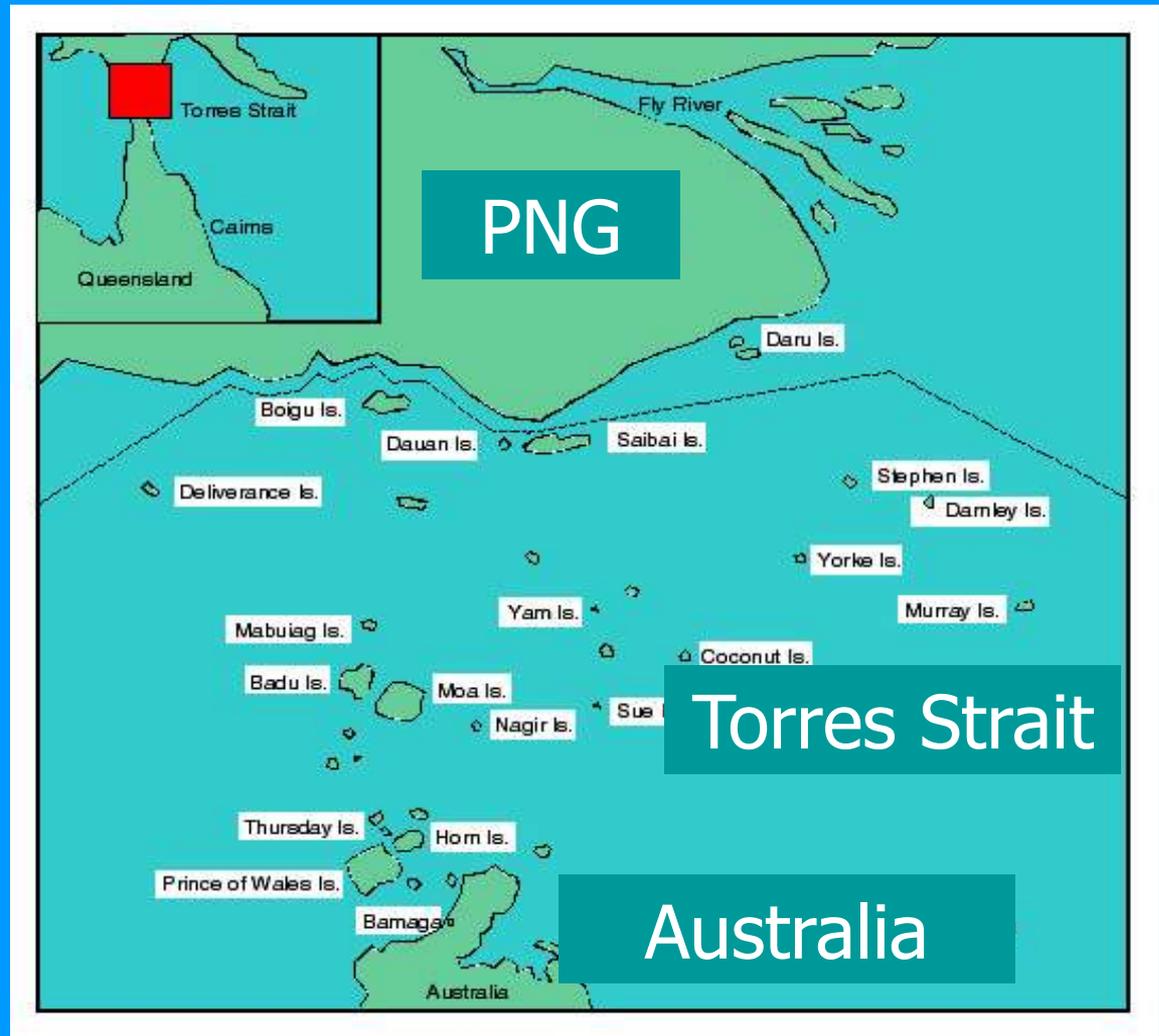
Prevalence by STI in 15-24 population in FNQ communities



Source: Young Person Check database CPHU 2010

Cross border health risks

A tropical environment with many communicable disease risks (dengue, JE, TB, HIV/AIDS) AND to exotic mosquito vector incursion.



Challenges for HIV prevention

- Improve STI case detection & management systems
- Establish 24/7 condom access in each location
- Engage community and health promotion

OTTAWA CHARTER FOR HEALTH PROMOTION



Developments in recent years...

- Shift in approach
 - Improved data systems
 - Recognition of health promotion
 - Development of new testing and Rx strategies
- Reorientation of existing resources & improved capacity
 - CNC – implementing Young Person Check
 - Health promotion practitioner/s

health promotion actions

T&NPA District

- Youth And Relationships Networks (YARN)
- Intensive testing and treatment strategy (YPC)
- Condom access & social marketing

- Events based activities eg World Condom Day, World AIDS Day, Indigenous Hip Hop

- Population wide communication campaign

- (School based sex education)

Kasa Por Yarn: a 12 part serialised radio drama

A population wide sexual health
communication campaign

Objectives of sexual health communications campaign

- Increase community awareness of sexual health issues/risk
- Increase knowledge of STI & HIV
- Create community conversation about sexual safety
- Address the lack of personal risk/perceived threat & increase sense of personal efficacy

THE CHALLENGES

What media to use?

How to translate health messages into interesting community conversation?

How to get young people to personalise risk?



Education via entertainment has been successful with HIV/AIDS communications in other settings



Most successful example is 'Soul City' TV and radio series in South Africa

Education via entertainment

Uses stories to encourage conversation

- The T&NPA have a strong oral tradition.
- Stories help break the silence and address taboos.
- The audience can relate to characters in a story and can learn from their struggles.



Edutainment via radio

- The Torres has a functioning radio station
- Existing data showed over 60% of young people listen to local radio in Torres & NPA
- Affordable and easier to produce than TV

RADIO PLAY / SERIAL

A story about boys, girls and family



Steps in the PROCESS

1. Assembling a professional team
2. Achieving community participation throughout
3. Defining key messages
4. Creating locally relevant stories
5. Multi-media promotion



Heather Robertson, Project Manager, Queensland Health (communications & marketing expertise)

Nigel Pegrum (sound engineer)

Aaron Fa'aoso

Creative & Cultural Consultant

- NPA born and raised
- Actor well-known in Torres & NPA - starred in RAN
- Logie award winner
- Ex-sexual health worker





Simon Luckhurst (centre) (experienced radio playwright and director)

Charles Bani, Aaron Fa'aoso & Jimi Bani (front). Actors from Remote Area Nurse



Theme song by local rap artist
Patrick Mau - MauPower

Steps in the PROCESS

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Project developed with two Youth and Relationships Networks (YARN)
(Bamaga YARN pictured)



Support from the local Queensland Health
Mens & Womens Teams (TI)

Steps in the PROCESS

1. Assembling a professional team
2. Achieving community participation throughout
3. Articulating key messages
4. Creating locally relevant stories
5. Multi-media promotion

Key message

- Determined by the KAP survey findings
 - Promoting understanding of HIV transmission and of local STI epidemiology
 - Safe sex message
 - Improving negotiating skills
 - Promoting health seeking behaviour

Steps in the PROCESS

1. Assembling a professional team
2. Achieving community participation throughout
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Stories had to be developed within
the context of:

- local relationships
- gender roles
- respect for culture
- family dynamics
- local social environment



Storyline & character workshop
maximising local community engagement



Redrafting workshops
maximising community engagement



Auditions on Thursday Island
maximising local community engagement



Features local actors
who together translated the script into Kriol

This process educated participants



We asked Talei Elu 17 years (*left*) what she learned from acting in the show

Did you learn anything from doing the show?

Yes, I learned about sexually transmitted infections. I think it's really good that the radio play is trying to tell people about it. I didn't know much about it beforehand. *We don't learn about that sort of stuff in school.* It was an interesting way to find out about it. I didn't know that with HIV you have to take pills for the rest of your life and it makes you skinny and unhealthy. *You can't take sexual interaction lightly.*

So some storylines...

Peter is a widower who is struggling with how to talk to his family, particularly 14 year old Elise who wants to party and go out with boys.



Gretel must tell her partner that she is infertile from STI related PID when she was younger



Jayson is a player and popular with the girls. He pressures girls to have sex with him without condoms. He goes to the clinic but doesn't take treatment. He gets one girl pregnant and tries to force another to have sex.



Elise and Lindy are 14 years old and best friends. Elise has decided to have sex for the first time with Jayson. Lindy gets drunk, sleeps with Jayson and falls pregnant.



Billy has been away in the big city. Now he has given up his football career to manage his HIV. He hasn't told his family, & his best friend Harry (a sexual health worker) suspects there is a health problem.



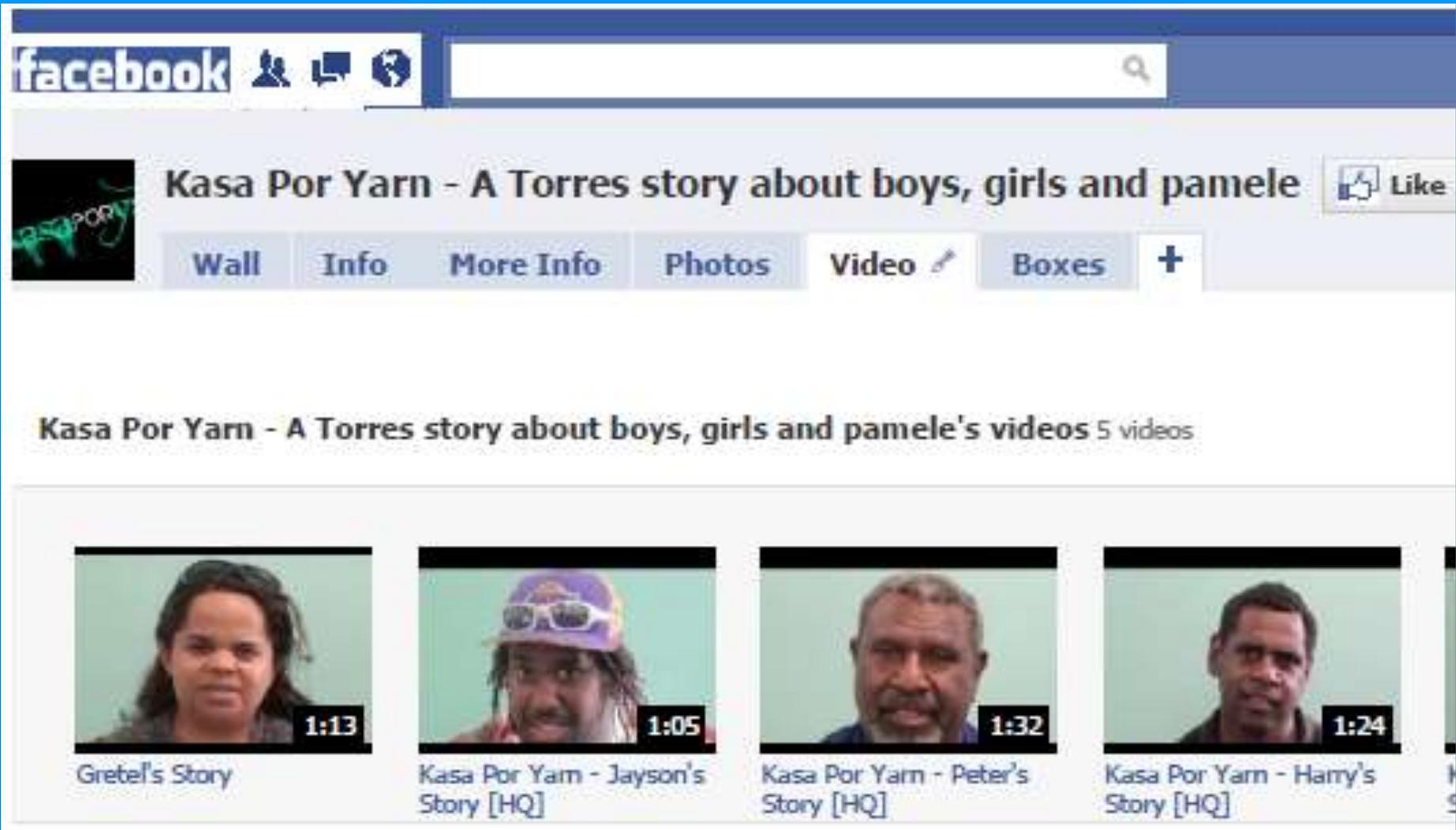
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Live launch of the show by Radio 4MW Thursday Island



Facebook – featuring episodes, videos of cast, photos, songs



The image shows a screenshot of a Facebook page. At the top, the Facebook logo is visible on the left, and a search bar is on the right. Below the navigation bar, the page title is "Kasa Por Yarn - A Torres story about boys, girls and pamele" with a "Like" button to its right. A menu bar contains "Wall", "Info", "More Info", "Photos", "Video" (with a pencil icon), "Boxes", and a "+" sign. Below this, a section header reads "Kasa Por Yarn - A Torres story about boys, girls and pamele's videos 5 videos". A grid of video thumbnails follows, each with a duration in the bottom right corner. The first video is "Gretel's Story" (1:13). The second is "Kasa Por Yarn - Jayson's Story [HQ]" (1:05). The third is "Kasa Por Yarn - Peter's Story [HQ]" (1:32). The fourth is "Kasa Por Yarn - Harry's Story [HQ]" (1:24). The fifth video is partially visible on the right edge.

facebook

Kasa Por Yarn - A Torres story about boys, girls and pamele Like

Wall Info More Info Photos Video Boxes +

Kasa Por Yarn - A Torres story about boys, girls and pamele's videos 5 videos

Gretel's Story 1:13

Kasa Por Yarn - Jayson's Story [HQ] 1:05

Kasa Por Yarn - Peter's Story [HQ] 1:32

Kasa Por Yarn - Harry's Story [HQ] 1:24

Facebook

- 2000 Facebook fans joined up in 3 weeks
- Fans regularly uploaded:
 - Videos of cast in character
 - A new episode every week
 - Kasa Por Yarn theme song, ring tone and Indigenous Hip Hop Songs
- See: www.kasaporyarn.com

Mobile phone texts (SMS)

SMS to 278, 15-24 year olds on Thursday Island to prompt them to tune in to the show.

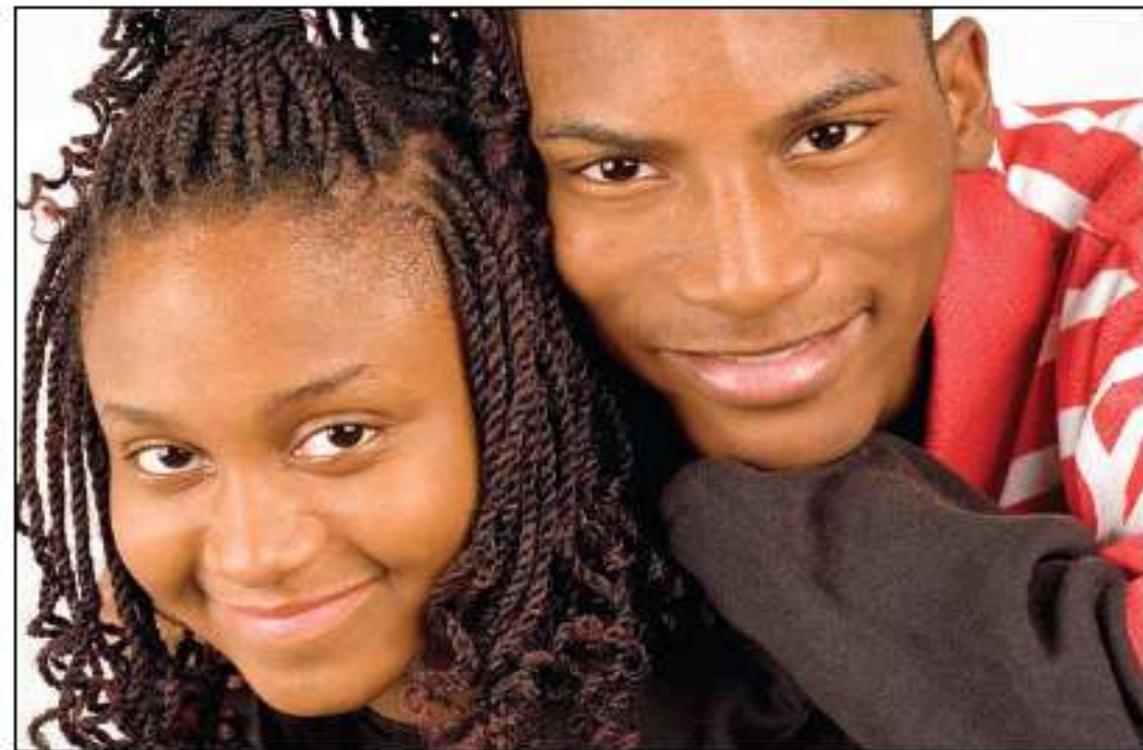


Weekly Feature in the Torres News

- 90% of local residents read the paper regularly
- Full page feature every week
- *Kasa Por Yarn* provides the platform to explore more difficult issues in the paper
- Themes have included...

Talking to teens

about boys, girls and relationships

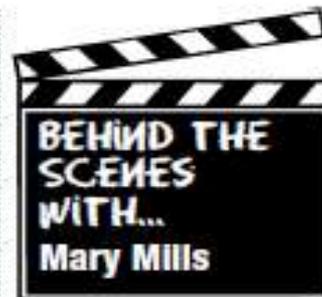


IN Kasa Por Yarn, 14-year-old Elise is starting to face pressure from Jayson to go out with him. Elise's father, Peter, doesn't know how to talk to her. Elise's mum has passed

Fact 1: Many studies have found that teenagers whose family talk to them about relationships and sex are more likely to start sex at a LATER age, use protection, and have fewer partners. There is

Tips to get started
1. Update your own knowledge by checking out the websites or picking up some brochures from the clinic. Encourage young people to do their own research. Here are

about these things.
3. Listen carefully. Take young people's responses and questions seriously, and answer as honestly as you can. If you avoid questions, you



Mary Mills is one of the region's young leaders. As well as playing Gretel in Kasa Por Yarn, she's co-founder of the ZKZ youth space on Thursday Island.

■ Tell us about Gretel

Gretel is the eldest daughter of Peter, and sister to Billy and Elise. Since her mother passed away she's taken on a motherly role. She feels a great sense of responsibility in taking care of her father and watching out for her younger sister. She has a close sisterly bond with Elise. She has a great relationship with her partner, Harry. She's the sort of person people go to for advice.

■ Did you like acting?

Yes I did. I liked working with the other cast members and being able to experience the whole journey of coming together and creating a show.

■ What volunteer work do you do?

About a year ago I set up Zenadth Kex Zoone (ZKZ) with Michael Higgins. It is a small

youth space on Thursday Island with arcade games, free internet, A Playstation, Wii, a pool table and a hang out area. Everyone who works there is a volunteer. It keeps me busy and I love being able to provide a safe place for youth to come and hang out. We don't have a lot of money to do a whole lot of stuff but it's my contribution in trying to combat boredom in our community. Our major earner is fundraising.

I'm also working with a group from church to try and get some young people to attend World Youth Day in Madrid, Spain next year. There was a small group who went to World Youth Day in Sydney in 2008 and it was a great experience. We'll start fundraising soon and hopefully we will have a strong group of youth to attend from the Torres Strait.

■ What plans do you have for the future?

I love living on TI and I am passionate about seeing our young people empowered. I would like to one day study Torres Strait culture and history. I think within everyone there is a longing to know where you have come from — what happened in the days of your forefathers and the sacrifices they made. I would love to see an informal community group formed to share about Torres Strait history and culture — not only sharing history and culture but coming together and building a strong community.



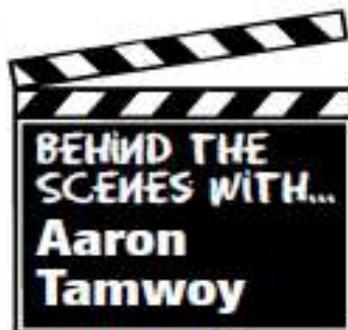
It's party time - keep it safe



Scene from 'Put It On' DVD courtesy of HITnet (University of Queensland)

In this week's episode of *Kasa Por Yarn*, 14-year-old Elise has decided to go to Sol's party with Jayson. Chances are there'll be someone at the party offering

you might not otherwise take. You can lose control when alcohol or drugs are involved.



Aaron Tamwoy is a family planning educator with NPA Family and Community Services. He plays the role of the storyteller/narrator in Kasa Por Yarn. As one of the organisers of Kasa Por Yarn, with Beverly Jacob, he helped develop story lines, recruit community members for advice, redraft the script and launch the drama.

■ How did the idea of Kasa Por Yarn come about?
We work with community Youth and Relationships Network (YARN groups) and they recommended we use radio more to help get our messages out. The ideas for the play came through creative workshops and the local YARN group meetings throughout the communities in the NPA.

■ Do you know people like the characters in Kasa Por Yarn?
Yes. For each character I could tell you a similar story about someone I know.

■ What does your work involve and what training did you need?
Basically sexual health promotion and education so it can range from lessons at the school to being involved in projects like Kasa Por Yarn, Waru We'rem condoms and Indigenous Hip Hop. With World AIDS Day and International Condom Day we organise information sessions in the community targeting different age groups. We've done some comedy skits with some community members about sexual health and we're looking to do skits about other health messages. I started with on the job training and I am studying Cert IV Primary Health Care.

■ Do you think the community knows about sexual health?
I think everybody has a different level of understanding but our main job is to give community members information that is relevant to them and give them the facts because there are a lot of myths surrounding sexual health.



BEHIND THE SCENES WITH... Patrick Mau

TI-born artist Patrick Mau wrote the theme song for Kasa Por Yarn and performs it with God Child (Danny Bani, who plays Jayson in the show) and SK (local student Steven Keane).

Patrick's interest in music was ignited as a child from watching his grandfather, Seaman Dan, play. Patrick founded local band One Blood Hidden Image in 2005 with childhood friends, and is also a solo artist who goes by the stage names Mau Power, Patrick James and Kidd Blaze.

■ **What is the song Kasa Por Yarn about?**

It's a story based on the ideas of the show. It's about how carelessness can lead to all sorts of problems. There are characters in the story that relate to real people in the community. That's why the show is really catching on — because it relates to people and things we see in the community.

■ **How did you develop the concept and the song?**

I was at the original script reading. We read through the whole script in English and that's where the idea developed. The beat took me two days to get. As Kasa Por Yarn is a narrated

story telling on radio, I wanted to make it a story telling song. That's what hip hop was originally about, with artists like Slick Rick and Fresh Prince telling a story. I wanted to make the lyrics funny and relate to the issues. The story is close to home with the people.

■ **What are you working on?**

My solo album is going to be released mid this year and I'm working on some video projects for the songs.

One Blood Hidden Image recently did two shows on Australia Day in Sydney and we are promoting our album Shut The Gate 2008. I also worked with Indigenous Hip Hop Projects writing songs with TI school kids.

I'm doing a solo gig in Melbourne in May and workshops in the Sunshine Coast in June with the Youth Indigenous Motivational Workshop.

As well as that I'm a broadcaster with radio 4MW and do production. I do the music specials, world music and hip hop and R&B slot called 'Blazing with the Kidd' every Wednesday (international) and Friday (Indigenous).

FREE OFFER:

Download Patrick Mau's song Kasa Por Yarn and the ringtone.

Download songs from the Indigenous Hip Hop Projects collaboration with TI, NPA, Saibai and Boigu school kids.

Simply go to:

www.kasaporyarn.wordpress.com

STIs and having babies

In this week's Kasa Por Yarn episode, Gretel reveals that she can't have children. She is terrified of telling her boyfriend Harry, because he's really looking forward to starting a family.

Dr Patricia Fagan, Public Health Physician — Indigenous Sexual Health for Far North Queensland, talks about the link between Sexually Transmitted Infections (STIs) and infertility. She reports that probably one in five young people in remote settings like the Torres Strait have an STI today.

■ **How are STIs linked to problems having babies?**

Most STIs cause problems for pregnancies and unborn babies. Infection with syphilis is very dangerous for a pregnancy, while chlamydia and gonorrhoea in women are associated with trouble getting pregnant (infertility). STIs cause problems for both men and women but most often, it is the infections in women that make getting pregnant difficult. These STI start at the neck of the womb in women and spread to the uterine tubes and the ovaries which then get scarred and damaged. This interferes with the egg and sperm coming together (fertilisation). There are many women living in the



Gretel (Mary Mills) hasn't told her boyfriend Harry (Jimi Bani) she can't have children.

■ **What other pregnancy problems are STIs linked to?**

Sometimes there is damage rather than blockage to the uterine tube so that the pregnancy grows in the tube and not in the womb — this is called an ectopic pregnancy. STIs can also cause miscarriages and problems with early births, low birthweight and sick babies.

don't feel sick at all (no symptoms), but some women get sick soon after infection. Other women get sick some time later with underbelt pain (lower abdominal pain), which means they likely have pelvic inflammatory disease (PID) and some men get painful swollen testicles. If a woman has had repeated infections, especially if they have spread to the womb and beyond, then the risk of

for you to see someone who will be able to assess your particular situation. It may be appropriate for both of you to have some simple tests. It's also important to have an STI check.

■ **How do you avoid infertility?**

Young people need to think about the decision to have sex. A thoughtless act of unprotected sex can change your life forever. If HIV/AIDS comes into the picture, the risk is even higher.

Objectives of Evaluation

- Reach: the proportion of different age groups who have listened in
- Retention: the proportion of listeners who can recall key themes
- Resonance: the degree to which information becomes part of community conversation
- Increase understanding of how to use media to optimise impact

Evaluation: on-going

- Telephone survey of 300 local residents
- Assessment of shifts in perception of risk in focus group setting (>100 15-19yo)
- Interviews with key informants
- Formal analysis of the Facebook site

Telephone survey initial analysis

- 66% listen to radio once/week or more
- 81% had heard about *Kasa Por Yarn*
- 72% had seen stories in the Torres News
- 44% had heard one or more episodes, 50% of those aged 15-24 yrs
 - 2 in 3 of these had listened to >2 episodes
 - 26% could name characters & 30% could remember storylines

Some Feedback ...

- i really ♥ listenin 2 da show on 4MW .
.My teenage daughter neva misses
an epis0de, keep up the g0od work
guys! *thumbs up* :)

- yay !! episode 5 is here...hahaha....gotta go and listen..
- that's just too deadly!!!...I like it very much and can't wait for the next episode.

It's about family and how you bring up children, to talk more to your children...I think they should all have to listen to it in school.

A reflection on the objectives...

- Increase community awareness of sexual health issues/risk
- Increase knowledge of STI & HIV
- Create community conversation about sexual safety
- Address the lack of personal risk/perceived threat & increase sense of personal efficacy

Where to from here?

- How to maintain and build on the momentum / energy that Kasa Por Yarn has generated?



kasaPORyarn