



Government of Western Australia
Department of Health

Outcomes Of Efforts To Prevent Gonorrhoea Gaining Ground In Metropolitan Perth, WA

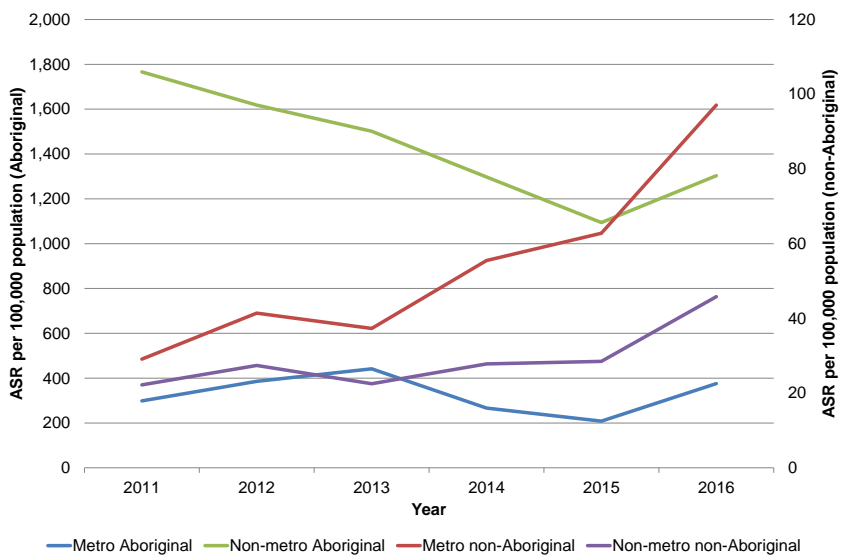
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Western Australian Department of Health

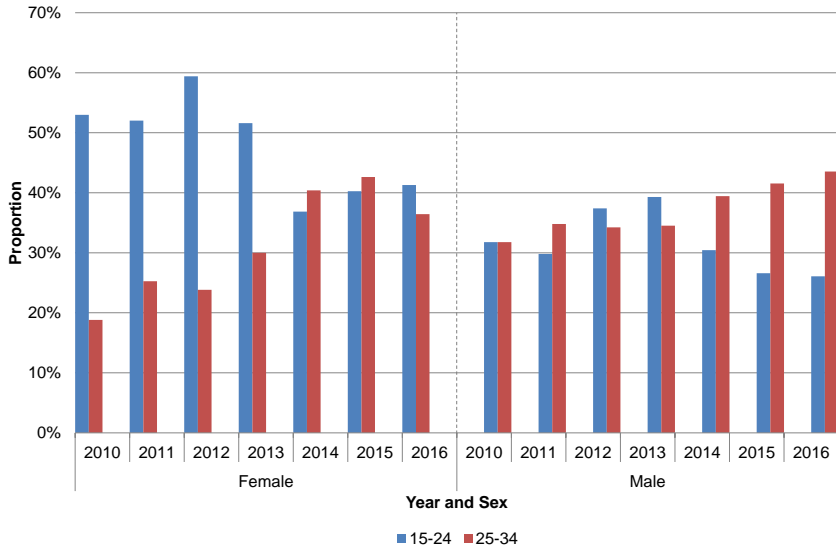
Disclosures and conflicts of interest: NIL

better health • better care • better value

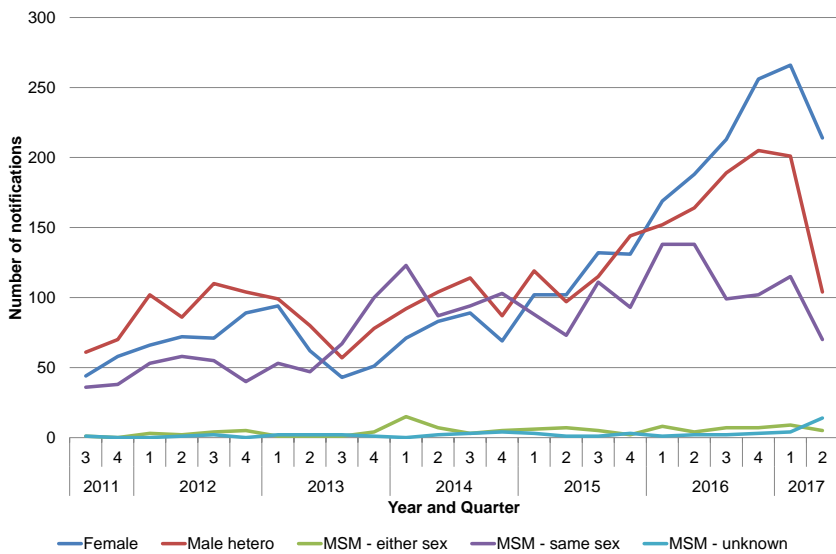
Rate of gonorrhoea notifications by area and Aboriginality, WA, 2011 to 2016



Proportion of gonorrhoea notifications by sex and age group, Perth metropolitan area, WA, 2010 to 2016



Number of gonorrhoea notifications by sexual preference and quarter, Perth metropolitan area, WA, 2011 to 2017 YTD



Case investigation of metro gonorrhoea notifications from 1.7.17

- Enhanced Surveillance Form (ESF) & letter faxed to GP within 48 hrs of notification, info re gonorrhoea Rx & contact tracing/partner notification.
- No f-up if no GP response unless in a high priority group, i.e.
 - <16 years
 - Notified by Department of Corrective Services and discharged.
 - Aboriginal
 - Pregnant
 - Sex workers & clients
 - Homeless
 - Emergency Department (ED)
 - Hospital notified cases (excluding STI specialist services)
 - After hours GPs
 - Outside metro Perth

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STI testing in pregnancy

- At booking visit: chlamydia, gonorrhoea, syphilis, hep B & C
- Repeat in 2nd and 3rd trimesters if high risk
- What % of women delivering in metro hospitals have had ≥ 1 gono/chlam test in pregnancy?
- 89%

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WA Health STI & BBV Social Marketing Campaigns


- Gonorrhoea Campaign
- Youth STI Campaign
- Aboriginal STI Campaign
- Aboriginal BBV Campaign



Gonorrhoea Campaign

	Timeframe	Budget	Channels
Burst #1	15 Jan -25 Feb 2017	~ \$15K	<ul style="list-style-type: none"> • Radio • Facebook • Online sponsored content
Burst #2	18 Sept – 1 Nov 2017	~ \$20K	<ul style="list-style-type: none"> • Radio • Facebook • Online sponsored content • Dating apps (RSVP, Oasis Active, Meet Me, Skout and Grindr)

Radio Advertisement

- 15 sec radio ad 
- Female voice



'Heidi, Will and Woody' and Hamish and Andy rate #1 in the 25-34 age demographic which is why these shows were selected for this campaign minimising wastage



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Facebook

Done Edit

Mindy, 25
less than a kilometre away

I'm fresh, fun and frisky!

STI status: gon

Done Edit

Seb, 27
less than a kilometre away

I love surf, sand and summer!
Wanna join me?

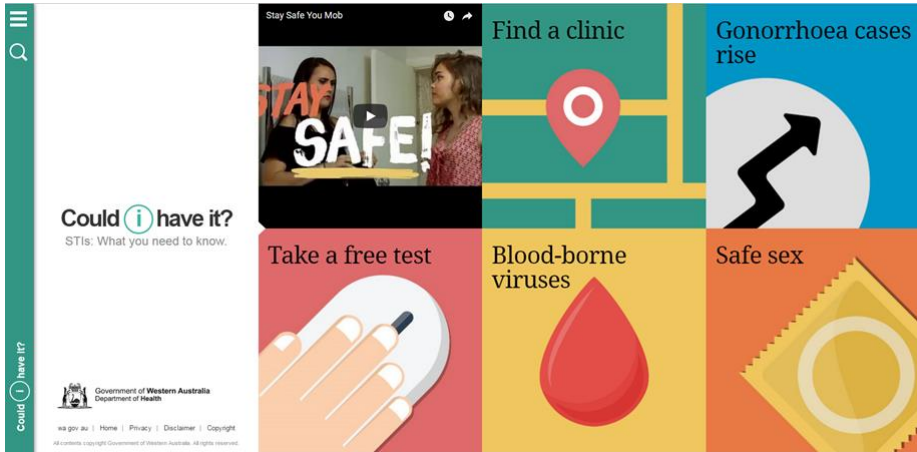
STI status: gonorrhoea

Get a free online STI test
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Get a free online STI test
COULDIHAVEIT.COM.AU [Learn More](#)

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couldihaveit.com.au



Online Sponsored Content

FROM AROUND THE WEB

This one simple action saved Perth couple's relationship.
couldihaveit.com.au

Beekeepers' honey yields down in UK
news.com.au

Fascinating Pictures Of Life That No One Can Explain
DailyForest

New Zealand's South Island on sale. Book now!
Tourism New Zealand

RECOMMENDED BY **outbrain**

- Cheating**
Hundreds of WA university students sprung for ghostwriting
- Patrick Slater**
Appeals launched for Australia Day murder
- Outstanding work**
Wins for PerthNow, The Sunday Times at WA Media Awards
- Warwick**
Fast food worker hit in face during robbery in Warrick
- Nyabing**
46-year-old man dies after losing control of ute in Nyabing
- November**
November: What would you miss about the men in your lives if they were gone?

Online Sponsored Content



Perth lawyer Jasmine surprised by Tinder date's confession.

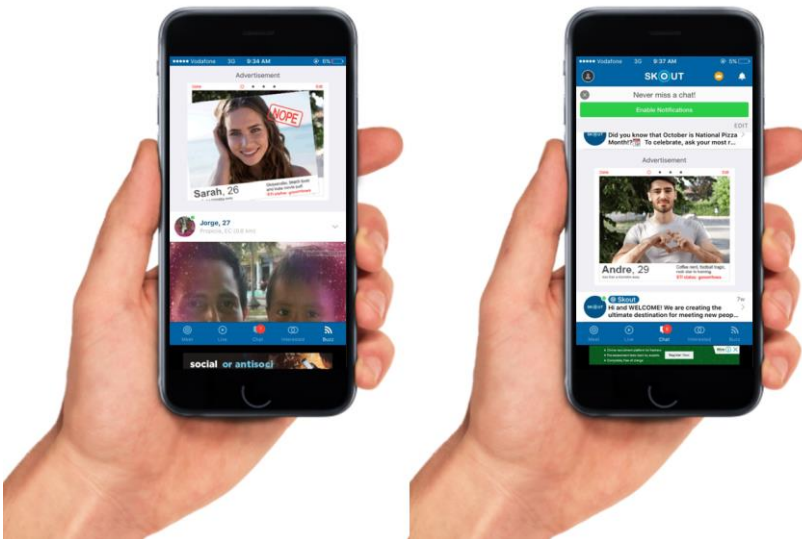
Perth tradie Jackson "floored" by his new girlfriend's secret.



This one simple action saved Perth couple's relationship.

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Dating App Advertisements



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Gonorrhoea Campaign Evaluation Measures: Jan/Feb

- Total campaign impressions: 2.3 million
- Total campaign Click Through Rate: 0.5%
- Radio reach: 136,000 listeners of our target age group, with a frequency of 3 times per person
- Website: average 36% increase in site visitors during the campaign

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Gonorrhoea Campaign Evaluation Measures: Sept/Oct

- Current campaign just complete (4 Nov).
- Analytics are still being compiled for most channels
- Facebook: 552,280 impressions, 183,241 reach, 2,475 clicks with a click through rate of 0.57%.
- Facebook again achieved strong engagement with 259 reactions, shares, clicks, likes and comments.
- Website experienced: 1640% increase in average new weekly visitors

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Social Media Interactions

The image shows a Facebook post from 'Healthy WA' dated September 18. The post features a photo of a man named Andre, 29, who is a fitness instructor. The text in the post reads: 'Andre, 29 less than a kilometre away Coffee nerd, football tragic, rock star in training. STI status: gonorrhoea. NOPE'. Below the photo is a link to 'Get a free online STI test Facts about STIs' from COULDHAVET.COM.AU. The post has 24 comments. The comments are as follows:

- Mark Fisher: Imagine the guy in the ad wanted to be an actor all his life, finally gets an audition, gets the part and it is as gonorrhoea guy. (1 Like, 1 Reply)
- Jenni Claire: Lol that poor guy in the stock image. (1 Like, 1 Reply)
- Kylie Killier-Kirk: Bin, it might be worth taking this test ?? Has that burning sensation you were complaining about recently gone away yet?? (1 Like, 1 Reply)
- Melinda Morgan Kelly Polipher: hahaha imagine if tinder was actually like this (1 Like, 1 Reply)
- Ashkan Tavassoli: Nic j-ja do you have it?? (1 Like, 1 Reply)
- Mike Anderson: Poor bloke who posed for this stock photo (1 Like, 1 Reply)
- Joshua Keith Green: Haha this guys career as actor died as quickly as it started. (1 Like, 1 Reply)
- Daniel Alway: Temmie Wong this is the campaign I was talking about (1 Like, 1 Reply)
- Matt McNeil: Young dont be a fool and wrap your tool. (1 Like, 1 Reply)
- Kieran Chapman: Katrina O'Connor tag your old house mate. They might give him a free shower! (1 Like, 1 Reply)
- Nam Tran: Peter Pham that shows they play with fire (1 Like, 1 Reply)
- Breanna Oid: Faisey Jasmine we need to stay away from Andre 😊 (1 Like, 1 Reply)
- Alan Heah: How much did he get paid to star in that ad (1 Like, 1 Reply)
- Marcus Beaverhausen: Aileen Sotkin its goals 'the Gono guy' (1 Like, 1 Reply)
- Tahnee Art: Adam Sampson new tinder 2.0 update coming soon (1 Like, 1 Reply)
- Pablo Calavera: Lex Ace get tested mate (1 Like, 1 Reply)
- Nathan Powell: Harry Lingham you look hell different here (1 Like, 1 Reply)
- Shae Anderson: Mykel Shawn comments 😊 (3 Replies)

Social Media Interactions

- “Should probably favourite this site”
- “Get tested mate”
- “This is the campaign I was talking about”
- “Dude get on this”
- “Hahaha imagine if Tinder was actually like this”

Conclusions

- Difficult to attribute changes in testing and notification to specific interventions
- Each intervention is part of WA Health's overarching STI prevention & control strategy
- Developing mixed methods research to investigate characteristics of heterosexual, metro people with gonorrhoea to better target interventions.

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