

PROMOTING SEXUAL HEALTH TO YOUNG PEOPLE VIA AN INTEGRATED SOCIAL MARKETING CAMPAIGN

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Background/Purpose: In WA, people aged 15 to 24 represent over 50 percent of chlamydia and gonorrhoea notifications annually.

This demographic is a priority population for prevention and education in the WA sexual health and blood-borne virus strategies and the target of annual awareness campaigns about sexually transmitted infections (STIs) and safer sex.

Campaign messaging is that STIs are easy to catch, often don't have symptoms and are easy to prevent. The calls to action promote condom use and STI testing, including via couldihaveit.com.au, where a PathWest form for an STI test may be downloaded after a short risk-assessment quiz.

A new Youth STI campaign was launched in December 2018. The campaign depicts an amorous young couple being disturbed by voices of past sexual partners, highlighting how unprotected sex with one person isn't just with one person.

Approach: Rhythm Creative was contracted to develop creative concepts which were focus tested among people aged 16 to 24. Feedback helped shape the preferred concept, and inform channel selection.

Outcomes/Impact: Between 16 December and 30 January the campaign achieved 3,113,199 digital impressions, 35 cinema ad placements, 164,730 video views, nearly 500 shares, comments, reactions and 11,295 clicks to couldihaveit.com.au. Site visits increased significantly, and the number of Pathwest forms completed increased by nearly 50 per cent compared to the non-campaign period.

Innovation/Significance: The light-hearted creative approach encouraged social engagement across the campaign website and paid media. The campaign involves multiple executions including radio, video, posters, and static and animated banners for multiple channels, including social media such as Instagram, Snapchat and Spotify, mobile websites focussing on dating apps, and posters in nightspots. Cinema advertising allows longer form video in a setting where young people can engage with the content socially.

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