



Annual Report 2016-2017

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Mission Statement

To champion and celebrate the sexual health of all people in BC by supporting, providing, and promoting inclusive and accessible health care and education.

or more succinctly:

To champion and celebrate sexual health.

Vision Statement

To be trusted and innovative leaders in a world that honours sexuality and its diversity.

President's Report

At the 2016 AGM, the membership approved the adoption of a new vision and mission for the organization. It has been an exciting time to roll out both the new vision and mission. It has helped our staff, clients, members and donors, funders, community and governmental partners, and other key stakeholders better understand who Opt is, what's important to the organization and the world that Opt is helping build. We will continue to use these as tools to define and align our work.

In the spirit of Opt championing diversity and inclusion with Tru Wilson as the 2017 Sexual Health Champion, the Board's advocacy committee turned its attention to the language used in its position statements. After consultation with community experts and consideration of language requirements to maintain the core sentiments, all position statements were reviewed and updated as needed. We were able to make the position statements more inclusive with replacing many gender limiting statements and acknowledging the applicability to trans and gender-diverse people. This was one step in Opt becoming more inclusive and representative of all the diverse people who use our services and programs.

The Board was required to tread lightly into the realm of operations when the Executive Director (ED) resigned. The Board engaged an external consulting agency to support the recruitment and hiring process as well as work with the management team during the five months that Opt was without an ED. The outgoing ED, Jennifer Breakspear, left the organization on strong footing and with an experienced and highly competent management team. Our appreciation to Jennifer for her contributions and achievements during her tenure with Opt. Our deep gratitude to the management team (Ashleigh, Helena, Joan, Kristen, Marissa and Nicole) whose abilities, experience, secret superpowers and commitment shined extra bright during this period, making the transition a smooth one. We look forward to the coming year and the positive impact Opt's ED, Michelle Fortin, will have.

While the Board felt busy in carrying out our roles and responsibilities, the Opt staff and volunteers were also hard at work. Many members of the management team participated in the United Way's IMPACT project, which allowed the team to apply new ways to understand Opt's impact on the more than 24,000 folks served each year in our clinics. Clinic staff, educators, and volunteers continued to provide quality service and programs to members of our communities throughout the province. On behalf of the entire Board of Directors, we know that Opt is made of up talented, committed and resourceful staff and volunteers. We thank you for all you do to further Opt's Vision, Mission and work!

Thanks to our members and donors who also play an important role in Opts' work. Your attention to the exciting work, and the less exciting governance reports elements are appreciated. Feel free to consult the website or reach out to me should you wish for more information. I hope you will share the why of your support to Opt with your family, friends and colleagues in order to grow our support base and membership!

Warm regards,

J Doctoroff

Jill Doctoroff
Board President



Some of Opt's fabulous Board members at the 2016 Sexual and Reproductive Health Day Breakfast

Valued Partnerships

BC Centre for Disease Control (BCCDC)

Opt collaborates closely with BCCDC, drawing on their expertise and research in STI treatment, providing referrals, submitting reports and accessing up to date information about STI diagnosis and treatment. Opt's Professional Practice Leader contributes to the Provincial Decision Support Tool working groups to maintain and update provincial guidelines for certified RNs delivering STI care, contraceptive management, and pelvic exams. Opt continues to provide the HPV vaccine within regular clinic hours and Opt has also worked with BCCDC to promote public health awareness, prevention, and treatment with Cervarix vaccine to eligible patients.

Contraception Access Research Team (CART)

Opt works with a group of researchers, along with the Women's Health Research Institute (WHRI), and the University Of British Columbia. The group is currently leading a study that is developing questions suitable for inclusion in a Canadian Sexual Health Survey. This information will be a valuable resource for Opt's planning and data analysis.

BCIT

Opt continues to collaborate with BCIT in the design and delivery of CRNBC approved certified practice training and education for RN's in CM and STIM. Opt endeavors to provide clinical opportunities for students to complete required practicums at Opt clinics. Opt acts as a subject matter expert, which involves continually researching and revising the educational curriculum based on CRNBC policies and standards and current best practice guidelines. Opt also supports clinical instructors in the program.

UBC Division of Continuing Professional Development (UBC CPD)

The second bi-annual Sexual Health Conference co-hosted by Opt and UBC CPD took place in Richmond on March 31st and April 1st. The conference was sold out and a huge success, with 262 attendees (and increase of 21%) from British Columbia and other Provinces, including Alberta, and Yukon.

Opt's Medical Director has developed and twice yearly delivers (along with Opt's Professional Practice Leader) a 4.5 hour sexual health workshop as part of the multi-day Practice Ready Assessment program for International Medical Graduates entering family practice across BC.

Other Provincial Committees

Opt's leadership team contributes to work throughout the province, to support the development of best practice guidelines, policies, and systems to support the delivery of sexual health services. For example: BC Contraceptive Community or Practice, IHA Youth Sexual Health Services Working Group, CRNBC Decision Support Tool Expert Working Groups, Provincial Syphilis Stakeholders Group, Queer and Trans Health Collaborative, and CampOUT!.

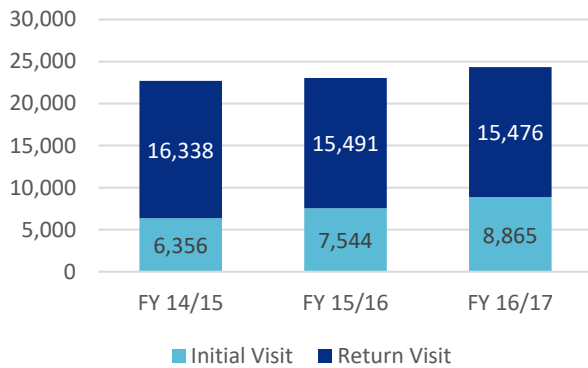
Clinical Services

Opt is committed to providing patient centered care that puts our patients first; in fact we have been doing so since opening our first Planned Parenthood clinic in New Westminster in July 1965. We are aligned with the values at PHSA and *believe that all of our endeavors should be directed to improving care, access to care, and health outcomes of those who need and use our services across the province.*

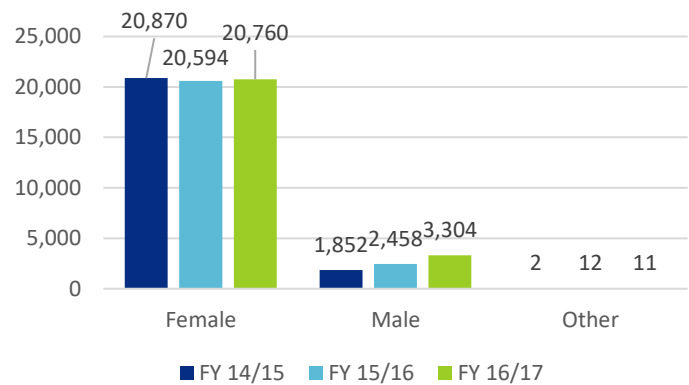
Total number of patients seen increased (4%) from FY 15/16 to FY 16/17 (1 April to 30 March) to 24,075, while the total number of services provided increased (3%) to 33,242.

Opt serves increasing number of male, first-time, and older patients, and fewer female and return patients. While patients aged 16-19 declined in numbers, increases were seen in all other age brackets, with the largest increase was in patients 30-39 years of age.

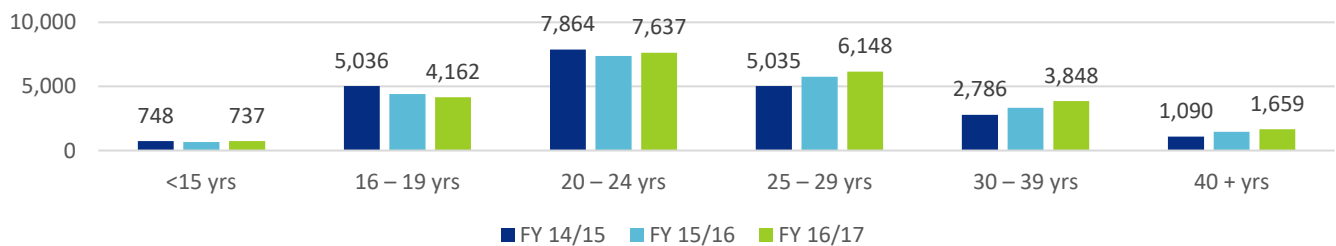
New and Returning Patients



Patients by Gender



Patients by Age

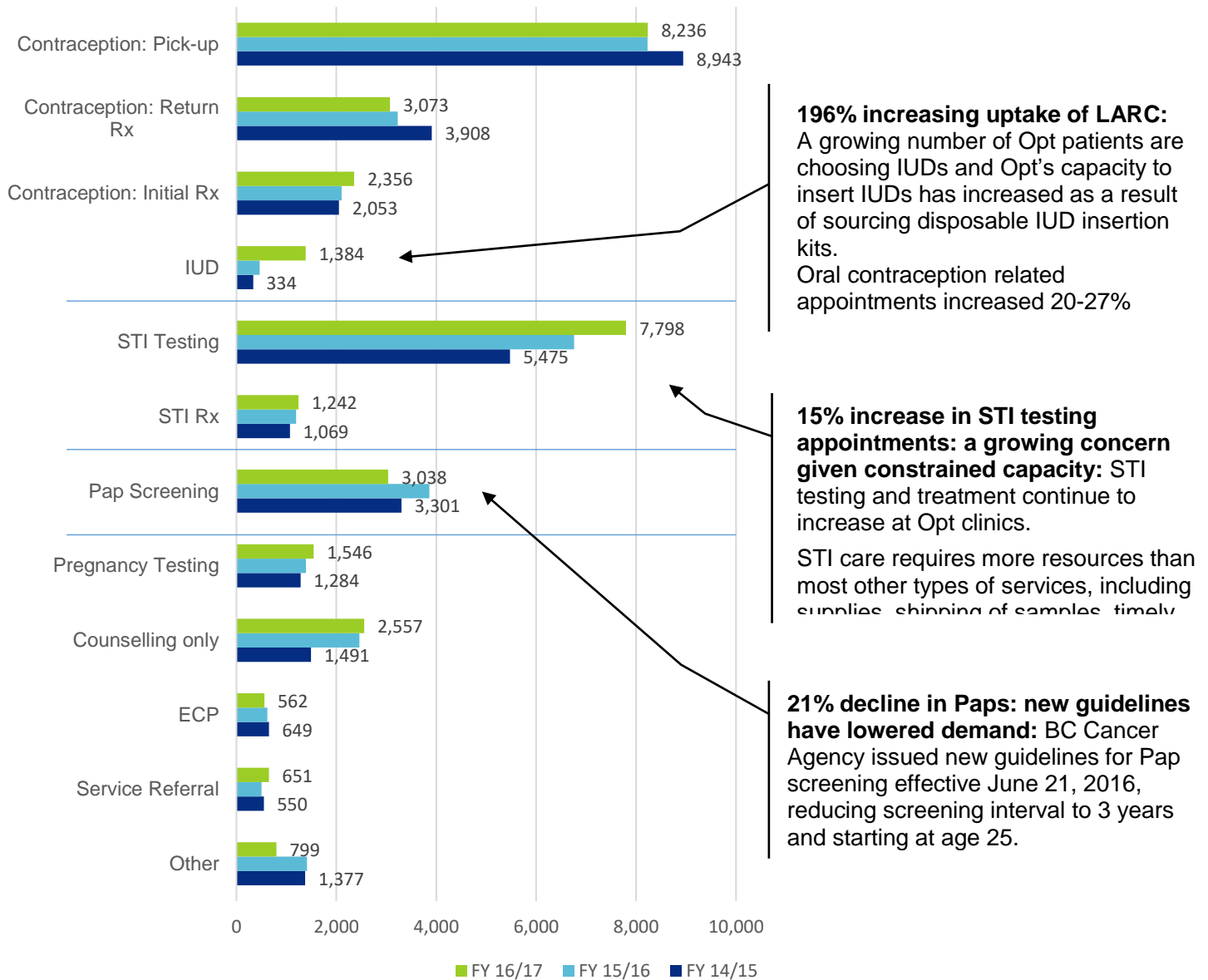


The mix of services provided by Opt is evolving, with increasing STI testing and treatment appointments, increasing IUD insertions, and fewer return visits for contraceptives and prescriptions.

These trends pose increasing challenges for Opt in terms of loss of income from sale of products, compounded by increased resources required for STI care and IUD insertions.

Opt's clinic services include but are not limited to: contraceptive counseling and provision of low cost contraceptives; sexually transmitted infection (STI) counseling, testing, follow up, and

treatment; cervical cancer screening and follow-up; pregnancy testing and pregnancy options counseling; general sexual health counselling information; primary care gynecology and genital dermatology; and referrals for concerns falling outside the scope of Opt clinics/clinicians' practice. Opt services are available to all ages, all genders, and all orientations.



Opt directly operated 43 sexual health clinics across four health regions: Interior Health (IHA), Fraser Valley Health (FHA), Vancouver Coastal Health (VCH), and Vancouver Island Health (VIHA). One new clinic opened during the period as a result of funding from United Way and collaboration with community partners, located at a Cranbrook Secondary School. Opt were successful in securing continued funding from the Hospital Auxiliary fund for the Revelstoke Secondary School clinic.

Opt also continued its partnerships with Northern Health Authority (NHA) with one First Nations Health Authority (FNHA) clinic, and a private physician run clinic in Vancouver.

NHA and Opt have agreed that optimum sexual health services are most effectively delivered from NHA clinical locations where Opt provides low cost contraceptive products, training for nurses and physicians delivering services, and perform audits to support continuous quality improvement of services. Clinical guidance and support is provided to NHA Opt Clinics by Opt through a centralized contact within NHA. Presently, there are 15 Opt/NHA clinics in operation. The arrangement between Opt and NHA currently remains intact as NHA is progressing through a restructure of their primary care model. 6,363 services were provided to 4,529 patients during the year.

Opt's partnership agreement with Skidigate, Haida Gwaii, continues as an important contribution to sexual health services in the First Nations community of Skidigate; providing 142 services to 93 patients during the year 16/17.

Opt's partnership agreement with the private clinic South Hill Family Health Centre continues as an important contribution to access to sexual health services in Vancouver; providing 1,473 services to 927 patients during the year 16/17.

With capped resourcing capacity to deliver services, partnership agreements of this nature provide opportunities for Opt to expand and ensure access to quality sexual health services across the province of British Columbia.

Opt will be expanding access to clinical services in Kelowna as part of the Foundry (previously BC-IYSI - an integrated care model for vulnerable youth with more complex care needs). The clinic, funded through the Foundry, is expected to open in the summer of 2017.

A similar agreement with the Foundry in Prince George and a formal collaboration at the Provincial level are underway.

Recruiting and retaining qualified clinicians to deliver sexual health services and engaging volunteers to support clinic operations, especially in rural communities, is an ongoing effort for Opt.

Opt clinic staff as at March 31, 2017:

- 131 RNs providing clinical contracted services
 - All RN are Contraceptive Management (CM) certified
 - 98 (75%) are also STI Management (STIM) certified
- 36 casual administrative personnel
- 85 associated physicians providing clinical services in Opt clinics
- 9 Provincial Office staff (7.1 FTE) directly support the work of clinics¹

As at March 2017, there were 160 volunteers supporting Opt clinics. Over the course of the past year, we have seen a decrease in the number of governance volunteers from 60 to 55. This is due to two of the long standing Support Opt Community Groups (SOCG), formerly Branch Boards, dissolving as the founding members of those groups have retired. We have, however, also seen the resurgence of one group in Kelowna.

Professional Development

Opt continues to receive a high volume of requests in order for learners in clinical practice to receive preceptor placements and experience in sexual and reproductive health practice. Request come from many disciplines including medical and nursing students, midwives, residents and RNs. Opt continues to be the largest provider of practicum placements of RNs completing their certification in STI management in B.C. Opt also provides residency training at a number of its sites with most residents having experiences training at Vancouver and Kelowna clinics.

In order to secure continued operations in key regional communities, Opt has covered the cost of Contraceptive Management (CM) certification through local fundraising and grants for select new staff for whom the investment in the training is prohibitively expensive. This ensures these communities continue to be served. Opt has also sponsored STIM certification for select staff to ensure we are able to consistently offer comprehensive care.

Opt delivered three webinars during this last fiscal year:

- *Reducing the Risk: Update on HPV & Vaccination* (May 2016) featuring Dr. Marette Lee, Director of the BC Provincial Colposcopy Program and Dr. Tinus Wasserful from St. Paul's Hospital Anal Dysplasia Clinic
- *STI Update* (August 2016) featuring Dr. Troy Grennan (Physician Lead, HIV/STI Program, Clinical Prevention Services, BC Centre for Disease Control) for an update on Syphilis in BC, and
- *Abortion counselling; Equity focused & Trauma informed care; BC Adolescent Health Survey* (February 2017) featuring Erin Mullan (Abortion counsellor), Cheryl Prescott (BCCDC CPS Senior Practice Lead), and Annie Smith (Executive Director McCreary Centre Society)

Opt's Professional Practice Leader (Nursing) is increasingly called upon by non-Opt staff for clinical practice support. This signals a gap in support available through regional health authorities. Opt's Medical Director also notes an increase in requests for clinical education support from non-Opt physicians. While this trend reflects well on Opt's leadership and expertise in the area, it presents a strain on already overextended staff.

Education at Opt

In the Education offices at Opt, we've called 2016/17 the Year of the Teacher, and we have focused more than ever on helping educators deliver the highest quality sexual health education.

BC's school curriculum went through a complete redesign last year and one of the changes was moving sexual health out of the *Health & Career Education* portfolio, and into the new *Physical Health & Education* curriculum. Practically, this means that PE teachers are now expected to deliver sex ed, but are not supported with any additional training or funding from the Ministry of Education. Since we're the experts in sexual health education we continue to deliver high-quality, comprehensive sexual health education in the schools across kindergarten through Grade 12.

On request, Opt educators travel to schools throughout BC and give students the most up to date information about their bodies, consent, decision-making, STIs, birth control, abuse prevention, identity, puberty, and healthy relationships. Opt educators are all highly-trained graduates of our Sexual Health Educator Certification (SHEC) program, and specialize in delivering inclusive, positive information in a style that is welcomed by students, parents, and teachers. In 2016/17 we spoke with more than **8000** students in hundreds of classrooms—as far south as Tsawwassen, west to Nanaimo, to Cranbrook in the east, and way up north to Whitehorse, YK.

"I liked the puberty kit, and when you said that puberty was safe."

~ Grade 5 student

"Your presentation has been one of the best I have seen. You were very, very clear and entertaining. Thank you for answering many questions I had about the topic. Now I know much more about it." ~ Grade 10 student

Demand for Opt's Pro-D workshops has increased in the last year, as teachers and administrators look for ways to support and improve their ability to offer comprehensive sex ed to their students. During 2016/17 we trained **300** teachers to be more confident and competent with this challenging material. Opt offered half- and full-day workshops for teachers throughout the province, and—most encouragingly—delivered Lunch & Learn sessions to B.Ed. students at UBC, reaching educators before they start their careers in the classroom.

"I went feeling pretty comfortable and informed about the topic, I went hoping to get some clarification on ever changing terminology and trends, and to get some resources. I walked away feeling like this workshop should be mandatory for all of us." ~ SD20 teacher

"Honestly the best Pro-D I've been to. Certainly the funniest." ~ VSB teacher

“Wow! I’m excited and feeling so much more confident in facilitating sexual health lessons with my class. Thank you!” ~ Whitehorse teacher

Sexual Health Education Certificate

Our Sexual Health Education Certificate (SHEC) program has become so popular that we doubled our intake in 2016/17. For the first time, we offered both a spring and fall course in order to make room for the overwhelming number of applicants we received for the 2016 program. SHEC remains a one of a kind training; where participants learn the most up to date sexual health information and how to teach to a variety of audiences and deliver the material in the most effective way. To date, Opt has trained 108 educators to the highest level of competency, and SHEC graduates now teach throughout BC and Canada.

“There isn’t enough space for me to write down all my new skills and knowledge! In short, I am a different person with new knowledge, altered values, and a new direction for my life. I feel confident to teach sexual health, I know I have a support base I can lean on when needed, and I feel empowered about how important this work is.” ~ 2016 Fall SHEC grad

“I wanted facts and I got them. I really needed skills for teaching in a classroom setting, and I definitely got that. Mostly, my mind and heart were cracked wide open. I know I’ve found my best, favourite topic, career, and passion. Can’t wait to pass it on!” ~ 2016 Spring SHEC grad

Askable Adult

Since we know that families are students’ most important source of information about values and decision-making, we want to offer support for any caregivers who are looking for ways to be their best. Our ever-popular Askable Adult workshop continues to give participants the chance to explore how to connect with the children in their lives, how to talk about this very important topic, and how to do it with confidence. In 2016/17 we met with 136 parents and caregivers, and gave them the information and resources to do more.

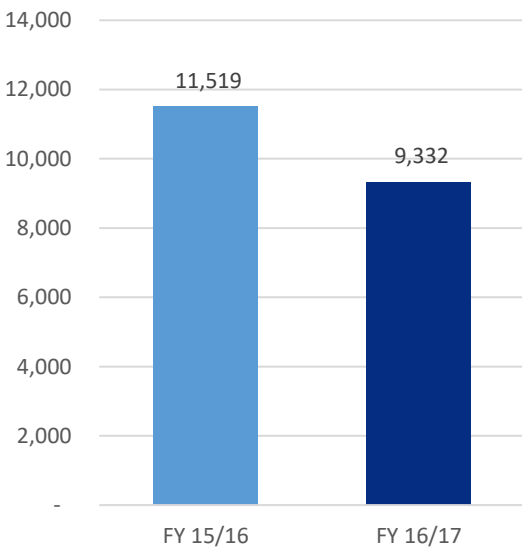
“After hearing you speak, I feel totally comfortable talking to my kids about anything, and have brought up topics with them. Guess what? It went wonderfully!” ~ Squamish parent

“That was one of the best talks I’ve attended...EVER! Thank you so much for helping make it happen. I’m so excited to practice and share what I learned. It was all I could do to come home and not wake my boys up to start talking about sex!!!” ~ Kamloops parent

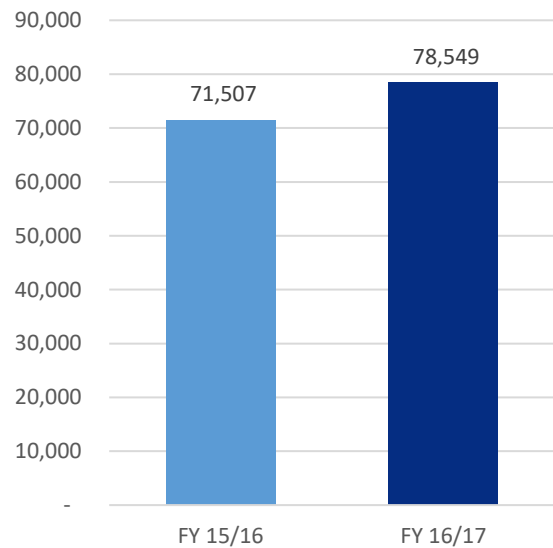
The Sex Sense Line

The Sex Sense Line’s hours of operation remain 9am – 9pm, Monday to Fridays for a total of 60 hours a week. In the 20th year of its existence, the Sex Sense Line continued to experience very high volumes and an increase in call handling times. The numbers below are just a few insights into the breakdown of regions we hear from, concerns and who we rely on to continue people’s journey toward health related to sex and reproduction.

Total calls and emails

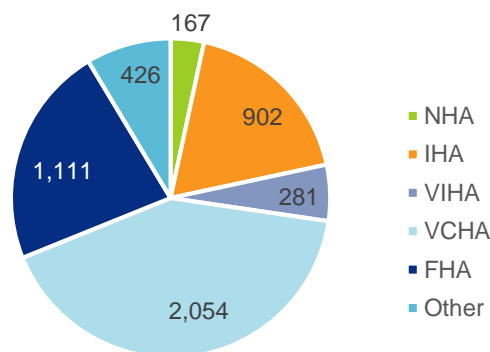


Total duration minutes

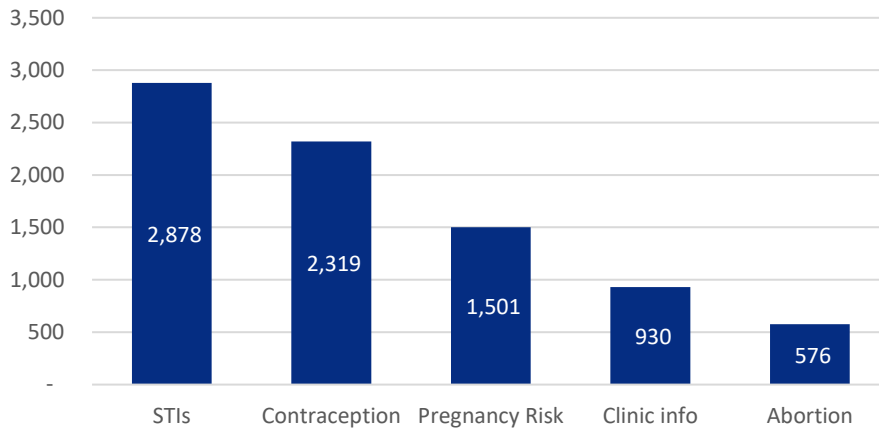


Increase from 6.2 to 8.4 average min/interaction

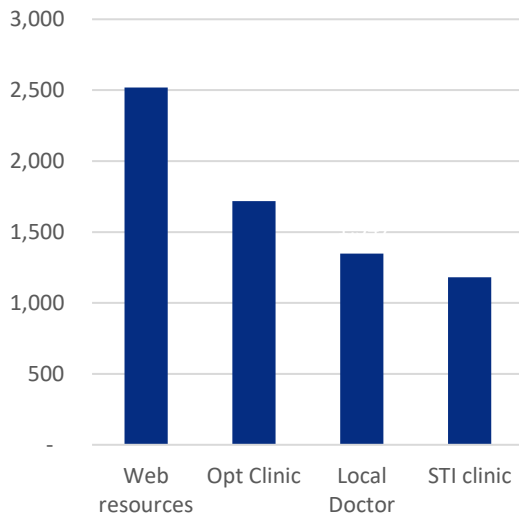
Where do our calls/emails come from?



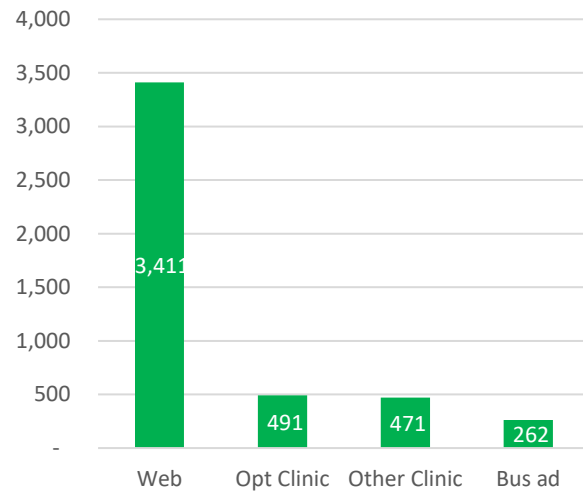
Why do people call?



Who do SexSense staff turn to?



How folks found us

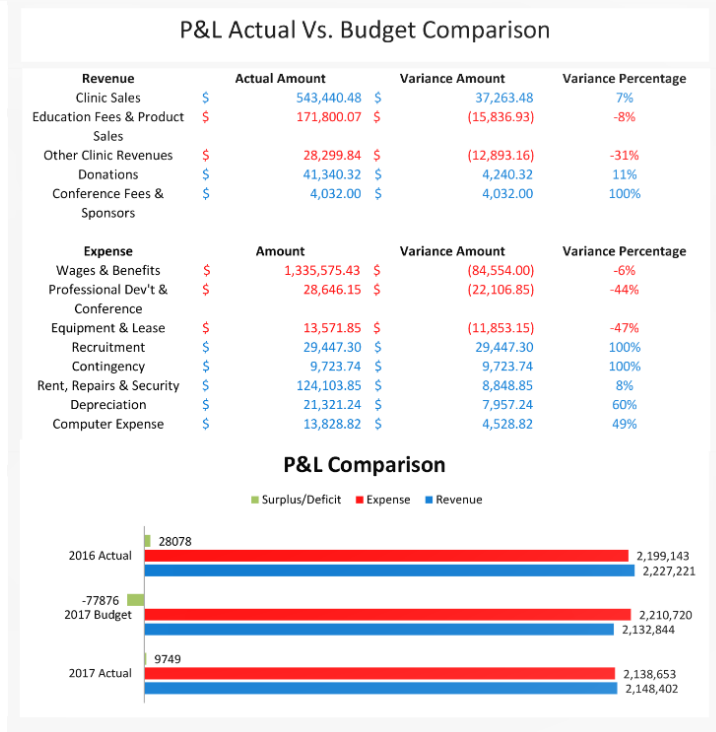
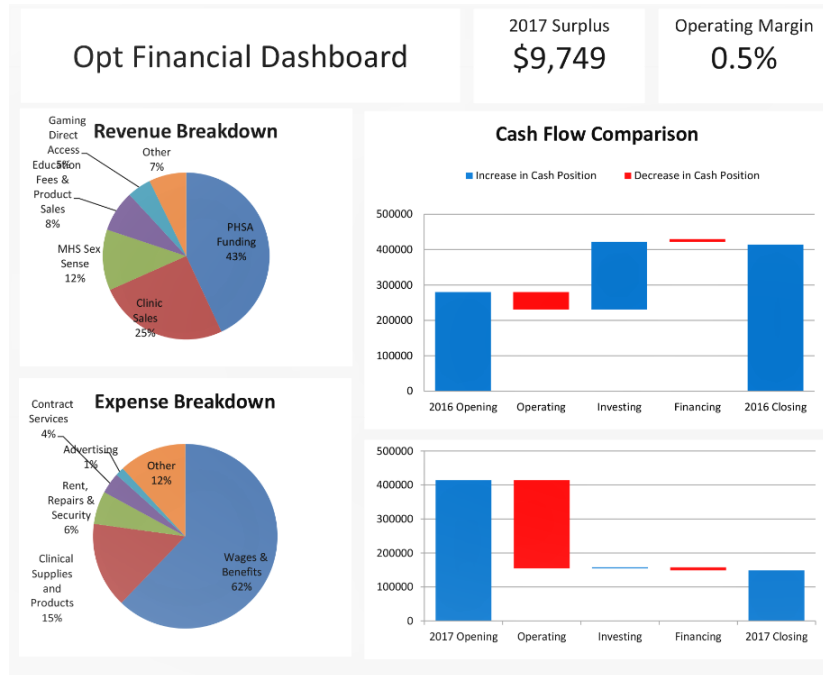


The Sex Sense Line continues to be advertised throughout the province through bus advertisements, educators, clinics, the website, and requested mail-outs of cards and posters. This coming year our goal is to have the folks who access our service inform the redesign of our materials with a focus on increasing vulnerable population access to the line.

As always, we are so grateful to our dedicated, informed and professional Sex Sense staff. We are keenly aware that this is what keeps us relevant and revered.

Financial Report

Opt continued in this fiscal year to have a small surplus. As with many social profit organisations, Opt is most reliant on strong partnerships and funding relationships with government agencies as it represents approximately 60% of our revenue. As Opt realizes its goals of universal access to all contraception, our loss of clinic sales revenue will require creative energy to bridge that foreseeable gap



Communications



Communications in Sexual Health is never dull: we are constantly striving to provide access to sexual health information, resources, and information. Sexual health is not a completely open topic for everyone, yet is still extremely essential, and we find innovative ways to connect with our audiences. Opt has several ways in which people can interact with us.

Options for Sexual Health is the largest sexual health organization in Canada, and we are seen as the experts in sexual health in British Columbia, however, we know there is still a large portion of the population who have never heard of our organization. This year, we had over **2 million people** access our website, **1910 followers** on our Facebook page, and our outreach initiatives connected us with **6500 people** who had not yet interacted with Opt. These are tremendous steps in engaging with people and highlighting the services Opt provides.

How do people connect with Opt?

Currently people can connect and communicate with Opt in several different ways, including through our website, social media, outreach events, calling or emailing our Sex Sense Line, attending one of our clinics, or participating in an Opt education session.

On the horizon? We will focus on providing additional resources in different mediums. Updating our website with new information, providing Facebook pages for our clinics, and increasing the number of outreach events we attend in communities will be priorities.

Who is our audience?

Options for Sexual Health has three key programs, our Clinics, our Education, and our Sex Sense line. When we consider our audience, we identify them in separate groups:

- Our clients and patients: these are people who utilize our services through our clinics, education services, and through our Sex Sense line. This group is varied, and spans age groups, genders, sexual orientation, rural and urban communities, and ethnicities.
- Stakeholders and other Sexual Health Professionals
- Those who don't use our services (yet):
 - This group is the largest, and we have subsections of this population:
 - Potential clients
 - People who think our services are not for them
 - Potential Sex Sense users: This is a very broad population, as this includes the "general population".

To communicate with our clients:

With our clients, we focus our communications to them at the clinic level through our pamphlets, resources, social media, and website.

To communicate with those who are don't yet use our services:

Our goal with these folks to make sexual health care and information accessible to them. We achieve this through three main channels: advertisements, social media, website, and outreach events.

The goal of our communications is to ensure that people have access to sexual health information and resources, services, and care. It is important for us to reach our audiences the way they want to be reached, and provide them with the information they need to access.

We have some amazing folks at Opt and in our sphere of service. Each year we honour folks who have passion, show dedication, innovation and professionalism across varied fields. Here are the amazing folks we honoured in 2016

Dr Cara Wall	Dr Jeffrey Dolph – Physician of the Year
Dr Judith Soon	Excellence in Education Award
Linda Nero	Barb Hestrin Nursing Award of Excellence
Shannon Moore	Dorothy Shaw Award – Volunteer Leadership
Virginnie Folstroy	Volunteer(s) of the Year
Cindi Mercer	
Cindy Thompson	Long Service Award
Karen Likness	
Nicoletta Romano	Opt Staff Award of Excellence
Cranbrook Clinic	Opt Clinic of the Year



Options for Sexual Health thrives because of the time, effort and energy of many incredible individuals. Our hard working and capable staff, invested volunteers, curious practicum students and generous donors are all a part of this incredible Opt family. It is very important that we thank our funders – Provincial Health Services Authority, Ministry of Health, BC Gaming Branch and the United Way for their continued faith in our work. In addition, we want to recognize the sponsors who support our fundraising breakfast as well as our community partners across the province.

Thank you for another great year and remember....

 **Your Parts**