Using contemporary social media channels to communicate sexual health messages

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Background

• WA Health – two social marketing campaigns to raise awareness of STI prevention and testing

• 2015 – STI campaign

• 2017 – Gonorrhoea campaign
Rationale

• Chlamydia is the most notified STI

• 2014/15 – highest notification rate in people aged 15-24 (reference)

Source: Department of Health, Annual Surveillance Report: The Epidemiology of Notifiable Sexually Transmitted Infections and Blood-borne Viruses in Western Australia 2014.
Rationale

• Gonorrhoea second most notified STI

• 2016 – 63% increase in notifications in Perth metro area

• Heterosexual women and men

• WA STI Strategy 2015-2018

Figure 2 Number of gonorrhoea notifications in WA by region and exposure category, for the two most recent 12-month periods

Source: Department of Health, Quarterly Surveillance Report: Notifiable Sexually Transmitted Infections and Blood-borne Viruses in Western Australia, period ending 31 March 2017
‘Youth STI Campaign’ Overview

- Launch date: Leavers Week 2015
- Media budget: annual budget of ~$140,000 (two bursts per year)
- Originating production costs: $40,000
- Channels: online, press, radio
- Target group: people 15-24
‘Youth STI Campaign’ Overview

• Key messages:
  • STIs are common and easy to catch
  • STIs often don’t have any symptoms
  • Testing is simple
  • Treatment is easy
‘Youth STI Campaign’ Development

Campaigns

- Radio
- Snapchat
- Print
- Youtube
- Facebook
- Spotify
‘Youth STI Campaign’ Campaign Materials

You could have an STI and never know it’s there

Spotify

Facebook

Poster
‘Youth STI Campaign’ Campaign Materials

- Instagram
- MCN web ad
- Tablet takeover
- Venue ads
‘Youth STI Campaign’ Analytics

• Annual impressions of ~8 million

• Strong website click through rate of 1.91% (*industry standard 0.05%*)

• Strong engagement - 6,747 likes, comments, shares and reactions since launch

• 100% increase in visits to couldihaveit.com.au during campaign
‘Gonorrhoea Campaign’ Overview

• Campaign dates: January 2017, Sept/Oct 2017, March 2018

• Media budget: ~$20,000 per burst

• Originating production costs: >$1000

• Target group: Heterosexual 25-35yo in metro area

• Channels: dating apps, radio, Facebook, sponsored content
‘Gonorrhoea Campaign’ Overview

• Key messages:
  • Gonorrhoea rates are on the rise
  • Practice safe sex
  • Get tested

• Key objectives
  • Raise awareness
  • Educate audiences
  • Promote online testing
‘Gonorrhoea Campaign’ Materials

This one simple action saved Perth couple’s relationship.

couldihaveit.com.au
‘Gonorrhoea Campaign’ Analytics

• >8 million campaign impressions

• Radio ads reached nearly 100,000 of target audience

• High ad clickthrough rate 0.74% (industry average 0.05%)

• 93% increase in visits to couldihaveit.com.au

• Strong engagement with 764 comments, likes, shares and reactions
Conclusion

• Social marketing:
  – Multifaceted approach
  – To reduce STIs among young people

• Evaluation results:
  – Analytics show campaigns reached target demographic
  – Increase in online testing and visits to couldihaveit.com.au
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Questions?

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