

The role of social media in Improving Sexual Health outcomes among Aboriginal and Torres Strait Islander Young People living in regional and remote Australia

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Acknowledgements

- Traditional owners

SAHMRI Staff

- Alison Barrett
- Amanda Sibosado
- Louise Armitage
- Kathleen Brodie

- Overview

- Issue we are trying to deal with
- Population who we are trying to reach
- Our Social media platforms
- Insights

Syphilis outbreak northern Australia by jurisdiction

(as of 30 June 2018)

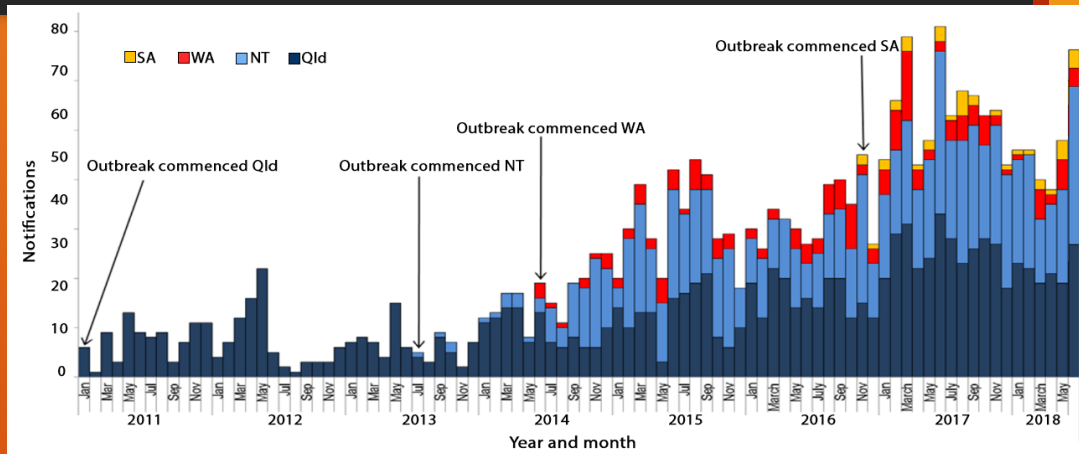
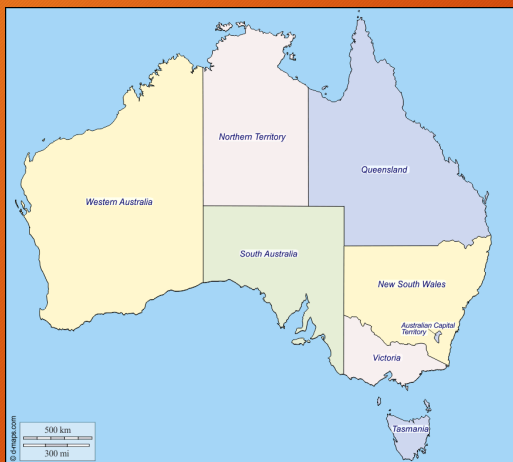


Figure 1. Epidemic curve showing category 1 infectious syphilis^a outbreak cases notified in Aboriginal and Torres Strait Islander people residing in affected regions^b of Queensland, the Northern Territory, Western Australia and South Australia from commencement of the outbreak in each jurisdiction to 30 June 2018^{1*}.

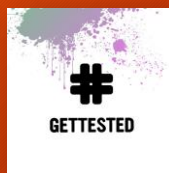
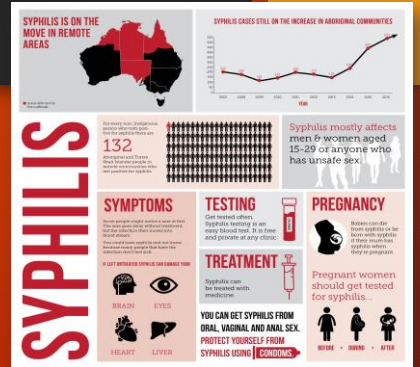
Population we are trying to reach



- Population of 40,000-50,000
- People predominantly aged 15-29 /40
- Multiple language groups
- Populations distinct appearances across regions
- 4 jurisdictions

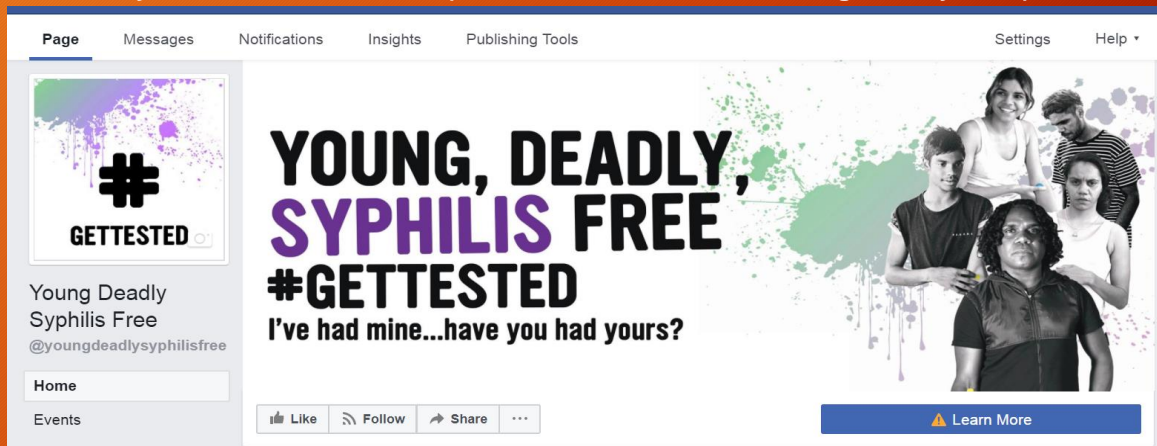
Resources

- Animations, TV commercials and Infographics
- All resources developed by us and stored on youngdeadlyfree.org.au
- Targeted specifically for young Aboriginal people in outbreak areas



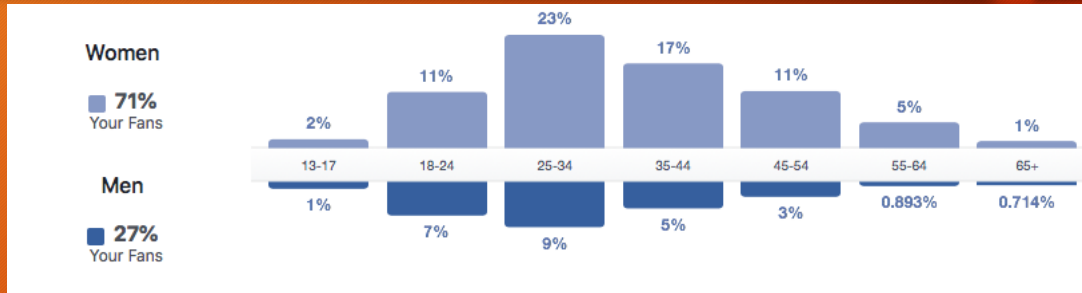
Young Deadly Syphilis Free Social media Phase 1 Facebook page

1st July 2017–31st March 2018 (has since been renamed Young, Deadly, Free)



Facebook audience by Page Like

Aggregated demographic data about the people who like your Page based on the age and gender information they provide in their user profiles.



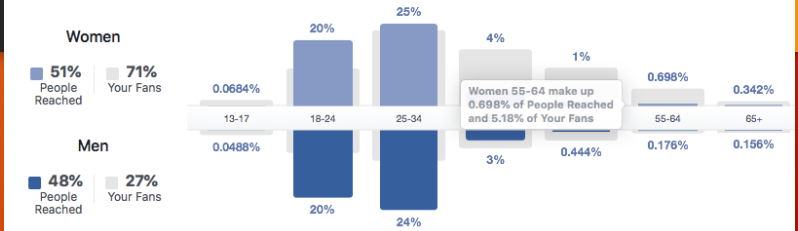
S/T with most Page likes	Percentage
South Australia	24.89%
Western Australia	23.33%
Queensland	12.22%
Northern Territory	8.22%
Other (incl capital cities)	31.33%

- 450 people liked the Facebook Page
- 41% of those who liked the Facebook Page from syphilis outbreak regions

YDSF Facebook reach

City	People Reach...
Townsville, QLD	4,084
Darwin NT	3,881
Cairns, QLD	3,410
Alice Springs, NT	674
Adelaide, SA	670
Mount Isa, QLD	445
Brisbane, QLD	404
Broome, WA	390
Perth, WA	368
Port Pirie, SA	331
Whyalla, SA	323

The number of people who saw any content by your Page or about your Page, grouped by age and gender.



Sydney, NSW	285	Charters Towers, QLD	169
Port Augusta, SA	277	South Hedland, WA	169
Innisfail, QLD	220	Weipa, QLD	98
Melbourne, VIC	207	Tully, QLD	78
Port Hedland, WA	188	Roxby Downs, SA	76
Katherine, NT	185	Nhulunbuy, NT	76
Mareeba, QLD	173	Tennant Creek, NT	63

40% reach in remote communities; 70% audience women ; 89% aged 16-34

Facebook engagement, reach and impressions

Type of Engagement	Number of times engaged by type
Shares	528
Reactions	1506
Comments	284
Video play	1904
Photo view	534
Link clicks	203
Other clicks	7694
TOTAL ENGAGEMENT	12653

- Posts reached a total of 139,870 feeds during 9-month campaign
- 10,217 engaged users
- Engagement rate = 7%

Facebook advertising

- Total \$310 spent on Facebook advertising between 1st July 2017 and 31st March 2018 on nine advertising campaigns
- Various campaigns to increase reach and awareness of YDSF brand

Results of advertising campaigns

- Total of 95,059 impressions
- Total reach of 35,567
- Average cost per result was \$0.87
- Average estimated advert recall lift rate was 6.64%

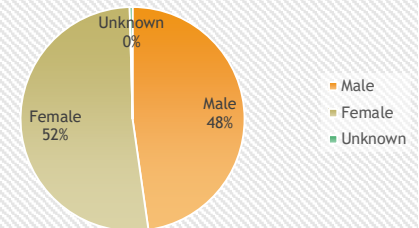


Facebook advertising

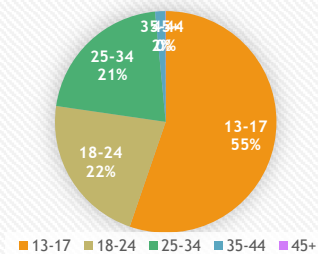
Audience on Facebook adverts

- Targeted audience in syphilis outbreak region locations (defined by MJSO)
- Most impressions in 13–17 year old group (55%), followed by 18–24 (22%) and 25–34(21%)
- Female 52%, Male 48%

Facebook Advertising - Impressions by gender



Facebook advertising - impressions by age



Young Deadly Free YouTube Channel



Video	# of views	Average view duration	# of likes	# of shares
Have you been tested? TV commercial https://youtu.be/W7dSjod3q80	2,462	0:27	1	57
Syphilis animation https://youtu.be/bd2gBZ29N54	1,480	0:59	2	57
Pregnancy TV commercial https://youtu.be/mXxKldwPXjQ	1,218	0:25	1	16

Divas Chat Messaging

- Divas Chat promoted our campaign to young people in remote on their platform at the same time during TVC/ Radio periods.
- Banner and medium rectangle ads were presented to Divas Chat users in NT, QLD, SA and WA

**YOUNG, DEADLY,
SYPHILIS FREE** **CLICK HERE TO
FIND OUT MORE** 

**YOUNG, DEADLY,
SYPHILIS FREE**

Syphilis is a sickness
you can get if you have
sex without a condom

Left untreated it can harm
unborn babies, women and men.
Help stop the spread of Syphilis
#Gettested today.

Divas Chat Messaging results

	Total impressions	Percent of total impressions	Total ad server clicks	Percent of total ad server clicks
Northern Territory	367,110	2.48%	415	3.03%
South Australia	3,793,795	25.59%	2,403	17.54%
Queensland	8,759,163	59.09%	8,961	65.39%
Western Australia	1,896,840	12.80%	1,912	13.95%
Total	14,822,465		13,704	

- Impressions: counted every time an ad is presented to a user
- Clicks: when a user clicks on the Divas Chat ad to take to our URL Facebook page

Instagram

- 106 followers (minimal demographic data)
- 67% female, 33% male
- Largest age group 25–34 year olds, followed by 18–24 and 35–44 year olds

Instagram - Location: Top 5 Cities	Number of people
Perth	15
Adelaide	8
Melbourne	8
Darwin	7
Broome	6

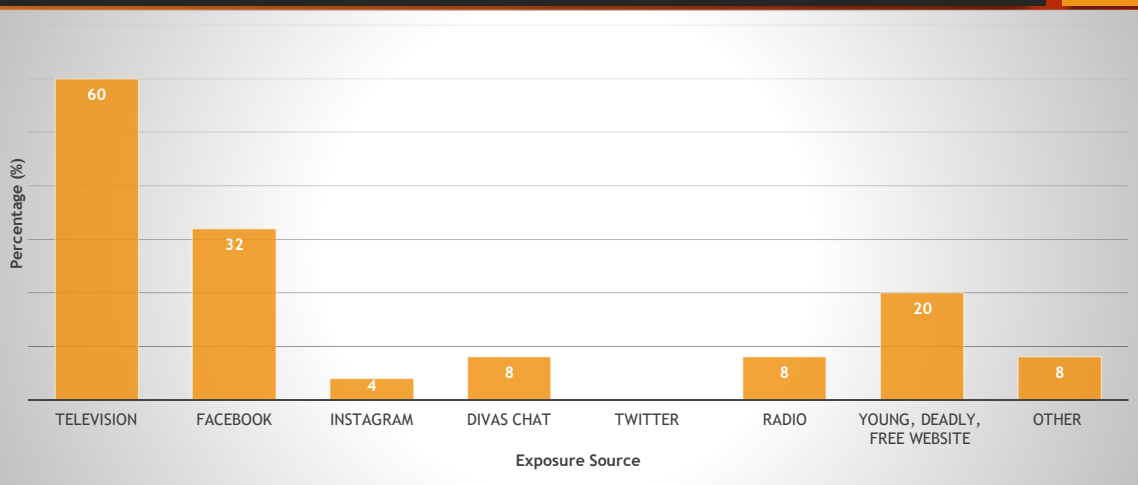
Evaluation

- Online survey of young people (n=43) and health practitioners (N=48) working in outbreak areas

Young people findings -awareness of campaign

- 33.3% of the participants correctly recalled aspects of the YDSF campaign without any prompts
- 31.2% were able to correctly recall the campaign in some capacity when prompted with the campaign health topic, syphilis (prompted recall).
- Awareness of the campaign increased substantially when screen shots of the television advertisements were shown, with 72.9% recognising the campaign (prompted recognition).

Young people – how they became aware of campaign



TV campaign – young people

Campaign impacts on intended behaviour in young people

- Among the young people who indicated awareness of the campaign, 60% reported that the television advertisements were influential in changing their behaviour.
- The most commonly reported behaviour change was '*using condoms when having sex*' (52%), followed by '*getting tested for syphilis*' (44%).
- More than one-third of the participants (36%) said the television advertisements encouraged them to talk to family and friends about the importance of getting tested for syphilis.

Key lessons learned

- Facebook most engaged with platform
- 40% of people who liked Facebook page were from syphilis outbreak regions
- 89% of people who liked Facebook page were 16–34 years
- Videos, animations and news about the outbreak most liked and shared content on Facebook
- Advertising on Facebook helped to reach young people in remote communities; age groups and males
- Average watch time of videos shorter on Facebook than YouTube
- Divas Chat very helpful in getting young people to the website and Facebook page

Social media moving forward

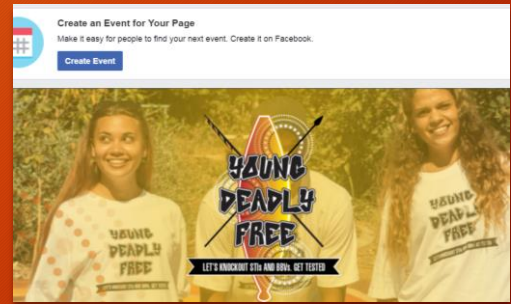
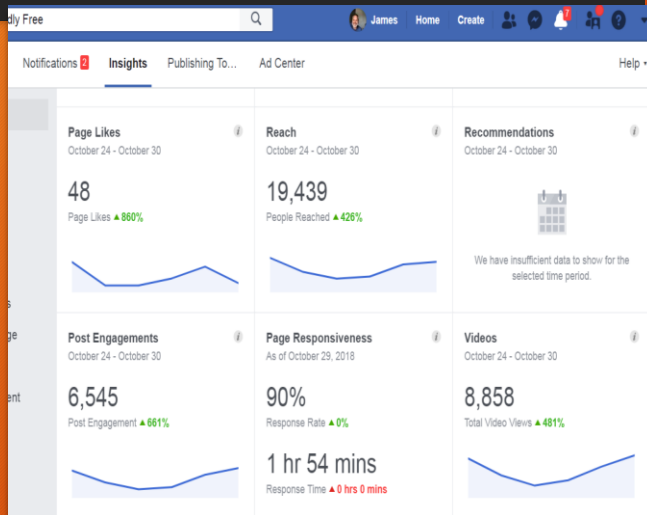
- Abandoned Instagram
- Divas Chat will continue to promote links to Young Deadly Free online resources
- YouTube channel continue to be promoted due to longer watch time of videos, when compared to Facebook
- Continue to promote Young Deadly Free resources by traditional media and email mailouts
- Useful for clinicians working in areas to raise the campaign

Resources –Censorship!!



- Facebook commercials are available to view at:
youngdeadlyfree.org.au/young-deadly-syphilis-free/tv-and-radio/

Young deadly free – last week!



Our star of last week.....

- <https://www.youtube.com/watch?v=hwf80JnQX6Y>



Thank you

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