

Case study: How Play Safe used digital communications to deliver sexually transmitted infections (STI) prevention messages to high-risk young people

Authors:

ROCHELLE AVASALU¹, JORDAN MURRAY¹

¹ *NSW Health, STI Programs Unit, Sydney, Australia*

Background:

Play Safe is a youth focused STI prevention program that works to deliver credible and engaging information to young people aged 15-29 across NSW. Each year Play Safe delivers a paid digital communications campaign that focuses on reaching young people who are at higher risk of STIs but are less likely to seek out sexual health information. Focusing on increasing knowledge of and positive attitudes towards STI testing and condom use, the 2022 campaign used a range of creative assets to drive users to the Play Safe website to complete a short, interactive safe-sex quiz.

Methods:

The campaign ran from 30 March 2022 to 20 May 2022 across YouTube, Facebook/Instagram, Snapchat and TikTok in two, three-week bursts with a two week break between bursts. This break allowed the team to evaluate results from burst 1 and optimise the campaign accordingly. The campaign was developed by creative agency, Tiny Hunter alongside the NSW STI Programs Unit. All paid media activity was executed by media agency, Wavemaker.

Results:

The 2022 Play Safe campaign achieved over 7.1 million impressions, 79,000 clicks and almost 39,000 conversions. Nearly all KPIs were exceeded and the Play Safe website saw a 61% increase in traffic compared to the previous period. Snapchat was the most cost-effective platform, averaging a \$0.30c cost per conversion. TikTok saw high engagement rates in the 18-24 age group, yet conversion rates were comparable across all target age groups. This indicated that for younger audiences, the key message needs to be included upfront so they see the call-to-action. The burst approach was highly effective and the campaign was positively received by the target audience.

Conclusion:

The success of the 2022 Play Safe campaign demonstrated that digital communications campaigns remain an effective way to reach young people online and promote important sexual health messages.

Disclosure of Interest Statement:

This work was funded by the NSW Ministry of Health.