



A text advice service for young people in London

Presentation by:

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Living Well

- ✧ Living Well provides holistic health and wellbeing services for people living with HIV and for young people.
- ✧ We run a variety of sexual health and wellbeing programmes for young people that are fun, interactive, engaging and driven by young people's support needs.

What is txtm8?

- ✦ txtm8 is an interactive sex and relationships text service for young people (13-25).
- ✦ Young people can text any questions relating to sex, relationships and sexual health and receive a free confidential response within 30 minutes.
- ✦ All questions are answered by experienced, vetted advisers who are trained to give clear, confidential help and advice and signpost young people to services that can help.
- ✦ Currently funded in Kensington and Chelsea, Enfield and Hammersmith and Fulham

How txtm8 works

- ✦ The service uses a unique short number (89868) which spells out 'txtm8' on a mobile telephone keypad.
- ✦ txtm8 is completely free and open 365 days a year, between 8am and 2am. Texts outside this time will be answered as soon as txtm8 re-opens
- ✦ txtm8 is easy to use and accessible for young people and give information in a way that is relevant to them
- ✦ Staffed by experienced and trained professionals, young people can be confident to receive beneficial answers to their sexual health questions. txtm8 is friendly, confidential and factual and follows a strict Child Protection Policy.



txtm8's Aims and Objectives

- ✧ To enable young people to access vital information and support with regards to their sexual health and wellbeing.
- ✧ To support and encourage young people to better self-manage their emotional health and sexual wellbeing.
- ✧ To promote local services, organisations and campaigns that can further engage and support young people in these aims.

Benefits of txtm8

txtm8:

- ✧ compliments existing services and supports wider sexual health and emotional wellbeing efforts
- ✧ works to make clear some of the confusion by allowing yp to text their questions in privacy and confidence – ie. Using this form of technology to meet wider sexual health aims etc
- ✧ Actively signposts young people to local, regional and national services and Promotes local events and campaigns.
- ✧ Enhances young people's sexual health knowledge
- ✧ Enables young people to make more informed decisions
- ✧ Helps address health inequalities
- ✧ Provides an updated online database of sexual health services
- ✧ Increases professional understanding of issues and concerns

Engaging Young People

- ❖ Young people can experience barriers when attempting to access services such as lack of good SRE in schools, unsure of where to access services, embarrassment to access services, fear of judgment or 'getting caught'
- ❖ Young people have a lot of questions about sex and relationships but often are under supported when it comes to getting these questions answered.
- ❖ txtm8 can reach young people from a variety of different backgrounds as it is confidential and free
- ❖ txtm8 is free, accessible, private and answers questions in a way that is convenient to young people.

Technology and Promotion

- ❖ Online- www.txtm8.com and other organisations' websites
- ❖ Social Media- Facebook and Twitter
- ❖ Virals and promotional videos
- ❖ Competitions
- ❖ Promotional texts
- ❖ Online surveys
- ❖ Up to date database of local services
- ❖ Ability to send direct internet links and phone numbers

FAQs

- ❖ FAQs uploaded on to txtm8.com so young people can see what types of questions are being asked and find the answers they need
- ❖ Includes lots of information about lots of topics including- Long Acting Reversible Contraceptives

The screenshot shows the txtm8 website interface. At the top left is the logo 'txtm8 89868'. To its right is the text 'TEXT 89868 FOR FREE SEX AND RELATIONSHIP ADVICE free confidential answers, 8am-2am, 365 days a year. txtm8.com'. In the top right corner, there is a circular badge that says 'SAVE 89868 to your mobile'. Below the logo is a navigation menu with items: HOME, USING txtm8, REAL PEOPLE REPLY, TALKING CAN BE GOOD, GUIDE TO CONTRACEPTION, HAVING A LARC, FIND A LOCAL SERVICE, and FAQs (which is highlighted in blue). To the right of the menu is a search bar labeled 'Search TXTM8 FAQ ...'. Below the search bar is a list of 'Question Categories' including: abortion, bodies, condoms, contraception, HPV vaccination, Implant, injection, IUD, IUS, larc, masturbation, pregnancy, safer sex, service Information, sex facts, sexual health services, sexuality, STIs, uncategorized, and unprotected sex. The main content area is titled 'What happens when you go to a Sexual Health/GUM clinic?' and contains three paragraphs of text. The first paragraph states that in most sexual health clinics, users can get tested and treated for sexually transmitted infections, get tested for pregnancy, be given free condoms, support, and referrals if necessary. The second paragraph states that staff at the GUM clinic also offer non-judgemental and confidential advice on all aspects of sexual health and relationships. The third paragraph says to take a look at the URL <http://www.thesite.org/sexandrelationships/safersex/sexualhealth/faqvisitingagumc> for loads of information about what it will be like to visit a clinic. Below this, it says 'You can text txtm8 with the first part of you postcode and what you need and they will text you back local clinic details including the phone number and opening times.' and 'You can also use the search feature on the find a local service page.' The second question is 'How can I find my local sexual health clinic?' and the text below it is identical to the one above. At the bottom, it says 'You can also use the search feature on the find a local service page or call Brook on 0800 802 1234.'

www.txtm8.com/QandA

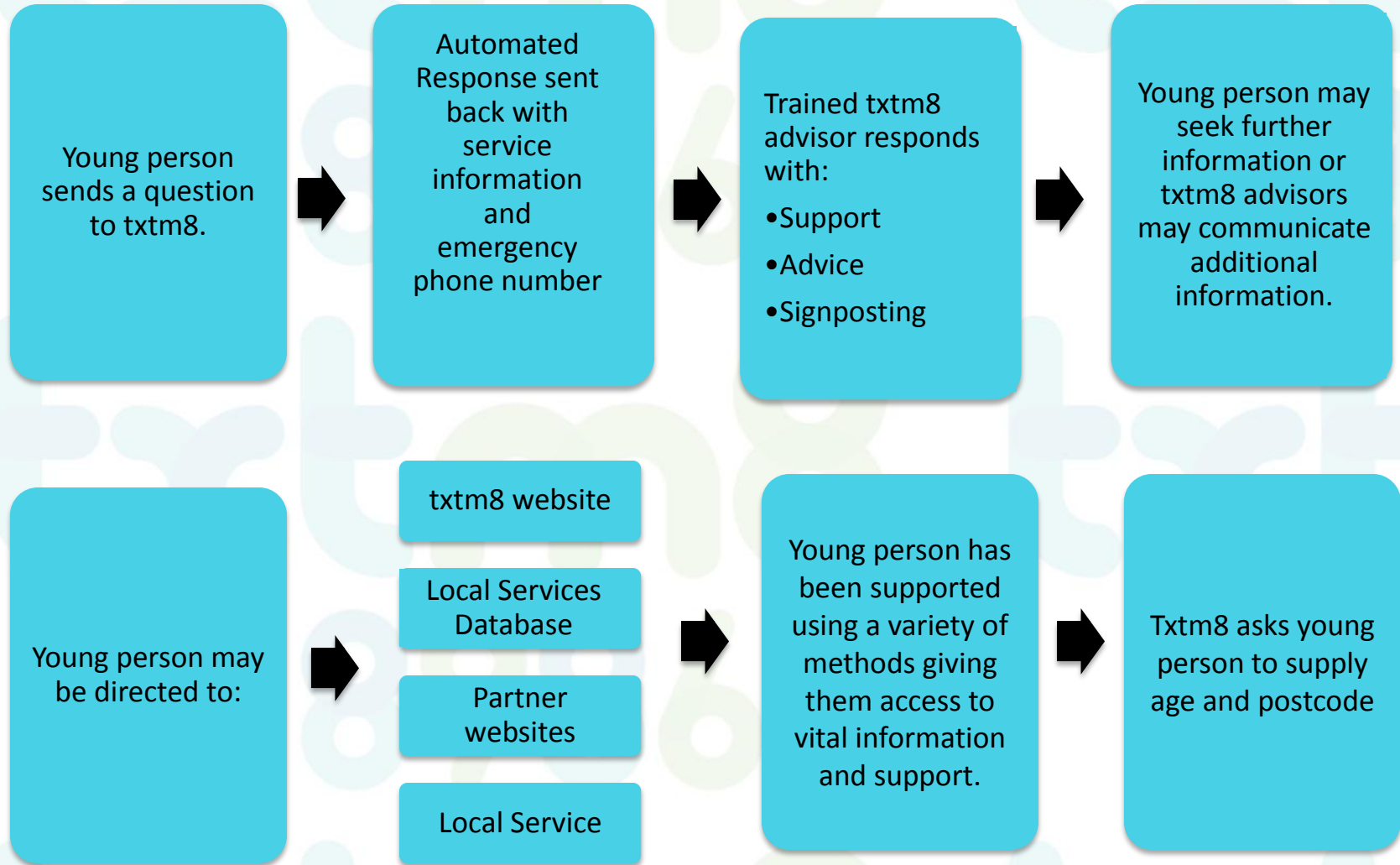
Local Service Search

- ✧ Find a local service page which is updated regularly where young people, professionals and the txtm8 advisors can search for local services by town, area, street, postcode or borough.

The screenshot shows a web browser window with the URL <http://www.txtm8.com/LocalHelp/>. The page features the txtm8 logo (89868) and a navigation menu with options like HOME, USING TXTM8, REAL PEOPLE REPLY, TALKING CAN BE GOOD, FIND A LOCAL SERVICE (highlighted), and FAQs. A search section titled 'Where to go for help and advice' includes a dropdown menu for 'All local sexual health services' and a text input field for 'Enter a postcode or town:' with 'London' entered. A 'Search' button is below the input field. To the right, there is a pink graphic with a condom and the text 'DON'T WANT TO TALK ABOUT SEX? 89868'. Below this, there are 'Links to other organisations that provide information and advice on issues relating to:' followed by a list: Sexual Health and Sex, HIV/AIDS, and Contraception and Pregnancy. At the bottom, there are 'Quick links' for 'book', 'Sex', 'HPV', and 'f'. The footer contains copyright information: '© Living Well 2010 t: 020 31 373 373 e: info@txtm8.com. txtm8 provides free confidential sex and relationship advice, 8am-2am, 365 days a year. Copyright & Disclaimer'.

www.txtm8.com/LocalHelp

Texting Journey

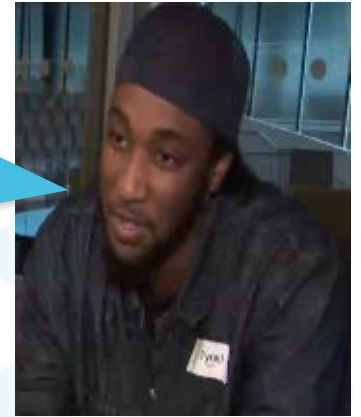


User Feedback



'txtm8- its like a mate that's always there, I've used it loads and think its great that I can text questions in privacy.'

'It's great that I can get an answer to questions I don't want to ask face to face, and I like that you can ask them where your local clinic is coz sometimes its hard to know.'



'Amazing service, It's so easy to use!'

txtm8
89868

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TEXT 89868 FOR SEX AND RELATIONSHIP ADVICE

Thank You!