



Government of **Western Australia**  
Department of **Health**

# Using contemporary social media channels to communicate sexual health messages

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better health • better care • better value

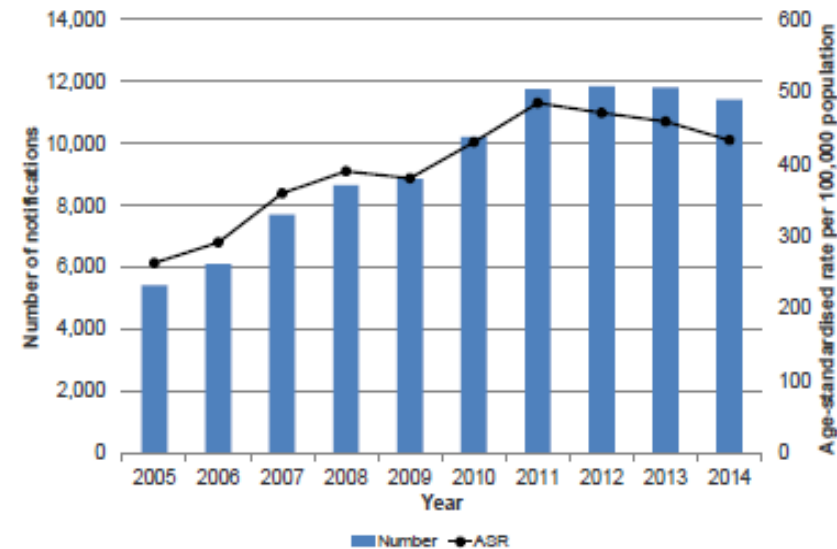
# Background

- 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)

Figure 2.1 Number and ASR of chlamydia notifications, WA, 2005 to 2014

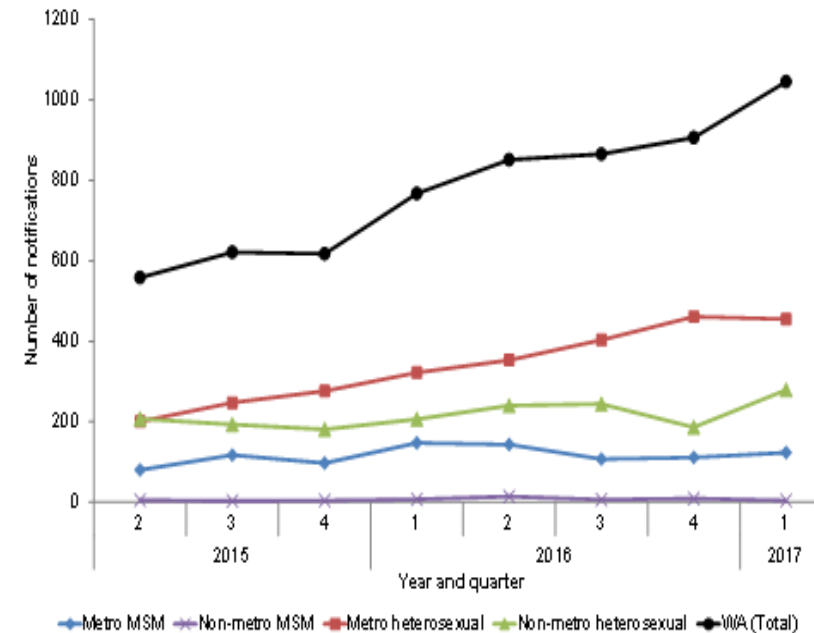


Source: Department of Health, Annual Surveillance Report: The Epidemiology of Notifiable Sexually Transmitted Infections and Blood-borne Viruses in Western Australia 2014.

# 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

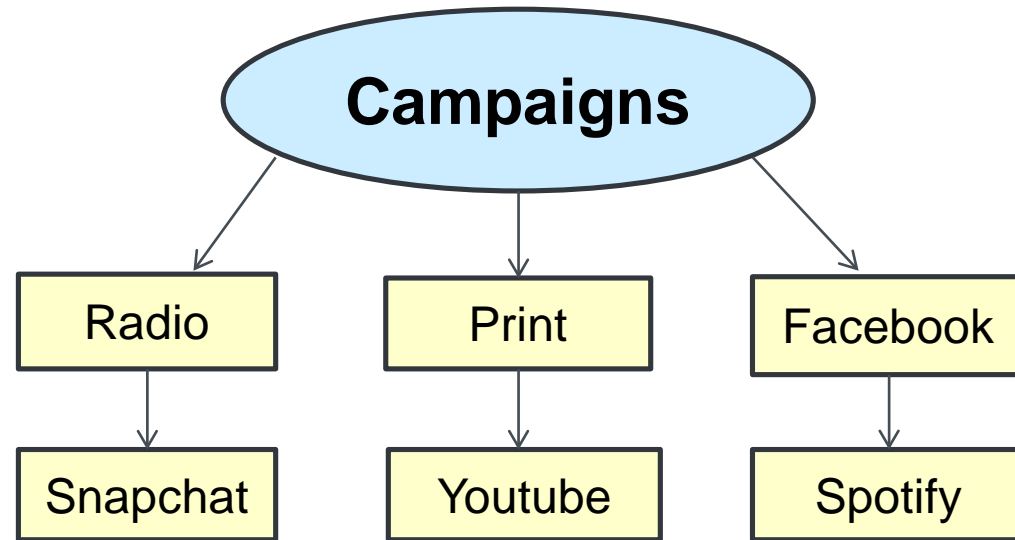
# **‘Youth STI Campaign’ Overview**

- 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

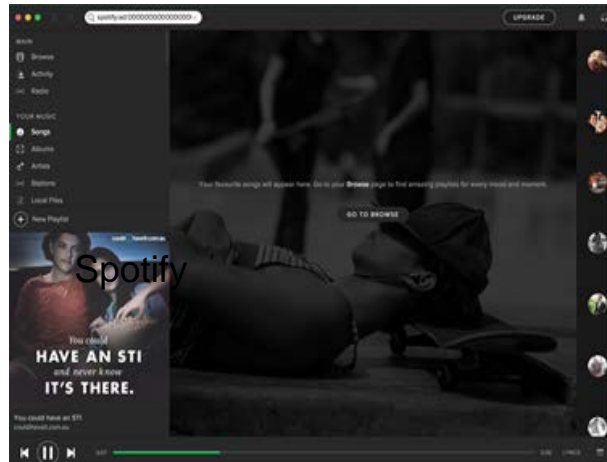
# ‘Youth STI Campaign’ Development



# ‘Youth STI Campaign’ Campaign Materials

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

## Spotify



## Facebook



## Poster



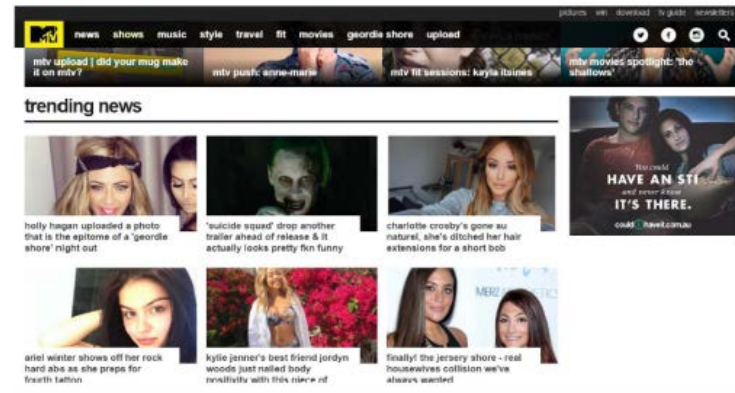


# ‘Youth STI Campaign’ Campaign Materials

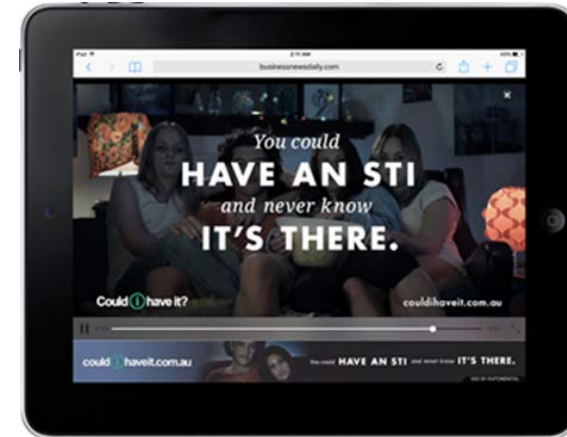
Instagram



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](http://couldihaveit.com.au) during campaign

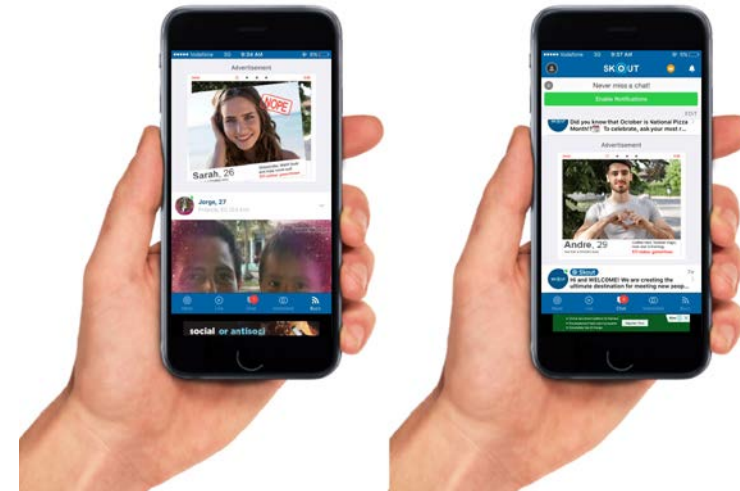
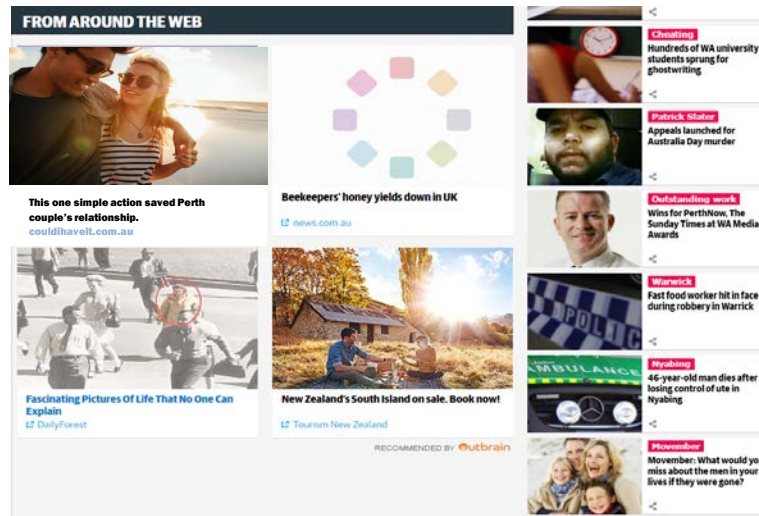
# **‘Gonorrhoea Campaign’ Overview**

- 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



# ‘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](http://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](http://couldihaveit.com.au)

# Acknowledgements

- Kathryn Kerry, Joanna Collins and Meagan Roberts, Amber Pitts-Hill



# Questions?

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