

Use Normalizing and Opt-Out Language to Explain Chlamydia Screening to Sexually Active Women 24 Years and Younger

Chlamydia Screening Change Package: Best Practice 2

<h3>How to Use This Guide</h3>	<p>This guide is designed to support facilitation of an interactive learning session on about how to Use Normalizing and Opt-Out Language to Explain Chlamydia Screening to Sexually Active Women 24 Years and Younger: Best Practice 2 from the Chlamydia Screening Change Package, whose purpose is to drive improvement on the chlamydia screening performance measure.</p> <p>Facilitators should feel free to adapt and revise this guide. Facilitators may choose to:</p> <ul style="list-style-type: none"> » Convene staff from one or more clinics for a standing meeting (e.g., monthly) to discuss each Best Practice (in order or as needed) from the Chlamydia Screening Change Package. <i>(See other Best Practice discussion guides.)</i> » Convene a one-time meeting with clinic staff about this topic.
<h3>Learning Objectives</h3>	<p>By the end of the discussion, participants should be able to:</p> <ul style="list-style-type: none"> » Explain the benefits of using an opt-out approach to chlamydia screening for sexually active women 24 years and younger » Describe at least two examples of opt-out and normalizing language to promote chlamydia screening » Identify at least two strategies to increase staff comfort in normalizing language related to chlamydia screening
<h3>Length</h3>	<p>At least 45 minutes, with more time for discussion as schedules allow. Example discussion questions are provided; facilitators can use them based on participant interest.</p>
<h3>Materials</h3>	<ul style="list-style-type: none"> » Chlamydia Screening Change Package: Summary of evidence-based recommendations for increasing chlamydia screening rates, strategies, case studies, tools, and resources » PowerPoint Slides with Notes: Slides with speaker notes and discussion questions
<h3>Format</h3>	<p>Discussions can be facilitated virtually or in person.</p>
<h3>Suggested Participants</h3>	<p>Staff from one or more family planning clinics. Involving multiple sites can facilitate peer-to-peer sharing. Having representation of clinical, administrative, and financial staff can help address system issues.</p>
<h3>Before You Start...</h3>	<p>Participants should calculate site-level performance on the chlamydia screening performance measure using the Chlamydia Screening Performance Measure Calculator (if needed).</p>

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Orientation to Using Normalizing and Opt-Out Language: Topics and Objectives



10 minutes



Slides 1-6



Present Slide

Facilitate

- 1** Use Normalizing and Opt-Out Language to Explain Chlamydia Screening to Sexually Active Women 24 and Younger: Chlamydia Screening Change Package Best Practice 2
Activity:
 - » Conduct participant and facilitator introductions.
- 2** Introduction to the Chlamydia Screening Change Package
- 3** Chlamydia Screening Change Package: Best Practice 2
- 4** Meeting objectives
- 5** Overview of strategies
- 6** CDC & USPSTF Chlamydia Screening Recommendations

Normalizing and Opt-Out Language: Implementation



30 minutes



Slides 7-17



Present Slide

Facilitate

- 7** Rationale for using normalizing and opt-out language
- 8** Language to avoid
- 9** Normalizing language

10 Opt-out language

Discussion:

- » What are some other ways of introducing chlamydia screening that you have used or heard that normalize screening?
- » Are there staff at your clinic who do an outstanding job with normalizing language who could help other staff begin to feel more comfortable using their approaches?
- » What are strategies to increase staff comfort?

11 What if a client declines?

Discussion:

- » What reasons do some of your clients use when declining to be screened?
- » What messages have you (or your staff) practiced as a response?
- » If clients decline screening, how easy is it for them to come back for stand-alone screening, should they change their minds?
- » When clients don't come in for chlamydia screening, how do you make it the culture of your agency to include that particular service?

12 Risk assessment and the 5 Ps

13 Partners

14 Prevention of pregnancy

15 Protection from STDs

16 Practices

17 Past history of STDs

Resources to Support Success



15 minutes



Slides 18-22



Present Slide

Facilitate

18 Include all staff in training

Discussion:

- » What are some activities you have seen that help staff become more comfortable talking about sexually transmitted diseases?
- » How can busy health centers make time for training?

19 Client education

Discussion:

- » What are some ways to ensure that messaging resonates with your clients?
- » Are clients included in the Information and Education Committee process for materials at your health center?
- » How do you recruit clients to participate in this process and give feedback on materials?

20 Ways to get the message out

21 Resources

22 Success story: Missouri Family Health Council/Butler County Health Department

Next Steps and Conclusion



5 minutes



Slides 23-24



Present Slide

Facilitate

23 Closing and reflection

Discussion (if time allows):

- » What other questions do you have for each other before we end? Are there other issues or challenges that we haven't discussed yet?
- » What is one thing you will take away from today's discussion?

24 Thank you