

**OUTCOMES OF
YOUNG DEADLY FREE:
AUSTRALIAS LARGEST
STI HEALTH
PROMOTION
CAMPAIGN FOR
REMOTE AUSTRALIA**



**YOUNG
DEADLY
FREE**

LET'S KNOCKOUT STIs AND BBVs. GET TESTED

AMANDA SIBOSADO, LINDA FORBES, LOUISE ARMITAGE, KATHLEEN BRODIE, JAMES WARD



IMAGE CREDIT: David Foster



LET'S KNOCKOUT STIs AND BBVs. GET TESTED

Background

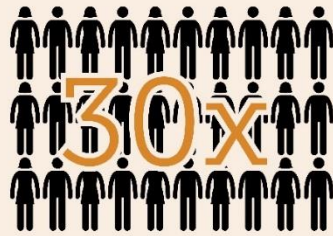
Ongoing high rates of STIs in remote First Nations communities



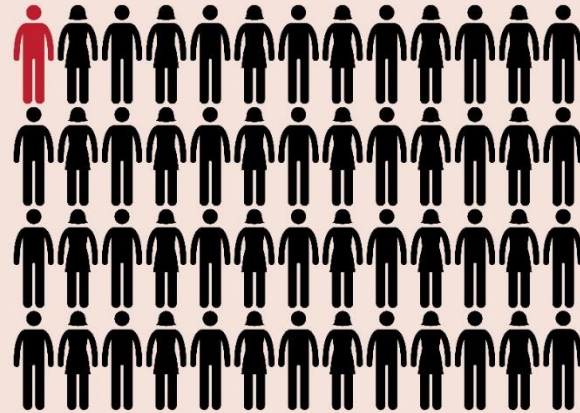
The rate of gonorrhoea for Aboriginal and Torres Strait Islander people in remote communities is 30 times the rate for non-Indigenous Australians.



Non-Indigenous Australians



Aboriginal & Torres Strait Islander people



In remote areas of Australia, for every non-Indigenous person diagnosed with syphilis,

51 Aboriginal & Torres Strait Islander people are diagnosed.



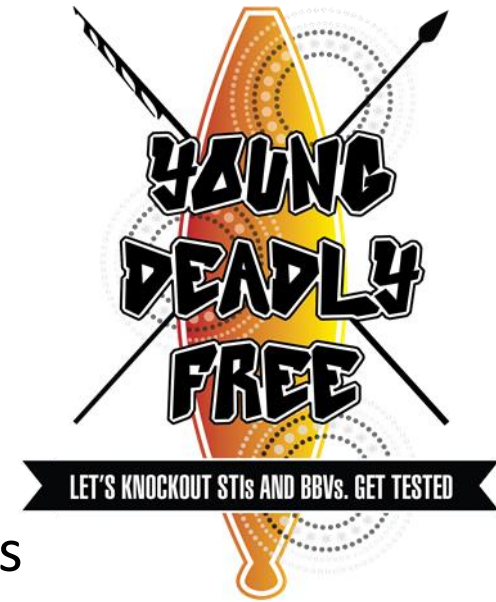


About the Project

Funded by Commonwealth Department of Health

Aim

- Improve awareness of syphilis & other STIs across remote Australia
- Promote STI/BBV awareness & education especially syphilis among communities
- Promote STI testing among young people
- Promote testing among clinicians
- Take a strengths based approach to document agency and protective factors of adolescents



Project consortia





Project domains

1. Developing, implementing and evaluating education and health promotion resources for three groups of people in remote communities in South Australia, Western Australia, Northern Territory and Queensland targeted to:

- a) **Young people** aged 16-29 years
- b) **People of influence in remote communities** - defined as parents, carers, elders, teachers, mentors who work or have worked with people in the younger age groups (16-24 years)
- c) **Remote clinicians** - defined as Medical Officers, Remote Area Nurses and AHPs

Project domains cont.

2. Investigating the feasibility and effectiveness of developing and implementing a youth peer education model in selected remote Aboriginal communities to increase awareness and knowledge of STI and BBV among young people
3. Monitoring of STI testing and management in remote communities by accessing health service data before and after program delivery
4. Conducting an overall evaluation of the project.





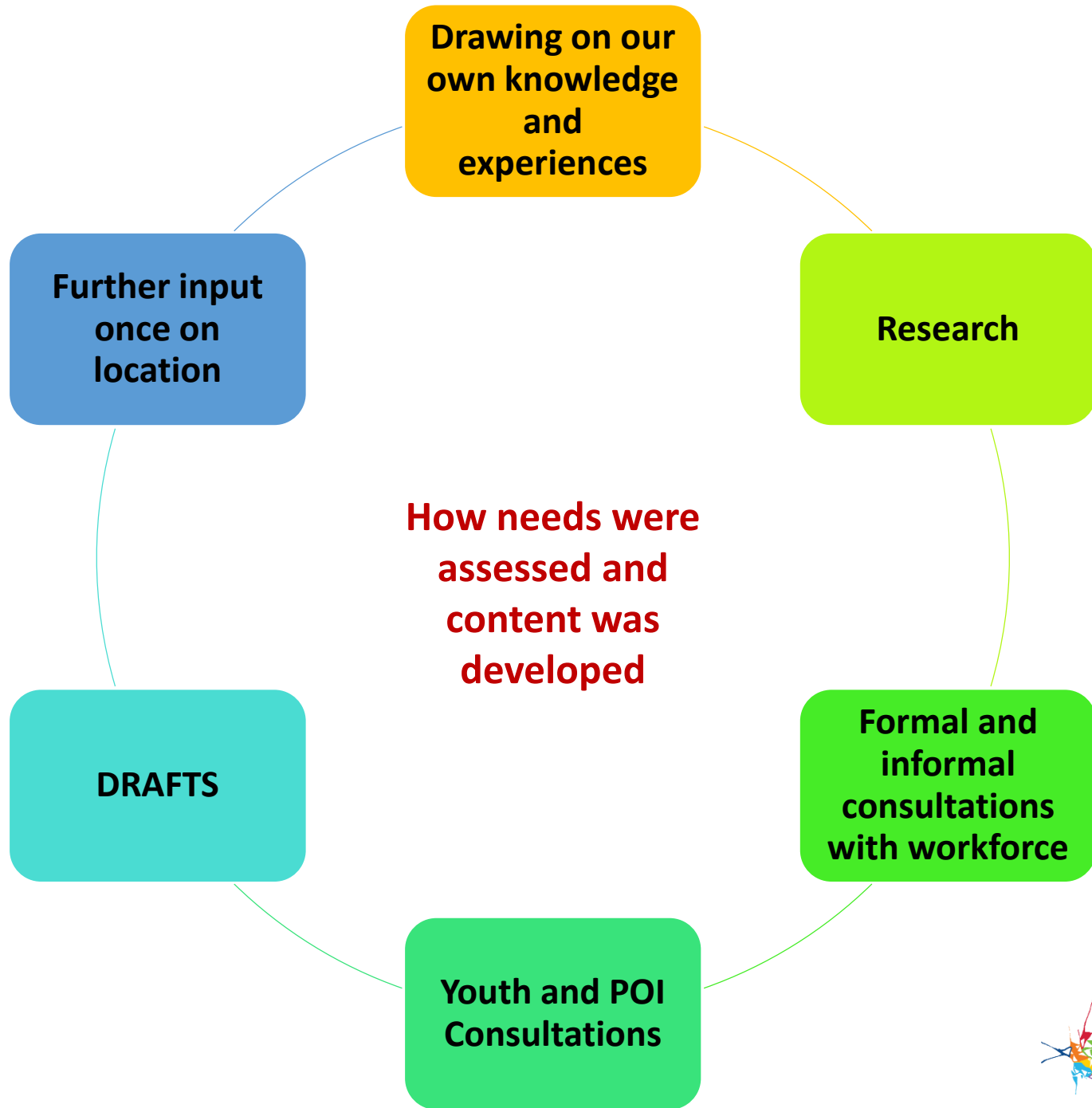
Strengths based

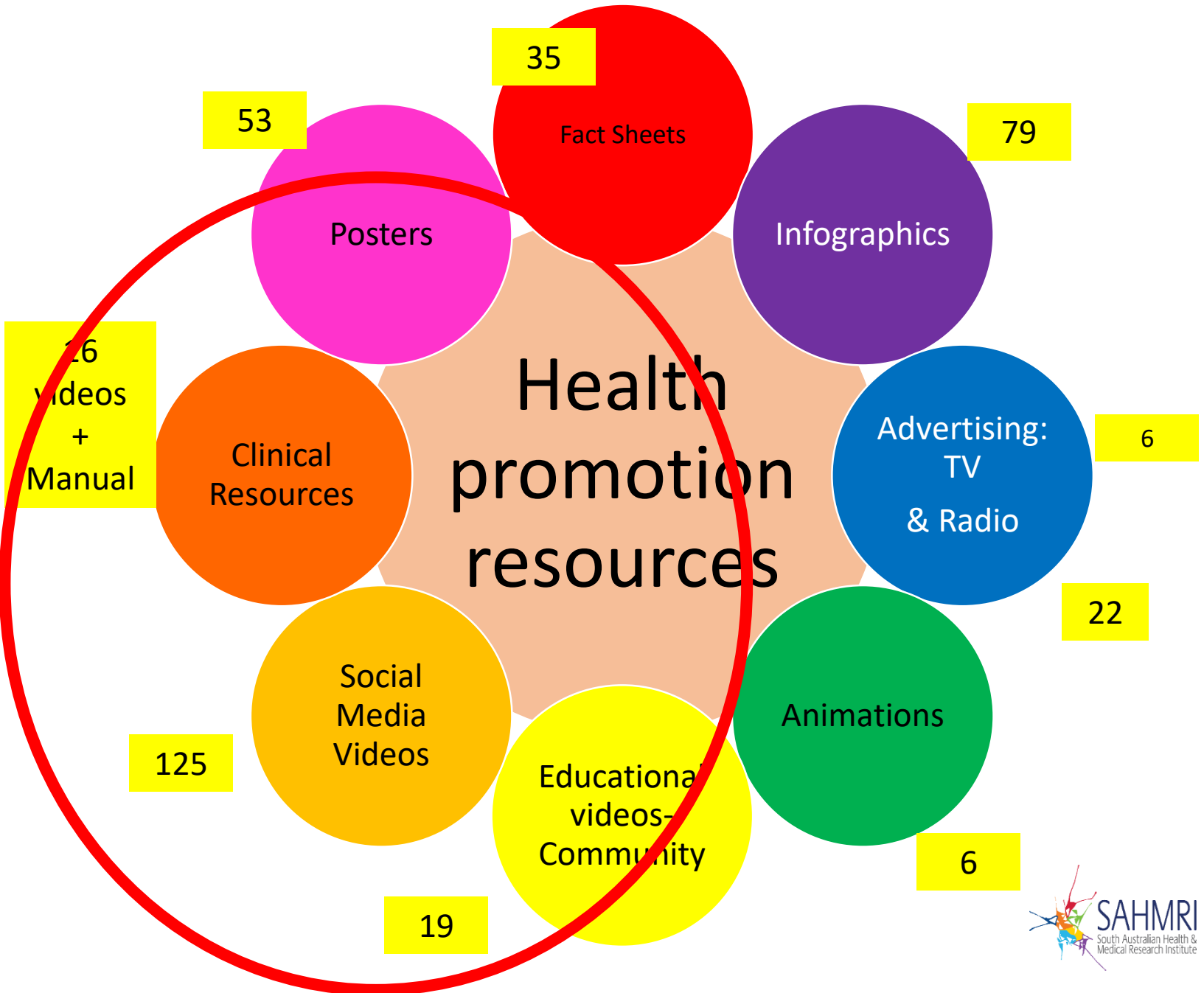
Participatory
- where possible driven by community



Highlighting sexual agency



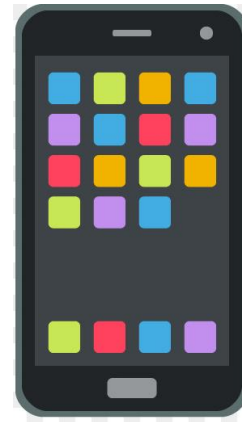




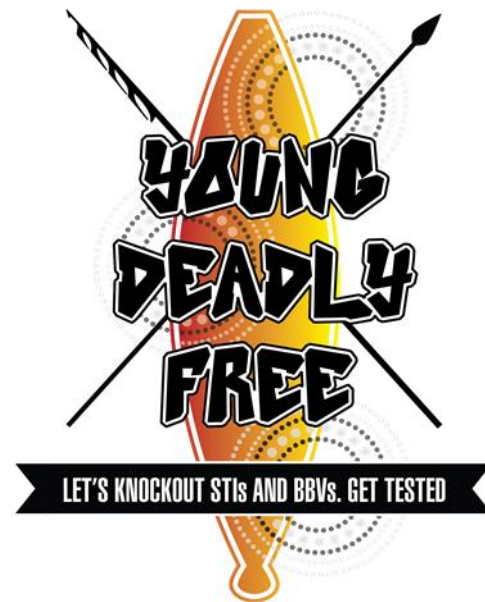
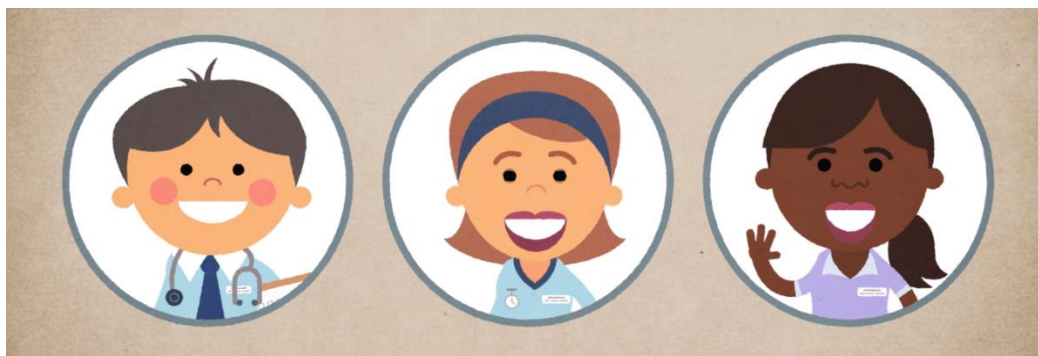
THE PROCESS



THE PROCESS



THE PROCESS



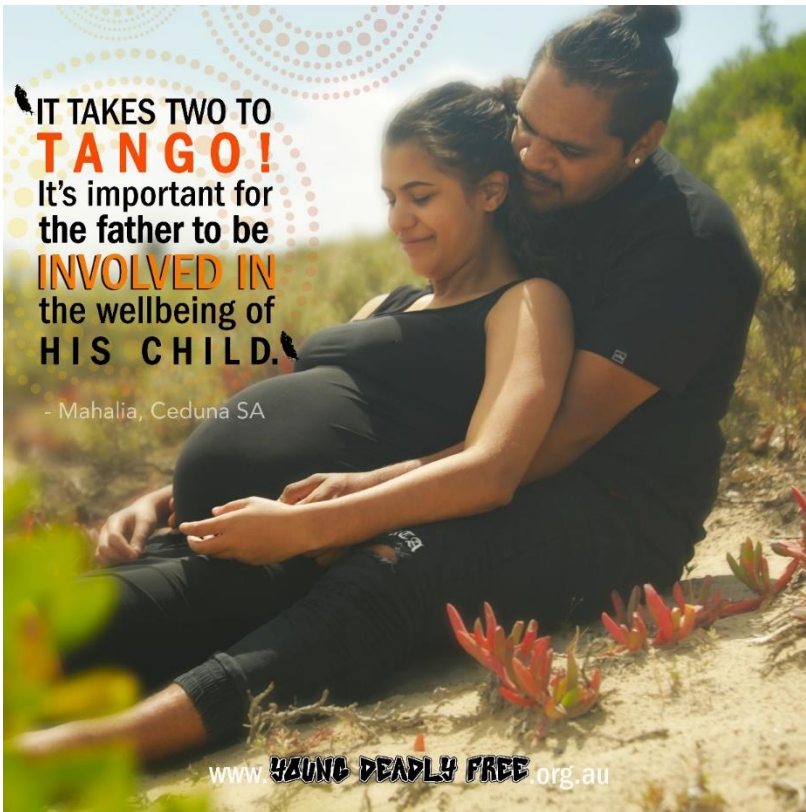
THE PROCESS

| | |
|-----------|---|
| P1 | “you got a condom?” |
| P2 | Yeah but I don't want to use condoms anymore... we true to each other, we trust each other... Let stop using condoms |
| P1 | Well, you don't want to use condoms... I got the rod in my arm so we wont get pregnant.... But if you want to stop using condoms, we gotta go for a STI check up... I don't know who you been with before me, you don't know who I been with...I don't want to get an STI |
| P2 | What? I'm not going to give you an infection!!! I'm clean anyway! |
| P1 | How do you know? When did you get checked? |
| P2 | I never had a check! But I'm right, I don't feel sick. |
| P1 | Well, we both gotta go get a check, these STIs, you don't get signs you have them so you wouldn't even know... I don't know, you don't know.... Only way to know is check up..... No Blaming, No Jealousing, we just go and get a check up. |
| P2 | We don't need to do that. |
| P1 | Well! I'm telling you, you want to be with me, this is how its got to be. |
| P2 | Okay then, okay then... I will go for check up. |
| P1 | We will go same time so both know we both went. And no messing around, we gotta stay true to each other. |
| P2 | okay okay! |



**YOUNG
DEADLY
FREE**

LET'S KNOCKOUT STIs AND BBVs.



IT TAKES TWO TO
TANGO!
It's important for
the father to be
INVOLVED IN
the wellbeing of
HIS CHILD.

- Mahalia, Ceduna SA

www.**YOUNG DEADLY FREE**.org.au



Going
TO THE
ANTENATAL
checks with
my **WOMAN**
HELPS ME
understand
WHAT SHE
is going
through.

- Jessie
Ceduna, SA

www.**YOUNG DEADLY FREE**.org.au

Uptake and reach of Young Deadly Free resources through social media, website and other channels

- 18,813 website users for the period 1 July 2017 – 30 June 2019
- 1,016 (1145) Facebook followers and 945 (1073) people liked the Young Deadly Free Facebook page
- Facebook followers and Instagram followers were predominantly females (72% and 75%, respectively)
- Facebook had more followers than Instagram (266) and attracted an older age demographic. Videos were the most liked and shared resources
- Instagram engaged more young people under 34 years
- Divas Chat ads had 11,511,181 impressions but low engagement – approximately one in five people clicked on full page ads.

-(SiREN, 2019,)

Content with highest engagement

Facebook

Videos

Talkin True Crystal Love
Condoman Saves the Day
TVC, Get Tested

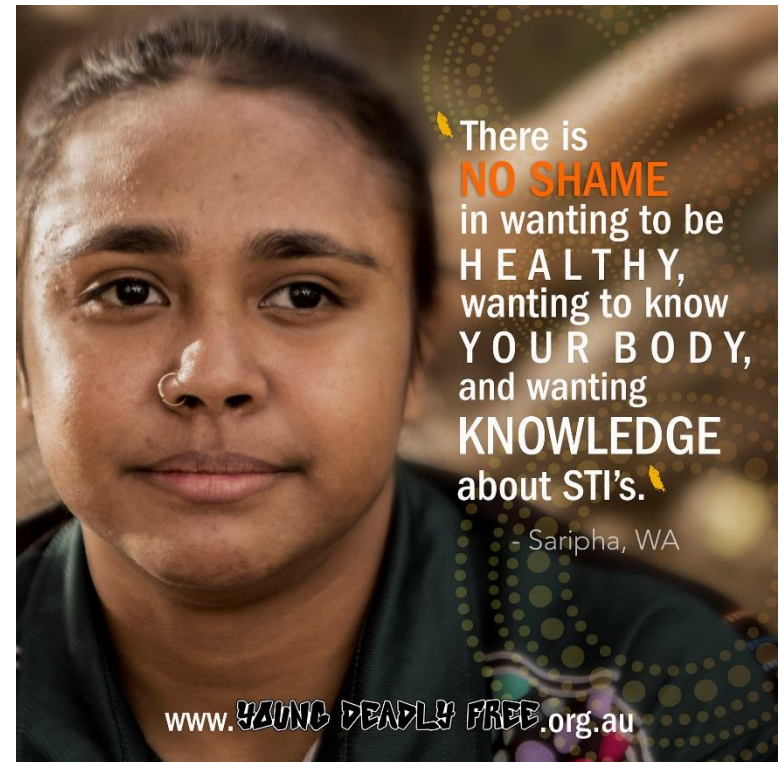
Website

Posters

Sarpiha
Both Phase 1 posters

Infographics

All syphilis infographics
- particularly epi graph and rate ratio



Challenges

- Recruitment of Social media ambassadors didn't occur
- Recruitment of famous POIs proved difficult
- Using social media targeting in adverts and boosted posts is difficult as remote locations are not available or YP put themselves as being in closest capital or closest regional centre
- Locations where recruitment was easier, there were dedicated sexual health positions who kindly gave up time to assist in a very hands on way.

Feedback from the field

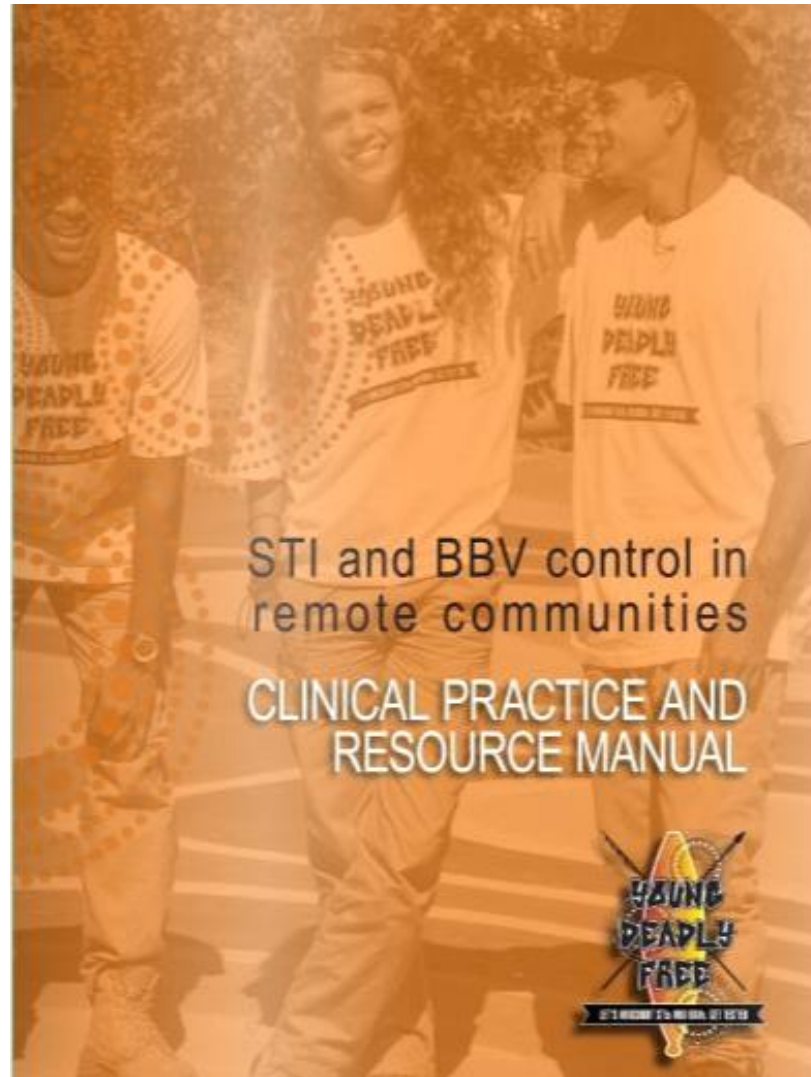
A lot of staff have commented to say that the ads on TV have been a great conversation starter to talk to young people about STI testing. We've also had a lot of positive comments about the NQ faces on the posters

Loving the young deadly free campaign, best sexual health campaign for young Indigenous peoples that I've seen. We're posting lots of your videos onto (our local community) Facebook page and I encourage all our young people that I see to check out Young Deadly Free FB page.

The clips are fabulous!
Would love to get sticks with hours of health promotion messaging that can be put in the tellies in the clinic waiting rooms.
Cheers and well done!



NEW Clinician Resource



<https://youngdeadlyfree.org.au/for-doctors-nurses-health-workers/clinical-practice-manual/>

Project Lead

Associate Professor James Ward

james.ward@sahmri.com

Resource Development Coord

Amanda Sibosado

amanda.sibosado@shamri.com

0417577876

Get Social

Website

<https://youngdeadlyfree.org.au/young-deadly-syphilis-free/>

Facebook

<https://www.facebook.com/youngdeadlyfree/>

Instagram [@youngdeadlyandfree](https://www.instagram.com/youngdeadlyandfree)

