



CANADIAN
PUBLIC HEALTH
ASSOCIATION

ASSOCIATION
CANADIENNE DE
SANTÉ PUBLIQUE



Bureau du développement
professionnel continu

Office of Continuing
Professional Development

COURSE PROMOTION TOOLKIT

PROVIDE SAFER, MORE INCLUSIVE CARE FOR SEXUALLY TRANSMITTED AND BLOOD-BORNE INFECTIONS.



WE NEED YOUR HELP TO GET THE WORD OUT

Introducing a new free online course from the Canadian Public Health Association, in collaboration with the University of Ottawa Office of Continuing Professional Development.

We hope that you will help spread the word about this innovative course with your networks, workplaces, associations and professional contacts.

THIS PROMOTIONAL TOOLKIT CONTAINS:

- Detailed information about the course
- Suggested messaging that you are free to use in newsletters, blogs, etc.
- Social media graphics and suggested content that you can share on Facebook, LinkedIn and Twitter.
- A course brochure you can distribute

CLICK BELOW TO DOWNLOAD WHAT YOU NEED

All the graphics and messaging in this toolkit are free to download, adapt as you see fit, and share.

WHY THIS COURSE AND WHY NOW?

The prevention, treatment and management of sexually transmitted and blood-borne infections (STBBIs)—such as HIV, hepatitis, chlamydia, gonorrhea, syphilis and human papillomavirus—represent important health issues in Canada.

The stigma and discrimination so often associated with STBBIs, sexuality, and substance use presents a powerful barrier to those accessing healthcare about these concerns. Marginalization based on other factors such as race, gender identity, sexual orientation, class, and ability, among others, can add to these challenges.

Family physicians are largely responsible for providing sexual and reproductive health care. They are therefore uniquely positioned to improve patient and client comfort, satisfaction, and health outcomes relating to sexual health, substance use and STBBIs.

Since 2014, CPHA has been funded by the Public Health Agency of Canada to build capacity in frontline health and social service providers for them to offer more respectful

and inclusive sexual health, harm reduction and STBBI services. In developing this work, CPHA found there is a shortage of continuing education courses for clinicians that go beyond strictly clinical issues to touch on the social and emotional aspects of STBBI.

To address this gap, CPHA worked with many different partners to deliver an online course. They sought the expertise of those with lived and living experience with STBBI stigma, and those with clinical and research experience as well. This free, self-directed professional development (CPD) course was launched by CPHA in August of 2021.

WHO IS THIS COURSE INTENDED FOR?

The course was developed to provide an accredited learning opportunity for family physicians working in Canada. Many other clinical care providers including nurses, nurse practitioners, obstetricians, gynecologists, infectious disease physicians, students and trainees may find the course equally relevant, applicable and valuable. Anyone who is interested can create a free account to access the course.

WHY TAKE THIS COURSE?

- 1. To improve patient/client experience, satisfaction and health outcomes.**

Course participants will enhance their proficiency in discussing sexuality, substance use and STBBIs with patients and clients. They will gain a deeper understanding of how language, communication styles, and policies and procedures can impact care while learning to create a more welcoming, equitable and inclusive care setting.

- 2. To reduce risks for providers and negative outcomes for patients.**

Participants will learn how to reduce their anxiety or discomfort about potential negative outcomes when seeing patients and clients about sexuality, substance use and STBBI.

- 3. Earn Continuing Professional Development Credits (CPDs).**

This course has been certified for up to 4 Mainpro+® credits (College of Family Physicians of Canada) and is an Accredited Self-Assessment Program (Section 3) as defined by the Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada.

- 4. It's Free, accessible and can be completed at your own pace.**

This is a free, self-directed online course that participants can complete at their own pace, wherever and whenever they wish using a desktop computer, laptop or tablet. It can be completed in less than 4 hours.

WHAT IS THE COURSE CONTENT?

This course contains a pre-course questionnaire, introduction and three core learning modules:

1. Recognizing Stigma

– learn about the various ways STBBI stigma may be experienced in the healthcare context.

2. Introduction to Stigma Reduction

– familiarize yourself with strategies and approaches to create a safer, more welcoming and inclusive environment. This includes principles of harm reduction, LGBTQ2+ affirmative care, cultural safety and trauma- and violence-informed care.

3. Putting it Into Practice

– put these concepts into practice by interacting with fictional patients/clients in four interactive case scenario simulations.

The course concludes with a post-course evaluation survey that participants must complete before receiving their Certificate of Completion.

At the end of the course, learners will be able to:

- Differentiate five different forms of stigma
- Explain how the different forms of stigma can impact the health and well-being of people accessing services
- Describe approaches to reduce stigma in clinical service settings
- Employ strategies to comfortably and respectfully discuss sexuality, substance use and sexually transmitted and blood-borne infections (STBBIs) with the diversity of people that may access services

PROMOTIONAL TOOLS

COPY AND PASTE MESSAGES

The following content is offered for use in emails, newsletters and blogs. We have provided two versions - one short and one long - for you to copy and paste as is or adapt as desired for your use and audience.

SHORT VERSION

The Canadian Public Health Association recently launched *Provide safer, more inclusive care for sexually transmitted and blood-borne infections* – a free online continuing professional development (CPD) course.

Intended for family physicians and other clinical care providers, this modular course explores the stigma and discrimination often encountered by patients and clients seeking treatment for sexual health, substance use or STBBIs. The course offers practical tools and strategies that providers can apply to their language, communication styles and workplace policies and procedures to create safer, more inclusive services.

The course can be completed in less than 4 hours, in your own time, and is designed to increase the comfort levels of care providers and the satisfaction and health outcomes of their patients and clients.

Sign up today at <https://learning.cpha.ca/course/index.php?categoryid=13>

For more information about CPHA's STBBI project, visit

<https://www.cpha.ca/sexually-transmitted-and-blood-borne-infections-and-related-stigma>

PROMOTIONAL TOOLS

LONG VERSION

In collaboration with the University of Ottawa Office of Continuing Professional Development, the Canadian Public Health Association has recently released a free online continuing professional development (CPD) course – *Provide safer, more inclusive care for sexually transmitted and blood-borne infections*.

Intended for clinical care providers in Canada, including family physicians, nurses, nurse practitioners, students/trainees and other professionals in clinical settings, this modular, learn-at-your-pace course addresses the often entrenched barriers encountered by patients and clients seeking treatment for sexual health, substance use or STBBIs.

Content for the course was developed in collaboration with experts, including individuals and organizations with clinical, research and/or lived and living experience in the area of STBBI stigma.

The course uses examples, realistic case scenarios, quizzes, self-reflection exercises, videos and more to explore the key roles that language, communication styles and workplace policies and procedures can play in creating safer, more inclusive environments.

Participants can complete the course in less than four hours, resulting in increased comfort levels for care providers, which in turn will affect the satisfaction and health outcomes of those receiving care.

This course has been certified for up to 4 Mainpro+® credits (College of Family Physicians of Canada) and is an Accredited Self-Assessment Program (Section 3) as defined by the Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada.

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PROMOTIONAL TOOLS

EMAIL TEMPLATE

SUBJECT: Free online CPD course - safer, more inclusive STBBI care

In collaboration with the University of Ottawa Office of Continuing Professional Development, the Canadian Public Health Association has released a free, online continuing professional development (CPD) course - Provide safer, more inclusive care for sexually transmitted and blood-borne infections.

This course has been certified for up to 4 Mainpro+® credits (College of Family Physicians of Canada) and is an Accredited Self-Assessment Program (Section 3) as defined by the Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada.

Intended for family physicians, nurses, nurse practitioners, students/trainees and other professionals in clinical settings, this modular, learn-at-your-pace course addresses the often entrenched barriers encountered by patients and clients seeking treatment for sexual health conditions. The bulk of the course content is made up of three core learning modules: Recognizing Stigma, Introduction to Stigma Reduction, and Putting it Into Practice.

The course can be completed in less than 4 hours while providing practical tools, tactics and perspectives. It will help increase comfort levels of individuals providing care, satisfaction and health outcomes of those receiving care and workplace inclusiveness.

Sign up today at <https://learning.cpha.ca/course/index.php?categoryid=13>

For more information about CPHA's STBBI project, visit

<https://www.cpha.ca/sexually-transmitted-and-blood-borne-infections-and-related-stigma>

SOCIAL MEDIA POSTS

①

Canadian Public Health Association has released a free online continuing professional development (CPD) course: Provide safer, more inclusive care for sexually transmitted and blood-borne infections. #ReduceStigma #SexualHealth #HarmReduction #STBBI — [Learn more](#)



②

New continuing professional development (CPD) course for #FamilyDocs, #Nurses #HealthClinics - Learn how to provide safer, more inclusive care for sexually transmitted and blood-borne infections - from the Canadian Public Health Association. — [Register today](#)



③

Increase your comfort level and improve patient care with a new CPD course from Canadian Public Health Association – Provide safer, more inclusive care for sexually transmitted and blood-borne infections. — [Learn more](#)



CONTACT INFORMATION

USEFUL LINKS

[CPHA ONLINE LEARNING](#)

[CPHA STBBI PROJECT](#)

[STBBI COURSE PROMOTIONAL TOOLS](#)

CANADIAN PUBLIC HEALTH ASSOCIATION

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