



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

# **‘Look after your blood’ and ‘Stay safe you mob’ – social marketing campaigns for young Aboriginal people**

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# Background

- In collaboration with key stakeholders, WA Health developed two social marketing campaigns targeting young Aboriginal people:
  - *‘Look after your blood’* focusses on blood-borne viruses (BBVs)
  - *‘Stay safe you mob’* looks at sexually transmitted infections (STIs)

# Rationale

- STIs and BBVs are disproportionately higher amongst Aboriginal people compared to non-Aboriginal people
- In 2017, amongst Aboriginal people:
  - chlamydia notification rates were five-times higher
  - gonorrhoea notification rates were 14-times higher
  - total hepatitis C notification rates were 10-times higher
- *WA Aboriginal Sexual Health and Blood-borne Virus Strategy 2015-18* advocates the development of Aboriginal-specific and Aboriginal-inclusive social marketing for STI and BBV prevention messages.



# ‘Look After Your Blood’ Overview

- Launch date: September 2016
- Media budget: \$30,000 per burst
- Originating production costs: \$57,400
- Channels: regional television and radio, metro radio and online (including Facebook and YouTube)
- Target group: 16 – 29 yo
- Key messages



The image shows a Facebook post from 'Healthy WA'. The post includes a video thumbnail featuring a man in a black t-shirt with a red blood drop graphic that says 'LOOK after you? BLOOD'. To the right of the man is a graphic of two hands, one red and one pink, with a syringe being used to draw blood from the red hand. A play button icon is overlaid on the video. The text of the post reads: 'Ever shared needles? You could be at risk of HIV and hepatitis C. Treatments are available.' Below the video, it says 'Ask your doctor for a blood test' and 'COULDIHAVEIT.COM.AU'. There is a 'Learn More' button in the bottom right corner.

Healthy WA  
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Ever shared needles? You could be at risk of HIV and hepatitis C. Treatments are available.

Ask your doctor for a blood test

COULDIHAVEIT.COM.AU [Learn More](#)

# 'Look After Your Blood' Campaign Materials



[Campaign video](#)

# 'Stay Safe You Mob' Overview

- Launch date: April 2017
- Media budget: \$100,000 per burst
- Originating production costs: \$59,509
- Channels: Television, radio, print and online advertising (Facebook, YouTube, targeted websites)
- Target group: 17 – 29 yo
- Key messages



# 'Stay Safe You Mob' Campaign Materials



[Campaign video](#)



# Campaign Development

1. Review of other campaigns
2. Aboriginal Reference Group was established and developed a brief
3. Media company engaged to develop concepts
4. Trialled concepts with AHCWA Youth Committee
5. WAAPA developed new concepts
6. Took new concepts to media company
7. Final product reviewed by Youth Committee



# 'Look After Your Blood' Analytics

## Online analytics (since launch)

- ~190,000 online video views
- > 3,710,630 impressions
- Average website link click through rate: 0.47% (*industry standard as at Aug 2017 = 0.04%*)
- Nearly 500 comments, likes, shares or reactions

## Television and Radio summary

- Regional television and radio are not surveyed but radio activity reached over 20 remote communities, in the Kimberley, Pilbara and Goldfields regions
- Regional television broadcast on Goolarri television in Broome. Metro radio ran on Noongar radio, supported by Health program, *Health Matters*, also broadcast in WA prisons on *Inside Out*

# 'Stay Safe You Mob' Analytics

## Online analytics

- ~ 175,000 online video views, with high click through rate of 3.8%
- > 685 comments, likes, shares or reactions
- Strong website link click through rate of 1.48% (*industry standard as at Aug 2017 = 0.04%*)

## Television and Radio summary

- Regional television and radio are not surveyed but reached over 20 remote communities, as well as larger towns: Port Hedland, Fitzroy Crossing, Tom Price, Newman, Broome
- Metro television and radio: ~ 514,835 reach of our target audience

# Conclusion

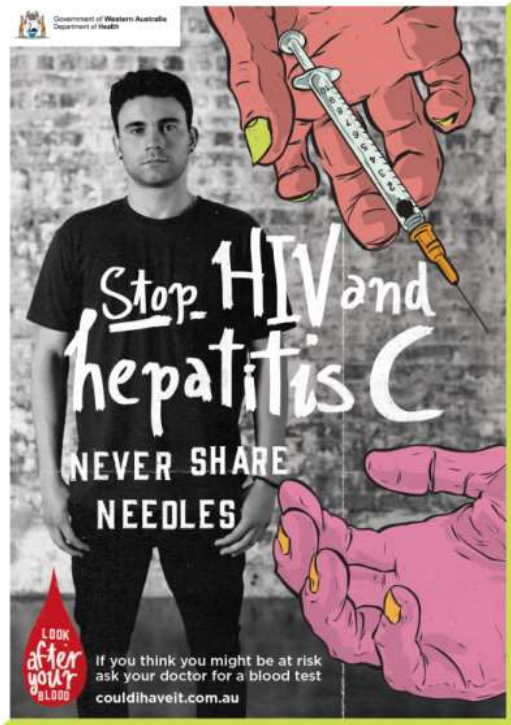
- Engaging young Aboriginal people to develop and deliver culturally sensitive STI & BBV messages to their peers is a WA first.
- Provides a base for future campaign development.
- Full evaluation planned for 2018/19.



# Acknowledgements

- Kathryn Kerry and Daniel Vujcich
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- Chop Shop
- Aboriginal Reference Group
- AHCWA Youth Committee





# Questions?

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