

Learnings from the 2025 WA HealthySexual Syphilis Campaign and Implementing Free Online Syphilis Testing

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Background/Purpose

The HealthySexual campaign is part of WA Department of Health's comprehensive response to STIs and aims to create a sexual health campaign targeting priority populations whilst destigmatising sexual health; it was launched in 2021. Each campaign burst is tailored to address epidemiological trends and stakeholder feedback. The campaign's website offers free gonorrhoea and chlamydia testing (Medicare card not required).

Approach:

The 2025 syphilis campaign, which was in market from October to December 2025, was developed in response to rising infectious syphilis notifications in 2025 after three years of decrease. Campaign channels were selected to reach the target audiences (young people, pregnant people and men who have sex with men) and included campaign materials on public transport property, community settings, regional radio, digital audio and Snapchat. During the campaign, syphilis testing was added to the online gonorrhoea and chlamydia testing service.

Outcomes/Impact:

Campaign metrics:

Public transport: >14 million views

Digital audio: >700,000 listens

Snapchat: >4 million views, with a click-through-rate of 0.91%, compared to previous campaign click-through-rate of 0.84%, and standard click-through-rate benchmark of 0.7%.

HealthySexual website: >42,000 visits, compared to 5,600 visits the same period in 2024.

Of the 329 people undergoing online gonorrhoea and chlamydia testing, 224 had a syphilis test, of which one new diagnosis and one previously treated were detected.

Innovation and Significance:

Lessons learned:

- Materials on public transport property are viewed frequently.
- Snapchat is popular amongst young people. Future use of social media needs to be considered given the social media delay for under-16s.
- 68% of people who used online gonorrhoea and chlamydia testing service chose to have a syphilis test. Consideration is required to determine if syphilis testing is appropriate for the online testing feature.

The campaign will continue to be evaluated and improved to meet emerging trends.

Disclosure of Interest Statement:

No disclosures.

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