

OUTCOMES OF EFFORTS TO PREVENT GONORRHOEA GAINING GROUND IN METROPOLITAN PERTH, WA

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Introduction: Since 2010, gonorrhoea cases more than doubled in metropolitan Perth and the rate of increase jumped steeply in 2016. Once an infection largely confined to Aboriginal people and gay and homosexually active men (MSM), gonorrhoea has now spread to heterosexual, non-Aboriginal women and men in metropolitan Perth so that in 2016 heterosexual cases were double that of MSM. People aged 20-39 years account for the vast majority of cases.

In January 2017, the WA Health Department launched a gonorrhoea social media campaign targeting 25-35 year olds in metropolitan Perth, and aimed at increasing their awareness of gonorrhoea and encouraging them to be tested. Three videos (<https://www.youtube.com/watch?v=J9Ebh85kNOM>, <https://www.youtube.com/watch?v=0TgnariKn4M> and <https://www.youtube.com/watch?v=cBDokYzbzkU>) were promoted via on-line advertisements and aired on television during May 2017. This presentation will present indicators of the campaign's effectiveness.

Methods: The following indicators will be used to monitor campaign effectiveness:

1. Number and reach of radio and social media advertisements; rate of visits from advertisements to campaign and on-line STI testing websites www.couldithaveit.com.au; tests for gonorrhoea and proportion of positive tests.
2. Proportion of pregnant women tested for gonorrhoea.
3. Gonorrhoea notification and contact tracing data.

Results: During the social media campaign, website visits increased by 85% within one day of the campaign's launch and remained high at an average of 641 session/day, i.e. 203% higher than the same time period in 2016 (15-24 Jan). During May 2017, on-line gonorrhoea and chlamydia tests increased from 30/month to 70.

Eighty-nine percent of pregnant women in Perth are tested for gonorrhoea at least once during pregnancy.

Further results will be presented at the conference.

Conclusion & Recommendation: Ongoing surveillance of STIs, such as gonorrhoea, and responsive public health action are essential for prevention of serious complications such as PID, ectopic pregnancy, infertility and neonatal infection.