



SISTAS LEADERSHIP FOR AFRICAN AMERICAN YOUTH (SLAY) COUNCIL

Health Commission –Community & Public
Health Committee Meeting

Dec. 17, 2019



POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

Outline of Presentation

1. Background of SLAY
2. Overview of the SLAY Council
3. Recommendations to SFDPH from the SLAY Council



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BACKGROUND OF SLAY

Background

- Guided by STD surveillance data that shows disproportionate high rates of STDs among Black/African American young women in SF
- Partnered with UCSF Behavioral Psychologist to obtain community-based participatory input on the issue
- Received one-time California legislative appropriation funding from California Department of Public Health STD Branch

Program Name

- The program name – “SLAY” – means to do something exceptionally well – it stands for: “Sistas Leadership for African American Youth”.

BACKGROUND OF SLAY Cont'd

Program Planning

- Developed the SLAY pilot curriculum based on qualitative data and major themes from key informant interviews w/AA youth
- Developed recruitment plan, flyers, and participant packet

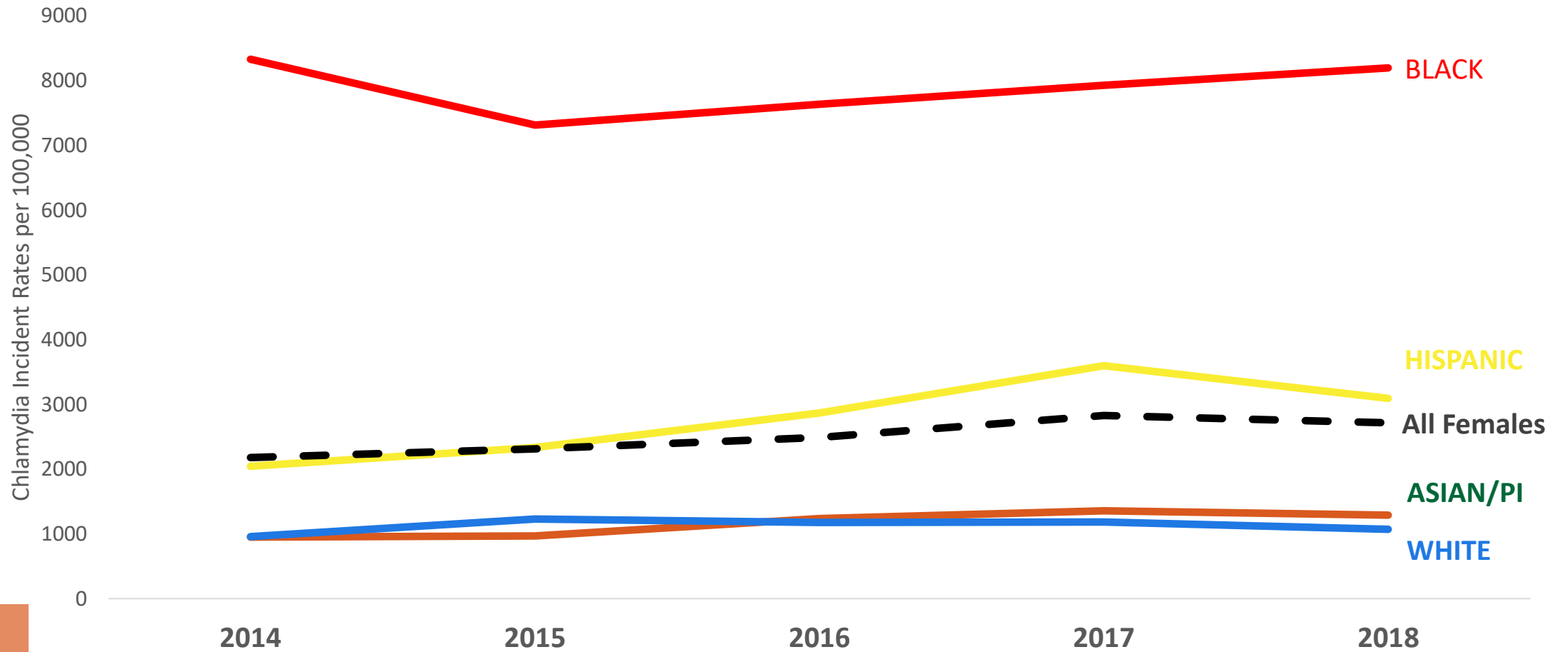
Goal: To establish a youth leadership council for the development of a pilot sexual health intervention to address the disproportionate high STD rates among Black/African American young women in SF created by Black women for Black women.

STD Data Among Young Women in San Francisco

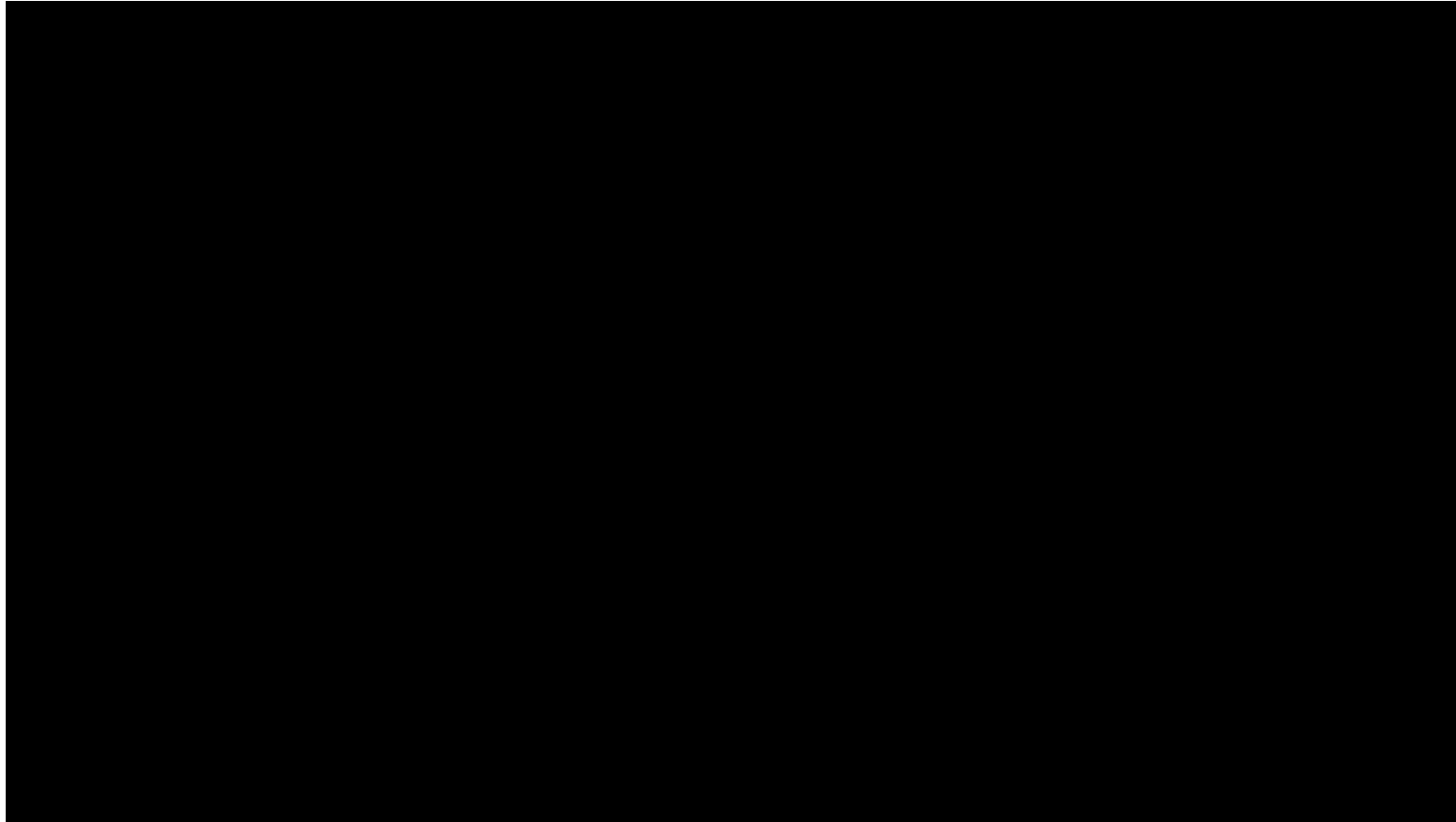


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Chlamydia Rates among Female Adolescents/Young Adults (AYA, ages 15-25) are consistently higher over time among Black/African-American Female AYA compared to Female AYA of other races/ethnicities.



SLAY VIDEO VIGNETTE



Recruitment for SLAY Pilot

- Community-based participatory approach
- Recommended by a teacher, community agency staff and/or faith-based leader
- Received parent & guardian agency support



Four Main Areas of Focus:

- Parents
- Protection
- Relationships
- Risk Factors

Messages For Youth

- Respect Your Body
- STDs Can Happen To Anyone
- Sexual Health Is More Than Sex
- Communication Is Key
- Speak Your Truth



SLAY Recommendations for Connecting with Black/African American Young Women

REACH THEM THROUGH SOCIAL MEDIA

- ❖ Instagram is the #1 Sexual health platform for teens
- ❖ YUTHE staff & SLAY members will conduct biweekly Instagram posts/stories and respond to questions w/input from the SLAY Director.

SLAY WEBSITE

- ❖ The SLAY website will live within the SF City Clinic website.
- ❖ The website will be a platform to find more programs, information and sexual health resources for youth.

CONVERSATION GUIDE FOR PROVIDERS

- ❖ A brief conversation guide will be developed to support communication between young women and providers when seeking sexual health services.



SLAY Recommendations for Connecting with Black/African American Young Women

TIMELINE

- ❖ Launch Instagram page in January 2020 thru March - the first quarter of the year before Spring Break to build followers and continue monthly.
- ❖ April is STD Awareness Month – Throughout April we will feature Instagram Live segments to stream video and engage viewers in real time

METRICS/EVALUATION

- ❖ Monitor the SLAY Instagram/website analytics – locations, days/times, engaged topics, # of followers, impressions, website click on info pages, increase in clinic visits & more...
- ❖ Establish a community of followers

NEXT STEPS

- ❖ SLAY has been funded and will continue as a regular program within CHEP Branch each school calendar year. The 2020 program will begin in August.





THANK YOU!

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