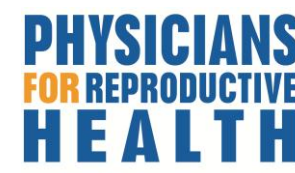
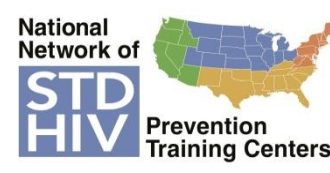


# Sexual Health Training and Primary Care Providers: A New Frontier for an Old Audience

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## BACKGROUND

- ❖ The NYC STD/HIV Prevention Training Center (PTC), funded by the US Centers for Disease Control and Prevention, is part of a national network that provides STD/HIV training, technical assistance and resources for clinical providers.
- ❖ Community primary care providers (PCPs) provide sexual health care for high risk populations, such as adolescents and young men who have sex with men.
- ❖ Improvements in insurance coverage due to US health care reform may result in more individuals seeking care in primary care settings and thus, potentially increase individuals' access to sexual health care services.
- ❖ Challenges that exist for public health agencies to reach PCPs for educational initiatives include:
  1. PCPs' previously established sources for medical education and clinical guidelines
  2. PCPs' competing clinical and educational priorities
  3. Limited or lack of existing health department (HD) relationships with PCPs
  4. HD inexperience with PCP office operations.

## OBJECTIVE

- ❖ To reach New York State (NYS) PCPs who provide clinical care for adolescents through the provision of sexual health care training.

## METHODS

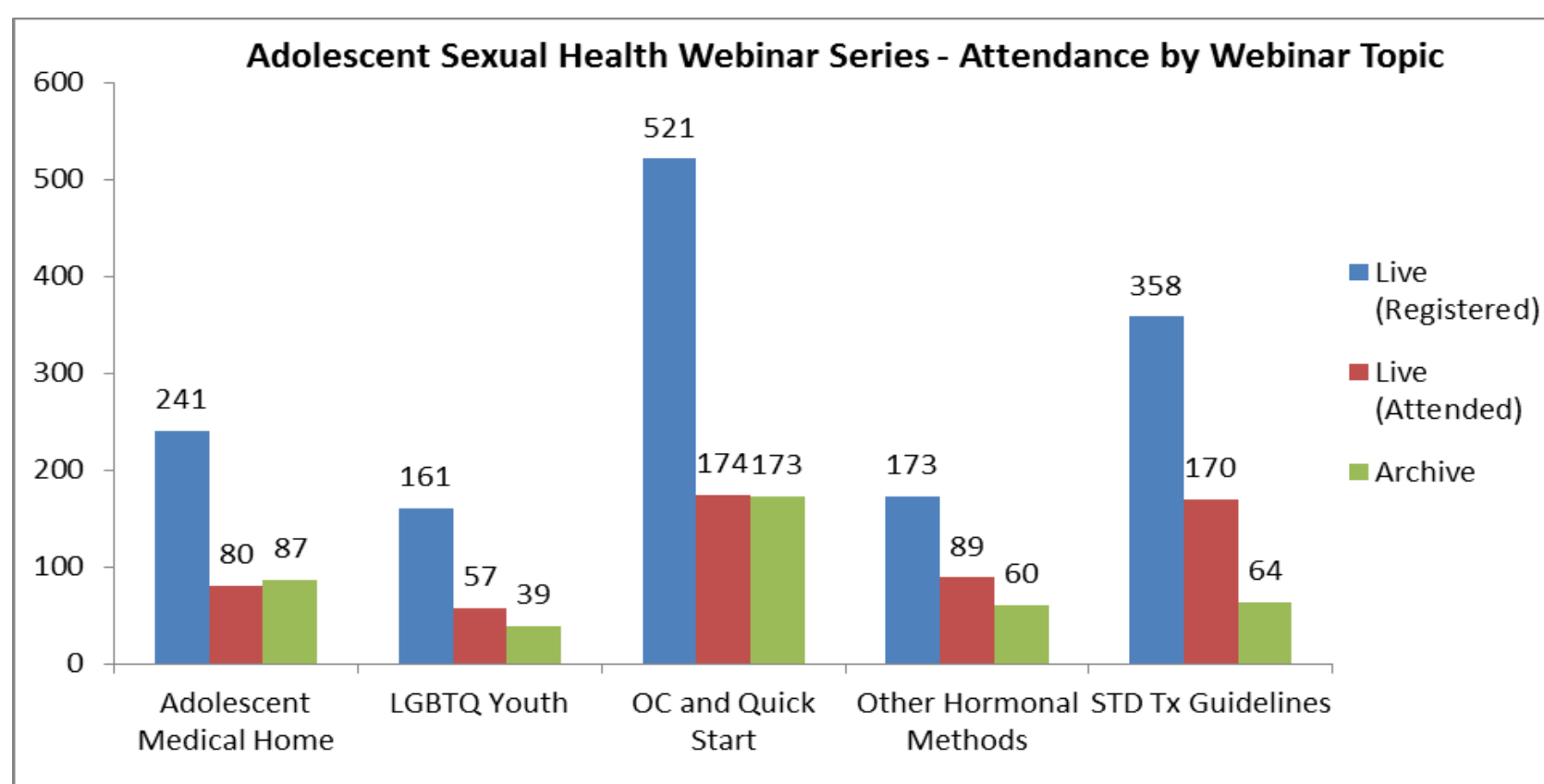
- ❖ NYC PTC identified a NYS pediatrician "champion" to help forge partnerships with two stakeholders - the American Academy of Pediatrics (AAP) NYS District II and Physicians for Reproductive Health (*Physicians*).
  - AAP is a national medical organization of >62,000 pediatricians and works to support the professional needs of its members.
  - AAP NYS District II is one of ten AAP districts in the US and covers NYS, with >4,300 members.
  - Physicians*, a national organization, works to improve access to comprehensive reproductive and sexual health care
- ❖ We determined web-based training to be the optimal venue to reach the target community PCP audience for clinical training.
- ❖ AAP, the NYC PTC and *Physicians* collaboratively developed an adolescent sexual health five-webinar series. Topics include:
  1. Enhancing Adolescent Sexual Health Services by Creating an Adolescent Medical Home
  2. Contraception Counseling: Quick Start, Emergency Contraception, and Oral Contraceptive Pills
  3. The Contraceptive Patch, Ring, Implant, and Intrauterine Contraceptive
  4. STD Treatment Guidelines: Managing Emerging Resistant Gonorrhea and Common STIs in Primary Care
  5. The Health Needs of LGBTQ Youth
- ❖ AAP developed the content and provided speakers, who were all AAP members.
- ❖ NYC PTC supported content development, coordinated registration and provided free Continuing Medical and Nursing Education credits.

## METHODS (CONT'D)

- ❖ *Physicians* hosted the webinar and documented participation.
- ❖ All organizations advertised webinars.

## RESULTS

- ❖ For the 5 live webinars occurring between 11/2/2012 to 4/5/2013, 1,454 registered and 570 (39%) participated.
- ❖ Among the live webinar participants, 196 (34%) self-identified from NYS and 247 (43%) from other states.
- ❖ Webinars took place from November 2012 through March 2013 and all webinars are archived for on-demand viewing.
- ❖ As of July 2013, 433 viewed the archived webinars. Data for beyond this date is not available.
- ❖ NYS AAP posted the link to the webinars on their website



## NYS AAP Website - Link to webinars



## CONCLUSIONS

- ❖ Working with a national professional medical organization district is an effective strategy to reach PCPs for sexual health training and has applications for other locales.
- ❖ Professional medical organization sponsorship of sexual health training may be more attractive to community PCPs vs. a public health sponsored training
- ❖ Developing partnerships with national organizations whose mission is to support clinical provider needs helps to leverage resources and reach a wide audience.
- ❖ Reach out to your regional clinical PTC – valuable resource!