



## WISH (wellbeing in sexual health) national conference and WISH awards

Hilton Grosvenor Hotel, Edinburgh  
14 September 2010, 9.30am - 3.30pm

The network  
for everyone  
in Scotland  
with an interest  
in sexual health  
and wellbeing

### General versus targeted interventions: 'What is the learning for sexual health and wellbeing?'

Register your interest by emailing [catriona.young1@nhs.net](mailto:catriona.young1@nhs.net)

#### Aim

To stimulate debate around the use of general (population-level) versus targeted interventions and highlight some of the key learning for sexual health and wellbeing. The conference will be of interest to representatives from all statutory and non-statutory organisations who are contributing to sexual health or work in related fields.

#### Theme

Influencing Scotland's cultural responses to sexual health and wellbeing is strongly emphasised in the national strategy for sexual health, Respect and Responsibility (2008 – 2011). However, change on such an ambitious scale takes time and is highly difficult to measure. Within the current background of financial uncertainty is it more pragmatic to target specific vulnerable groups? If so, what evidence do we have about effectiveness and impact? In repeatedly targeting the same groups, are we unwittingly reinforcing problems and further stigmatisation? Are population-level interventions more or less effective? Can they increase inequalities by failing to reach vulnerable groups? How can we evaluate interventions in meaningful ways in a time of scarce resources?

#### The conference gives you the opportunity to:

- participate in the debate around the use of general (population-level) interventions versus targeted interventions
- explore how capacity can be maximised by working collaboratively and pulling resources across the different topic areas
- learn from the experience of practitioners who are using holistic approaches to promote sexual wellbeing
- network
- celebrate success and promote the good practice and learning established from projects across Scotland.

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