

Free STI Testing Campaign

Student Health Advisory Committee
shac@ashe.ucla.edu



SHAC.

The Student Health Advisory Committee (SHAC) is a board of four undergraduate and four graduate student representatives appointed to represent student voices to the Ashe Center regarding insurance policies and healthcare initiatives. SHAC provides feedback regarding the concerns and needs regarding accessible healthcare at UCLA.

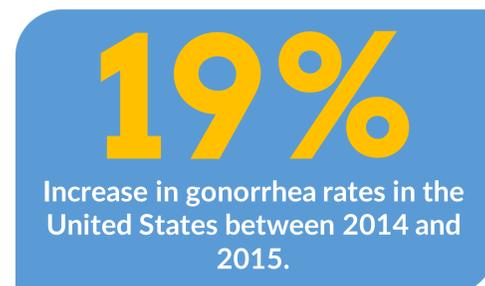
SHAC collaborates with CAPS, USAC, GSA, and other key organizations on campus to ensure that student opinions are heard by administration at the Ashe Center and the UC system.

SHAC also sends two representatives to the UC SHIP Executive Oversight Board, which advises the Office of the President of the UC System regarding system-wide healthcare policy.



Motivation.

The out-of-pocket cost for the testing of sexually transmitted infections (STIs) can be a barrier to students seeking healthcare. Students may be concerned about the financial burden, or that their parents may see the exam order on billing statements. In order to remove these obstacles to a healthy sexually active population at UCLA, SHAC partnered with the Ashe Center to provide free testing for Gonorrhea, Chlamydia, and Syphilis for a 14-day period. HIV testing is always free.



Because 62% of the most common STIs (gonorrhea and chlamydia) occur in persons between the ages of 15 and 24, the CDC recommends that sexually active college students be tested every year for STIs. Providing free, confidential testing not only assists in this goal, but promotes education and awareness of this issue to the UCLA community.

Methods.

Our campaign ran for 14 days, starting Valentine's Day (02/14/17). We did not cap the number of free STI tests available, and provided zero-cost exams regardless of UC SHIP insurance status.

STI	SHIP Cost	Non-SHIP Cost
Gonorrhea	\$3.10	\$31
Chlamydia	\$3.10	\$31
Syphilis	\$3.20	\$32

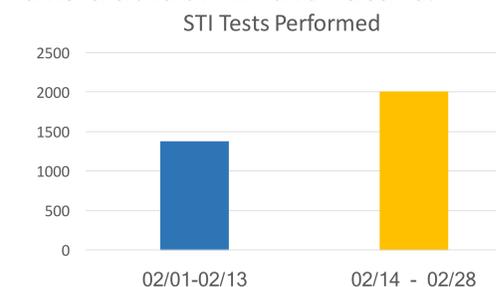
Because the financial benefit was largest for students not currently enrolled in UC SHIP, our advertising targeted Non-SHIP students by emphasizing the regular low costs to SHIP students. We also hoped our information campaign would enhance utilization of these low-cost services year-round.



Our extensive marketing campaign had colorful custom graphics, Facebook and Daily Bruin advertising, partnerships with organizations like the LGBT Center, and tabling in Bruin Plaza with free "Safer Sex Kits" and t-shirts.

Results.

Over the two week period of our campaign, the Ashe Center performed a total of 2007 STI tests for the student body. This is a 45.5% increase compared to the previous two week period (02/01-02/13). SHAC and the Ashe Center are incredibly happy with the public health service accomplished during the campaign, and hope to continue this tradition in the future.



Due to the sensitive nature of the data, please contact the Ashe Center directly for more detailed statistics.

Acknowledgements

Thank you to Jane and Terry Semel for their vision, support and leadership of the Healthy Campus Initiative, and for the HCI campus leadership, including Chancellor Gene Block, Executive Vice Chancellor Scott Waugh, and Associate Vice Provost Wendelin Slusser.