

Doxy-PEP: Do it after you do it – igniting a national conversation about syphilis prevention

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Background/Purpose:

Emen8 developed the “Do it after you do it” national campaign in response to Doxy-PEP emerging as an effective prevention method for syphilis and chlamydia, alongside syphilis being declared a Communicable Disease Incident of National Significance; the campaign aimed to raise awareness of and confidence in doxy-PEP among gay and bisexual men and other men who have sex with men (GBMSM).

Approach:

ACON Health and Thorne Harbour Health developed the campaign under the Emen8 project, launching nationally from September 2025. Messaging was guided by early research like DoxyAWARE, clinical consultation and focus groups. Content was produced in English and trans-created into Mandarin, Vietnamese, Spanish and Thai. Over 100 digital creative assets were deployed, alongside a proactive moderation framework to address misinformation, antimicrobial resistance concerns, and stigma. An ASHM endorsed patient letter was created to enable clinical conversations.

Outcomes/Impact:

Using a distinct animated approach and community-informed language, Emen8 delivered high cut-through messaging across at least 20 digital and out-of-home advertising channels. It saw a 198% increase in organic Google searches related to doxy-PEP, with over 3.4 million video views. Evaluation results revealed that 55% of respondents initiated a conversation with their healthcare provider after seeing the campaign, and 48% with friends or partners.

Innovation and Significance:

In addition to building knowledge, it started a conversation digitally and in the real world. It demonstrates the value of community-led, culturally adapted and platform-specific communication in introducing new biomedical prevention strategies. The approach offers a scalable model for future sexual health promotion, translating emerging evidence into accessible, stigma-free messaging for diverse GBMSM communities.

Disclosure of Interest Statement (example):

Emen8 is funded by the Australian Centre for Disease Control (CDC).