

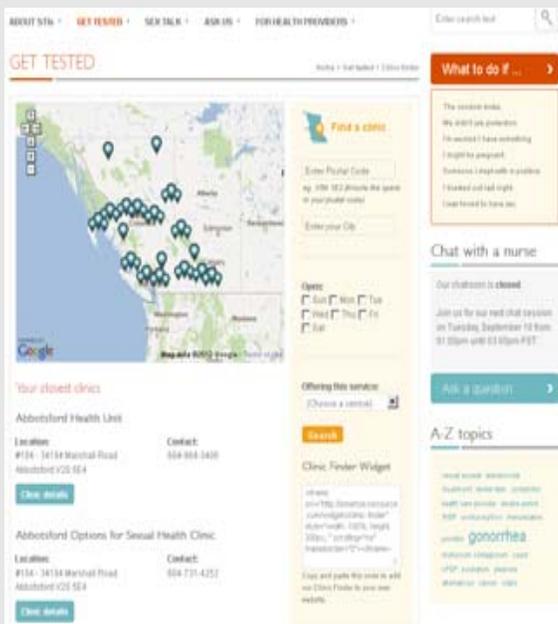
As part of a broader initiative called the **BC Online Sexual Health Services**, the BC Centre for Disease Control (BCCDC) manages an interactive and social media-based sexual health website called **SmartSexResource.com**. This site provides comprehensive education, online access to sexual health nurses, and links to services for the general public, health care professionals, and agencies working in sexual health.

BUILDING ON OUR EXPERIENCE

SmartSexResource.com replaced STIResource.com, a site previously maintained by BCCDC. STIResource had a high volume of traffic – which tells us that there is a high level of interest in sexual health information! The Outreach team at BCCDC also operates a **cyber-outreach program** – by keeping a presence on a variety of external sites where people seek sex partners and sexual information, our cyber-outreach nurses provide valuable education and referral services.

WHY DID WE NEED A NEW SITE?

The format and content of STIResource was developed in 2001 and did not keep pace with evolving technology and best practices. **SmartSexResource** includes other sexual health topics beyond STIs and testing, allows us to expand our cyber-outreach services by offering online access to STI nurses, and builds the foundation for future innovative features. We've called our site **SmartSexResource** because we believe that empowering people with sexual health knowledge will help them to make the right decisions for themselves and their sexual health.



HOW DID WE DEVELOP SMARTSEXRESOURCE?

SmartSexResource was designed based on the input from community, clinical and public health stakeholders, as well as social media experts. It was further informed by research we conducted with youth, outreach, and visitors to STIResource. In response, we incorporated a suite of features into the website design:

- Local and relevant **information** on sexual health, STIs and STI testing, with links to other sexual health resources.
- A map-based **clinic finder** for BC, searchable by city, postal code, services and days of operation.
- An **interactive** section where people can submit public or private questions to an STI nurse, comment on answers, search commonly asked questions, and chat privately with a nurse.
- Resources** for BC health care professionals and agencies, including client handouts and a blog for health providers.

EVALUATION IS KEY

We'll be conducting ongoing evaluation to know if **SmartSexResource** is meeting the needs of our audience.

CONTACT US

If you have any questions or comments about this initiative, please email us at SmartSexResource@bccdc.ca. We are always looking for new content ideas and contributions, especially from health providers, so please feel free to contact us with your suggestions. For updates on the Online Sexual Health Services program, please visit our Online Services blog at <http://bclovebytes.wordpress.com>.