

# Can Beers and Buddies Beat Campus Chlamydia?

Are University Sexual Health Promotions Serving Those Who Need Them Most? A Cross-Sectional Study

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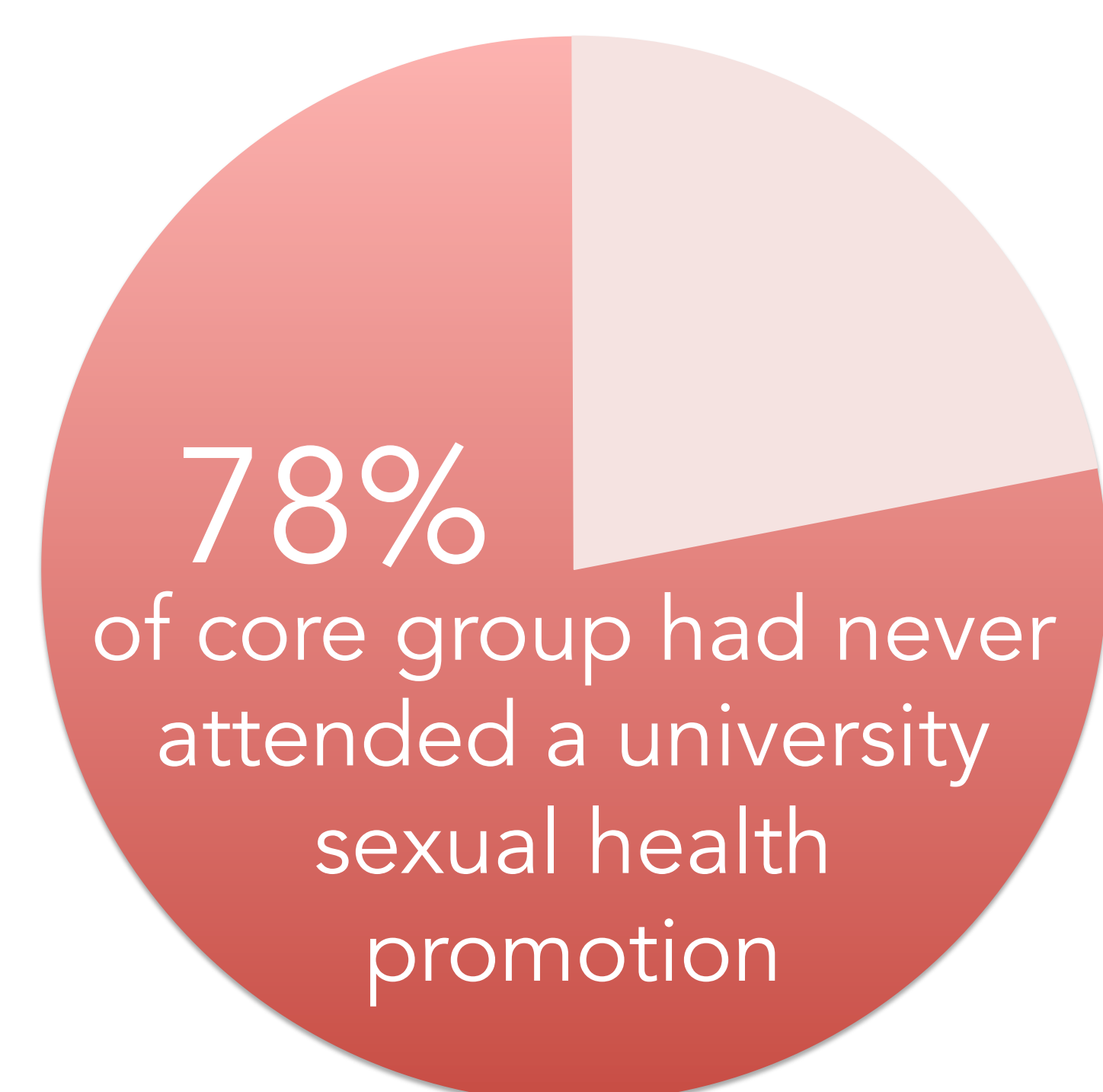
## Method:

Two anonymous cross-sectional surveys were used to understand current and ideal sexual health promotions through the perspectives of student leaders (n=92) and general university students (n=502).

Results were analysed to explore differences between the most sexually active students and the remaining group.

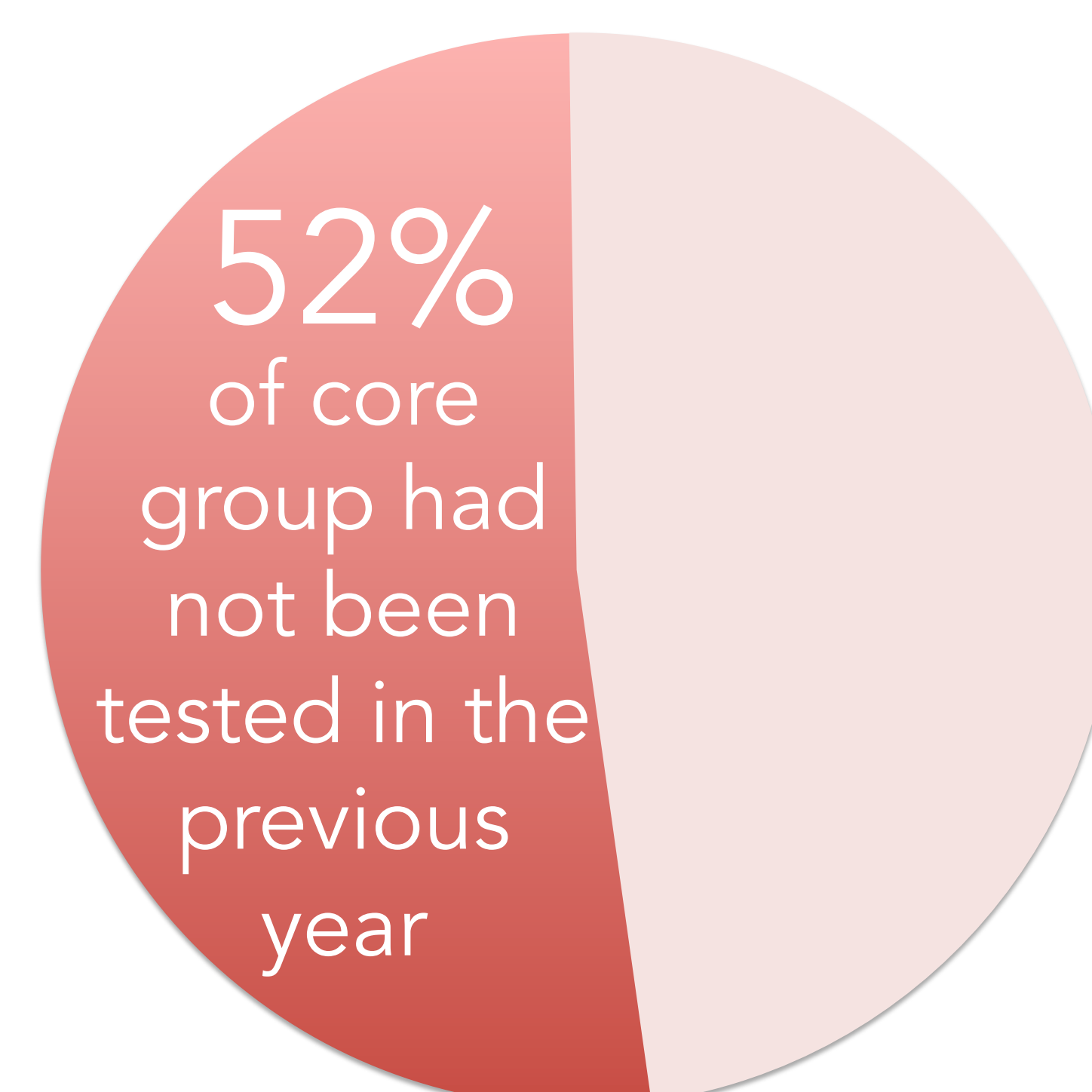
## Results:

- Students with more than one sexual partner in the previous year (the core group) made up 20.7% of the students sampled.
- Engaging the community/getting people to attend promotions was the number one challenge reported by student leaders.



### ➤ Top two reasons:

- 1 'I haven't seen any advertised'
- 2 'I already know enough about sexual health'



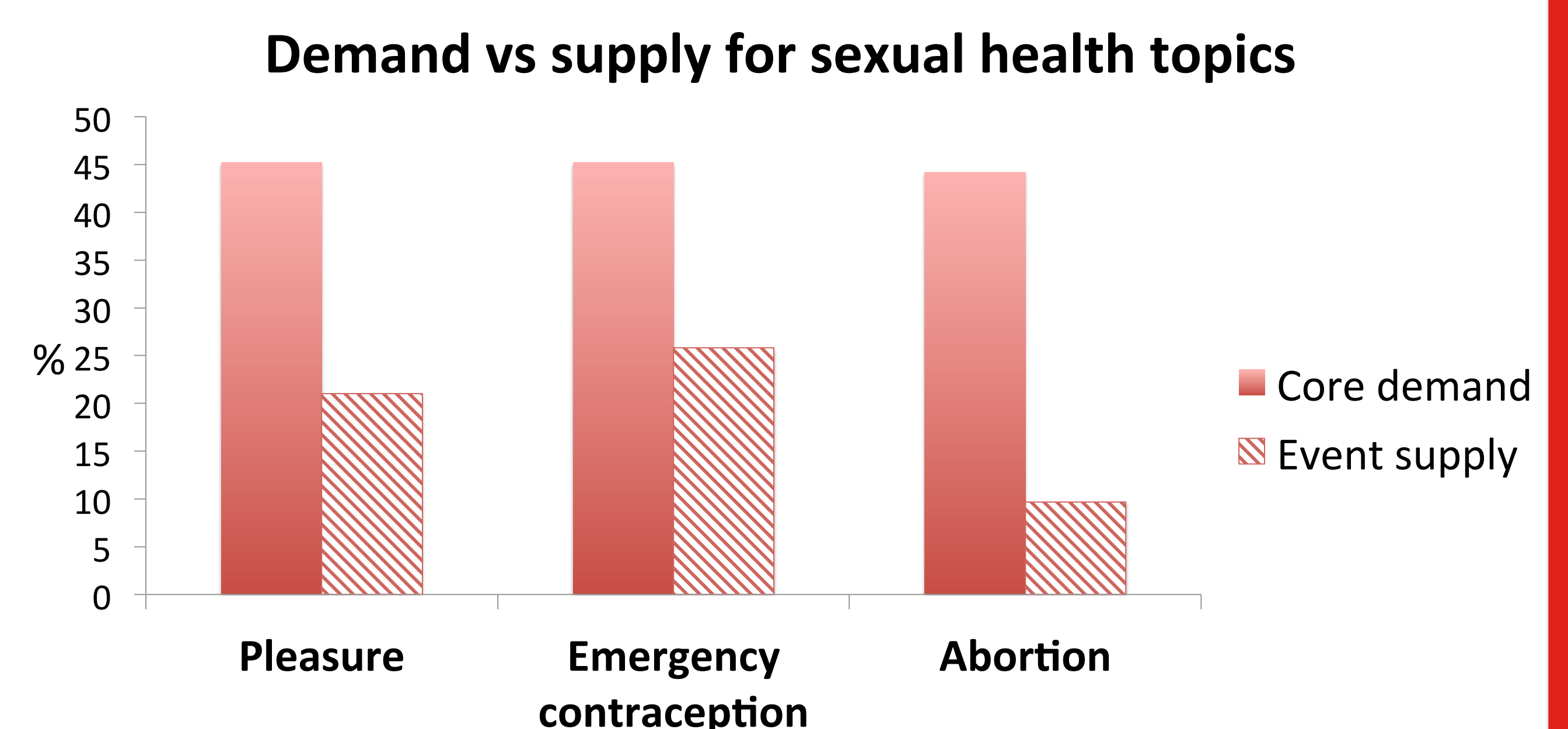
### ➤ Top two reasons:

- 1 'I haven't had many sexual partners'
- 2 'My behaviours aren't risky'

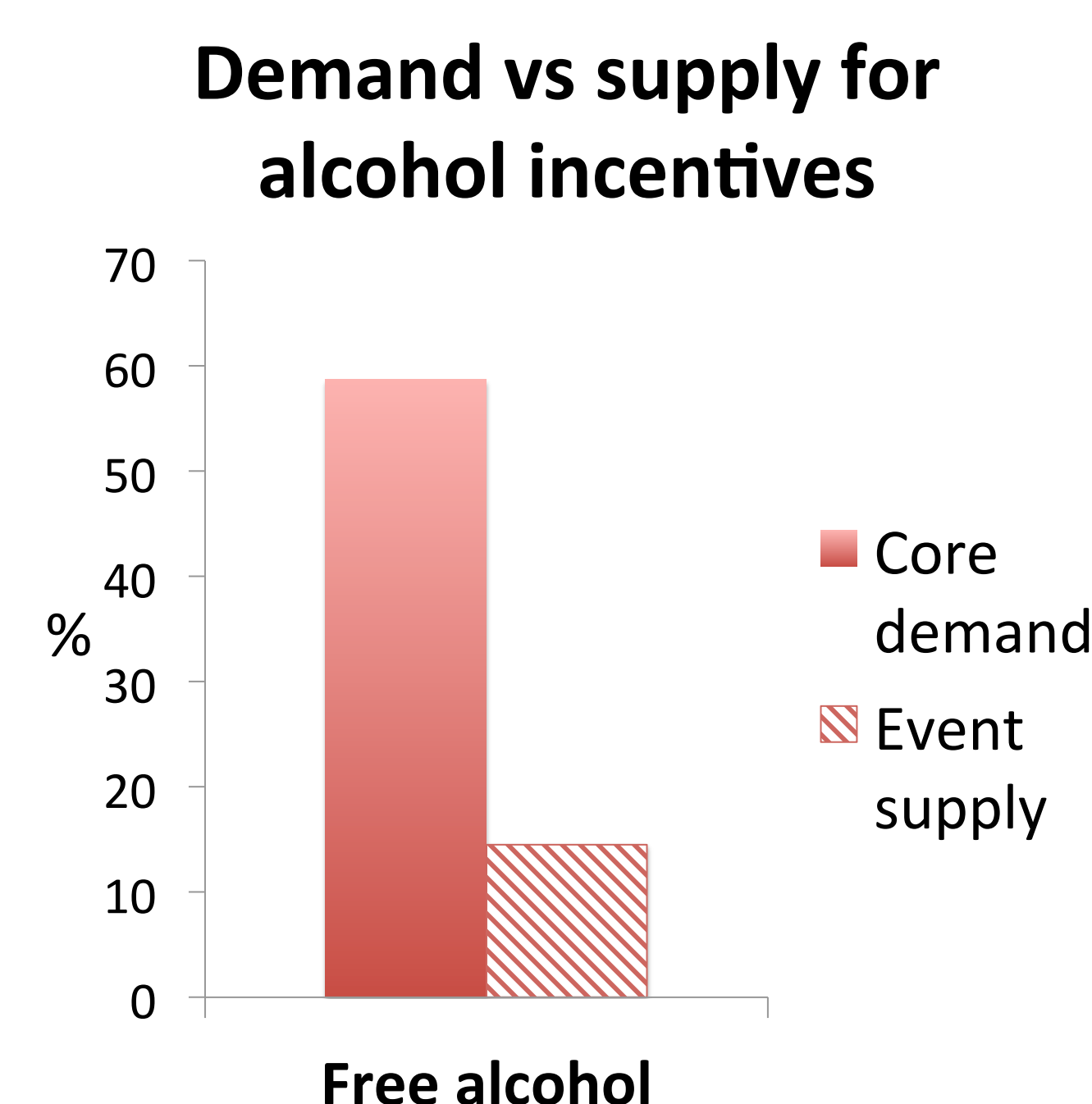
## What do core students want?

**Social events with a sexual health message** and **sexual health testing**, but sexual health testing was the least likely event to currently be held.

To learn more about **pleasure**, **emergency contraception** and **abortion**, yet these top three topics were rarely covered.



Attractive incentives like **free alcohol** and the presence of their **friends**, but alcohol was the least likely incentive to be offered.



## Incentives matter! Please take one!

## Conclusion:

Current promotions may be hampered by a vicious cycle.

High self-perception of sexual health knowledge and low self-perception of risk in the core group make attendance unlikely, which in turn reduces opportunities to challenge these perceptions.

In order to break these cycles elements beyond sexual health information, such as social activity, alcohol incentives and on-site sexual health testing, can help to attract and engage a hard to reach population.