



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

Toolkit for the use of social media in the WA sexual health and blood-borne viruses sector.

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1. Introduction

The use of social media is not uncommon in the sexual health and blood-borne viruses (BBV) sector with the roll out of social marketing campaigns to engage priority populations being implemented for quite some time. In fact, the Department of Health's first sexually transmitted infections (STI) specific social marketing campaign was developed 20 years ago.

The implementation of a variety of educational methods, such as the use of social media, features in almost all of the [WA Sexual Health and Blood-borne Virus Strategies 2019-23](#). In fact, the [WA Aboriginal Sexual Health and BBV Strategy 2019-23](#) advocates for the implementation of local and state-wide social marketing campaigns that are designed in consultation with the target group to ensure the content is relevant and will be effective to increase knowledge.

This toolkit aims to provide guidance for people using social media in the sexual health and BBV sector, not only to find and develop appropriate content, but also consider planning, monitoring and evaluation processes. It is intended for organisations wanting to increase their social media presence or start using social media as a promotional tool.

A small working group was established to guide the development of the toolkit which included:

- Nerissa Battye – WA Country Health Service (Goldfields)
- Rebecca Smith – Sexual Health Quarters
- Steafan Twomey – WA Department of Health
- Tina Pendlebury - WA Country Health Service (Midwest)
- Tori Jamieson – Kimberley Aboriginal Medical Service

2. Planning¹

As with the development of any health program or service, planning is integral to success. Developing a social media plan or strategy can provide a solid foundation for establishing a successful social media platform. There are many components to planning for social media that should be considered and are outlined below. For an example of how to plan your social media content refer to appendix 6.1.

2.1 Mission and goals

When planning your social media, it's important to consider:

- What is the mission of your organisation/service?
- Why do you have social media?
- What does it provide for your target group?
- What are the overall outcomes?
- The purpose of the posts (is it awareness, to encourage behaviour change etc.)
- Who else is working in a similar space with similar objectives and how to work with them

This information can be important in developing a rationale for establishing social media platforms if your organisation does not already have one.

2.2 Target audience

Think about who your target audience is and why you want to engage them. This will help to determine your approach, the key messages and the platforms you should use, consider:

¹ Please note that a number of concepts used in this section are from the [Hancock Creative](#) social media and marketing training resources.

- gender/s
- sexuality
- language
- age
- occupation
- employer or industry
- geographic location – where they live or work
- inclusivity
- cultural diversity and awareness
- religious/faith diversities
- identifying factors about feelings they may have and issues they may face that are relevant to understanding who they are
- hobbies and interests
- disabilities
- active times on social media (evenings, mornings etc.)
- the action(s) you want your audience to take (click through to a page, watch a video, provide feedback etc.).

In addition, there are a number of priority populations within the sexual health and BBV sector in WA. Please refer to appendix 6.2 for a list of these priority populations from the WA Sexually Transmitted and BBV Strategies 2019-23.

2.3 Social media channels

Consider what channels your target group uses and what sort of content they engages them.

Some commonly used social media platforms include:

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- Pinterest
- Snapchat
- TikTok
- Tumblr

If your team is small, choose one or two platforms to focus on, especially to get you started.

2.4 Approaches

There are many approaches to social media that can be used to engage and educate your target groups.

Vision and values

How can you communicate the vision and values of your organisation via your posts? Consider health and well-being, community engagement, family etc. Look back at section 2.1 and consider how to tie these in.

Education

In health, we have access to a lot of statistics and evidence. You can use these to educate your target audience. It's important that this information is displayed in a way that is relevant to the target audience and is easy to understand.

Some sources of data in the sexual health and BBV sector include:

- [SiREN](#)
- [Health Infonet](#)
- [Epidemiology Reports](#)
- [WA Survey of Secondary School Students and Sexual Health 2018](#)
- [Kirby Institute](#)
- [Burnet Institute](#)
- [Australian Research Centre in Sex, Health and Society \(ARCSHS\)](#)
- [Centre for Social Research in Health.](#)

Engagement

Building a following is important so you need to consider why your target audience will choose to follow your page. If all your content is health or sexual health-related, people may not be inclined to follow your page or engage in the content. You can try to use the 'sneaky veg' method which is sneaking in sexual health and BBV messages between other posts.

Consider some interesting ways to get your message across including humour, emojis, images and videos. Be mindful of using sensitive content in the sexual health and BBV sector and consider using your consultation methods that are discussed later in section 2.7.

Using stories on Instagram is a good way to build engagement. Stories appear for 24 hours. People like to see what brands get up to on a day to day basis and behind the scenes.

Examples of engaging content:

a) Use content that is relatable and can explain things in a sensitive way:

<https://www.youtube.com/watch?v=pZwvrXVavnQ>



b) Incorporate appropriate emojis:



It's World Contraception Day! 🌟 Today is dedicated to raising awareness of the different types of contraception. Check out these photos from our Contraceptive Kit! 😊 Knowing what contraceptives are available can allow people to make an informed choice about their sexual and reproductive health needs. 🌟 Want to chat about what contraceptive might work best for you? Come and speak with one of our doctors or nurses! <https://shq.org.au/clinic/contraception/>



c) Think holistically and outside the box. This relates to the 'sneaky veg' method mentioned above used by Take Blaktion:



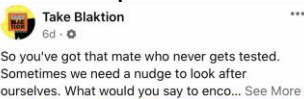
It's World Smile Day! Smile like you just got your test results back and they're all clear :)



Conversations starter

Normalising sexual health and BBVs is important to increase engagement in services, programs etc, and this can start with having conversations about these topics. Content could include asking people to caption a photo, including a poll, asking people what their thoughts are or even a simple quiz.

An example of a conversation starter that was used by Take Blaktion:



So you've got that mate who never gets tested. Sometimes we need a nudge to look after ourselves. What would you say to enco... See More



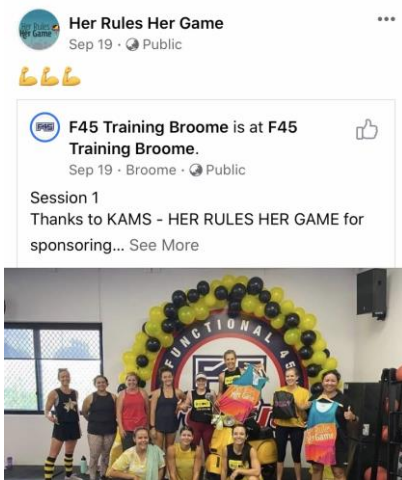
Product/brand

In terms of sexual health and BBVs, this might include the promotion of a service or program that your organisation is running. Perhaps you need input from the community on a new resource you're developing.

For example, you might like to consider promoting your sexual health clinic or a BBQ that you might be running for NAIDOC week. It's also a good idea to let your target audience know how those events went with pictures and/or testimonials, if you can get them.

Make sure the photos you take are good quality. They don't have to be professional photos but be mindful about the quality and lighting.

Example from the Her Rules Her Game page:



Your brand also includes the “look” of your posts. Consider colour, fonts, branding, hashtags and filters. Try to keep the same look across all posts so that people can identify your brand.

Voice

There are many voices or styles you can incorporate into your social media posts. It might be more informative or humorous. Consider the key message, call to action and target audience when choosing your voice.

An example of using humour from the WA AIDS Council's Facebook page:



Call to action

Give some thought to a call to action within your posts. For example, what do you want your users to take away from the content? This might be leading them to another website, encouraging them to get an STI and BBV test or maybe attending an upcoming community event.

Example of a call to action from on the Young Deadly Free page:



2.5 Partnerships

Look into other organisations that work within the sector or work with your target audience. Find out if they use social media and see if you can link your sites with theirs.

As a starting point some sexual health and BBV organisations in WA that use social media include:

- [Sexual Health Quarters \(SHQ\)](#)
- [The Youth Educating Peers \(YEP\) Project](#)
- [WA Country Health Service \(WACHS\)](#)
- [HealthyWA \(WA Department of Health\)](#)
- [Aboriginal Health Council of WA](#)
- [Wirrpanda Foundation](#)
- [WA AIDS Council](#)
- [HepatitisWA](#)
- [SECCA](#)
- [SiREN](#)
- [Living Proud](#)
- [Freedom Centre](#)
- [Transfolk of WA.](#)

There may be some services in your local area that are also using social media such as:

- Aboriginal Health Service
- Public Health Unit
- other non-government health services such as health networks
- youth groups
- sporting clubs
- colleges/TAFEs
- job/employment services
- Headspace
- Alcohol and Other Drug (AOD) services
- mental health services
- Aboriginal corporations
- local LGBTIQ groups

- community services.

If appropriate you could also consider influencers or local people with a large following on social media.

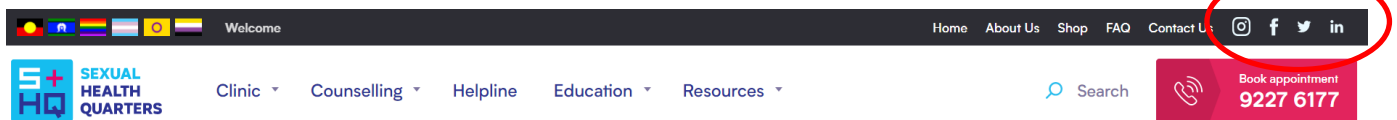
2.6 Promotion

It's important to give some thought to how you will promote your social media platforms to increase your followers and ultimately increase the reach of your social media posts.

Some strategies and channels to promote your platforms may include mentioning the name of your social media sites on:

- website home page
- website contact page
- website widgets
- email signature
- business cards
- flyers
- annual reports
- brochures
- advertising (both print and digital)
- signage.

You may have seen some services use social media icons on their merchandise or advertising material to promote their social media platforms. For example, SHQ have it on their website:



You could also try other innovative strategies to increase your followers such as competitions and giveaways. You will need to be mindful of the terms and conditions of Facebook and Instagram as these often change. You should always include the term and conditions in the post as well.

Another strategy could be reaching out to some of the partners mentioned in section 2.5 and discuss the possibility of cross-promotion. You might like to tag other organisations (by adding a @ before typing their name) you think might be interested in a post.

Sponsoring your posts is another good way for people to find your page. You can create content that people want to share to their own page. This will mean that their followers will see your content and are more likely to look at your page.

2.7 Approval and consultation

Ensure you factor your internal approval processes into the planning phase. This may include who needs to provide sign off and how long this process may take. Some services may like to develop a social media plan three, six or 12 months ahead and get that signed off as opposed to getting each post signed off.

On the other hand, while it's a great idea to plan your posts, where possible it is good to be spontaneous. If there is a new trend happening, it's best to create something and post it as soon as possible before it loses momentum.

If you are including clinical content it would be a good idea to get this checked by a nurse, doctor or public health physician. It's also important to consider the literacy levels of your audience and avoid using overly technical or clinical terms. One way to go about this would be developing a consultation process with members of the target audience where possible. This would allow you to get consumer feedback on imagery such as the appropriate choice of images, ensuring images are inclusive and not able to be misconstrued etc.

If you are developing content for Aboriginal people, it may best to seek the advice of an Aboriginal person or Aboriginal organisation to ensure your content and language is appropriate. Some of the regional WA Country Health Service sites have Aboriginal Health Consultants that may be able to assist or you can speak with your local [Aboriginal Health Service](#), [Aboriginal Corporation](#) or [Aboriginal Land and Sea Council](#).

2.8 Tips and considerations

- ✓ Ensure you use inclusive language in your posts. For more information on inclusive language refer to the resources provided in section 5.1.
- ✓ Post in multiple languages where possible.
- ✓ It's a good idea to have more than one person in an organisation with access to and training in the basic use of social media channels so you don't get stuck during periods of leave.
- ✓ Schedule content in advance using tools such as Facebook creator studio, [HootSuite](#) and [TweetDeck](#) (Twitter).
- ✓ Native content is better than third party content.
- ✓ Facebook posts with 80 characters or less receive up to 60% more engagement than those with more than 80 characters.
- ✓ Use videos and images where possible to make posts stand out.
- ✓ Share posts from other similar organisations and encourage them to share yours.
- ✓ Make sure you have the staff, expertise and time to create and monitor content.
- ✓ Keep learning about social media and look at what others are doing and what works.

3. Implementation

3.1 Existing content

Although the development of local content is best, this is not always possible due to time constraints and staff availability etc. There is a variety of existing content that can be used in your social media posts.

Images (posters and social media material)

- [Stay Safe You Mob campaign](#)
- [Look After Your Blood campaign](#)
- [Youth STI campaign](#)
- [Get the Facts campaign](#)
- [Syphilis in Pregnancy campaign](#)
- [Syphilis Outbreak Awareness campaign](#)
- [Young Deadly Free](#)

Photos

- Internal photo libraries
- Free stock photos such as [Shutterstock](#), [Unsplash](#), [Pixabay](#)

- Google images – filter by usage rights –commercial and other licences
- Staged photos (ensure written consent has been obtained)
- Photos from local events (ensure written consent has been obtained).

For information on consent and sharing photos of people visit the esafety [website](#).

Videos

- [WA Health Sexual Health and Blood-borne Virus Program YouTube](#)
- [Young Deadly Free](#)
- [Get the Facts](#)
- [HepatitisWA](#)
- [Growing and Developing Healthy Relationships](#)
- [Youth Educating Peers \(YEP\) Project](#)
- [Take Blaktion.](#)

Websites

There are a lot of great websites that you can include and promote in your social media posts for your readers to get more information such as:

- [Get the Facts](#)
- [Could I Have It](#)
- [Your Cultural Lens](#)
- [GDHR](#)
- [Let's Yarn](#)
- [Young Deadly Free](#)
- [SHQ](#)
- [SECCA](#)
- [WA AIDS Council](#)
- [HealthyWA](#)
- [HepatitisWA](#)
- [Better to Know](#)
- [YEP](#)
- [Peer Based Harm Reduction WA](#)
- [Take Blaktion](#)
- [Aboriginal and Torres Strait Islander HIV Awareness Week.](#)

3.2 Key messages

As mentioned in section 2, the development of key messages is important to ensure your posts are clear, accurate and consistent with other messages being provided at the state-wide and national level.

Below are some examples of key messages that can be included in your social media posts. Remember to go back to section 2.7 and consider your consultation and approval processes for developing relatable and appropriate content.

Hepatitis C	Sharing of needles and other equipment used for injecting drugs is high risk for hepatitis C. For more information, call the HepatitisWA Helpline on 9328 8538 (metro) or 1800 800 070 (country callers). You can also visit: https://www.hepatitiswa.com.au
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	<p>If you have ever injected drugs, you may have been put at risk of hepatitis C. Chat to the team at Peer Based Harm Reduction WA (metro – 9325 8387 or South West) or HepatitisWA (metro – 9328 8538 or country – 1800 800 070)</p>
	<p>The only way to know if you have hepatitis C is by having some blood tests organised by your doctor. For more information, call the HepatitisWA Helpline on 9328 8538 (metro) or 1800 800 070 (country callers). You can also visit: https://www.hepatitiswa.com.au</p>
	<p>Did you know that hepatitis C can now be cured by taking tablets for 8-12 weeks? Speak to your doctor or health worker or call the HepatitisWA Helpline on 9328 8538 (metro) or 1800 800 070 (country callers). You can also visit: https://www.hepatitiswa.com.au</p>

Hepatitis B	<p>The only way to know if you have hepatitis B is by having some blood tests organised by your doctor. For more information, call the HepatitisWA Helpline on 9328 8538 (metro) or 1800 800 070 (country callers). You can also visit: https://www.hepatitiswa.com.au</p>
	<p>Did you know you can get vaccinated against hepatitis B? See your doctor or call the HepatitisWA Helpline on 9328 8538 (metro) or 1800 800 070 (country callers). You can also visit: https://www.hepatitiswa.com.au (could also phrase as ‘Have you been vaccinated against hepatitis B?’)</p>

HIV	<p>Did you know that people living with HIV can be on treatment and not transmit the virus? To find out more visit: https://waids.com/hiv/u-u.html</p>
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STIs	<p>Condoms are the best way to prevent an STI. To find out where you can get free condoms, visit: https://www.getthefacts.health.wa.gov.au/find-free-condoms</p>
	<p>If you’ve ever had sex without a condom, you could be at risk of an STI. For most STIs, testing is simple and treatment is easy. For a quick online self-assessment, visit: www.couldihaveit.com.au</p>
	<p>Do you know you could be at risk of an STI if you've had sex without a condom? For a quick online self-assessment, visit: www.couldihaveit.com.au</p>
	<p>Do you know you could be at risk of an STI even if you've only had oral sex? For a quick online self-assessment, visit: www.couldihaveit.com.au</p>
	<p>Chlamydia is the most common STI reported among young people in Australia and treatment is very easy. For a quick online self-assessment, visit: www.couldihaveit.com.au</p>

Syphilis	<p>Syphilis is on the rise in the Perth metropolitan area. To find out more, visit: https://healthywa.wa.gov.au/Articles/S_T/Syphilis</p>
	<p>Do you know syphilis can be treated with antibiotics – the earlier the infection is found, the easier it is to treat. For a quick online self-assessment, visit: www.couldihaveit.com.au</p>

Healthy relationships/consent etc	<p>Did you know it’s against the law to send any sexual images of someone under 18, including images of yourself. For more information check out the eSafety website: https://www.esafety.gov.au</p>
	<p>Consent is required every time sexual activity takes place, even if a person has consented before. If you believe you’ve been sexually assaulted, contact the Sexual Assault Resource Centre (SARC) on (08) 6458 1828 / 1800 199 888 or</p>

visit: https://healthywa.wa.gov.au/Articles/S_T/Sexual-Assault-Resource-Centre-SARC

3.3 Events

Ideally, sexual health and BBV content should be posted on a regular basis. However, there are a range of events related to sexual health and BBVs each year that you can link in with. There are also events for some of the priority populations such as young people, Aboriginal people, and sexually and gender diverse people.

Such events can provide good opportunities for posting sexual health and BBV content as some organisations produce campaign materials for particular events which you can use on your pages and you can also link to or share other organisations' content to spread the word.

Month	Event
January	
February	<ul style="list-style-type: none"> • Sexual Health Week • National Condom Day • Safer Internet Day
March	<ul style="list-style-type: none"> • National Day of Women Living with HIV • International Trans Visibility Day • Cultural Diversity Week • Harmony Week • National Close the Gap
April	<ul style="list-style-type: none"> • Youth Week • Sexual Assault Awareness Month • World Live Day
May	<ul style="list-style-type: none"> • International Day Against Homophobia, Biphobia, Interphobia and Transphobia • National Volunteer Week
June	<ul style="list-style-type: none"> • Men's Health Week • World Refugee Day
July	<ul style="list-style-type: none"> • Hepatitis Week • NAIDOC
August	<ul style="list-style-type: none"> • Overdose Awareness Day • Homelessness Week • Wear It Purple Day
September	<ul style="list-style-type: none"> • Women's Health Week
October	<ul style="list-style-type: none"> • Cervical Cancer Awareness Week • Mental Health Week
November	<ul style="list-style-type: none"> • International Men's Day • PRIDE Month • White Ribbon Day • Leavers Week
December	<ul style="list-style-type: none"> • World AIDS Day • International Day of People with Disability • Human Rights Day

*Always google the above events as the dates may change each year.

3.4 Tips

- ✓ Be mindful of the language used in posts relating to 'sensitive' content such as sex, sexual health, HIV, and needles and syringes. Posts (particularly paid posts) will not be approved or will have significantly inhibited performance if they include this sort of language too frequently. While this can be appealed and overridden by the platform it can still cause delays and underperformance.
- ✓ Keep posts short and to the point. If possible the entirety of the post should be three lines or less to avoid the audience having to click 'see more' to get all the information. This way the post will more effectively reach those casually scrolling their newsfeeds, enabling the message to reach a wider audience.
- ✓ Use language and imagery appropriate to the target audience and location where necessary.
- ✓ Consider tagging related organisations/partners in posts to encourage them to share on their channels and promote the message to a wider audience.
- ✓ Remember that if you are including a link, it works best as the last element of the post. For example: 'To learn more visit...'
- ✓ If possible upload video files directly to the platform (ie. Facebook) rather than linking to YouTube, or share the video if it's on another channel on the same platform. This will enable autoplay which gives the video better reach.
- ✓ GIFs can also be a great tool to add movement to posts that can be effective at grabbing the attention of audiences.
- ✓ You can use free software tools such as Canva to create your own graphics.
- ✓ Consider getting your own staff involved in photos and put a face to your organisation.
- ✓ When doing organic posts (not sponsored or paid) remember to use an url such as <https://healthywa.wa.gov.au/> instead of a contextual link such as [HealthyWA](#).
- ✓ If you are doing paid content you should try to use shortened display urls such as healthywa.wa.gov.au instead of https://healthywa.wa.gov.au/Articles/A_E/Child-development for example.

4. Monitoring and evaluation

4.1 Evaluation plan

The evaluation of your social media is important for quality improvement and accountability. There are lots of different analytics you can use as part of your evaluation. You might like to consider developing an evaluation plan to monitor the efficacy of your social media campaigns.

There are a number of resources that may help you with evaluation including:

- [SiREN Sexual Health and Blood-borne Virus Program Planning Toolkit](#)
- [Vic Health Vic Health Evaluation framework](#)
- [NSW Evaluation Toolkit](#).

4.2 Analytics

Collecting analytics should form a major part of your evaluation process and there are a range of analytics available to you. You can measure the number of likes and followers, though it can be hard to show their real value. Consider other analytics that align to the aim of your post such as engagement and click through rates.

When using Facebook you can view the reach of each post. Instagram has an 'insights' function on the profile that shows reach and engagement. You can use these analytics to see which posts people are most interested in and which ones get the most attention.

The Hootsuite website has some great information on analytics:

<https://blog.hootsuite.com/social-media-metrics/>

Keep in mind that these metrics are geared towards businesses trying to gain competitive advantage, rather than a government/public information perspective. The information we put out isn't always popular nor does it always have mass appeal but is often necessary for sections of the community. This needs to be taken into account when comparing posts and in evaluation.

Some tips for using analytics:

- get in the habit of checking your insights on a weekly or fortnightly basis – this will give you a good feel for how your posts are being received, and if you need to change/tweak things
- consider how you will report these and who to, for example, your manager or funders.

4.3 Risk management

Risk management can play an important role in the use of social media especially in relation to comments and posting sensitive material. All organisations with social media platforms should develop risk management plans which can be incorporated into your social media policy and/or social media strategy. You might also like to consider developing a risk register to monitor your risk management strategies.

Some practical tips to mitigate risks in social media include:

- only designated staff members are approved to post/respond to comments.
- anything potentially contentious is always tested with consumers first, and posted at a time of day that allows regular monitoring ie. not 10pm
- fact check with appropriate experts
- be clear on your values and call to action for each post
- use simple language easily understood by your audience
- if in doubt – don't do it.

4.4 Monitoring comments

Monitoring comments is another important component of having a social media platform. Some organisations may allow you to respond, while others may not.

Generally speaking, responding to comments should be assessed on a case by case basis. In some cases, it may be best to respond to comments quickly whether they are positive or negative. Try to clear up factual errors but let opinions run their course in the comments unless they are discriminatory, deliberately hurtful or offensive etc. Direct messages should be responded to quickly, whether they are positive or negative.

Perhaps your organisation could develop some pro forma for how to reply to certain comments.

Monitoring and responding to comments can be a part of your risk management plan, especially what steps to take if an offensive or contentious comment is made on one of your platforms.

5. Resources and contacts

There are a range of resources and contacts available to help you with your social media.

5.1 Resources

- [SiREN Sexual Health and Blood-borne Virus Program Planning Toolkit](#)
- [Social Media Strategy](#)
- [Social Media Marketing Plan](#)
- [Hootsuite Social Media Policy](#)
- [Hootsuite Social Media Guidelines](#)
- [8 Steps to Create a Social Media Strategy](#)
- [A Language Guide: Trans and Gender Diverse Inclusion:](#)
- [LGBTIQ+ Inclusive Language Guide](#)
- [WA Sexual Health and BBV Strategies 2019-23.](#)

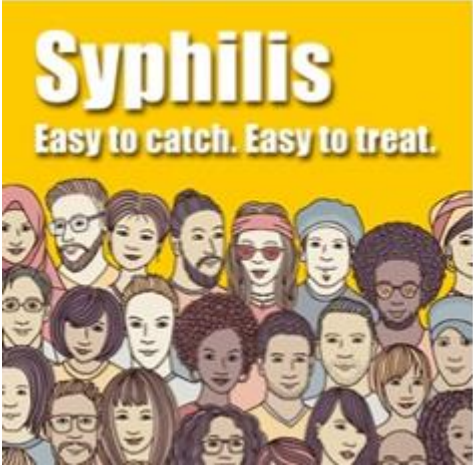
5.2 Contacts

Organisation	Website	Email
Hancock Creative	https://hancockcreative.com.au/	wow@hancockcreative.com.au
Zockmelon Health Promotion and Social Media Consulting	https://zockmelon.com.au/	kristy@zockmelon.com.au

*Both organisations have newsletters that you can subscribe to.

6. Appendices

6.1 Example of how to plan social media content

Date	6/10/2020
Channel	Facebook
Scheduled Time	12pm
Image	
Caption	Do you know syphilis can be treated with antibiotics – the earlier the infection is found, the easier it is to treat. Visit www.couldihaveit.com.au for a quick online self-assessment.
Link	www.couldihaveit.com.au
Hashtags	#syphilis #treatment #couldihaveit
Impact/engagement	Expected reach (number of views, likes, etc.)
Outcomes	Increase in users of the Could I Have It website

6.2 Priority Populations

STIs:

- Women
- Young people
- Aboriginal people
- Gender and sexually diverse people
- Sex workers
- People in or recently exited custodial settings
- Travellers and mobile workers
- People living with a disability
- People with mental health issues
- Gay and bisexual men, and men who have sex with men
- People from culturally and linguistically diverse (CaLD) backgrounds

Hepatitis B:

- People living with hepatitis B
- CaLD people
- Aboriginal people
- Children born to pregnant women living with hepatitis B
- Other unvaccinated adults at higher risk of infection

HIV:

- People Living with HIV
- Gay and bisexual men, and men who have sex with men
- Aboriginal people
- CaLD people from high HIV prevalent countries
- People who travel to high prevalence countries
- Sex workers
- People who inject drugs (PWID)
- People in custodial settings
- Sexually and gender diverse people

Hepatitis C:

- People living with hepatitis C
- PWID
- People who have previously injected drugs
- People in or recently exited custodial settings
- Aboriginal people
- CaLD people

Aboriginal SHBBV

- Gender and sexually diverse Aboriginal people
- Aboriginal men
- Aboriginal women and girls
- Aboriginal people experiencing homelessness
- Aboriginal people living with HIV
- Aboriginal people living with BBVs
- Aboriginal people in or recently exited custodial settings
- Aboriginal PWID
- Aboriginal regional and remote communities
- Aboriginal sex workers
- Aboriginal young people

This document can be made available in alternative formats on request for a person with disability.

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