



Health Care Action Group Summary of December 3, 2013 Conference Call

Participants:

Alana Ward	Eli Coleman
Alyson Kristensen	Gretchen Weiss
Anna Levinson-Newton	Jaclyn Fontanella
Arik Marcell	Lori Seaborne
Beverly Whipple	Michael Horberg
Bob McDonald	Penny Loosier
Caryn Bernstein	Sharon Rachel
Claire Rudolph	Susan Gilbert
Eileen Beard	Wendy Nakatsukasa-Ono

Update on the sexual health guide

Revisions

Alyson presented a brief overview of revisions and the timeline for completing these changes. Revisions have focused on incorporating feedback received during the NCSH meeting on September 20, correcting minor issues (e.g., consistency in formatting), and improving areas that still needed some work. Two major changes to the guide were shared with the HCAG:

1. Resources
 - Verified each resource and rewrote the descriptions for many
 - Added several new resources (American College of Nurse Midwives, the National Association of Free & Charitable Clinics, Association of Reproductive Health Professionals, CDC, TransGenderCare, and ACRIA)
 - Deleted the header for Sexuality and moved those resources to fall under either Teens and Young Adults or LGBT (a new header)
2. Language and resources for transgender individuals
 - Created a call-out box to address transgender readers and the challenges many face in finding health care providers who understand their needs. The goal was to provide some clear guidance on actions they can take to improve their sexual health without delving too deeply into a complicated area.
 - i. We will modify the language slightly to specify transgender individuals should be vaccinated against hepatitis A and B.
 - Added TransGenderCare, but also asked for other recommended resources that target transgender consumers.
 - i. We will add WPATH to the resources section for their standards of care, which are also used by consumers.

Edits to the guide were sent to the graphic designer just before Thanksgiving. We are aiming to complete the revisions by December 13. The final guide will then be posted to the NCSH website.

Phase 2

Alyson updated the HCAG on recent work to create additional formats for the guide. The NCSH web developer has proposed developing a microsite to house the guide and its sections. The site will look identical to the NCSH web site and will automatically format the content to be readable on a variety of devices. The guide's sections will be broken up based on how consumers are likely to use the information.

- Information for women (section for women and the table of recommended services)
- Information for men (section for men and the table of recommended services)
- How do I prepare for a visit to my provider? (types of providers, sample questions, and what to look for in a provider)
- Where can I learn more? (resources section)

These sections can be downloaded and saved as a PDF or printed out. The printer-friendly version would strip out the formatting. The next steps are to finalize decisions internally and approve the proposal. We're aiming for a launch date in late February/early March.

A brochure version of pg 2 of the sexual health guide (What is Sexual Health and How Do I Achieve It?) is also being created that can be easily photocopied and made available to patients. We will produce a national version and a version that can be localized with a logo and/or provider name. The HCAG was asked if it was interested in other formatted stand-alone pieces. It was suggested that the provider members or those representing providers be contacted directly to ascertain interest and likely use before creating additional pieces.

Arik Marcell proposed a project to provide information to young adolescents prior to them becoming sexually active. This guide would teach them how to protect their sexual health and prepare them for sexual activity. We will keep a list of this project idea and any others HCAG members propose and periodically review the list in light of the budget and committee priorities.

Discussion on promoting the guide and its sections

The HCAG discussed ways to make both providers and consumers aware of the sexual health guide. HCAG members thought organizational newsletters were a good way to reach health professionals and recommended creating a standard newsletter article that linked to the guide. This article would ensure that the promotional messages were consistent. HCAG members also recommended using social media to reach both providers and consumers.

Another idea was to hold a webinar that would grant CME credits to participating providers. We could partner with an organization that is already able to award CME credits, such as the Prevention Training Centers. Penny Loosier said she will look into CME credits.

Other ideas were to partner with:

- Title X clinics and work through their national offices
- The National Network of Prevention Training Centers
- AIDS.gov
- The National Campaign to Prevent Teen and Unplanned Pregnancy through its Bedsider campaign

Discussion on provider-oriented activities

The HCAG shared ideas for activities targeting providers. Providers need to be equipped to address the questions that patients will bring to them in response to the NCSH sexual health guide. In addition to the webinar with CME credits, the HCAG thought very brief provider scripts would help providers initiate conversations about sexual health with patients. The scripts could contain the top 3 questions providers should ask all their patients, as well as brief talking points about how to introduce the topic of sexual health and responses to more detailed questions patients might ask. Bob McDonald recommended we use the 5Ps as a framework because it is an endorsed approach. Providers could choose the questions they want to ask. Caryn Bernstein mentioned that NACHC has a sexual health toolkit that contains sample scripts for providers. Arik Marcell also recommended we look at the Adolescent Health Working Group's toolkit.

The next HCAG call will focus on operationalizing this initiative. Alyson will research existing tools to see what is currently available for providers. The HCAG will discuss how to incorporate or adapt existing tools into a sexual health and wellness approach. As noted by several HCAG members, the scripts must be very brief in order to be used by providers, and this will serve as an overarching goal for this initiative.

NCSH update

Since the September 20th meeting, the NCSH has welcomed 3 new members: ACRIA, the Kinsey Institute, and the Female Health Company. This brings total membership up to 41 members.

The Communications Action Group (CAG) is currently working on several initiatives, including media-centric message development that builds off of the message development work done last year; promoting our existing sexual health message framework; a national media outreach initiative; an audience profile on young adults; and a media standards and practices initiative. The CAG is also working to promote the sexual health guide to the public through national media outreach and will coordinate its efforts with the HCAG. Spokespeople with expertise in preventive sexual health services and patient/provider communications will be needed. HCAG members were encouraged to consider serving as subject matter experts. A call for experts will be distributed to all NCSH members in the next few weeks.

Next steps

The next steps for the HCAG are to:

- complete the final edits to the sexual health guide for consumers
- develop and launch the microsite
- conduct media outreach with the CAG
- research existing provider scripts and other sexual health resources and tools