

Sexual health and diversity enterprise

What is SHADE?

The Sexual Health and Diversity Enterprise (SHADE) seeks to raise awareness of sexually transmitted infections and blood borne viruses (STIs/BBVs) in young gay, lesbian, bisexual, intersex, transgender and queer (GLBTIQ) people. It aims to promote STI and BBV prevention and testing in addition to supporting greater access to sexual health care within these communities. SHADE also seeks to engage the wider community through fostering public discussion and debate on sexual health issues relevant to young people. The campaign will span each month of February during 2010-2012 and will consist of a community grants program, a workforce development program and a social marketing campaign including resource distribution.

Why SHADE?

Chlamydia notifications have increased considerably over 2007- 2008 in four of the five rural and regional Victorian areas, including Gippsland, Hume, Loddon Mallee and the Grampians. Syphilis and gonorrhoea notifications have also increased in the Loddon Mallee and Gippsland areas over the same period. Data also suggests that testing and notifications rates for STIs are much lower in rural areas than in metropolitan regions, with rural areas also having poorer access to health and community support services.

Where will SHADE reach?

The SHADE campaign will roll out in Gippsland during February 2010, followed by a different region for the next two years of the project. A regional focus will allow for the targeted delivery of key messages and the tailoring of strategies to address the needs of the community.

SHADE Community Grants Program

The SHADE community grants program will allow communities and organisations to develop activities which promote sexual health and diversity. Grants will be made available each year to organisations and groups within the targeted SHADE region. Grants of up to \$1000 (GST inclusive) will be available to fund small activities or events, with additional grants of up to \$4000 available to fund larger youth events. Resources produced by SHADE will be available to support these community grant projects.

SHADE Workforce Development Program

Workforce development training will be provided to health care professionals within the SHADE region to raise awareness of diversity and improve the management of the health and social issues facing GLBTIQ youth. These health care professionals will work together to challenge misconceptions and develop communication skills applicable to a broad range of situations.

Mind the Gap

SHADE is part of Mind the Gap, a broad rural and regional community engagement program funded by the Department of Health Blood Borne Virus and Sexually Transmitted Infections Unit (BBV/STI). It focuses on the primary prevention of HIV and STIs among young GLBTIQ people aged 25 years and under and their social networks. The primary partners collaborating on Mind the Gap are Family Planning Victoria (FPV), Victorian Aboriginal Community Controlled Health Organisations (VACCHO), Centre for Adolescent Health, and Youth Empowerment Against HIV/ AIDS (Y.E.A.H).

For further information, please refer to the Family Planning Victoria Website www.fpv.org.au

